



# D6.1 Communication and Action Plan I

## WP6 – Impact Maximisation

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# Executive Summary

This deliverable comprises the first Communication Strategy and Action Plan of the PARSEC project. The purpose of the document is to outline the strategy, activities, and tools with which the PARSEC project will communicate its activities to a range of external stakeholders during the project. This is a living document and will be updated during the project, with the final strategy to be delivered in M18, via the deliverable *D6.7 Communication Strategy and Action Plan II*.

PARSEC is expected to help Small to Medium Enterprises (SMEs) and start-ups turn their ideas into commercial products and services onto the market by fuelling them with Earth Observation (EO) technologies, through an acceleration programme. The acceleration programme will be available after a process of two successive open call applications. To this end, the communication team has developed a strategy to communicate PARSEC, with the primary aim of attracting potential applicants as well as investors and EO service providers.

The PARSEC communication activities focus on identifying and engaging with identified beneficiaries which include such as SMEs, start-ups, founders, etc. and investors and convincing them of the value of the accelerator and its results. Alongside communication, dissemination activities are planned as a secondary means for communicating PARSEC's scientific and technological results – mostly referring to the developments arising by the Large-Scale Demonstrators.

This document presents the overall communication methodology and action plan to be followed and describes the messages and tools to be used for each target group. Besides providing the guidelines and principles for the communications during the lifetime of the project, this deliverable focuses more on the first stage of the accelerator (M01-M12). An updated version of this deliverable is planned for M18, "*D6.7 Communication Strategy and Action Plan II*", where the focus will be turned to the accelerator's second stage and updates on this first communication strategy and action plan.

- Chapter I outlines the overall strategy and presents the key principles, the communication targets, the channels and tools to be used and the PARSEC narrative to be followed;
- Chapter II describes the dissemination activities planned to be implemented during the lifetime of the project;
- Chapter III presents the actions and timeline that comprise the PARSEC communication action plan;
- Chapter IV presents a monitoring and evaluation methodology to evaluate the impact of the communication activities;
- Chapter V presents the way forward for the activities.

# 1 Communication strategy

## 1.1 Overview

PARSEC aims to provide aspiring founders, start-ups and SMEs with the necessary resources to develop and launch EO-based services with a strong value for users and a solid business proposition. The acceleration programme focuses mainly on ideas impacting three emerging industry sectors - food, energy, environment. The accelerator will last for two and a half years and will be implemented as follows:

- In the **1st stage**, PARSEC will utilise a peer-to-peer evaluation process to select **100 applicants** who will receive **seed capital (10.000€ each; terms and conditions see D4.1 “PARSEC Call Fiche and accompanying documents”.)**;
- In the **2nd stage**, PARSEC will facilitate formation of **cross-border, cross-sectoral teams** (consortia of 2-4 companies) by the successful applicants and support them to **develop innovative EO-based services** addressing challenges in the food, energy and environment sectors.
- Finally, the **15 consortia** demonstrating services with the highest commercial potential will be selected by a jury consisting of industrial CEOs, opinion leaders, investors, Venture Capitalists (VCs) and/or business angels. The selected consortia will receive additional funds (**100.000€ per consortia**) and coaching along with the opportunity to attract further venture capital.

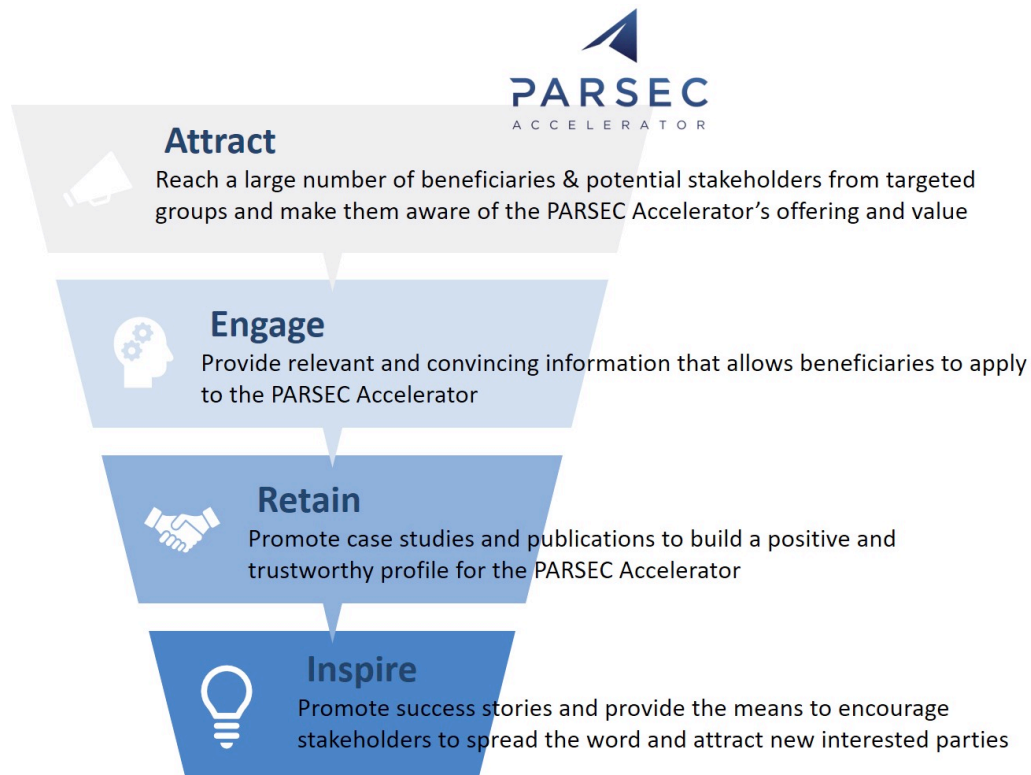
Sustainability is key for PARSEC. PARSEC’s complete accelerator programme is expected to furnish the beneficiaries with the necessary skills and knowledge to support their service or product during the market phase and beyond the contractual end of the project. Additionally, the three technological tools (the Big Data Toolbox, the In-situ Data Hub and a dedicated space in eoMALL Galleries and eoPAGES) that are being developed within PARSEC are expected to facilitate the creation of market-ready products and services by a wider group of users than the PARSEC applicant corpus. Taking into account this fact, the team has decided to refer to the Large-Scale Demonstrators (LSDs) as the “**business catalysts**” for promotional purposes, in all communication activities.

**The overall objective of the PARSEC communication activities is to attract and engage stakeholders and convert them into active participants. Communication activities therefore focus primarily this goal whilst promoting “buy-in” to the PARSEC tools as a secondary priority.**

Building a strong brand identity and trust is key for the success of the accelerator during the lifetime of the project and beyond. Partners have already started communicating the accelerator through their networks and at events. During this first stage, PARSEC communications will be focused on acquiring beneficiaries. To achieve these goals, an inbound marketing<sup>1</sup> approach organised around a step-wise process which is summarised and illustrated in **Error! Reference source not found..**

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<sup>1</sup>Inbound marketing is a method of attracting customers to services amongst others via content marketing, social media marketing, and branding.



*Figure 1. The PARSEC Accelerator's communication funnel*



Leveraging various communication channels is essential in order to **generate awareness and attract** a significant mass of potential stakeholders to PARSEC's online channels. The website and social media will promote PARSEC online and stimulate community engagement with the accelerator team. In addition, face-to-face promotion is recognised as a significant channel to reach potential applicants. Consortium members are highly active in the European and global EO, ICT, food, environment and energy communities, attending related conferences, workshops and events. These occasions have already proven to be relevant fora for targeted promotion of PARSEC to potential stakeholders<sup>2</sup>. The consortium's wider network will also be used to reach potential leads.



