PARSEC
ACCELERATOR

D6.4 Report on Events I
WP6 – Impact Maximisation

Authors: Evenflow sprl.

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EU Project Officer	Milena Stoyanova				
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Lead Author	Nefeli Politi-Stergiou	Email		nefeli@evenflowconsulting.eu	
Other authors	Ruuta Skujina (EVENFLOW), Dimitris Papadakis (EVENFLOW)				
Reviewer(s)	Emmanuel Pajot (EARSC)				
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Executive Summary

This document presents the events which were organised or attended by the PARSEC consortium partners during the period from M01 until M15 to promote the project and the acceleration programme. PARSEC was heavily promoted by attending high-impact events organised by third parties, as well as by organising native PARSEC events. The main goal in both cases was to attract potential applicants to both two Open Calls and to promote the acceleration programme and, from M11 onwards, to promote the beneficiaries of the first stage.

Overall, PARSEC was represented at 59 third party events, the consortium organised more than 12 events including the 2 online PARSEC Info webinars, one for each Open Call. Finally, due to the restrictions imposed across the globe from late February 2020 due to the outbreak of the COVID-19 pandemic, only digital presence at events and organisation of digital events was possible and was enforced. Therefore, the planned onsite matchmaking events were replaced by a dedicated open digital matchmaking space hosted by a widely used platform which also supported online B2B meetings.

1 Introduction

The PARSEC team participated in and organised several events during M01-M15 in order to attract potential applicants to the Open Calls, raise awareness about the results of the project and keep building an inclusive community of SMEs, start-ups, entrepreneurs and aspiring founders. The focus and the scope of the events were intentionally diverse in order to guarantee the widest possible outreach to potential applicants, maximising geographical coverage to meet the cross border objective of the Accelerator, and to ensure the cross-sectoral objective along with the equal inclusion of the three focus sectors: food, energy and environment.

Event attendance and promotion through the PARSEC online platforms was also used by the WP6 leaders as a complementary communication tool to attract further attention and maximise visibility and engagement during an event. The communications team built up interest for the events and used the momentum thus created to invite the audience to follow PARSEC presentations and meet the PARSEC team. Using hashtags and tagging relevant actors helped in expanding PARSEC online community and maintaining an active presence throughout the different stages of the project.

The events organised and attended by the PARSEC consortium were devised in accordance with the strategy outlined in the deliverable document "*D6.1 Communication and Action Plan I*" (M03).

A dedicated Dissemination Report form[1] was used to collect reports from partners on the activities in which they have been involved, from M01 until M15 (see Annex I).

2 Events organised by PARSEC

During M01-M15, PARSEC partners organised several events to address three main objectives. Firstly, they were used to increase the number of potential applicants, promote the accelerator's benefits and explain the acceleration process in detail (e.g. the PARSEC Open Days). Secondly, they fostered cross-sectoral and cross-border partnership creation (e.g. the PARSEC Happy Hour and matchmaking events). Thirdly, the events marked the most important milestones of the accelerator program (e.g. the PARSEC Bootcamp and the PARSEC Demo Days). The following tables summarise all the events organised by the partners addressing these objectives. The events are presented in two tables for the two Open Calls.

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[1] A preview of the Google form can be found in Annex I.

Overview and highlights from PARSEC-organised events

Besides the events that were planned to be organised by PARSEC (such as the PARSEC Bootcamp, the matchmaking events and the Demo Days), several PARSEC Open Days were organised by partners to present the acceleration program's benefits and to exchange in person with potential applicants on the OC1 and OC2 application process. From M05, which marked the start of the OC1 submissions, until M08, 12 events in Belgium, Greece, Germany, Serbia and Spain were organised by consortium partners, attracting over 100 attendees in total. In order to attract people from outside the pre-existing networks developed, these events were promoted via platforms dedicated to entrepreneurship and space, such as the Space Agenda, Eventbrite, etc., besides the standard digital channels used by projects and partners. To further reach audiences outside the partners' countries and communities or reach out to those with limited resources to attend events, the PARSEC communications team co-organised an online PARSEC Info webinar with a team of partners in M08. The team presented the Accelerator, a KATANA winner shared his experience from a similar program and at the end of the session the team answered live questions from the audience. The webinar was watched by 40 participants live, and the recorded copy available on the PARSEC YouTube channel reached more than 500 views in one month (M08) has a total of 699 views. It is interesting to note that most of the participants in the live session, became OC1 applicants, or promoted PARSEC within their networks after watching the webinar. The PARSEC Happy hour(s) and the PARSEC virtual matchmaking supported community building and networking among the winners and external companies.

