



## D6.3 Report on communication materials I

WP6 – Impact maximisation

*Authors: Evenflow srl.*

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<b>Lead Author</b>	Nefeli Politi-Stergiou	<b>Email</b>	nefeli@evenflowconsulting.eu
<b>Other authors</b>	Ruuta Skujina (EVF), Dimitri Papadakis (EVF)		
<b>Reviewer(s)</b>	Panagiota Syropoulou (DRAXIS), Giannis Nasiopoulos (DRAXIS)		
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# Executive Summary

The aim of this deliverable is to provide an overview of the communication materials developed during M01 – M15 of the PARSEC project, which include:

- **PARSEC's website and social media accounts**, which provide platforms for communicating and disseminating news, official documents and materials related to PARSEC and intended for specific audiences (*e.g.* potential applicants, clusters, stakeholders, *etc.*), and for sharing the latest information on the PARSEC activities;
- **PARSEC's e-mail alerts**, providing key information, calls-to-action, results and events related to the acceleration programme and the project;
- **Specific dissemination materials produced for and used at events and for promotional activities both online or offline**, for example, the PARSEC postcard, origami plane and presentations adapted to different target audiences;
- **Specific materials produced to facilitate the understanding and the promotion of the accelerator**, such as press kits for media, infographics, informative webinars and articles.

This document provides descriptions of the communication materials developed by the PARSEC WP6 team and the other partners and used by the consortium to promote PARSEC. This includes both digital and printed material. The impact of these tools, and their effectiveness with respect to the different stakeholder groups, will be assessed separately in the context of the continuous reporting on dissemination activities through the Periodic Report on dissemination.

# 1 Introduction

The primary communications objective for PARSEC during M01-M15 was to attract participants to the accelerator. To do this, the PARSEC team produced materials that strongly communicate the Accelerator's brand and can generate interest for the programme. The principles that underpin the PARSEC communication materials are the following:

- **The PARSEC Accelerator is promoted as a strong brand expressed in an integrated and coherent visual identity.** Before any materials were created, the Communications strategy (*D6.1 Communication and Action Plan I*) had defined the main values behind PARSEC as a brand. These include – sustainability, expertise, entrepreneurship, professionalism, reliability, completeness, and inclusivity (holistic), but also dynamism and “freshness” in its approach to facilitate business creation and promote innovation.
- **The environmental impact of the communication materials should be minimised.** We opted for designing communication materials that are both attractive and sustainable, respecting the available resources. For both online and offline events, digital materials (digital poster on a screen) were preferred over printed ones (roll-ups, banners). A light and attractive flyer (postcard) was used to promote the project and to direct people towards the PARSEC website via QR codes.
- **Calls-to-action and customised visuals should be utilised.** Key project milestones and events were promoted using customised visuals highlighting the key message. All visuals strongly reflect the PARSEC branding.
- **Attractiveness and interactivity of the materials are central.** As the accelerator targets entrepreneurs, innovative and “fresh” minds, non-conventional materials were created. They were designed to be both informative and fun in order to attract people to learn more and to consider applying to the programme.

It is also important to note that the public health measures imposed across the globe from late February 2020 because of the outbreak of the COVID-19 pandemic enforced the use of digital materials only. As most of the materials were already in digital format, this facilitated the complete transition of communication and dissemination activities online.

During the first 15 months of the project, the communication activities can be divided into three phases, corresponding to three main objectives. Firstly, to inform and raise awareness of potential applicants about the PARSEC acceleration programme. Secondly, to convert potential participants into applicants of one of the two PARSEC Open Calls. Thirdly, to maintain interest in the accelerator and its activities. In addition, communication materials were used to support networking activities aimed at exchanging information and fostering closer cooperation between the project partners and potential multipliers. It was important to build a strong network of stakeholders in all three of the PARSEC focus sectors and ensure the harmonisation of activities and efforts, in order to maximise potential applicant's engagement of PARSEC and increase the conversion rates across all eligible countries.

## 2 Visual identity

The PARSEC visual identity was produced early in the project and is included in the document *D6.1 Communication and Action Plan I*. After the submission of D6.1, the visual identity was complemented with various elements, all of which are described in this section.

This integrated and coherent visual identity underpins all communication products and tools and forms the basis for the PARSEC brand. It consists of the logo, colour palette, icons and other visual elements derived from these basic elements, which form a coherent and recognisable whole.

### Logo



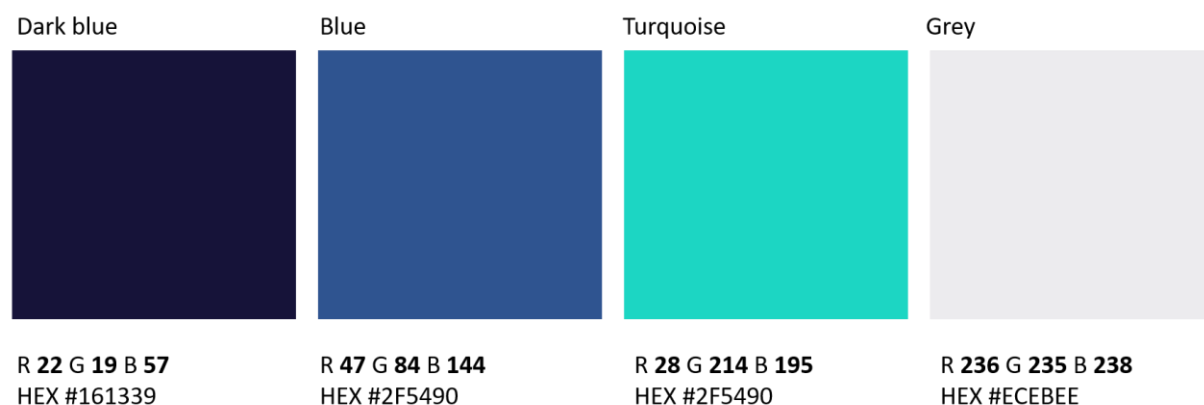
*Figure 1. The PARSEC Accelerator logo (true and reversed colours)*