PARSEC will provide the means for **stimulating interest and engaging** beneficiaries and relevant stakeholders. Communication channels developed for the project (website and social media) will seek from the beginning to influence potential beneficiaries towards applying to the PARSEC Accelerator. Specifically, this will include the clear and prominent integration of the value proposition and a clear path to the next steps by visually accentuated calls to action. When engaging potential stakeholders in person, the value of the PARSEC Accelerator and the large-scale demonstrators will be promoted, and they will be directed towards the online materials for further information. In addition, supporting communication tools such as flyers and other printed materials will be used to enhance the promotional efforts. To reach potential applicants in countries beyond Europe, the PARSEC consortium's networks will be utilised. The specific approaches will vary from country to country, but could take the form of events organised regionally by the partners, participation in third party events, etc. Surveys will be used to foster an open dialogue with the beneficiaries, better understand their needs in order to provide the most adequate acceleration support to them.

<sup>2</sup> As from previous experience such as the KATANA project (Grant Agreement No. 691478).



To **retain** beneficiaries and potential stakeholders, they will be supported to develop networks and liaisons with relevant stakeholders, provided with tips and ideas on how to scale up their businesses and shown how the accelerator can facilitate these processes by promoting success stories.



The last step of communications is to **inspire** beneficiaries and stakeholders to share their stories of how they have been supported to continue their path into the market. As PARSEC also aims to attract investors and venture capitalists to give the opportunity to the 15 finalists to attract further funds, such stories will be a valuable source of inspiration. In addition, the 15 beneficiaries and their stories will be a strong communication tool to promote how EU funds strengthen the positioning of SMEs and start-ups, helping them scale up as well as introduce innovative services to the market.

Five groups of questions underpin the approach to promotional activities, which are linked to basic questions that must be answered in order to develop a successful communication plan. The table below summarises the questions.

Question group	Questions
Identification	<b>Who</b> are we trying to reach, and why?
Content	What are the <b>key messages</b> to be delivered?
Methods	<b>How</b> will we get our messages across? Which tools should be used for which audiences?
Timing	<b>When</b> should communication actions take place?
Place	<b>Where</b> will potential users be approached?
Communicator	<b>Who</b> will participate in the communication activities?
Evaluation/Impact	<b>What</b> was the impact of the communication activities?

*Table 1. Activity groups and key questions.*

## 1.2 Key principles

PARSEC is being promoted as an operational business accelerator, and all communications should reflect this.

To effectively reach the different target audiences, a set of channels, tools and activities have been adopted.

### Branding

- Logo
- Colour palette
- Icons
- Supporting visual elements



## Channels

- Website
- News
- Social media, Twitter, Facebook and LinkedIn
- Events

## Tools

- 
- Presentation pitch
  - Brochure, leaflet and promotional gifts
  - Popular online publications (e.g. blogs)
  - Focused media campaigns
  - Media coverage (i.e. TV and radio presence)
  - Press kit
  - Animated video
  - Infographics
  - Peer to peer promotion and consultation through partners' (co-) organised events
  - Peer to peer promotion by consortium partners at regional level
  - Promotion through third party set-ups, i.e. conferences, info-days, workshops, etc.
  - Participant stories

## Activities

- 
- Open regional information days for water stakeholders
  - Third party conferences/workshops/events
  - Scientific publications

To maximise the impact of communications and foster long-term sustainability of the accelerator activities, a set of communication principles has been adopted in order to underpin PARSEC interactions.

- **Targeted communications, personalised interactions and regionalisation.** Communication activities aimed at specific stakeholder groups (as identified in Table 2) are necessary to maximise the impact of the action. PARSEC aims to be an inclusive accelerator, targeting as many applicants as possible across the EU and the other eligible countries, as defined in D4.1 *"PARSEC Call Fiche and accompanying documents"*. The partners have a direct role in acquiring 'intelligence' in order to inform the impactful strategies for promotion. The consortium will develop material (including a short questionnaire) in order to collect needs and requirements of potential participants (chiefly applicants). The preliminary conclusions from this survey will be taken into account to develop the key points on which the PARSEC communications strategy should focus. Broader communications for citizens and the media play an important role complementary to these more strategic campaigns.

- **Establish brand trust and reliability.** The PARSEC Accelerator's branding is the first key element for effective promotion; promotional activities depend upon a strong brand and visual identity. Using its branding, the PARSEC Accelerator aims to build up respect and recognition among the SME and start-up community as well as among the EO ecosystem. The accelerator programme looks up on developing long-term relations with the community and to achieve that, the project will seek to cultivate trust by leveraging sector-specific expertise in the accelerator.
- **Multiplier and network effects** are central to the PARSEC Accelerator's communications impact. PARSEC is founded on cross-cluster, cross-sector and cross-border collaboration. The accelerator programme could gain further visibility from making use of the liaisons with existing, established entrepreneurial channels as well as boost its promotion by similar activities focusing on different or linked sectors. Clusters, networks, associations and other groups are therefore central targets to propagate and amplify communication efforts. The identification of these targets, which has already begun (see Table 4 for examples), will continue throughout the project through WP6.
- **Outreach and communication channels and tools** made accessible by the consortium partners and the organisations who have expressed their support for the project will be maximally utilised, complementing the previous principle.
- **Building awareness and trust through the use of showcases.** Beneficiaries engaged in the project through the Open Call will become showcases for the purposes of communication. The impact of innovative cross-sectoral value chain creation will be highlighted using stories and quotes from the SME beneficiaries, drawing attention to the broader societal, economic and environmental impact of the innovations generated.
- **'Media-friendly' material.** PARSEC's features, such as the start-up notion, and the high technology aspects, will be used as narrative elements to promote the project widely amongst the general public and students.

Both partnerships and regionalisation are expected to be the major levers for attracting potential applicants in the countries of the consortium partners, other EU countries and globally. These activities and how they are going to be further exploited for each target group are presented below.

## 1.3 Communication targets

This chapter answers the question *"who are we trying to reach and why?"*. The primary target audiences for PARSEC are defined based on the phases of the accelerator, as further elaborated in the following sections. In addition, research and academic communities, local and regional public authorities as well as the general public and the media are relevant targets for the communication effort. The targets can be grouped into broader categories with different objectives. The table below (Table 2) provides an overview of the target audiences, their breaking down into defined focus groups and their communication objectives.

Audience category	Description	Communication objectives
Beneficiaries	<ul style="list-style-type: none"> <li>• SMEs</li> <li>• Start-ups</li> <li>• Researchers</li> <li>• Aspiring founders</li> </ul>	<ul style="list-style-type: none"> <li>• Convince of the added value of the accelerator</li> <li>• Generate direct leads for potential applicant's leads</li> <li>• Generate momentum to engage them to apply</li> <li>• Retain their interest and convince</li> </ul>




