



# ONE WAY IN TO EUROPES UNDERGROUND LABORATORIES

## Report

### WP4.2. EUL Active Sales

Vilnius University Business School

2022

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by the European Union  
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DEVELOPMENT  
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**Status:** In time. KPIs reached.

**Actions of overall active sales made (Actions Summary):**

- Shortlisted the strategic/priority umbrella organizations (Jan-Mar)
- Collection and preparation of material (Jan-Apr)
- Process and key measures (steps) defined (Mar)
- Visit (roadshow 1) *Hagerbach NXT50* to get contacts (June), - visited *Hagerbach* group mining research focused subsidiary companies (June 15, 2021) and its associated partners, incl. *SCAUT Association* Board members (June 15, 2021), Swiss Chamber of commerce (June 16, 2021);
- Visit (roadshow 2) Bucharest, Romania BNI to introduce EUL (July), - visited *National Agency for Mineral Resources* (July 12, 2021) and its strategic corporate mining partners (*Cuprom*, *CupruMin*, *National Company of Lignite Oltenia*, *National Hard Coal Company*, *Ploiești National Coal Company*, July 13-14, 2021), Romanian Chamber of commerce (July 14, 2021);
- Visit (roadshow 3) in Munich (Munich Mining International et al, September 21, 2021) /London (roadshow 4; - *Green Smart Community Integrated Energy System* co-founders: *London South Bank University* (LSBU, September 15, 2021, September 17, 2021), *London Borough of Islington* (LBI, September 16, 2021) and *Transport for London* (TfL, September 17, 2021)), *British chamber of commerce*, London (November 15, 2021);
- Proactive contacting and meeting other potential members / associated business organizations (National Chambers of commerce in each road show country, also Business Network International chapters), in parallel with *BNI Lithuania & Latvia* (June, July), *BNI Germany* (July), *BNI Norway* (September), *BNI UK* (September), *BNI France* (September), *BNI Serbia* (October), *BNI Spain* (September, October), *BNI Italy* (October).

**Challenges**

- Limited possibility to visit HQ, mainly online during the 1<sup>st</sup> project continuation part (due to COVID restrictions for traveling), later it was more doable and less complicated to arrange and schedule overall meetings and presentations.
- Before EUL Association was established it was a serious obstacle to start signing the official MoUs or related cooperation documents, - It was very hard to maintain credibility and focus without it.

## The group of activities

In general, the main purpose of this active sales campaign (set of strategic sales roadshow) was to generate initial income for the Network and start creating the best practice of long-term partnerships. These activities served pilot action purposes. The mentioned activities generated an international impact and relevance since it was oriented towards international customers and long-term partnerships with international business exposure ambitions. Some of the representatives of potential customers have been BSUIN project partners and their positive references and professional insights have been a part of the core elements of the overall process of new clients persuading and general promotion activities.

The main problem was that it was needed to ensure that the target group representatives should be well informed about the core services of our network. In parallel, the main goal was to emphasize what are our core advantages in comparison with our main competitors – other UIs and (or) similar networks). The core target group was all possible customers of EUL network services (incl. start-ups and spin-offs, overall mining industry managers, related investors, academic researchers, and all possible private and private users of full-scale network services).

## Priority organizations to start strategic cooperation

Name	Status	Contact point	When workshop (prelim. plan)
EIT Food	Contacted, waiting for the final EUL registration	Got positive feedback from general contacts	September
Society of Mining Professors (SOMP)	Contacted, waiting for the final EUL registration	Got positive feedback from general contacts	October
European Geothermal Energy Council	Contacted, waiting for the final EUL registration	Got positive feedback from general contacts	October
EERA Joint Programme on Geothermal Energy			
The European Carbon Dioxide Capture and Storage Laboratory Infrastructure (ECCSEL)	Contacted, waiting for the final EUL registration	Got positive feedback from general contacts	October
National Agency for Mineral Resources and their institutional partners	Contacted, waiting for the final EUL registration	Got positive feedback from general contacts	July (done)
EIT Raw Materials	Organizing references via BNI and EUL network	Got positive feedback from general contacts	(October / November) Questionable if needed workshop

The core organizations mentioned above were strategically mapped as priority strategic partners based on several internal discussions among EUL co-founders and associated mining sector experts. It was proactively interacted with all of them and received positive feedback regarding potential cooperation (incl. full scale of the institutions mentioned above EIT Food, Society of Mining Professors (SOMP), European Geothermal Energy Council, The European Carbon Dioxide Capture and Storage Laboratory Infrastructure (ECCSEL), National Agency for Mineral Resources and their institutional partners, EIT Raw Materials). These organizations were identified and chosen also after strategic sessions and workshops with Project partners, Project team members and they were considered as the most promising to generate both short- and long-term synergies, plus, believing that it can

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enhance our capabilities to boost our starting positions of fruitful international cooperation. In parallel, tangible support was received from various local, regional, and international all-around Europe (during our roadshow trips in Switzerland, UK, EU and even UAE). Presentations were successfully made, it was participated in several related workshops, 1-2-1 meetings and other types of the mentioned events and received nonbinding commitments from various private and public organizations and NGO to sign memorandums of understanding (MOUs) with us as soon as we shall be registered. The EUL is, finally, ready and loaded for commercialization and implementation of its business activities with overall organizations.

### **Output Description:**

Overall Commerce and business approach overcoming activities during exhibitions (incl. related events), and following sales roadshows, direct meetings with potential clients, regional and international chambers of commerce, et al, Governmental/ regional institutions, NGOs

### **Implementation of the following Sales Activities based on projected outputs (final output summary):**

- ✓ Target (regional business) / strategic partners were mapped and successfully contacted by organizing institutional relations for cooperation.
- ✓ 5 roadshows in EU area (Baltics, Romania, Germany, plus, Switzerland, UK) were organized and successfully made in 2021, plus, additional related commerce campaigns were implemented based on BNI chapters in Germany, France, Spain, Norway, Serbia, Italy, et al.
- ✓ Presentations were prepared, tested, and later enhanced based on the feedbacks collected during the roadshows and related commerce activities.
- ✓ Overall material audit (*deep analysis of what we have in our mutual databases - what could be attractive for our customers*) and tailor-made -adaption (incl. printed representation measures) was done.