Event	Place & dates	Partner	Audience	# Attendees	Activity	Promotional materials distributed
Open Call 1 Info webinar	online 6/12/2020	EVENFLOW (bwcon, EARSC)	SMEs, start-ups, researchers	44 (580 views YouTube)	presentations	n/a
PARSEC Open Day Serbia	Novi Sad, Serbia 10/10/2019	BIOSENSE INSTITUTE	SMEs, start-ups, researchers, students, industry representatives	approx. 25	pitch	Postcard & origami plane
PARSEC Open Day Greece	Thessaloniki, Greece 22/11/2019	DRAXIS	SMEs, start-ups	approx. 25	pitch	Postcard
Agtech meetup	Belgrade, Serbia 26/11/2019	BIOSENSE INSTITUTE	Start-ups	40	pitch	n/a
Hackathon Thessaloniki	Thessaloniki, Greece 29/11-1/12/2019	DRAXIS	start-ups, entrepreneurs, industry, students	approx. 50	presentation	postcards & origami planes (30)
PARSEC Open Day Brussels	Brussels, Belgium 10/12/2019	EARSC, EVENFLOW	SMEs, start-ups, clusters, multipliers, students	approx. 10	presentations	postcards (10)
Open Call 1 webinars,	Online, Kaunas college , Nature Research Center, Kaunas Agriculture Univerrsity, Lithuania	GMX	SMEs, start-ups, researchers	approx. 50	presentation, personal demo of Copernicus data (LT)	n/a

Table 1. PARSEC-native events organised from May 2019 until December 2019 - Open Call 1.

Later on, after the Open Call 1 was concluded and before Open Call 2 was launched, events were heavily affected by the COVID-19 pandemic. Many events were postponed or cancelled while others were shifted online. Being committed to supporting our community of SMEs and start-ups, the consortium decided to conduct several virtual events to foster networking and attract external companies to matchmake with the #100PARSEC (first stage winners).

Event	Place & dates	Partner	Audience	# Attendees	Activity	Promotional materials distributed
Open Call 2 Info webinar	online 21/04/2020	EVENFLOW (EARSC, bwcon, BIOSENSE INSTITUTE)	SMEs, start-ups, aspiring founders	59 (160 views YouTube)	presentations	n/a
PARSEC bootcamp	20 March 2020 online	EARSC, bwcon (all)	#100PARSEC & PARSEC partners	>100	presentations	n/a
PARSEC virtual matchmaking	online 19/05/2020	EARSC (EVENFLOW, bwcon, AVAESEN)	#100PARSEC, SMEs, start-ups	approx. 40	network & matchmake	n/a
PARSEC Happy hour	online 4/06/2020	EVENFLOW (GMX, EARSC, bwcon, AVAESEN)	#100PARSEC, PARSEC partners	18	network & matchmake	n/a
PARSEC Happy hour	11/06/2020	EVENFLOW (GMX, EARSC)	#100PARSEC, PARSEC partners, invited SMEs & startups	12	network & matchmake	n/a
PARSEC Demo Days	2-3 July 2020 online	EARSC, bwcon (all)	OC2 applicants, Jury members, PARSEC partners	>70	pitching competition	n/a

Table 2. From January 2020 until June 2020 - Open Call 2

Figure 1. Impressions from the PARSEC-organised even

2.1 PARSEC Bootcamp

The PARSEC Bootcamp, a learning and networking event, launched the first stage of the accelerator on the 27th of March 2020. The bootcamp was organised by BWCON and EARSC and was supported by the consortium partners. The event was redesigned to take place entirely online due to the COVID-19 pandemic and united the 100 winners of the Open Call 1 with the accelerator team and the guest speaker, Frank M. Salzgeber, Head of Innovation and Ventures at the European Space Agency.