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

A clear, bold font was used for the text "PARSEC". The letters "P" and "E" have cuts in them which emphasise the notions of speed and dexterity. 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 were also created in order to fit to a range of backgrounds 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 subtly adds a sleek and modern aesthetic. The turquoise allows highlighting of key messages or elements of the communication materials. The colour palette selected for PARSEC consists of the following colours:



*Figure 2. The PARSEC Accelerator colour scheme*

#### PARSEC icons

As part of the visual identity, we produced several icons to complement the logo and the visual identity. The icons represent the different aspects of the Accelerator, such as the focus sectors (food, energy, environment) and the benefits (Business Catalysts, funding, mentorship, networking, learning). They are also available in their reverse colour (white) formats for use on the PARSEC dark background and other dark backgrounds.



*Figure 3. PARSEC icon set in true colours*

#### PARSEC globe

Derived from the PAREC icons described above, the PARSEC globe is one of the visuals created to represent an impactful yet simple representation of the concept of the acceleration programme which aims at bringing Earth Observation-based solutions for food, energy and environment (the three sector icons around the globe) to the market. The globe also emphasises the concept of Earth Observation.





*Figure 4. PARSEC globe*

### 3 Website

The PARSEC website ([www.parsec-accelerator.eu](http://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 was developed in order to:

- **be dynamic and user-driven** and to **facilitate contact** with the interested potential participants. To this end, it includes a dedicated contact page, a contact list for the PARSEC team, links to the social media accounts, and - in the footer of all pages - a registration form for e-mail alerts and links to the PARSEC social media.
- **engage potential participants** by highlighting 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.

The menu currently comprises the following main features:

- The **Homepage**, providing an overview of the accelerator and calls to action through the banner and a pop-up window.
- The **About page**, including information about the project, consortium partners and downloadable deliverable documents.
- The **Applicants page**, including details on how to apply to the PARSEC Accelerator, official open call documentation and supporting material for viewing and/or downloading, as well as links to external tools. This page provides complete information on the application and selection process and on the matchmaking opportunities. It offers a range of easy-to-digest formats, including a comprehensive timeline and info webinar. A subsection dedicated to the 100 winners of the Open Call 1 was added to increase their visibility and enable networking opportunities for external companies or investors.
- The **Business Catalysts page**, dedicated to promotional descriptions and links to the external websites of each of the PARSEC Business Catalysts.
- The **Insights** section, providing access information such as the Market Trends Observatory and the Technology Watch.
- The **News and Events page**, including a calendar and a blog area announcing news and project milestones.
- **Contact form** and contact information to reach out to the PARSEC team.

- The **FAQs page** with regularly updated questions and answers aimed at potential or current applicants and beneficiaries.

A detailed description of the PARSEC website is available in the deliverable document *D6.8 Website II*. The PARSEC website is being regularly updated in line with the phases of the accelerator and the communication objectives, highlighting various aspects of interest for the target audiences.

## 4 PARSEC on social media

### 4.1 Social media presence

PARSEC has established a strong social media presence in four selected social media channels to complement the website as the central channel of engagement of the different audiences (primarily potential applicants and participants). All partners contributed by multiplying content through their channels. As a result, a strong and active community was established through these social media platforms.

#### 4.1.1 Twitter

@PARSEC\_EU

[https://twitter.com/PARSEC\\_EU](https://twitter.com/PARSEC_EU)

<b>Followers</b>	556
<b># Posts</b>	355
<b>Impact reach per month (average organic)</b>	39k (Open Call 1 period, 07/2019 – 3/01/2020) 32k (Open Call 2 period, 04/01/2020 – 20/06/2020) 54k (including and after Demo Days, 21/06/2020 - 23/07/2020)



Figure 5. PARSEC on Twitter

## 4.1.2 Facebook

@PARSEC.Accelerator

<https://www.facebook.com/PARSEC.Accelerator>

<b>Followers</b>	268
<b>Page likes</b>	222
<b># Posts</b>	142
<b>Impact reach per month (average organic)</b>	177