		them on the benefits of the support <ul style="list-style-type: none"> <li>• Convince of the added value of the EO data and services</li> </ul>
<b>Communication nodes &amp; multipliers</b>	<ul style="list-style-type: none"> <li>• Clusters</li> <li>• Networks</li> <li>• Associations</li> </ul>	<ul style="list-style-type: none"> <li>• Gain visibility and access to more beneficiaries</li> <li>• Convince of the added value of the accelerator to members</li> <li>• Generate potential applicants' leads through indirect propagation or direct lead through common activities</li> <li>• Convince of the added value of the PARSEC innovations (i.e. the business catalysts)</li> </ul>
<b>Investors &amp; venture capitalists (VCs)</b>	<ul style="list-style-type: none"> <li>• Potential investors &amp; venture capitalists</li> </ul>	<ul style="list-style-type: none"> <li>• Attract interest and gain visibility on the new services</li> <li>• Convince of the added value of EO fuelled innovations in emerging sectors</li> <li>• Generate leads</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Food, Energy or Environment focused media</li> </ul>	<ul style="list-style-type: none"> <li>• Attract potential stakeholders by providing relevant publications</li> <li>• Generate interest through publications based on project's success stories</li> </ul>
	<ul style="list-style-type: none"> <li>• Copernicus specialised media</li> </ul>	<ul style="list-style-type: none"> <li>• Generate interest and promote PARSEC technological advancements in emerging sectors that can be supported by EO</li> </ul>
	<ul style="list-style-type: none"> <li>• General purpose media</li> </ul>	<ul style="list-style-type: none"> <li>• Generate interest in communicating the socio-economic benefits of the accelerator program</li> <li>• Attract potential applicants</li> </ul>
<b>Other relevant stakeholders</b>	<ul style="list-style-type: none"> <li>• Copernicus programme stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Establish operational relationships with the EO stakeholders</li> <li>• Promote accelerator success stories and case studies</li> </ul>
	<ul style="list-style-type: none"> <li>• National &amp; regional stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Convince of value for PARSEC's innovations for national extension services</li> <li>• Gain visibility at national and regional level</li> </ul>
	<ul style="list-style-type: none"> <li>• General public</li> </ul>	<ul style="list-style-type: none"> <li>• Raise awareness of PARSEC's socio-economic benefits to citizens</li> <li>• Demonstrate the benefits of EU-funded research</li> </ul>

**Table 2. Target audiences and primary objectives**




The primary direct target audiences during the lifetime of the project are the beneficiaries and investors. To design a user-centred communication strategy and to effectively deliver the messages to achieve the communication objectives summarised in Table 2 representative profiles ("personas") have been created. Personas are indicative of the operational reality of main target groups.

Communication activities targeted at them should be fine-tuned taking into account their needs, goals and constraints thus facilitating an effective implementation of communication activities.




### Small-to-Medium Enterprise

 <b>Paul</b> R&D advisor	 <b>Constraints</b>	 <b>Key messages</b>
SME active in water management  <b>Interested</b> in expanding company's service portfolio with a new solution which is still at the concept phase	Limited resources to develop and commercialise new services	The PARSEC Accelerator provides a complete portfolio of support, including equity-free funding, mentoring, networking, coaching, training and access to further funds.
	Insufficient network for developing and scaling up the solution to propose it for new customers	Cross border and cross sectoral collaborations will expand your network of contacts adding value to your innovation and resulting in new industrial partnerships and new potential customers.
	Lack of awareness of benefits of EO data and solutions and the added value of the business catalysts	EO-based solutions can enable faster and better decision making. Also, the PARSEC Accelerator team of experts will share their skills and technical competence to help you further develop your product.




### Start-up

 <b>Anna</b> Start-up CEO	 <b>Constraints</b>	 <b>Key messages</b>
Company specialising in food supply chain  <b>Interested</b> in opportunities to expand the business and explore market opportunities	Limited financial support and fear of failure	The PARSEC Accelerator will distribute equity-free funding and offer support all the way to the market and beyond by providing continuous mentorship, knowledge, skills and the opportunity to attract further investment.
	Growing competition in the emerging food industry	Being part of the PARSEC Accelerator brings your business competitive advantage as it fosters technologically advanced innovation and resource-efficient economy
	Country constraints to seek for new market opportunities	Using one of the business catalysts developed for the accelerator programme, the dedicated sectoral eoMALL Galleries and eoPAGES, will enable you promote your solution globally by matching the supply with demand.

## Researcher

 <b>Stefka</b> Post-doc researcher	 <b>Constraints</b>	 <b>Key messages</b>
Developed an algorithm for reducing energy consumption in smart buildings	Limited resources or other constraints besides lack of will, to start a company	The PARSEC Accelerator supports you all the way to the market and beyond by providing equity-free funding, continuous mentorship, knowledge and the skills to succeed.
<b>Interested</b> in finding solutions to take her method to the market	Limited or insufficient knowledge of relevant partners for innovation	The PARSEC Accelerator organises regional matchmaking events and 3-day bootcamp allowing you to team up with other leaders of innovation and find the teammates with complementary skills, knowledge and experience.
	Limited knowledge and skills for business development	The PARSEC Accelerator organises online and on-site learning sessions, provide mentorship as well as business development services such as investment readiness program and export promotion services.

## Aspiring founder

 <b>Leonardo</b> Post-grad engineer	 <b>Constraints</b>	 <b>Key messages</b>
Has an idea to use algae for industrial purposes	Limited resources to implement the idea	The PARSEC Accelerator's holistic approach offers you equity-free funds, mentoring and support to make you ready to be one of the 15 winning teams that will take their solutions to the market.
<b>Interested</b> in creating his own business, looking for mentorship and funding to implement his business plan	Limited or lack of awareness about EO	The PARSEC Accelerator team will share their skills, technical competence and tools to allow you to fuel your innovation with EO data boosting the element and facilitating faster and better business decision making.
	Concern about the sustainability of the business	The PARSEC Accelerator is a sustainable accelerator programme providing long-term mentorship and possibility to pursue further investments during and after the end of the program.

## Investor

 <b>Petra</b> Young investor	 <b>Constraints</b>	 <b>Key messages</b>
Works for a big European Venture Capital fund	Access to information about new marketable innovations in growing industries	PARSEC accelerates big data technology and improves products, processes and business models mainly focusing on the emerging food, energy and environment sectors.

Interested in supporting with pre-seed and seed funding small companies with strong teams and innovative services in the emerging sectors	Lack of long-term sustainability of new innovations	The holistic nature of the PARSEC accelerator programme will lead to sustainable business plans of new innovative products.
	Access to solutions with enough maturity to become marketable products in the short run	PARSEC business development services and business catalysts will fuel the innovations developed for the PARSEC accelerator programme to help them take off faster into the market.

## 1.4 Channels and tools

Getting the right messages to the relevant audiences and meeting the communication objectives of each group can only be achieved by exploiting different communication channels and utilising several outreach tools. Consequently, a multitude of channels/tools has been deployed under the communication activities. The existing communication material will be used for promotional purposes; to this end a high-level methodological assessment of its relevance and scope is shown below.

Tool/Channel	Description and Purpose	Audience Relevance					
		Multipliers	Beneficiaries	Investors/VC	Copernicus	Research/Acad.	Media
Website	PARSEC's primary digital communication tool and the gateway to online communication material and accelerator courses. Key highlights and PARSEC's differentiators will be prominent to engage participation. Dedicated sections will be created for <b>clusters, SMEs, investors and the business catalysts</b> . PARSEC highlights will be adjusted to fit the communication objectives as the accelerator programme moves forward.	●	●	●	○	○	○
Brochure	A high-level, formal, glossy publication outlining key information about PARSEC. Highlighting the holistic approach and the sustainability of the initiative as well as the benefits to the cross-sectoral communities	●	●	●	○		
Leaflet	A "light" publication in a smaller form factor than the brochure aimed at attracting attention with a small number of key messages, raising awareness and encouraging stakeholder engagement.	●	●	○	○	○	○
Email updates	Email updates will be used to announce PARSEC upcoming milestones such as application deadlines, project events and important news to engage subscribers and increase interest.	●	●	●			○
Pitch	A slide deck will be created to engage potential participants. It will be used in person-to-person communications or events as a supporting tool for pitching about PARSEC. The presentation will present the accelerator in a nutshell, mostly focusing on the benefits for beneficiaries and expected results for investors.	●	●	○	○		
SME Showcase	A publication containing a collection of high-impact success stories from across the PARSEC project's Open Call.	●	●	●	○	○	●

