D6.8 Website II

WP6 – Impact Maximisation

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Executive Summary

This deliverable provides an overview of the second version of the PARSEC website. The first version of the PARSEC website (www.parsec-accelerator.eu) was designed, developed and published in M3 (see D6.2 "*Website I*").

Since M3, the website has evolved to become a complete gateway to the PARSEC Accelerator. The website has been managed and regularly updated to convey messages tailored to the various target audiences, according to the communications plan (D6.1 "*Communication and Action Plan I*"). The PARSEC Open Call 1 ran from M5 until M9 and Open Call 2 was launched in M11. The website was duly updated with content specifically focused on these two calls and on showcasing the winners of the first Open Call.

Some key features of the website are:

- The Homepage, providing an overview of the accelerator and calls to action through the banner and a pop-up window.
- Information about the project, including partners and deliverables.
- Details on how to apply to the PARSEC Accelerator, official call documentation and supporting material for download, including information on the application process, webinars, the selection process, matchmaking and timelines, as well as links to external tools.
- Promotional descriptions and links to the PARSEC Business Catalysts.
- Portable device-friendly design.
- Events calendar and a blog area announcing news and project milestones.
- An e-mail alerts registration form and links to the PARSEC social media.
- An insights section to access information prepared under Work Package 2 (Market Trends Observatory and Technology Watch).
- Section dedicated for 100 winners of the Open Call 1.
- Contact form and contact information to reach out to the PARSEC team.

The PARSEC social media and e-mail alerts form are complementary tools for the project's dissemination purposes and serve to attract more visibility for the PARSCE website.

1 Website

1.1 Overview

The PARSEC website (www.parsec-accelerator.eu) is the digital gateway to the **accelerator** and the main channel of interaction with the beneficiaries and stakeholders. Its primary objective is to attract the interest of the visitors, to inform them about what PARSEC is offering and to encourage them to apply for the Open Calls (first for the Open Call 1 followed by the Open Call 2) via "calls to action".

This website is developed to:

- be dynamic and user-driven and aims to facilitate contact with the interested potential participants. To this end, it includes a dedicated contact page, a contact list for the PARSEC team, and a short email sign-up form located in the footer of all pages.

- provide information about the Open Call requirements, results and all other information on PARSEC's upcoming activities such as events, post-event news, informative articles as well as promotional material (including press releases, logos, etc). It is also the central repository for accessing the project's publications and deliverable documents.

- be compliant with the relevant EC directives for Horizon 2020 projects and the GDPR. The PARSEC Privacy Policy is available online, whilst further details on these guidelines and the PARSEC policy can be found in the deliverables D6.1 "*Communication and Action Plan I*" and D1.3 "*Data curation guide*".

The website is based on the WordPress platform and was built using available and robust templates, modified where necessary to accommodate any additional required features.

The PARSEC website is being regularly updated in step with the phases of the accelerator, highlighting different aspects of interest for the target audiences and based on the needs of the communication and action plan, including any necessary adjustments.

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

HOMEPAGE

https://parsec-accelerator.eu

A synthetic overview highlighting the key features of the accelerator programme is presented on the homepage in order to help visitors understand the accelerator in one glance and motivate them to navigate further. It contains information on the PARSEC Accelerator's offer, to whom it is addressed, the focus sectors and an overview of the partners involved, as well as call to action. Critical dates and invitations to apply are added when the Open Calls are open. To enhance the visibility of the Calls and other key milestones, pop-up messages are used.

During the Open Call 1, a dedicated button leading to the application platform (managed by the PARSEC partner BioSense Institute) as well as a counter indicating how many days are left to apply were present in the site-wide header.
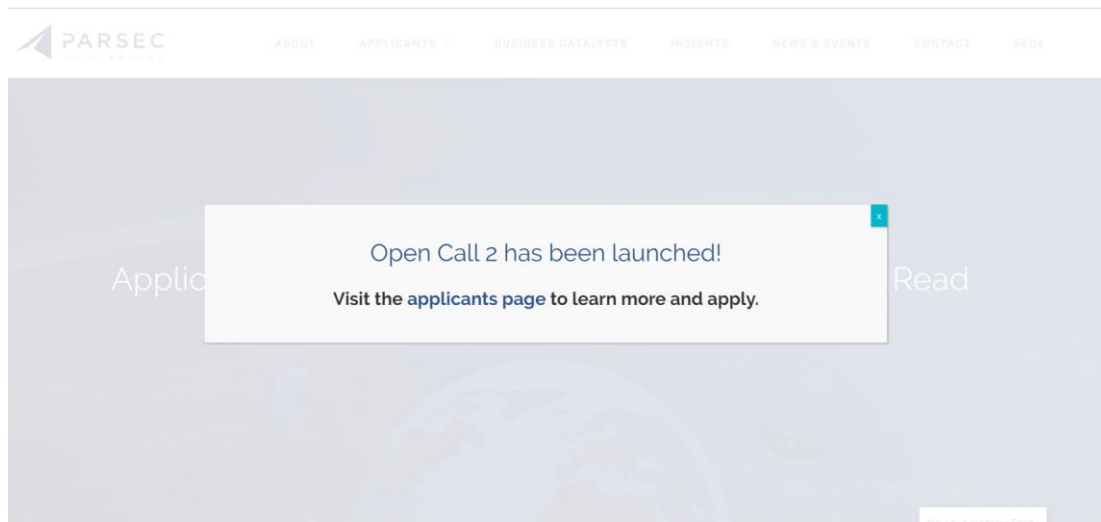
Figure 1. The homepage – the pop-up window.