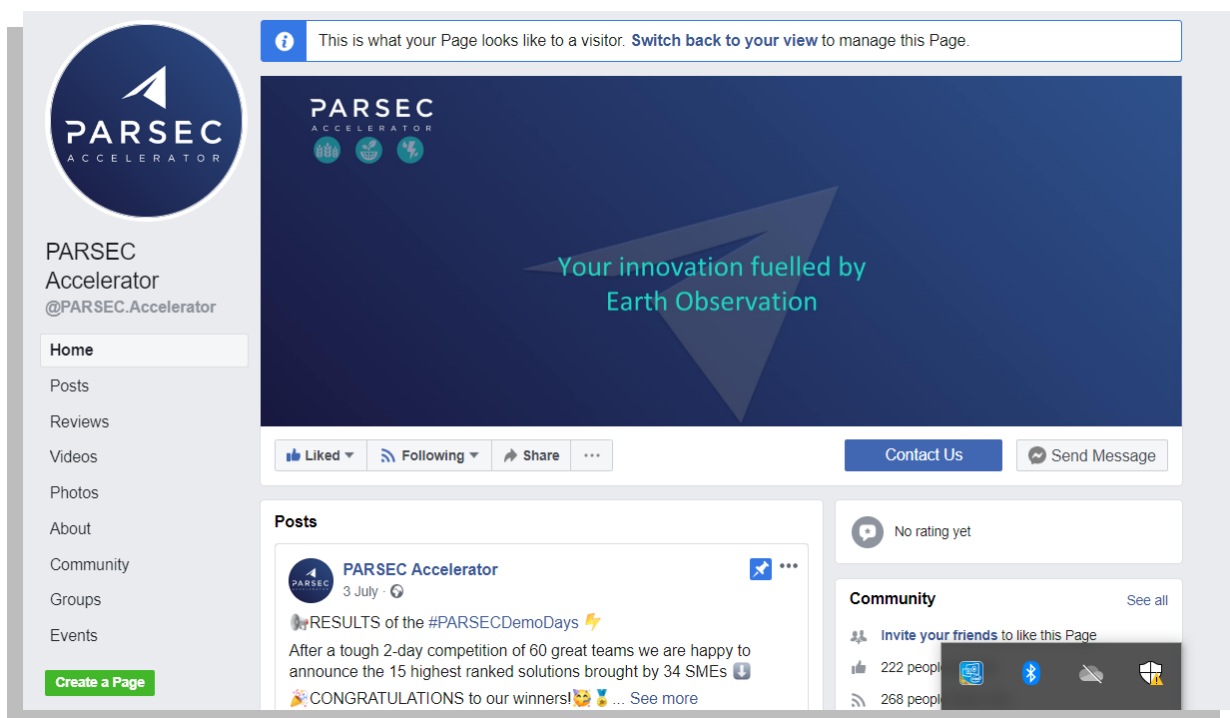


Figure 6. PARSEC on Facebook

## 4.1.3 LinkedIn

PARSEC Accelerator

<https://www.linkedin.com/showcase/parsec-accelerator>

<b>Followers</b>	441
<b># Posts</b>	124
<b>Impact reach per month (average organic)</b>	3.4k

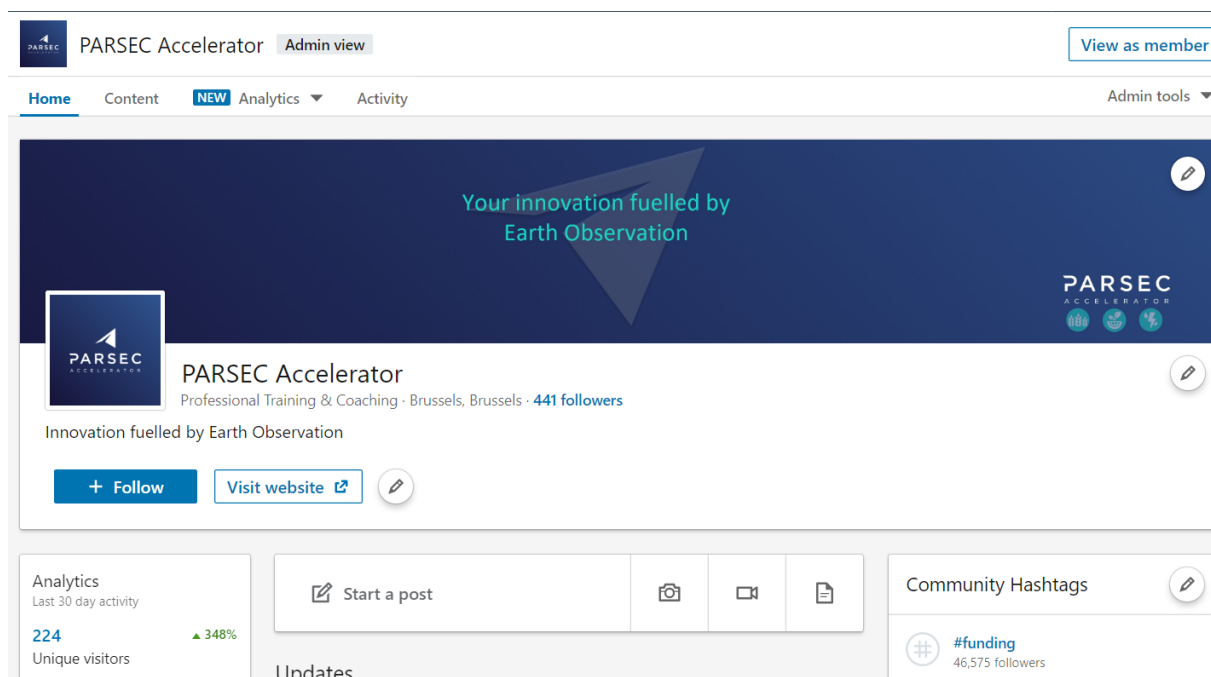


Figure 7. PARSEC on LinkedIn

#### 4.1.4 YouTube

The [PARSEC YouTube channel](#) hosts project-related videos such as the registered online Open Call info webinars, for wide reach and easy access.