<b>Specialised Fact Sheets</b>	A set of fact sheets aimed at the four main stakeholder groups, explaining their potential benefits in engaging with the project.	●	●	●			●	
<b>Press Kit and Press Releases</b>	A package of information (including the leaflet and brochure), talking points and highlights of the PARSEC Accelerator activities and achieved and upcoming milestones.						●	
<b>Regional Smart Specialisation Info Card Deck</b>	A searchable deck of region-focused pages that explain Smart Specialisation Strategies and policy.	●	○	○				
<b>Animation</b>	A short (1-2m) animation, outlining the PARSEC approach and the expected outcomes.						●	●
<b>Social Media</b>	Social media and networks (Facebook, Twitter and LinkedIn) are utilised to promote PARSEC activities and events, boost branding awareness, establish communities of "followers" thus attracting potential users and building synergy with existing communities.	○	○	○	○	○	●	●
<b>Open Call Materials</b>	A package of documents (Call Guide, Fiche) to guide SMEs and start-ups in, <i>inter alia</i> , pitch preparation, community-based evaluation, consortium-building, proposal preparation and implementation.		●					
●: primary target; ○: secondary target								

**Table 3. Tools description in relation to the identified target groups**

The following subsections give a more detailed description of some of the most important tools presented in the table above (Table 3).

### 1.4.1 Visual identity

An integrated and coherent visual identity underpins all communication products and tools and forms the basis for a commercial brand. The visual identity consists of the logo, colour pallet, icons and any additional visual elements which work together to form a coherent and recognisable whole. To establish the visual identity, the following elements were considered:

- The need to select an appropriate aesthetic for the branding of an accelerator which should be professional, yet attractive;
- Entrepreneurial style; the design should reflect a dynamic, professional but yet “fresh” aligned to the accelerator programme.
- The competitive environment, namely the visual approaches currently used by accelerators and by other similar projects and initiatives.
- Guidelines on communication in the context of Horizon 2020 projects.

#### Logo

As already mentioned above, a have made a comprehensive review of accelerators and similar initiatives was conducted. Approximately 10 logos were evaluated and with close cooperation with the coordinator the final version was selected (see Figure 3).



*Figure 2. The PARSEC Accelerator logo*

The logo comprises two main elements, the icon and the text. The kite pointing upwards, which was selected to be the icon, reflects the sense of acceleration and speed, designed with sharp edges to show agility. The position of the kite on top of the text conveys the notion of observation from above, forming a link to Earth Observation.

A thick and clear font was used for the text “PARSEC”. The letters “P” and “E” have cuts in them which enhance the notions of speed and agility.

The word “accelerator” in capital letters was added below the name PARSEC as part of the full logo.

A reverse coloured logo and a black and white colour variation of the logo are also created in order to fit to every background without losing its original identity.

#### *Colour palette*

The colours used in the visual identity were selected based on the association of shades of blue with the sky and space. The grey shade used for the font contrasts comfortably with the icon and subtle adds a sleek and modern aesthetic. The colour palette selected for PARSEC consists of the following colours:

Dark Blue

Blue

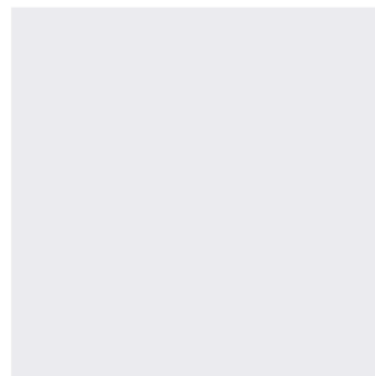
Grey



R 22 G 19 B 57  
HEX #161339



R 47 G 84 B 144  
HEX #2F5490



R 236 G 235 B 238  
HEX #100026

*Figure 3. The PARSEC Accelerator colour scheme*

The PARSEC Accelerator colours will be strongly used throughout all generated communication activities towards building a strong brand across PARSEC materials.



#### *Attribution of source of funding*

Following the EC Communication guidelines (as specified in European Commission, 2014), across all official outputs of the PARSEC project, and accompanying the project's logo, a text concerning the source of the project's funding and disclosing the Grant Agreement number will be provided, along with the European flag.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824478.

***Figure 4. Standard funding source disclosure text and European flag.***

### 1.4.2 Templates

Based on the visual identity established by the logo and the colour pallet, templates were produced for text documents (Microsoft Word) and presentations (Microsoft PowerPoint). Templates were produced for the following types of documents:

- Deliverable documents;
- Non-Deliverable Documents, such as memos, notes or letters;
- Deliverable document reviews;
- Communication activity reports (created with [Google forms](#) or [Typeform](#)<sup>3</sup>);
- Press releases;
- Presentations.

Samples of these templates are supplied in the figures below.

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<sup>3</sup> These platforms are GDPR compliant.



Figure 5. PARSEC's Deliverable template front and back cover

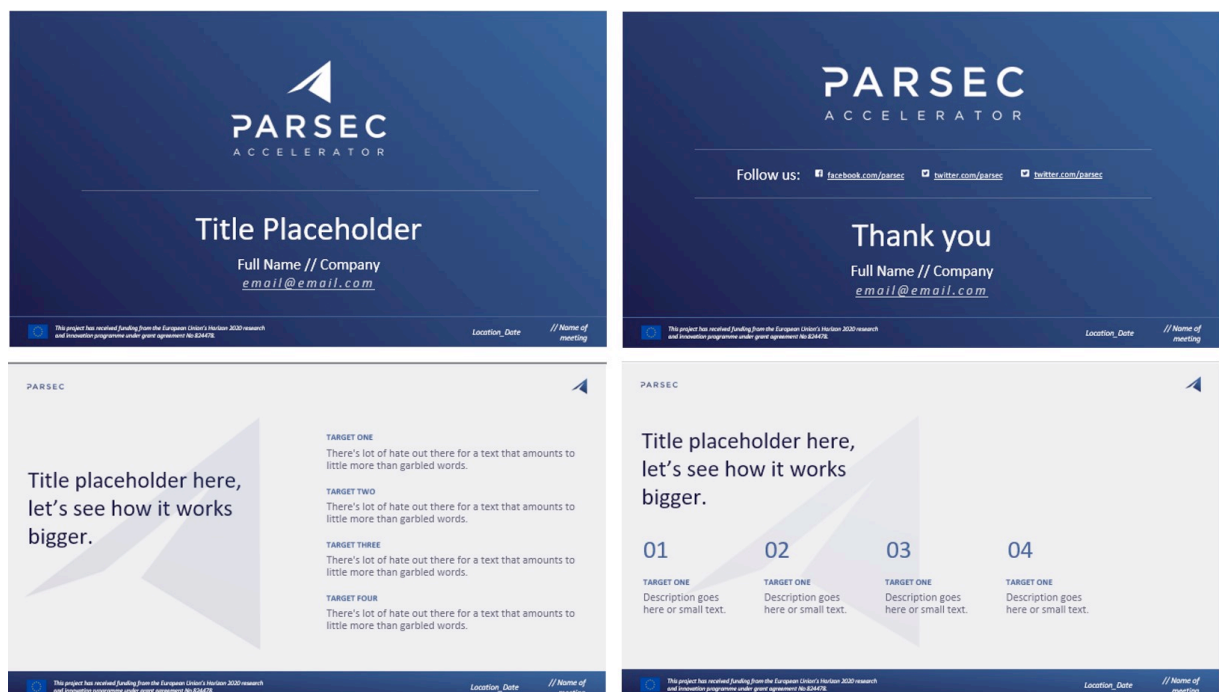


Figure 6. PARSEC's presentation covers and content pages sneak peek

### 1.4.3 Website

The PARSEC website will maintain focus on the **accelerator** ([www.parsec-accelerator.eu](http://www.parsec-accelerator.eu)) and will be the main channel of interaction with the beneficiaries and stakeholders. The site will aim to attract the interest of its visitors to learn more about what PARSEC is offering and encourage them to apply for the Open Calls (first for the Open Call 1) with strong “calls to action”. This user-driven website is being developed in a dynamic way and aims to facilitate contact with the interested potential participants (through a dedicated contact form and by providing an emailing list of PARSEC contacts contact table). The PARSEC website will be updated regularly, and particularly in line with the phases of the accelerator, highlighting different aspects in regard to the target audience focused in each case. Overall, the website will provide information about the Open Call requirements, results and all other information on PARSEC’s upcoming activities. Alongside this, it will be the central repository for accessing the project’s publications (deliverable documents).