At the bootcamp, 170 participants were welcomed as members of the PARSEC acceleration program. The agenda involved a welcoming by the coordinator and an introduction to the Earth Observation sector, and continued with the 100 start-up representatives pitching their activities, vision and description of the ideal partners they would be eager to team up with to further develop their ideas. The diversity of the proposed ideas highlighted the creativity and capacity for innovation of #100PARSEC. The pitching session was followed by an inspirational talk of the guest speaker to further motivate and inspire the PARSEC beneficiaries. Mr. Salzgeber discussed why "we need more space" and how space brings a great potential that still needs to be utilised more by businesses, industries and society while he presented the support opportunities provided by ESA for entrepreneurship and innovation. During the last bootcamp session, the #100PARSEC were

introduced to the PARSEC business catalysts by the relevant partner. Direct feedback and feedback through the PARSEC channels proved the ambition and enthusiasm of the #100PARSEC to be part of the programme their strong interest to start and interact with each other, marking the best possible start to the matchmaking process.

2.2 PARSEC matchmaking events

After the start of the PARSEC first stage, the PARSEC team had planned to organise several regional matchmaking events to facilitate the networking of the #100PARSEC with companies outside the PARSEC community in order to help them find a suitable partner and provide the opportunity to participate in Open Call 2. However, since M09, the COVID-19 pandemic affected both travel and event organisation. The PARSEC team adjusted by striving to shift the matchmaking events online. To this end, the team decided to use a dedicated business matchmaking platform that could provide an open but yet monitored space for the #100PARSEC to network and matchmake with each other and with other external companies interested to apply for Open Call 2. The coordination team choose to use an AI-powered platform widely used for event business matchmaking, Brella[2].

2.2.1 Brella open matchmaking event

A matchmaking event was created in Brella to facilitate and host continuous 24/7 networking and matchmaking from the opening of the Open Call 2 (30 March 2020) until its closure (20 June 2020). We heavily promoted this opportunity through the PARSEC channels, supported by those of the partners, to ensure wide outreach to external companies across diverse sectors and covering all eligible countries. Access to externals was made easy, requiring only the completion of a one-minute registration form.

All the details, the statistics and impact of the matchmaking event is reflected in the deliverables: *"D5.1 Concept for regional workshops "Where ideas and people meet"" (M04)* and *"D5.2 PARSEC regional workshops report" (M13)* .

2.2.2 PARSEC virtual matchmaking

Alongside Brella, we organised one additional online event, to support and facilitate matchmaking among external companies with the 100PARSEC and applications to Open Call 2. The event was heavily promoted via all PARSEC channels and direct emails to multipliers. Of the two hours in the agenda, the first was for external companies to pitch their business to the other attendees. The second was dedicated to matchmaking B2B meetings within Brella. Attendees were provided with the B2B Brella event access code during the confirmation of their registration and could pre-book meeting slots with other participants. The event attracted 62 registrations, where 51 came from the 100PARSEC and 11 from external companies, and 58 attendees on the day. 124 meeting communications were triggered during the event.

2.3 PARSEC Demo Days

The PARSEC Demo Days consisted of two intensive pitching days, held online on the 2nd and 3rd of July 2020. This marked the end of the PARSEC Open Call 2, which aimed to select the 15 winners that would be awarded with the big prize. During the Demo Days, the 60 consortia who applied to the Open Call 2 defended their applications in front of a jury consisting of industrial CEOs, investors and business leaders. The event was organised by EARSC with support from all consortium partners.

Taking advantage of the strong links with large organisations that are in the front line of EO-based innovation, we invited the following individuals to act as PARSEC Demo Days Jury members: Candace

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[2] https://www.brella.io/

Johnson, Founder and Member of the Board, OWNSAT, Oceania Women's Network Satellite, investor in Kacific Satellite Systems, (EBAN Space), Fabrice Testa Chairman of EBAN Space, Co-Chairman Luxembourg Space Tech Angels (EBAN Space), Patrick Nadoll, Senior Advisor – Exploration and Resource Assessment (EIT Raw Materials), Lorena Jurado, Business Development Manager Innovation Hub CLC South (EIT Raw Materials), Michalis Stangos, Founder of Industry Disruptors-Game Changers (ID-GC), Frank M. Salzgeber, Head of Innovation and Ventures (ESA), Joana Kamenova, Outreach and Business Analyst (ESA), Marcello Maranesi, CEO of GMATICS (GMATICS), Regis Hamelin, CTO of BLUMORPHO (BLUMORPHO).