ABOUT

https://parsec-accelerator.eu/about/

This page presents a summary of the PARSEC project, along with background information such as the Horizon 2020 call reference, the project's duration, the consortium partners and the project's public deliverable documents and other digital material such as the PARSEC postcard. The page includes:

- A simple graphical timeline of the main project deployment milestones;
- The list of partners and links to their respective webpages;
- A list of the public deliverables and download links of available deliverables.
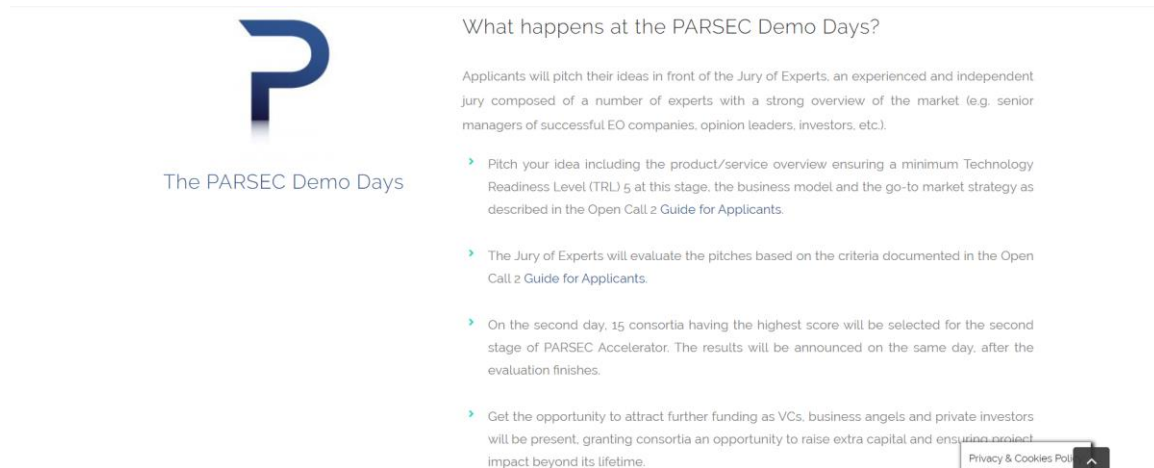
Figure 2. The About page.

APPLICANTS

https://parsec-accelerator.eu/applicants/

The Applicants page includes a detailed presentation of the eligibility criteria, deadlines and key dates, guidelines on how to apply and all the important links required to prepare and complete the application. Links to the official Open Call documentation, to info webinars and other supportive material are made available here for view and/or download. The timeline of the accelerator process and the obligations of the participants are also listed when deemed necessary for communication purposes.

This page has been updated three times so far, marking the different stages of both Open Calls. The content is modified in each case to reflect the key messages during the various phases, e.g. between and after each of the two Open Calls and in between the calls, during the evaluation process (OC1 to OC2) and whilst the accelerator provides supporting services for the beneficiaries. To this end, this page is also a gateway to external platforms for the PARSEC applicants and winners to enter the PARSEC evaluations platform, the PARSEC training platform or other tools such as the PARSEC matchmaking platform (Brella).

(a)

(b)

Figure 3. The Applicants page: (a) section dedicated to the Demo Days (b) downloadable material for applicants.