##### PARSEC Accelerator

[https://www.youtube.com/channel/UCfdKdkmV\\_Yo0F5S-lhO0GyQ](https://www.youtube.com/channel/UCfdKdkmV_Yo0F5S-lhO0GyQ)

<b>Subscribers</b>	23
<b># Videos</b>	2
<b>Videos' views in total</b>	890

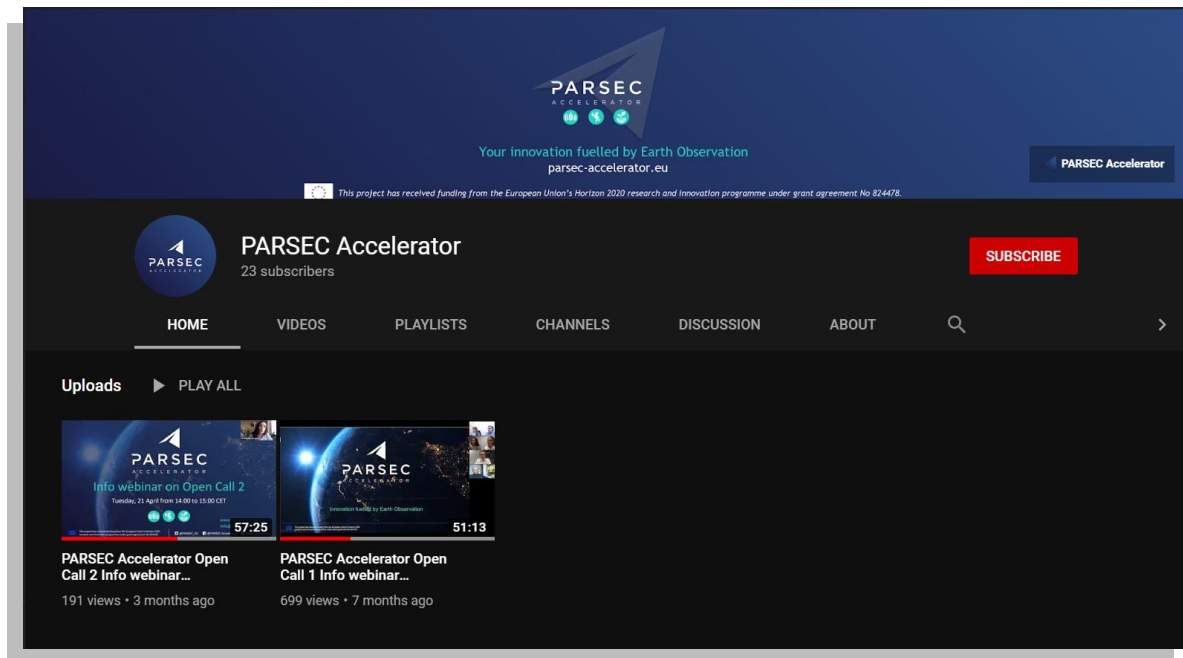


Figure 8. PARSEC on YouTube

## 4.2 Social media campaigns

Social media campaigns were used to reach out to a wider audience alongside the directly contacted stakeholders and their networks. Campaigns were intended to attract more potential applicants and encourage them to visit the PARSEC website to read more about the acceleration programme and then to apply. In total, three social media campaigns were carried out on two of the social media channels – Facebook and LinkedIn. We decided to run campaigns on these two channels for two main reasons. Firstly, the PARSEC Twitter account was increasingly and steadily reaching a good number of users from the targeted audiences thus very good visibility. We have extensively used Twitter with building momentum during events and the impact showed that this platform was already establishing itself as the social media platform bringing most traffic to the website. Secondly, we decided to boost our efforts on Facebook and LinkedIn and benefit more from their advantages to maximise the engagement by well specified audiences and boost the amount of impressions across all eligible countries and mostly bey.

The first set of campaigns was carried out between October and December to promote the Open Call 1 while a second campaign on both platforms was carried out to promote the extension of the Open Call 1 until the 3<sup>rd</sup> of January 2020. For the Open Call 2, only a Facebook campaign was carried out in May 2020 as the impressions rate of the first two campaigns was very high, and Facebook had proved to be a better source of website traffic and LinkedIn a has started increasing its number of impressions to well defined audiences that continued through organic promotion. In total, the campaigns reached more than 782.000 people and generated more than 1.292.000 impressions.

On Facebook, after using the platform's property to use different promotional options to decide which one is the most impactful, a short animation comprised of 3 images was selected to run for the full period attracting more attention (Figures 9 and 11). For LinkedIn a simple and engaging image was used (Figure 10).



Figure 9. The three frames of the video campaign for Open Call 1 on Facebook.



Figure 10. Image campaign for Open Call 1 on LinkedIn.