The Demo Days and the jury experts were strongly promoted through the PARSEC channels. This created a strong momentum for PARSEC and maximised engagement until the conclusion of the two days with the announcement of the 15 winning teams.

2.4 PARSEC Happy hour

Near the closure of the Open Call 2, and as a response to COVID pandemic and the corresponding restrictions, we decided to bring together all 100PARSEC and partners in a relaxed and friendly environment. The main objectives of conceptualising such an event was, to foster engagement with the first stage winners and keep the community active, while the second objective was to foster networking between the companies that were not already in consortia. The event was organised as a 1-hour coffee or "apero" time, aiming to facilitate getting to know each other better in a less official and more relaxed environment. All 100PARSEC and partners are invited to join. PARSEC team members facilitated the process and actively promoted dialogue and triggered discussions. To this end we also used polls with simple questions to learn more about the participants, so as to better address any arising needs.

Two such events took place, as the direct feedback we got from participants was highly positive. For the second event we dedicated the last half hour to matchmaking, providing a second virtual space where external companies were invited (via personalised emails to established contacts in ESA BICs and Copernicus Hackathon participants) to network and matchmake with interested companies from the 100PARSEC. The feedback received from the participants was again positive and future engagement showed it helped strengthen the community feeling.

3 Third-party events

A strategic campaign of event attendance was planned from the outset, with the main objective being to attract potential applicants to the Open Calls of the PARSEC Accelerator. An indicative plan of the targeted events was presented in *"D6.1 Communication and Action Plan I"*. Our aim was to maximise the impact of the PARSEC promotional activities on the acceleration programme and its results (such as the business catalysts), through direct interactions with potential applicants and relevant stakeholders. Establishing partnerships with multipliers and potential investors was also targeted. PARSEC promotion at third party events was supported by several communication materials (see the deliverable *"D6.3 Report on communication materials I"*). The PARSEC pitch was heavily used by partners and was adapted to the audience's needs by the participating partner to best fit the context of each event.

The period from M01 until M15 can be broken down into three phases: i) the beginning of the project and the first Open Call (M01-M08), ii) the end of the Open Call 1, the start of the first stage acceleration program and the launch of the Open Call 2 (M09-M12) and iii) the end of the first stage and the selection of the 15 winners after the PARSEC Demo Days (M12-M15). Attending third party events at different periods served to meet specific communication objectives as planned in the deliverable *"D6.1 Communication Strategy and Action Plan I"* and as adjusted by the continuous

monitoring of the communication activities. During the first phase our main aim was to raise awareness about the acceleration programme and its results (including the business catalysts) as well as to attract a pool of potential applicants and convert them into Open Call 1 applicants. During the period from M9 until M12, end of Open Call 1 and start of Open Call 2, we established a strong presence and an active community around PARSEC. We succeeded in engaging various audiences, most of them being clusters and organisations (e.g. ESA BICs, EU promoting enterprise, etc), SMEs and start-ups. During this second phase, promotions at events were limited by COVID-19, and other means of promotion were used to attract external companies to partner with the first stage beneficiaries and apply to the Open Call 2.

Participation in third party events was key to attracting potential applicants to the Open Calls from different sectors and countries. Guided by the cross-sectoral nature of the programme and by the need to introduce Earth Observation as a tool for innovation provide by the accelerator, events were selected to cover a wide range of sectors both within and outside the Earth Observation community. Besides regional events, many partners attended international events which attracted interest beyond the partners countries' borders.

The tables below lists the third-party events at which PARSEC was represented by the partners, covering the periods around Open Call 1 and Open Call 2 respectively.