100PARSEC

https://parsec-accelerator.eu/100parsec/

A portfolio of the 100 winners of the PARSEC Open Call 1, this page serves as the "hall of fame" of the SMEs and start-ups. Each company is represented by its logo and a short description (in form of a toggle that can be clicked on to be expanded and readable), activity sector, country and contact details.
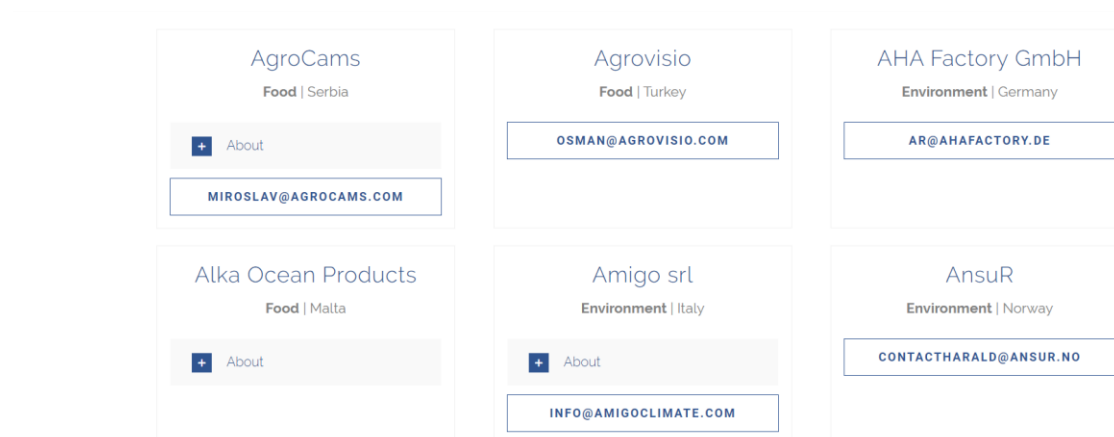
Figure 4. The #100PARSEC page.

BUSINESS CATALYSTS

https://parsec-accelerator.eu/business-catalysts/

This page is a showcase of the Large Scale Demonstrators (LSDs: the Big Data Toolbox, the In-situ Data Hub, the eoMALL Galleries and eoPAGES) and what they can offer. Visitors are directed to the sub-pages dedicated to each catalyst containing basic technical information and, when available, a link to the dedicated website.
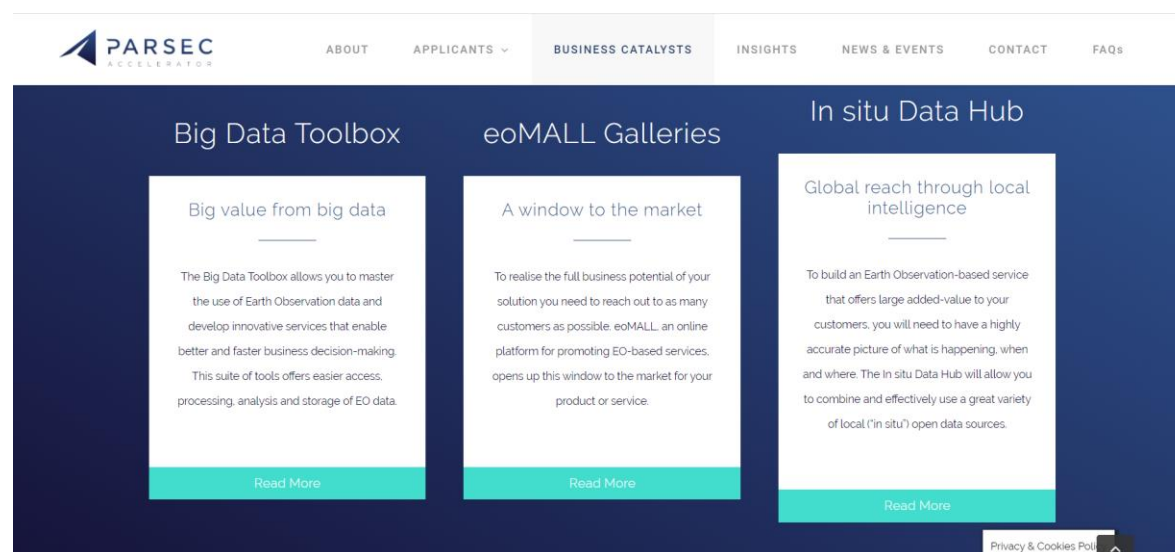