The structure of the website is planned to be as follows; each section heading is accompanied by a brief description of the content to be included therein:

**HOME:** A synthetic overview highlighting the key features of the accelerator programme: what it offers, to whom it is addressed and a strong call to action. It will also present the focus sectors and an overview of the partners involved. Critical dates and invitation to apply (via a dedicated button) will be added when the Open Calls open.

**ABOUT:** A summary of the PARSEC project, with reference to the call, and the project’s duration and partners. The page will include:

- A simple graphical timeline of the main project deployment milestones;
- The list of partners and links;
- A list of the public deliverables and download links of available deliverables.

**FOR APPLICANTS:** A detailed presentation on the eligibility criteria, guidelines on how to apply and links to the application platform managed by Biosense Institute (BIOS). Links to the Open Calls will be prominently available here. A link to tools will also be included as well as the event calendar, to inform potential applicants about upcoming activities. Important dates and other major highlights will also be shown in this page. Infographics, promotional material, relevant documents and templates, and guidelines will be available for download.

**FOR INVESTORS:** An overview of the expected results of the accelerator will be provided, including how they will be sustained and how they are expected to add value to the EO market and the three emerging sectors. The section will highlight key differentiators and available tools for investors to track opportunities, to attract their interest and encourage them to participate in PARSEC. Useful links to download will be accessible on this page.

**BUSINESS CATALYSTS:** An introduction to the Large Scale Demonstrations (LSDs: the Big Data Toolbox, the In-situ Data Hub, the eoMALL Galleries and eoPAGES), what each can offer and their technical details. Respective links to the dedicated website of each LSD will be provided. As already mentioned above, the LSDs will be referred to as business catalysts throughout all communication activities.

**FAQs:** A list of answers to questions that could be possibly raised, focusing mostly on those of interest to potential applicants.

**NEWS AND EVENTS:** A list of recent news items, event invitations and other PARSEC activities as well as an event calendar to show upcoming events.

**CONTACT US:** A section dedicated to engaging with audiences, containing a contact form and a list of key contact.

The website will be produced on the basis of the WordPress platform using available and robust template(s), modified where necessary to accommodate any additional required features. The website and its monitoring (see Section 4) will be compliant with the relevant EC's directives for Horizon2020 projects and the PARSEC GDPR will be available online.

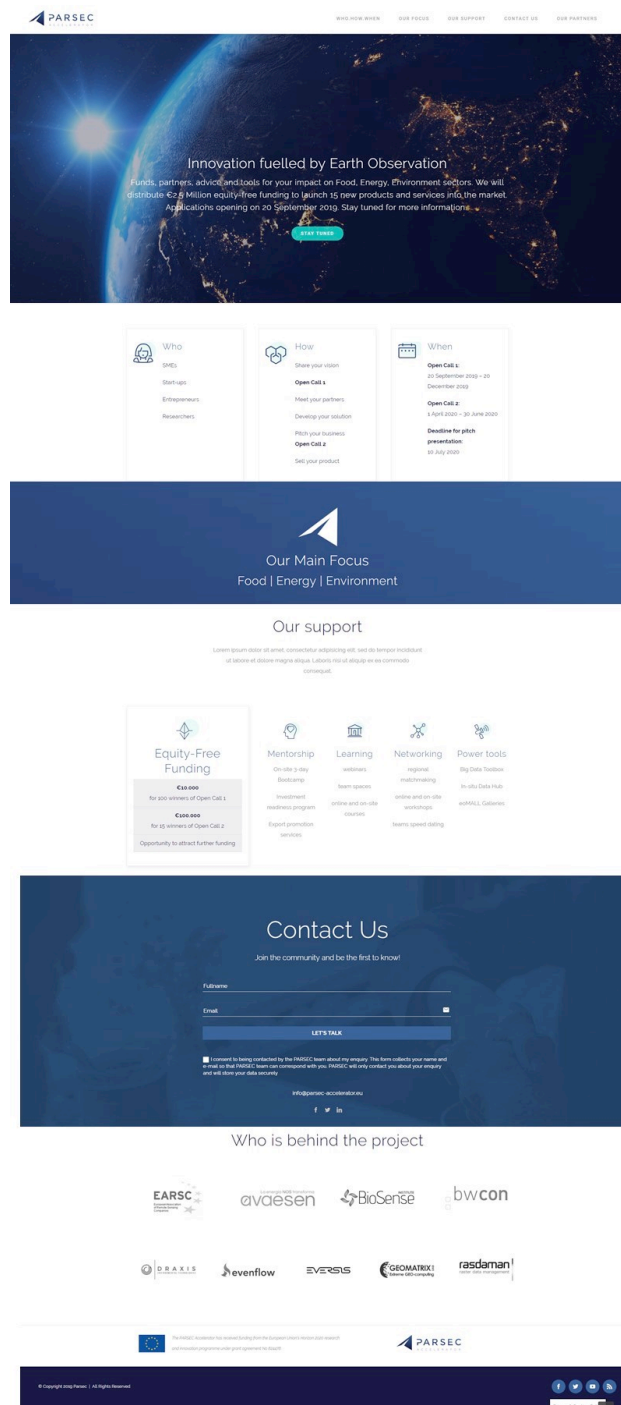


Figure 7. The PARSEC Website – the holding page

Considering the necessity to have an online presence as early as possible, an early version of the website will be uploaded, being a dynamic, user-focused one-page “holding page” providing key information about the acceleration process and a strong call to action. It includes all the necessary information for potential applicants as well as a short registration form allowing visitors to sign up to PARSEC update emails.

### 1.4.4 Brochure, leaflet and factsheets

The team plans to produce a brochure, a leaflet and a set of factsheets (focused on different target audiences) to promote the accelerator and engage participation. These documents have slightly different purposes and target audiences (see Table 3). They will be distributed in the context of a number of internal and external events, as well as on an ad-hoc basis by the project partners. Digital versions of this material will also be available and accessible to everyone through the PARSEC website.

### 1.4.5 E-mail updates

According to the project's Description of Action (DoA) a regular newsletter should be published. Following discussions during the Kick-off Meeting (KoM), the communication team decided to evolve this idea and generate a more modern and interesting way of communicating PARSEC's latest news to its network. The conclusion is the following:

- Regular news will continue to be posted on the PARSEC website and promoted on social media.
- Direct emails will only be sent to interested stakeholders who have responded via the contact forms on the website, consenting to be sent updates in regard to the project. Subscribers to these updates will be given the option to unsubscribe at any moment they wish to.
- Email updates will be used only to communicate **actionable information**, such as reminders on the opening or closing of the calls and announcements of upcoming events.