Overview and highlights of the participation in third-party events

PARSEC was presented at events targeted at start-up communities (e.g. Pitch your start-up and Mind and Market in Belgium, VLC Start-up Market in Spain) and events dedicated to the three targeted sectors (i) food (e.g. Agribusiness Forum in Lithuania, Agritech Meetup in Serbia), (ii) energy (e.g. Re-Energy in Poland) and (iii) environment (e.g. Aquatech in the Netherlands). Leveraging its strong links with the EO industry, the consortium heavily promoted PARSEC during Earth Observation and space related events such as Phi Week in Italy, Space Week in Finland, Intergeo in Germany, the Copernicus Eyes on Earth Roadshow in Estonia, etc. Finally, PARSEC was also represented in events targeting high-tech sectors like IT (e.g. High Tech Summit in Germany) and in many more general events focusing on innovation and opportunities for businesses (e.g. Malta Business Labs, or G-STIC in Belgium). The aim was to build a broad pool of cross-sectoral applicants, who coming together, can develop strong EO-based innovative solutions impacting the PARSEC focus areas. Notably, consortium partners also reached specific EO-related and sector-specific audiences by promoting the Accelerator through hackathons. Partners held various key roles in hackathons across Europe: a Copernicus hackathon was organised in Greece by DRAXIS, Rasdaman supported a hackathon in Germany, and Evenflow provided mentoring support at the Copernicus hackathon in Brussels. Attendance in such events had strengthen the links with several multipliers such as ESA BICs and EITs and facilitated the establishment of longer-term bidirectional support. Events is Spain and Germany led to many leads that were later converted to Open Call 1 and 2 applicants.

Event	Place & dates	Partner	Main Audience	# Attendees	Activity	Promotional materials distributed
High Tech Summit	Künzelsau, Germany 23/09/2019	bwcon	start-ups & entrepreneurs	1000	booth	postcards (100)
Re-energy Fair	Warsaw, Poland 10-11/09/2019	EARSC	academia & research, entrepreneurs	approx. 200	presentation on EO photovoltaic conference & at Fair Forum	postcards (40)
Intergeo	Stuttgart, Germany 17-18/09/2019	EARSC	companies, SMEs & start-ups	>50	attendance	postcards (40)
Copernicus Eyes on Earth Roadshow	Rotterdam, Netherlands 24-25/09/2019	EARSC	academia, companies, associations	approx. 30	booth & presentation	n/a
Copernicus Eyes on Earth Roadshow	Tallinn, Estonia 3-4/10/2019	EARSC	SMEs, students, academia, municipalities & government	20-30	booth & presentation	postcards (15), origami planes (16)
NASA space app challenge	Thessaloniki, Greece 11-13/10/2019	DRAXIS	Researchers, students	approx. 50	presentation	postcards (20)
Agribusiness Forum 2019	Vilnius, Lithuania 17/10/2019	BIOSENSE INSTITUTE	SMEs, start-ups, industry, policy-makers	300	presentation	n/a
Pendler RatD event	Stuttgart, Germany 01/10/2019	bwcon	academia & research policy makers & commuters	n/a	pitch	postcard
Aquatech	Amsterdam, Netherlands 04-07/11/2019	EARSC	SMEs, associations, clusters	approx. 20,000	B2B meetings, presentation	postcard & origami plane (20), t-shirt, poster
CREST	Shrewsbury, UK 06/11/2019	EARSC	CREST	30	presentation	postcard (30)
Business Labs	online, Malta 01/11/2019	BIOSENSE INSTITUTE	start-ups, aspiring founders &	approx. 20	presentation	n/a