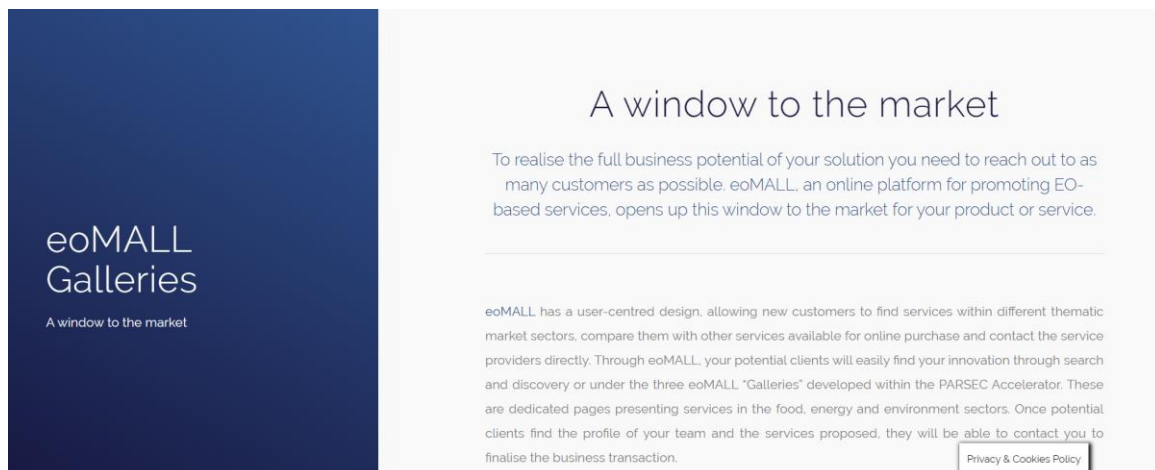*Figure 5.The Business Catalysts' page.*

Figure 6. One of the dedicated pages of a Business Catalyst – the eoMALL Galleries.

INSIGHTS

https://parsec-accelerator.eu/insights/

This page is the implementation of the Cross-sectoral Technology Watch and the Cross-sectoral Market Trends Observatory under the Work Package 2 (Tasks 2.2 and 2.3). Through this section we aim to provide knowledge to the PARSEC community and other stakeholders. Knowledge is provided in the form of "insights" – short articles on developments and trends for technologies and the market; opportunities such as funding schemes, supporting programmes, or specific tenders; success stories of Earth Observation (EO) products and services; as well as information about relevant policies and regulation. These articles describe for each topic the implications for the EO sector. Insights can be filtered by the PARSEC focus sectors and Earth Observation application fields. For details of the implementation of this page see the respective deliverable D2.6 "*Market Trends Observatory wiki*".

Figure 7. PARSEC insights (Technology Watch and Market Trends Observatory) page.

NEWS AND EVENTS

https://parsec-accelerator.eu/news-events/

This section serves as the newsroom of the accelerator and contains important information on upcoming events, informative articles and downloadable digital promotional material for the media and multipliers. More specifically, it comprises a list of recent news items, event invitations and other PARSEC activities as well as an event calendar.

Figure 8. The News & Events page.

FAQs

https://parsec-accelerator.eu/faqs/

This page provides answers to commonly asked questions, focusing mostly on those of interest to potential applicants. Different sets of questions adapted to each of the two calls were published, and the section is regularly updated.
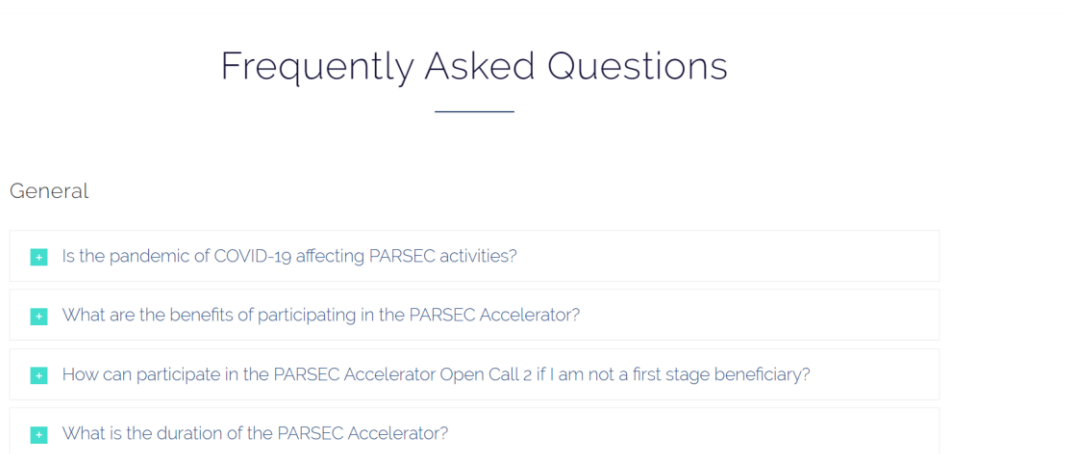

Figure 9. The FAQs page.

CONTACT

https://parsec-accelerator.eu/contact/

A section dedicated to engaging with audiences, containing a contact form and a list of key contacts of the project.

Figure 10. The Contact page.

PARSEC
ACCELERATOR

Our Partners