### 1.4.6 Social media

PARSEC will establish a social media presence using the following channels:

**f Facebook:** With over 1.5 billion users, Facebook has become an important platform for B2C communications. PARSEC will establish a Facebook page to reach out to individuals and groups and networks for SMEs and start-ups to attract interest and website visitors with the objectives to convert them to applicants.



*Figure 8. Facebook page sneak peek*



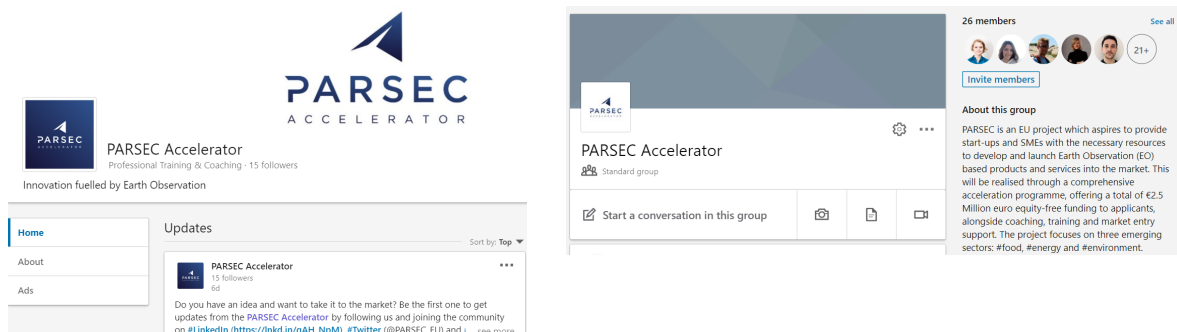
**Twitter:** Twitter is currently widely used for both B2B and B2C communications. PARSEC aims to establish a strong Twitter presence for fostering PARSEC's relations in the EO ecosystem and amplifying the propagation of news, announcements and publications.



*Figure 9. PARSEC twitter account sneak peek*



**LinkedIn:** LinkedIn is a well-established social network aimed at professionals, used extensively for recruitment and networking purposes. The creation of both a showcase page and a PARSEC group will enable its promotion amongst potential founders, individual professionals who would probably search for resources to create their own company, start-ups and SMEs.



*Figure 10. PARSEC LinkedIn showcase and LinkedIn Group sneak peek*

## 1.4.7 Events

A set of activities is foreseen in order to amplify and consolidate the promotional, communication and dissemination effort.

### *Promotion by project partners*

WP5 project partners plan to organise or co-organise matchmaking regional events and training programs for the 100 beneficiaries defined by the Open Call 1, as part of the acceleration support. These activities will be reported in D5.1 and D5.2. BIOS, responsible for the open call process, plans to organise a PARSEC Open Day event, to announce the project to a wider audience. This is planned to take place in early autumn after the opening of the first call for applications. Other regional events

such as Info days and hackathons will be organised by the regional partners during the lifetime of the project.

#### *Attendance at third-party events*

PARSEC will seek to engage a large number of stakeholders by participating in third-party events and conferences. This includes trade fairs, exhibitions, professional conferences and B2B matchmaking events – considering that PARSEC’s target groups include start-ups and SMEs. The consortium will also promote the accelerator at key EU cluster events. Some of the events in which partners intend to participate during the next three months are presented in the following table:

Event	Dates	Location	Short description
<a href="#">ENGAGE</a>	18-19 Jun. 2019	Barcelona, Spain	A 2-day networking event for EO companies and policy and decision makers.
<a href="#">Sustainable Energy Week (Copernicus Session)</a>	18-20 Jun 2019	Brussels, Belgium	The policy conference of EUSEW 2019 dedicated to energy sector.
<a href="#">FOSS4G</a>	26-30 Aug. 2019	Bucharest, Romania	The global event of OSGeo, Free and Open Source Software for Geospatial 2019.
<a href="#">GLOBAL AGRIPRENEURS SUMMIT</a>	7-11 Sept. 2019	Thessaloniki, Greece	The Global Agripreneurs Summit is an assembly of agrifood innovators and leaders from around the world – where farmers, agripreneurs, chefs, investors, organisations, policy makers, and other thought leaders work together to help bring life to game changing innovations, and propel agriculture as a sustainable source of growth and economic development.
<a href="#">Phi-week</a>	9-13 Sept. 2019	Frascati, Italy	Organised for the second time, phi-week is focussing on latest trends in EO and connects multi-disciplinary communities
InterGEO	17-19 Sept. 2019	Stuttgart, Germany	This 3 days event is a key one in Europe to interact with the EO private sector
<a href="#">Congress of the National Association on Remote Sensing</a>	24-27 Sept. 2019	Valladolid, Spain	A 3-day congress bringing together quadrable helix stakeholders to discuss on the latest applications developed using EO data for a variety of sectors focusing on climate change.
StartUp Weekend	27-29 Sept. 2019	Novi Sad, Serbia	During this weekend dedicated on how to develop a start-up, PARSEC will have a strong brand presence in all material for aspiring founders and a short introduction about the accelerator and the open call will be made.
EO Open Science Conference	Nov 2019	Frascati, Italy	ESA’s consultation meeting of EO Open Science to explore new challenges and opportunities for EO research created by the rapid advances in ICT.

**Table 4. Identified events for PARSEC representation and networking**

Between M3 and M9 of the project, PARSEC partners will focus on events where they can present the Open Call to EO services and technology providers and SMEs/start-ups acting in the targeted emerging industries. Around the middle of the project (M15-M18), PARSEC partners aim to present the funded projects during the first phase and the new cross-sectoral and/or cross-country consortia of SMEs. In the 2nd half of the project (M15-M30), PARSEC will focus on events with venture capitalists and business angels to promote the innovation potential of the SME beneficiaries.



## 1.5 Networks and multipliers

Using networks and multipliers is considered to be essential in order to maximise the impact of the PARSEC communication efforts. To this end, the broader group of communication nodes and multipliers presented on the Table 2 in section 1.3 are further deployed in this section. These audiences will be fed with strategic communications, such as press releases, targeted email messages, event notifications and accelerator milestones. Key targets in this context include:

Target audience	Examples
Clusters, networks and associations	<a href="#">Eurogeographics</a> , Europeosurveys, <a href="#">Eurisy</a> , <a href="#">EUROGI</a> , <a href="#">Climate-KIC</a> , European Federation for Information Technology in Agriculture, Food and the Environment (EFITA), European Technology Platforms (Food for Life), European Trade Association for Business Angels, Seed Funds and Early Stage Market Players (EBAN), Enterprise Europe Network (EEN), Innovation Partnerships (EIP-AGRI), European Cluster Excellence Initiative, WindEurope, the Danube Region Initiative, European Network of Living Labs (ENoLL), Pol Mer Bretagne, Energy in Water.
National and regional stakeholders	City councils (e.g. Valencia City Council) Ministries of Environment and Agriculture, Regional Development Agencies, water resource managers, innovation boards.
Copernicus Programme stakeholders	EO4GEO initiative, Copernicus Committee and User Forum, In Situ Component via the European Environment Agency (including Eionet), EC DG GROW, DG JRC, DIAS Operators, Copernicus Support Office, Copernicus Relays, Copernicus Academy, Copernicus Accelerator, ESA, including Business Incubation Centres (BICs), DIAS implementing teams
Research and academia	IEEE, AISEC, university of Novi Sad, University of Belgrade, Aristotle University, etc.
Specialised and general-purpose media outlets	<a href="#">Copernicus Observer</a> , <a href="#">Copernicus In Situ Newsletter</a> , <a href="#">Wired</a> , <a href="#">Geospatial World Magazine</a>
Similar initiatives and related projects	Diatomic, Block.is, etc.