			entrepreneurs			
Φ-week	FRasdamancati, Italy 10-12/12/2019	EARSC, EVENFLOW, RASDAMAN	industry, agencies & researchers	> 70 (number that attended the presentation)	booths, presentation at the Geologist community Annual Meeting (GRSG), ESA	postcard (50), poster, origami plane contest
FOSS4G 2019	Bucharest, Romania 26-30/08/2019	EVENFLOW	GIS and IT companies	approx.100	presentation	n/a
G-STIC	Brussels, Belgium 20-21/11/2019	EVENFLOW	start-ups, aspiring founders & entrepreneurs	approx. 10,000	postcards	postcards (50)
Copernicus Hackathon	Brussels, Belgium 20-21/11/2019	EVENFLOW	start-ups, aspiring founders & entrepreneurs	approx. 40	pitch	postcards (50)
Mind and Market	Brussels, Belgium 04/12/2019	EVENFLOW	start-ups, aspiring founders & entrepreneurs	approx. 200	networking	postcards (30)
EU space week	Helsinki, Finland, 3-5/12/2019	EARSC, EVENFLOW	EO community, start-ups, aspiring founders & entrepreneurs	> 5000	networking, paper plane competition	Origami plane (approx. 15), postcards (approx.15)
Toruń	Poland 18-19/10/2019	EVERSIS	variable	30	presentation	postcards
Space Tech Expo	Bremen, Germany 11/2019	EVERSIS	space industry	60	presentation	n/a
Disrupt Berlin 2019	Berlin, Germany	EVERSIS	start-ups	large scale	n/a	n/a
9th Green Standards Week ITU	Valencia, Spain 04/10/2019	AVAESEN	SMEs, city councils	>150	presentation	n/a
Clusters of Change Bootcamp	Frankfurt, Germany 14-17/10/2019	AVAESEN	clusters (energy, food, environment)	n/a	presentation	postcards (50)
The future of Food	Valencia, Spain 16/10/2019	AVAESEN	start-ups, investors	>50	presentation	postcards (50)
National Final ClimateLaunchpad Competition	Valencia, Spain 22/10/2019	AVAESEN	start-ups, investors	approx. 100	presentation	postcards (30)
VLC Start-up Market	Valencia, Spain 17/11/2019	AVAESEN	entrepreneurs, start-ups	>500	presentation	postcards (50)
Workshop for entrepreneurs at the Valencian University	Valencia, Spain 19/11/2019	AVAESEN	entrepreneurs	>40	n/a	postcards (20)
Iberdrola and Official College of Industrial Engineers event	Castellón, Spain 27/11/2019	AVAESEN	aspiring founders, researchers	>20	presentation	n/a
Ministry of Economy and SMEs of Spain and Red.es	Madrid, Spain 18/12/2019	AVAESEN	entrepreneurs, national government, city councils	>200	presentation	n/a
ClimateLaunchpad global final	Amsterdam, the Netherlands 14-15/11/2019	AVAESEN	entrepreneurs, start-ups	>500	presentation	postcards (50)
Smart City World Expo	Barcelona, Spain 19/11/2019	AVAESEN	SMEs, city councils	n/a	networking	n/a
StartUPV	Valencia, Spain 17/12/2019	AVAESEN	entrepreneurs, incubator	10	presentation	n/a
Insomnia	Valencia, Spain 10/12/2019	AVAESEN	entrepreneurs	>20	presentation	n/a
EuroGEO(SS) Workshop 2019	Lisbon, Portugal 3-5/07/2019	RASDAMAN	entrepreneurs, SMEs, EO community	n/a	presentation	n/a

