

PHASE 1: 1.2

Grant Marketing and Promotion Plan

December 2024

Revised on January 15, 2025

1. Online Strategy

- (a) Develop online section within the SICIP website with prominent links from the home page.
- (b) Engage with social media influencers from industry or academia for goodwill promotion (reinforce the brand building value of them promoting these grants).
- (c) Develop a social media strategy on appropriate social media channels.
- (d) Advertise strategically on professional networks (e.g., LinkedIn), with budgeted ads around \$5000 - \$10,000, focusing on advertising filters that target priority industry sectors and academia RDI accounts within Bangladesh.
- (e) Develop #BIRDI hashtags across social media channels and co-post with related hashtags like academic institution hashtags, #R&D #innovation #ResearchGrants.
- (f) Produce some video explainers or showcase examples that communicate the power of the grants to transform industries.

2. Direct Engagement with Stakeholders

- (a) Engage directly and early with academia and research institutions. During those engagements, focus on commitments to:
 - (i) Disseminate grant information and announcements through staff email blasts.
 - (ii) Participate broadly in information and application process sessions either in-person or online.
 - (iii) Facilitate visits to prominent R&D labs, innovation hubs and other related institutes or centers that are aligned with industry priorities.
 - (iv) Designate grant ambassadors within academic institutions who can actively share grant details with colleagues and encourage cross-disciplinary proposals.
 - (v) Integrate information about the grants into their R&D, innovation, and entrepreneurship courses or co-curricular programs.
 - (vi) Facilitate guest lectures on industry-driven R&D as an avenue to highlight the grants as practical funding avenue.
 - (vii) Facilitate promotion through other internal communication channels (institution newsletters, intranet portals, industry engagement databases, and alumni groups).
- (b) Engage directly and early with industry associations, peak bodies, and trade and industry groups, and focus on commitments to:
 - (i) Disseminate information and promote grants through official channels and events of organizations like the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Bangladesh Association of Software and Information Services (BASIS), Bangladesh Garment Manufacturers and Exporters Association (BGMEA), MCCI, etc.

- (ii) Participate collectively on social media and online efforts to promote the grants.
 - (iii) Designate grant ambassadors who can actively share grant details with members and actively coordinate proposals.
 - (iv) Host online information sessions or roundtable discussions tailored to key industry sectors (textiles, RMG, pharmaceuticals, electronics, agriculture) in collaboration with active industry associations. Highlight how the grants can solve industry problems and improve competitiveness.
- (c) Engage directly with industries in strategic ways to generate the potential for a diversity of outcomes. This should focus on the following:
- (i) High profile industries who will co-invest through industry matching funds and CSR investments to promote industry linked RDI.
 - (ii) New ventures that are the outcomes of executive training programs, for example: Peoples Leather Industries (Rezbin Hafiz – Graduate of ETP at EWU).
 - (iii) Greentech ventures, that otherwise may not be as well connected to the avenues of promotion. This could include solar, EV, water treatment, chemical treatment, climate mitigation tech etc.
 - (iv) Industry sectors in which women entrepreneurs would substantially benefit from technology and industry innovations that are outside the principal skill set of their enterprise.
- (d) Partner with incubators, accelerators, and industry innovation hubs to hold information sessions and workshops that demonstrate how applying for the grant can drive technology adoption and collaborative projects with academia and industry.

3. Government Channels and Advisory Platforms

- (a) Engage with Ministries/Divisions and other Government Agencies to negotiate support for promoting BIRDI Grants through official government websites (Ministry of Finance, Ministry of Industries, Ministry of Education etc.) and their social media handles, and to feature announcements, application calls, and success stories.

4. Media and Public Relations

- (a) Issue press releases to reputable media outlets to announce the launch and milestones of the grant program.
- (b) Negotiate representatives from SICIP or other lead agencies to appear on TV talk shows, radio interviews, and podcasts popular with business and academic audiences.

5. Recognition and Awards

- (a) Host an annual awards event to celebrate successful grantees and their academic and industry partners. Invite media, government officials, and industry leaders to celebrate breakthroughs. Create positive PR and encourages new participants.
- (b) Design and deploy digital badges for awardee recipients and partners to display on websites, professional network profiles, and marketing materials. This will highlight their commitment to innovation and sustainable growth and promote future grant rounds.

6. Post-Award Engagement

Showcase best practices, lessons learned to create a community of practice. Prepare, through the grant award contract, for future sessions where current and past grantees can share experiences, advice, and outcomes. This sustains momentum and encourages repeat participation.