*Table 5. Networks and multipliers identified examples*

The list of networks and multipliers will be included in the master database of PARSEC contacts and will be continually enriched during the lifetime of the project. As described in the communication principles (section 1.2) all partners will contribute to reach these audiences.

## 1.6 Narrative

In responding to the question “**what** are the main messages to be delivered?”, a narrative framework was developed, and key messages established. For the messages delivered to be effective, coherent and mutually reinforcing, a narrative framework is required to bind them together and create



context. Based on this narrative, partners involved in promotional activities will extract and further develop the elements relating to their specific audiences. The narrative will be based around the acceleration support and beneficiaries and their stories. The PARSEC narrative will be followed overall, but key messages and highlights will be adjusted in order to meet the prioritisation of target audiences in the different stages of project.

The table below includes a general approach whereas more specific messages are suggested per target group in sections 1.3. To enhance visualisation, the main messages are indicated in bold. The messages will be delivered in a simple, easy-to-understand language oriented towards the start-up community; the use of highly technical terminology is to be minimised and presented as technical details where necessary for more “tech-oriented” audiences.

Narrative element	Key Messages
<b>Context</b> <b>What is PARSEC?</b>	<b>PARSEC is a business accelerator supporting the creation of new Earth Observation (EO) based products and services.</b>
	PARSEC is a two-stage business accelerator targeting SMEs, start-ups, entrepreneurs and researchers who want to have an impact on the emerging Food, Energy and Environment sectors.
	The PARSEC Accelerator will distribute €2.5 Million equity-free funding to launch 15 new products and services into the market.
	The PARSEC Accelerator is funded by the “Horizon 2020” Research and Innovation programme of the European Union.
<b>Challenge</b> <b>What is the problem to be addressed by the PARSEC accelerator programme?</b>	<b>Limited or complete lack of resources to launch a new solution idea into the market or to scale up the business.</b>
	Lack of funding for the development of a new vision.
	SMEs lack skills and knowledge to effectively use the vast benefits of Earth Observation data for the three emerging sectors.
	Limited promotion and lack of customer-client matchmaking for new EO-based products and services.
	Limited knowledge of relevant partners for innovation.
<b>Solution</b> <b>How does PARSEC helps accelerate ideas to marketable solutions?</b>	Limited business knowledge and training.
	The PARSEC Accelerator provides financial support for each stage of the accelerator until you launch your product in the market and the opportunity to attract additional funds.
	Three technological business catalysts at your fingertips to address key barriers to innovate and develop EO-based products/services and direct access to the EO market.
	Additional to funding, first stage beneficiaries will benefit by networking at regional matchmaking events and a 3-day Bootcamp.
	Beneficiaries will be provided with online and on-site learning opportunities, mentorship and business development services such as an investment readiness program and export promotion services.
<b>Differentiators</b>	PARSEC provides financial support for each stage of the accelerator and the opportunity to attract additional funds.
	<b>Selected beneficiaries will be offered a complete portfolio of financial and training support including equity-free funding, mentoring, networking, coaching, access to use</b>

<b>What makes PARSEC accelerator special?</b>	<b>business catalysts and the opportunity to attract further funds.</b>
	Equity-free funding is available from stage 1 onwards. The 100 beneficiaries defined by the first Open Call will receive €10.000 each along with access to the business support activities.
	Beneficiaries will have the chance to benefit through networking activities fostering the formation of cross-border and cross-sectoral consortia.
	The final 15 successful consortia defined by the second Open Call will receive €100.000 per consortium, second-stage business support services and the opportunity to attract further capital.
	Business catalysts and other innovation enabling tools will “empower” the services to help beneficiaries take off to the market faster.
<b>Impacts</b>  <b>What effects will PARSEC activities have?</b>	<b>Sustainability is inherent to the PARSEC Accelerator. The business catalysts and supporting activities developed within the project have been designed to reach beyond the lifetime of the project.</b>
	<b>Launch your idea successfully into the market with PARSEC’s complete scheme of funding and support.</b>
	PARSEC supports you all the way to the market and beyond by providing continuous mentorship, knowledge and the skills to succeed.
	Being part of the PARSEC Accelerator brings competitive advantage to your business.
	PARSEC will accelerate the development of emerging Food, Energy and Environment industries.
<b>Call to action</b> <b>What can you (the audience) do?</b>	PARSEC stimulates the growth of a resource-efficient economy.
	PARSEC fosters open collaboration spaces for cross-country and cross-sector innovation.
	PARSEC’s business catalysts will shape the business models for EO-based innovation in the future.
	<b>Apply and become a PARSEC Accelerator beneficiary.</b>
	Join us on social media to get the latest news on the open calls, where you can meet us and become part of our community.
	What are the business catalysts, how can they help your innovation? – become part of our community and learn all you need to know.

*Table 6. Overview of primary PARSEC key messages*

## 2 Dissemination

PARSEC is a business acceleration program and therefore, the **publication of scientific outputs in an academic context is considered secondary** to the operational activities involved in setting up and executing the business catalysts (i.e. Large-Scale Demonstrators). Nonetheless, the PARSEC team has foreseen the publication of a number of scientific papers in appropriate fields, e.g. food, energy, water, environment, big data analytics, etc.

### Dissemination activities overview

<b>Target audiences</b>	<ul style="list-style-type: none"> <li>Scientific community</li> <li>Start-ups</li> </ul>
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	<ul style="list-style-type: none"> <li>• SMEs</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Present and promote PARSEC's scientific and technological advancements and tools.(such as the business catalysts)</li> </ul>
<b>Channels</b>	<ul style="list-style-type: none"> <li>• Scientific publications</li> <li>• Scientific conferences</li> </ul>
<b>Tools</b>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social media</li> </ul>
<b>Partners involved</b>	<ul style="list-style-type: none"> <li>• Partners responsible for the business catalysts (aka Large-Scale Demonstrators).</li> <li>• Commercial SMEs</li> </ul>
<b>Expected results/Impact</b>	<ul style="list-style-type: none"> <li>• Disseminate PARSEC's business catalysts and other advancements among the scientific community.</li> <li>• Attract potential users to the website and learn more about the EO business catalysts.</li> <li>• Facilitate network development and foster potential partnerships.</li> <li>• Use it as scientific proof of the added value of PARSEC's technology. Enhance brand confidence to potential users/customers.</li> <li>• Partnerships with similar projects can prove useful for the commercialisation of the services. Up to date information and stay at the forefront of technological advances.</li> </ul>

The following indicative journals and academic conferences will be targeted for the dissemination of scientific outputs:

Journals	Conferences
<ul style="list-style-type: none"> <li>• Int'l Journal of Applied EO and Geoinformation</li> <li>• International Journal of Remote Sensing</li> <li>• Precision Agriculture</li> <li>• Nature</li> <li>• Journal of Big Data</li> <li>• Climate Studies International</li> <li>• ICML'2018</li> <li>• Environmental management</li> <li>• Journal of Hydrology</li> <li>• Computers and Electronics in Agriculture</li> <li>• Precision Agriculture / EurAgEng, ECPA</li> </ul>	<ul style="list-style-type: none"> <li>• European Space Agency Open Science Conference</li> <li>• Geospatial World Forum</li> <li>• NCEO &amp; CEOI Earth Observation Conference</li> <li>• Geo IoT World</li> <li>• International Conference on Agriculture and Forestry</li> <li>• ESRI Petroleum Users Group conference</li> <li>• European Conference on Precision Agriculture</li> <li>• EIP-Water Conference</li> <li>• WindEurope Conference &amp; Exhibition</li> <li>• RWM, Energy, Renewables and Water</li> <li>• European Big Data Value Forum</li> </ul>