Event	Location/Date	Partner	Target group	Attendees	Activity	Material
ISRSE Conference 2019 – Pecora21	Baltimore, US 6-11/10/2019 (global event)	RASDAMAN	SMEs, start-ups, industry researchers, students	>1000	networking & academic track for Business Catalysts	n/a
INSPIRE	Helsinki, Finland 22-24/10/2019	RASDAMAN	SMEs, start-ups, industry researchers, students	>1000	networking & academic track for Business Catalysts	n/a
ApFita 2019	Taiwan, Taiwan 29/10-01/11/2019 (global event)	RASDAMAN	SMEs, start-ups, industry researchers, students	>1000	networking & academic track for Business Catalysts	n/a
2. Symposium zur angewandten Satellitenerdbeobachtung	Cologne, Germany 12-13/11/2019	RASDAMAN	SMEs, start-ups, industry researchers, students	n/a	networking	n/a
DIN Innovatoren Preis	Berlin, Germany 08/11/2019	RASDAMAN	SMEs, start-ups, industry researchers, students	n/a	networking & academic track for Business Catalysts	n/a
Pitch Your Start-up	Brussels, Belgium 07/11/2019	EVENFLOW	start-ups, students, universities	approx. 50	networking	postcards (20)
Climate-KIC Innovation Ecosystem Workshop	17-18/06/2019	AVAESEN	clusters	40		
ENGAGE 2019 by Digital Globe	18-19/06/2019	AVAESEN, EVENFLOW	EO SMEs	>200	networking	n/a
Smart City Congress	26/06/2019	AVAESEN	start-ups	>200	networking	n/a
Demo Day Smart Cities	02/10/2019	AVAESEN	SMEs	approx. 100	presentation	n/a
Climathon: Cities. Hacking. Solutions	25/10/2019	AVAESEN	entrepreneurs	>30	presentation	postcards (50)
How to finance Renewable Energies	30/10/2019	AVAESEN	SMEs	>100	presentation	postcards (50)
ESIC innovation day	4/12/2019	AVAESEN	entrepreneurs, students	>30	presentation	n/a
Startup event	06/12/2019	bwcon	SMEs, start-ups, entrepreneurs	approx. 180	presentation	postcards (50)
How To Get Venture Capital Funding For Your Startup	25/09/2019	EVERSIS	start-ups	approx. 20	networking	postcards (15)
Startup Pitch Bootcamp	Warsaw, Poland 21/10/2019	EVERSIS	start-ups	approx. 60	networking	postcards (50)
Future Farms meetup	Warsaw, Poland, 8.12.2019	EVERSIS	start-ups, SMEs	approx. 20	networking	postcards (10)
NASA Space Apps Challenge	Vilnius, Lithuania 2-4/10/2019	GEOMATRIX	Freelancers, students, SME teams	approx. 40	networking	postcards (digital)
Smart digital agriculture B2B Conference	Vilnius, Lithuania 11/07/2019	GEOMATRIX	International: SMEs, start-ups, public stakeholders, farmers NGOs	approx. 150	presentation, networking	n/a
Agribusiness Forum 2019	Vilnius, Lithuania 17/10/2019	GEOMATRIX	SMEs, start-ups, public stakeholders, farmers NGOs	approx .200	networking	n/a
Agri-renaissance Interreg Europe Workshop	Vilnius, Lithuania 20/03/2019	GEOMATRIX	SMEs, public stakeholders	approx. 30	presentation, networking	n/a
Digital Lithuania Meetup #5 "Supercomputing For Companies" Workshop	Vilnius, Lithuania 06/05/2019	GEOMATRIX	International: Universities, SMEs, public stakeholders	approx. 150	presentation, networking	n/a
Agro-tech exhibition "Inno Panorama 2020"	Kaunas, Lithuania 24-26/09/2019	GEOMATRIX	SMEs, business, farmers, institutions	approx. 1000	networking	n/a

Table 3. From May 2019 until December 2019 - Open Call 1

Figure 2. Impressions from various third-party events with partner participation in the period of Open Call 1, where PARSEC was represented

Event	Place & dates	Partner	Audience	# Attendees	Activity	Promotional materials distributed
Copernicus Hackathon Sofia	Online	EARSC	IT companies	30	pitch & direct access to the matchmaking platform	n/a
FOSS4GUK	Online, 17/06/2020	Evenflow	Open source geospatial software companies and experts	~600	presentation	n/a

Table 4. From January 2020 until June 2020 - Open Call 2

From the attended events we selected two that stand out due to their high impact in outreach activities in a diverse audience.

EU Space Week

PARSEC was represented by three partners at the EU Space week. Partners attending the event promoted PARSEC through their booths and/or during networking with various stakeholders and potential applicants. With more than 5,000 people representing industry, SMEs and academia attending it was a great opportunity to further attract the attention of the Earth Observation community to the acceleration program and its benefits. Furthermore, partners had the opportunity to consolidate links and synergies with key multipliers for the project, such as ESA, the Copernicus Accelerator, the Copernicus Incubator, ESA BICs etc. An origami plane mini-competition was set up and promoted through the PARSEC social media, which attract significant attention both online and

on-site. Many participants were SME or start-up representatives and shown keen interest in applying to the program through Open Call 1. The PARSEC team also worked towards the sustainability pf the project's results by raising awareness for the project to industry leaders who could become potential clients, partners or investors for the 15 winning solutions and the Business Catalysts. Overall, follow-ups and leads, along with applications, showed that this event converted several interested applicants into actual applicants and synergies were established with multipliers and potential partners.