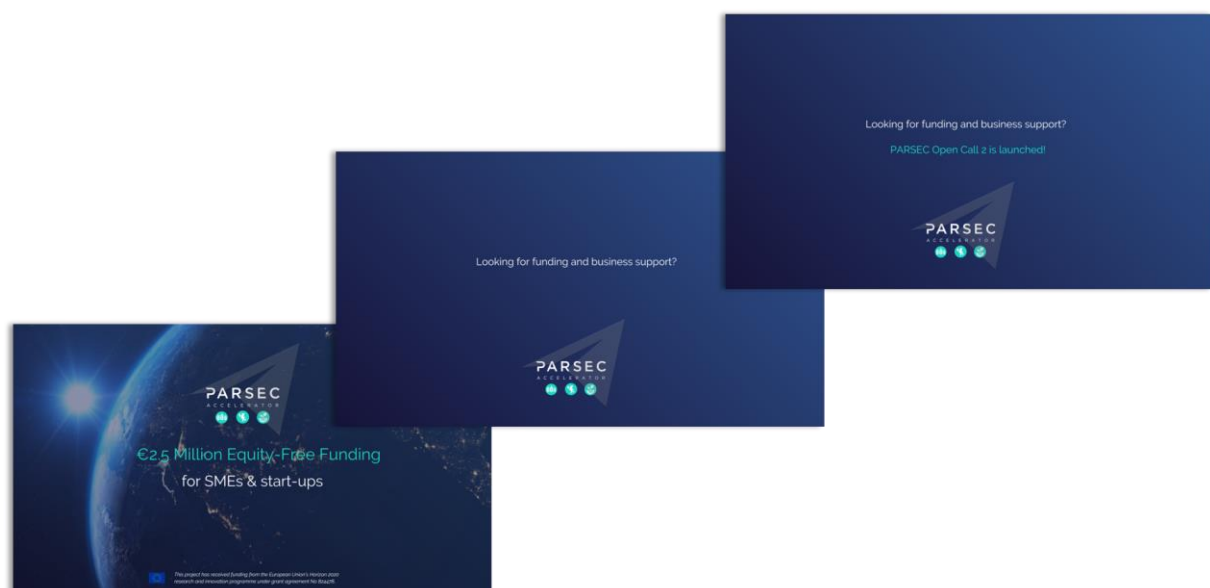


Figure 11. The three frames of the video campaign for Open Call 2 on Facebook.

## 5 E-mail alerts

As presented in the deliverable *D6.1 Communication strategy and action plan I*, we decided to move to a more modern and attractive way of informing subscribers about the project highlights. Therefore, instead of a newsletter, it was decided to engage the audience to subscribe to the PARSEC e-mail alerts. E-mail alerts aim at informing and engaging PARSEC's network by communicating PARSEC's latest news and key updates to its network through short, interesting emails.

During M01-M15, in total, 225 subscribers provided their consent to receiving e-mail alerts from the project<sup>1</sup> by filling out the sign-up forms available in the footer of the website or via the sign-up link (Figure 11). These direct email updates were used to communicate mostly actionable information, such as invitations to events organised or attended by PARSEC, reminders on the opening or closing of the calls, and helpful tips and information for potential applicants and multipliers. When appropriate, the short message included links to the website for further reading or register for an event.

The figure consists of two parts. On the left, there are two sign-up forms. The top form is a dark blue box with a 'Your Email' input field, a 'SIGN UP' button, and a checkbox for receiving e-mail alerts. Below it is a white form with the PARSEC ACCELERATOR logo, a 'Sign up for our e-mail updates and be the first to know!' heading, and fields for Email Address, Name, and Last Name. It includes a 'Consent' section with a 'Yes' checkbox and a 'Subscribe' button at the bottom. On the right, there is an example of an e-mail alert. It has a dark blue header with the PARSEC ACCELERATOR logo and the title 'Info webinar on Open Call 2'. The body of the email is white and contains a greeting, a reminder about a webinar, information about Open Call 2, and a footer with social media links and a Matchchimp logo.

**Figure 12. Left: The sign-up forms (from the footer and the link); Right: An example of an e-mail alert**

<sup>1</sup> Subscribers to these updates are given the option to unsubscribe at any moment if they wish to.



## 6 Postcard

The PARSEC postcard is a leaflet in A5 format, aiming to provide a clear overview of the PARSEC Accelerator and its benefits. It includes a prominent call to action and is presented in a visually appealing, clear and simple manner. The postcard is available in both digital and printed versions (printed on a thick paper) and was used in several events by the PARSEC partners.