## 3 Action plan

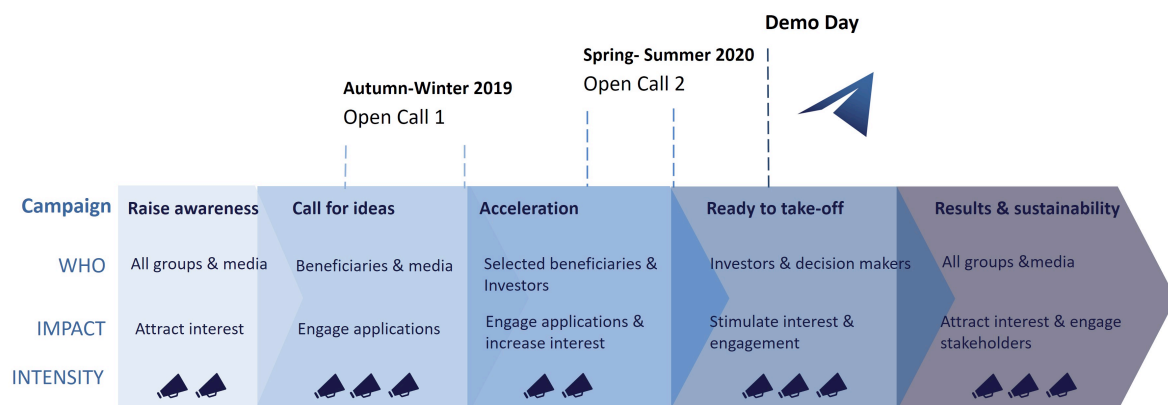
The communications action plan is scheduled in line with the key milestones of the acceleration process. The following high-impact communication activities are anticipated in respect of PARSEC:

- **A series of far-reaching social media promotional campaigns**, involving the integration and cross-syndication of media and information across all “multipliers” at the disposal of the consortium;
- **Events participation** (see section 1.4.7). This includes trade fairs and exhibitions, as well as in professional conferences and B2B matchmaking events (since the core target groups include start-ups and SMEs). The consortium will also promote the project at key EU cluster events;
- **The development and broad distribution of case studies and success stories** derived from the innovative technological solutions usage within the cross- sectoral ecosystem.

The following subsections aim to enlighten on the “*when should communication actions take place?*” and the “*who will participate in these activities?*”.

## 3.1 Timeline and activities

Building on all the above, the communication strategy will follow a phased approach to achieve impactful promotion of PARSEC. Staged campaigns will ensure the engagement of a sufficient number of potential beneficiaries and pave the way for new industrial alliances. This is especially important in the lead-up to the publication of the Open Calls, and during the planned acceleration period. The action plan is summarised in the following Figure,



**Figure 11. Communication strategy action plan**

Communication activities from M3 until early autumn have one major goal: to attract an adequate number of beneficiaries to apply to PARSEC Open Calls.

From approximately the middle of the project onwards, communication activities will turn towards stimulating the interest of investors and decision makers, aiming to encourage their participate in the PARSEC demo day.

## 3.2 Team organisation

The PARSEC Communication activities are led by the Communication Manager, Dimitrios Papadakis (EVF). However, **all PARSEC project partners have a role to play in WP6**. As described in section 1.4.7, partners in particular will play a very important role in ensuring that effective communication is carried out in their regions, by (a) communicating and promoting materials produced by the WP6 leader, (b) serving as a local media contact point, both for outgoing communications and fielding incoming queries from potential applicants or interested stakeholders and (c) being responsible for support during the Open Calls and the different activities of the two stages of the accelerator.

For this reason, the following team organisation has been established, identifying local contact points in each region and all other supporting and media activities:

Country	Person of contact (affiliation)	e-mail
Belgium	Weronika Borejko (EARSC)	weronika.borejko@earsc.org
Germany	Daniela Zimmermann (BWCON)	zimmermann@bwcon.de
Greece	Panagiota Syropoulou (DRAXIS)	syropoulou@draxis.gr
Spain	Salomé Reíllo Redón (AVAESSEN)	sreillo@avaesen.es
Lithuania	Gedas Vaitkus (GEOMATRIX)	gedas.vaitkus@gmx.co
Poland	Ola Majorczyk (EVERSIS)	omajorczyk@eversis.com
Serbia and Balkan region	Stasa Stojkov Rosic (BIOS)	stasa.stojkov@biosense.rs
Rest of H2020 eligible countries	PARSEC info team	info@parsec-accelerator.eu
	PARSEC admin team	admin@parsec-accelerator.eu

*Table 7. Communication team organisation per region*

## 4 Monitoring and evaluation

This chapter focuses on “*what is the impact of the communication activities?*”. PARSEC communication activities will be monitored and evaluated constantly, based on the actual performance of the activities. The communication plan will be adjusted according the findings of this process. To this end, the team aims to monitor the implementation of promotional efforts and analyse their impact. To facilitate the process, partners are encouraged to follow some suggested basic guidelines:

- A first step is to make sure all partners implement the plan as suggested. Therefore, some Key Performance Indicators (KPIs) presented in Table 8.
- Roles and national contact points for the communication efforts and the Open Calls are defined and reported to the consortium.
- As previously mentioned, the PARSEC communication will be based on the principle of exploiting existing synergies, partner network capabilities and close collaboration with similar initiatives.
- Partners will be invited to identify their existing network capacities for each of the identified target groups. Then the consortium will decide which partner contacts which stakeholder, based on personal contacts and/or previous good experience with the sector.
- Each consortium member involved in regional communication activities, will be responsible for monitoring the implementation of the promotional plan. They will be responsible for defining any necessary changes to the plan, or activities based on the assessment results conducted in their area.
- The communication manager will be responsible for gathering all relevant feedback from the different partners and together with the project manager they will evaluate the communication strategy implementation and make the necessary adjustments. This will help

in identifying the best practices and estimating timing, human resource needs, financial aspects and any other needs towards effective promotions.

The following KPIs were defined in order to monitor the performance of the communication activities:

Key Performance Indicators (KPIs)	Target values (project lifetime)	Target values (M01-M12)	Means of verification
Number of SMEs/start-ups/founders attracted by PARSEC open call 1 (applicants in the 1 <sup>st</sup> stage)	350	350	N° of applications during the 1 <sup>st</sup> Open Call
Unique website visitors	3000	>1000	Analytics monitoring software (Google Analytics)
N° of subscribers to pre-registration/alerts	500	200	Typeform system dashboard
Social media followers (Twitter, Facebook, LinkedIn)	>800	>300	Account details on each social media
N° of viewed and downloaded digital communication materials	5000	>500	Analytics monitoring software (Google Analytics)
Printed materials distributed to stakeholders	800	>200	Monitoring and reporting by WP6 team and project partners
N° of leads collected	>200	>100	Monitoring and reporting by WP6 team and project partners

*Table 8. Key Performance Indicators*

## 5 Way forward

The communication strategy and action plan of the PARSEC project is intended to be a comprehensive and living document which outlines the actions, tools and channels to be used throughout the project in the promotion of the accelerator services and its results. Communication activities at this stage will mainly focus on attracting applicants for the Open Calls. The strategy is heavily based on existing capacities of the consortium members at regional and EU level, while promotion activities will also be developed around the beneficiaries' experiences in order to demonstrate the PARSEC value in practice.

The communication strategy and the action plan will be updated as the project moves forward. After the middle of the project the communication activities will swift in order to meet the objectives of the adequate target groups. Adjustments and updates will be presented in the second version of this document, *D6.7 Communication strategy and action plan II* due for M18.



## Our Partners



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