Copernicus Hackathons

The representation of PARSEC in regional Hackathons, in Greece, Germany, Belgium and Sofia has proven very impactful. Whether physical or online (Copernicus Hackathon, Sofia) the team participating in these events established strong links with stakeholders who later became key multipliers in promoting PARSEC opportunities. At the same time, the participants comprised an audience which was already looking for opportunities and the personal interaction with PARSEC representatives as well as personal feedback and follow-ups converted a majority to applicants. Furthermore, the companies participateing in the Copernicus Hackathon in Sofia, which was held online, had the opportunity to pitch during the second PARSEC Happy hour (see section 2.4). The result was several B2B meetings and discussions on teaming for Open Call 2.

4 Conclusions

The representation of PARSEC at events has proved to be a powerful tool to engage the different audiences, as proposed in the *"D6.1 Communication Strategy and Action Plan I"*. Partner representation and support across these activities alongside social media engagement contributed to the achievement of the Key Performance Indicators for the number of applicants, 348 applicants out of 350 for the Open Call 1 ("Call for Ideas") and 60 out of 40 for Open Call 2 ("Call for Consortia"). As noted through the statistics of the Open Call 1 and 2 applicants (see deliverables "*D4.3 Report on the Open Call 1 and its outcome*" submitted in M11 and "*D4.4 Report on the Open Call 2 and its outcome*" – expected for submission in M16) applicants came from 36 countries for the Open Call 1 and 32 countries for the Open Call 2 respectively and from all the focus on sectors and others. Events greatly impacted the outreach to diverse audiences across various sectors and across countries, in line with the project's objectives.

It is worth noting that statistics from the matchmaking event in Brella (see deliverable *"D5.2 PARSEC regional workshops report"* submitted in M13) and of the Open Call 2 ("*D4.4 Report on the Open Call 2 and its outcome"* – expected submission in M16) demonstrated the wide involvement and participation of companies outside the PARSEC program keen to apply to this Open Call. This was the result of well-defined and flexible communications, including the strategic participation in third-party events and organisation of the PARSEC events in this direction.

Participation at events is expected to be less intense in the upcoming period, as a consequence of the pandemic, and because the goal of creating a large pool of applicants was met during this reporting period. However, the team will further promote the 15 winners of the second stage and establish relationships with VCs and investors, and we therefore plan to participate at strategically-selected third-party events. Finally, we planned to organise several PARSEC events such as a celebration event (online) to further motivate the PARSEC first-stage participants, an event to initiate contacts between investors and the 15 second-stage winners and a final PARSEC event to celebrate the end of the project and promote the results (both the 15 winners and the Business Catalysts). Further details of the communication strategy and related events will be included in the deliverable *"D6.9 Communication Strategy and Action Plan II"* due for submission in M18.

ANNEX 1

Reporting form

PARSEC

PARSEC Communication Report

MAY 2019 - OCTOBER 2021

This form is for reporting PARSEC communication activities during the above time period. We strongly encourage you to also provide images and videos.

Email address *

Valid email address

This form is collecting email addresses. Change settings

Partner *

1. EARSC

2. AVAESEN

3. BIOSENSE

4. BWCON

5. DRAXIS

6. EVF

7. EVERSIS

8. GEOMATRIX

9. RASDAMAN

Activity type *

1. Article

2. Interview

3. Event organised

4. Event attended

5. Scientific publication

6. Media presence (national/regional level)

7. Other

Description of activity

Long answer text

Audience (size/demographics) *

Long answer text

Key stakeholders *

Short answer text

Feedback / impact *

Long answer text

Type and number of promotional material used *

Long answer text

Material produced (e.g. photos, videos etc.) if size exceed limits pls upload it on confluence

⬆ Add file

Our Partners