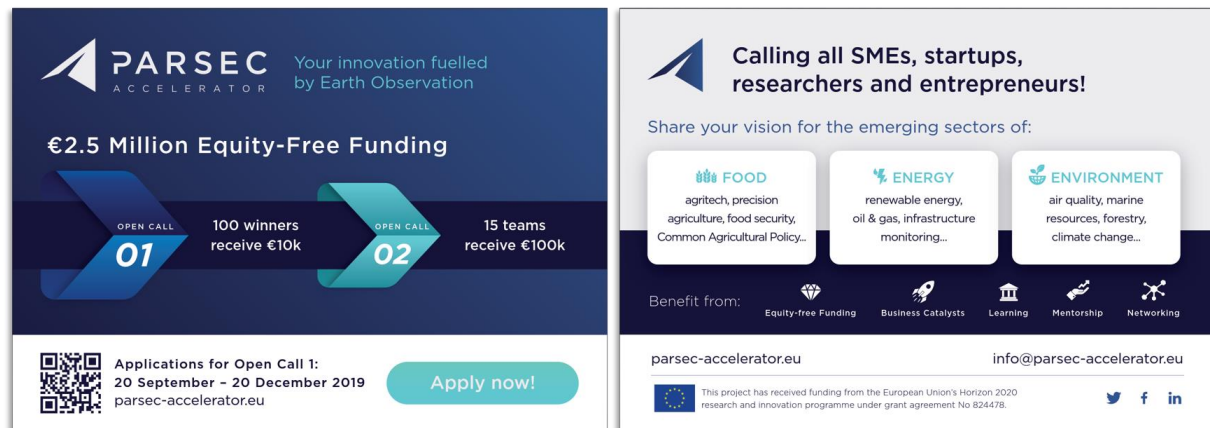


Figure 13. The PARSEC postcard

## 7 Origami plane

The PARSEC origami plane is a flyer in A4 format which, can be folded into a paper plane. The main concepts of the PARSEC Accelerator are communicated on the plane's surfaces. The plane clearly creates links with the plane in the PARSEC logo and its do-it-yourself origami approach reflects both the PARSEC visual identity and the entrepreneurial spirit. This origami plane also indirectly suggests the core values and proposal of the accelerator, providing the opportunity for independent creativity enabled by PARSEC.

The aim of this material is to strengthen the identity of the brand and stimulate interest from the different target audiences. During M01-M15 it was mainly used to attract potential applicants and multipliers in a fun and interactive way.





*Figure 14. The PARSEC origami plane*

PARSEC partners used the origami plane at events with high attendance where PARSEC had a booth or a stand. At these events, impromptu paper plane folding competitions were organised, in which participants of the event were invited to fold and fly their paper planes, with a token prize for the furthest-flying plane. These mini-competitions were open to all event participants and reflected the concept of “let your idea take flight” supported by PARSEC. From partner post-event reporting, paper plane contests using the PARSEC origami attracted many visitors to the PARSEC booths. In addition, videos from the competitions and participants mentions attracted a lot of attention on social media and brought new potential applicants to the website.

## 8 Pitch

The PARSEC pitch is a set of PowerPoint slides serving as a pitch presentation for potential applicants or multipliers. The pitch provides an overview of the acceleration programme, highlighting the benefits of participating and includes relevant calls to action.



**Figure 15. Slides from the PARSEC pitch presentation**

The pitch was circulated to the PARSEC consortium partners and also served as a solid basis for presentations adjusted to specific target audiences. This tool was heavily used during events and person-to-person contacts, mostly before and during the Open Calls' application periods. The pitch presentation and the derivative presentations as adjusted to the target audience were shared among consortium partners to effectively disseminate common messages and maintain the brand and visual identity.

## 9 Poster

A poster to attract potential applicants for the Open Call 1 was created in AO format. To maintain a coherent branding at the event, the poster was designed with similar elements as the PARSEC postcard and also included a strong call to action message.

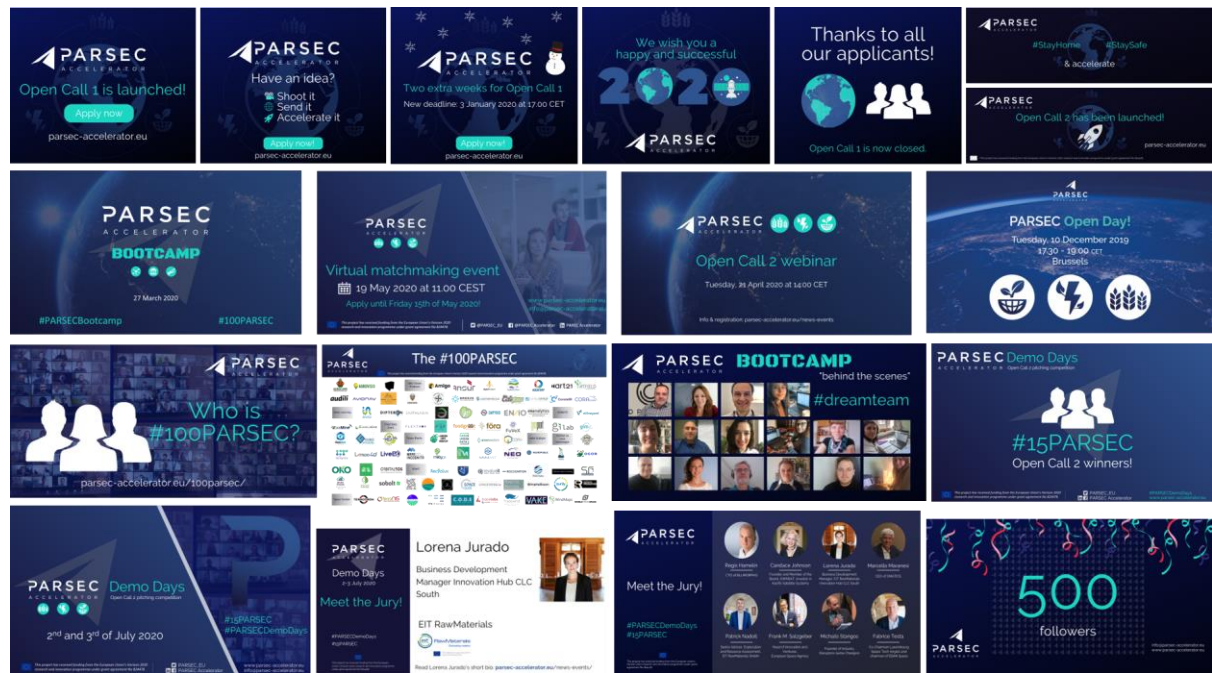


*Figure 16. The PARSEC Open Call 1 poster*

The poster was used at several events by partners to support booths or conference presentations when it was requested by the organisers. When possible, a medley of visuals or the PARSEC pitch was used in digital form instead.

## 10 Visuals and infographics

The PARSEC team produced numerous targeted visuals to support key communication messages posted on different channels (website, e-mail alerts and the social media), reflecting and complementing the PARSEC branding and identity. A selection of these visuals is presented in the Figure 16 below.



**Figure 17. A medley of visuals used for selected posts during M01-M15**

In addition to the regular posts attracting more attention and reinforcing the PARSEC branding, two infographics were created to promote the results of each of the Open Calls of the accelerator as presented in the Figure 17.



**Figure 18. Infographics to illustrate statistics of Open Call 1 and Open Call 2 applicants**

## 11 Open Call materials

A package of documents to guide SMEs and start-ups in their participation in the two Open Calls was created for each Open Call. The package was made available through the website in the form of a zip file and included all the official documents necessary to apply, notably the Guide for Applicants. Additionally, for Open Call 2, a check list in the form of a cheat sheet was created and circulated to the leaders of consortia, i.e. the #100PARSEC, summing up all the important information about the application and submissions.

## 12 Multipliers

## 12.1 Stakeholder database

A stakeholder database was created to ensure targeted dissemination of the information concerning each of the two Open Calls. The database consisted of 1475 stakeholders and included both SMEs and at least three multipliers (specifically targeting start-up clusters, innovation and technology hubs or research centres) for each of the 44 eligible countries (27 Member States of the EU, the United Kingdom and 16 Horizon 2020 associated countries). Each PARSEC consortium partner contributed to the outreach efforts and the creation of the database. In line with the GDPR regulations, partners shared only general information concerning the contacted party so that Evenflow as the communication and dissemination leader was able to maintain an overview of the outreach process and complement the efforts, ensuring that the information reaches main actors in all target sectors and eligible countries. A set of e-mail templates were prepared and distributed to all partners (see the next section 12.2).

Type	#
<b>SMEs and start-ups</b>	1094
<b>Multipliers</b> (incl. Research and Technology centres, Universities, Clusters, associations, governments and administrations)	381
<b>Total:</b>	1475

*Table 1. Breakdown by category of contact target*

## 12.2 E-mail campaigns

To reach out to the different target audience addressing the key messages, we prepared e-mail templates targeting each of the identified audiences (e.g. multipliers, SMEs and start-ups, etc) as a basis to be used by all partners for reaching out to regional, sectoral and European contacts to inform and engage interest or participation in the Open Calls. This content was supported by the Press kits (presented in section 12.3).

During M01-M15, we carried out three major email campaigns. Two of them marked the beginning of each of the Open Calls (i.e. Open Call 1 and 2) and the third notified about the last chance for applying for the Open Call 1. Smaller e-mail campaigns were launched by partners to attract attendees for the PARSEC Open Days that were organised in multiple countries.

## 12.3 Press kits

During M01-M15, we developed four press kits for multipliers and the media to complement the e-mail campaigns and dissemination of the information. All the kits are available online on the PARSEC website. These press kits included:

Two press kits for each of the Open Calls:

- Press Release about the Open Call
- Open Call overview
- PARSEC logo



- PARSEC postcard

One press kit for the Demo Days:

- Press Release about the results
- PARSEC logo

One communications kit for the use of #100PARSEC:

- PARSEC logo
- EU emblem
- Guide for using the logo and reference to the PARSEC Accelerator and the EU support

## 12.4 Articles

Multiple articles have appeared in specialised and wide coverage press in different European countries. Some articles were drafted by partners and others were the result of reaching out to national media at country and/or EU level. The following list provides an overview of PARSEC in the media in different countries as reported by partners:

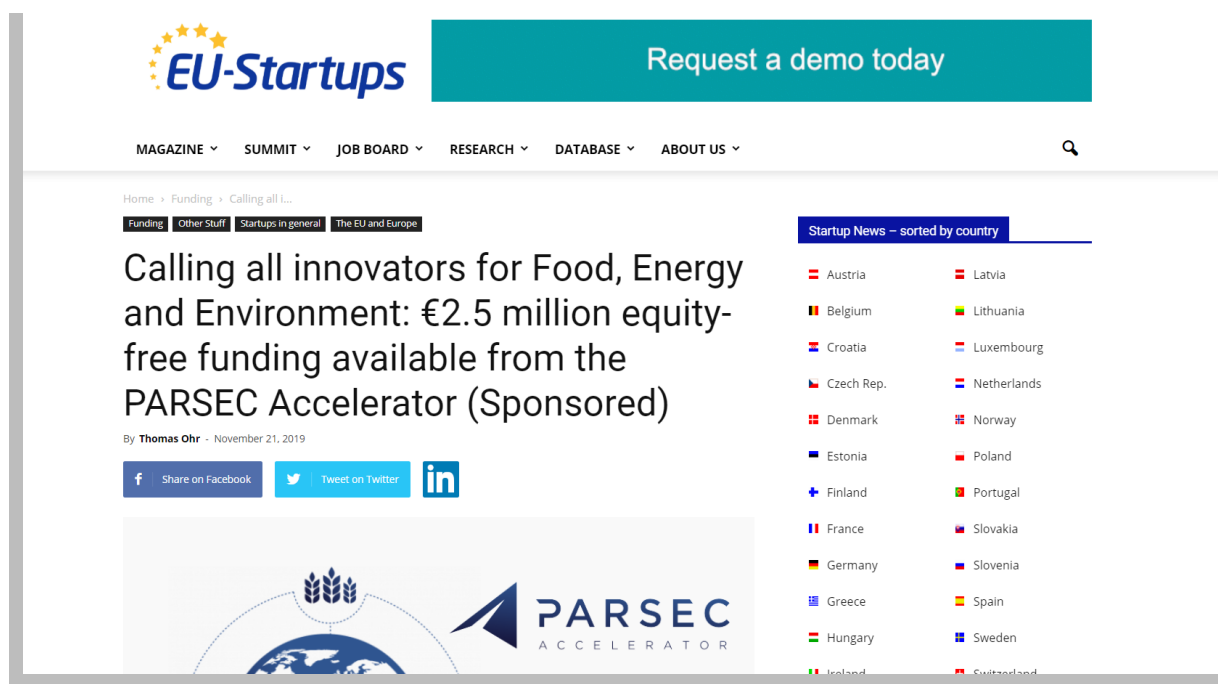
Germany	<ul style="list-style-type: none"> <li>• <a href="https://forschungsdaten.info">Forschungsdaten.info</a></li> </ul>
Greece	<ul style="list-style-type: none"> <li>• <a href="https://epixeiro.gr">Epixeiro.gr</a></li> <li>• <a href="https://startupper.gr">Startupper.gr</a></li> </ul>
Serbia	<ul style="list-style-type: none"> <li>• <a href="https://startit.rs">Startit Serbia</a></li> <li>• <a href="https://agrosmart.rs">Agrosmart</a></li> <li>• <a href="https://originalmagazin.rs">Original magazin</a></li> </ul>
Spain	<ul style="list-style-type: none"> <li>• <a href="#">Avaesen launches Parsec accelerator with 2.5 million investment for startups and SMEs</a></li> <li>• <a href="#">New funding call: 2.5 million to innovate with Earth Observation data</a></li> <li>• <a href="#">PARSEC Accelerator opens call for its program; startups can apply until the 20th of December</a></li> <li>• <a href="#">Convocatoria 2 Aceleradora PARSEC con 1,5 M€ a distribuir entre los mejores 15 proyectos</a></li> </ul>
Around Europe	<ul style="list-style-type: none"> <li>• <a href="#">Parsec Accelerator selects 15 winners at the PARSEC Demo Days</a>, PV magazine</li> <li>• <a href="#">PARSEC Accelerator launches its first Open Call for applications</a>, StartupsReal</li> <li>• <a href="#">PARSEC strengthens EO Enterprises</a>, Geospatial World</li> <li>• <a href="#">PARSEC Business Accelerator boost EO enterprises</a>, Directions Magazine</li> <li>• <a href="#">PARSEC Business Accelerator boosts EO enterprises</a>, Geojoint</li> <li>• <a href="#">PARSEC Business Accelerator boosts EO enterprises</a>, GIS Resources</li> <li>• <a href="#">GIS USER</a></li> <li>• <a href="#">Business Geomatics</a></li> <li>• <a href="#">Cascade funding. PARSEC Open Call #1 – Vision for innovation in emerging Food, Energy and Environment sectors</a>, National Contact Point Energy in Ukraine</li> <li>• <a href="#">PARSEC ACCELERATOR: bandi per l'innovazione</a>, Agrifoodfvg, Italy</li> <li>• <a href="#">Looking for EU funding?</a>, Danish Food Cluster</li> <li>• <a href="#">Exolabs project selected for Parsec Accelerator</a>, startup ticker, Czech Republic</li> <li>• <a href="#">Labs of Latvia</a>, Latvia</li> <li>• <a href="#">Space24</a>, Poland</li> </ul>

EU initiatives  
(several articles  
were promoted)

- eoMAG, e.g. [Interview with PARSEC coordinator](#)
- European Clusters Collaboration Portal, e.g. <https://www.clustercollaboration.eu/node/12894/news>
- Promoting enterprise, e.g. <https://blogs.ec.europa.eu/promotingenterprise/parsec-open-call-2/>

## 12.5 Sponsored article

A sponsored article appearing on the website of the EU-Startups' website (page impressions above 450k/ more than 175k unique users, more than 240k unique visits), newsletter (more than 40k subscribers) and social media (more than 65k followers) presenting the Open Call 1 addressing to all interested start-ups.



**Figure 19.** The sponsored article published on EU-Startups and their Newsletter (print screen, source: <https://www.eu-startups.com>)

## 13 Next steps

New communication products, such as infographics and SMEs showcases (digital), will be developed throughout the rest of the project. These will focus mostly on promoting the 15 winners of the second Open Call and on helping to attract investors, as well as to continue promoting the highlights and benefits of the Accelerator. Both new and updated materials will be underpinned by the updated communication strategy and action plan, the first versions of which will be presented in the document “D6.7 Communication Strategy and Action plan II” due for M18, and reported in Deliverable “D6.9 Report on communication materials II” (M36). Further updates on status and progress in this respect will take place through the Periodic Reports.



## Our Partners



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