D6.7 Communication Strategy and Action Plan II

WP6 – Impact Maximisation

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Executive Summary

This deliverable comprises the second Communication Strategy and Action Plan of the PARSEC project. The purpose of the document is to highlight the specific targets and principles that will guide the communication activities in the second phase (M16-M30) of the PARSEC project. This document builds upon the deliverable *D6.1 Communication Strategy and Action Plan I* submitted in M03 and the experience achieved in implementing the strategy.

PARSEC helps 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 first phase of the project has successfully concluded, and two successive open calls have been carried out. As a result of this, two sets of PARSEC beneficiaries have been selected – 100 winners of the Open Call 1 (#100PARSEC) and 15 winning consortia from the Open Call 2 (#15PARSEC). Furthermore, the project has developed three Large Scale Demonstrators (PARSEC Business Catalysts) and other valuable project results.

To this end, the communication team has adjusted its strategy to **focus primarily on ensuring the sustainability of the accelerator by promoting its results and achievements (notably the Large-Scale Demonstrators) and maintaining and further developing the PARSEC innovators ecosystem.** The PARSEC communication activities will therefore focus on success stories and use stories in engaging with current beneficiaries which include #15PARSEC and #100PARSEC, but also other important stakeholders of the project – investors, decision makers, potential customers and the general public.

This document adjusts the overall communication methodology and action plan to be followed and the messages and tools to be used in the second phase of the accelerator (M16-M30).

- Chapter 1 presents the key principles, the communication targets, the channels and tools to be used, and the PARSEC narrative to be followed in the second phase of the project;
- Chapter 2 describes the potential dissemination activities;
- Chapter 3 presents the actions and timeline that comprise the PARSEC communication action plan II;
- Chapter 4 describes the indicators achieved in the first phase and revises the methodology used to measure the impact of the communication activities;
- Chapter 5 presents the concluding remarks.

1 Communication strategy

1.1 Overview and key principles

After the successful implementation of the strategy set out in the document *D6.1 Communication Strategy and Action plan I* (deliverable 6.1) during the first half of the project (M01-M15), this document builds upon this strategy to adjust some of the key principles and highlight the approach guiding the second half of the project (M16-M30).

The first phase of the project, lasting from May 2019 until July 2020 (M01-M15), included the Open Call 1 and the first stage of the Accelerator, which prepared the grounds for the subsequent Open Call 2 and the PARSEC Demo Days. This phase has resulted in the creation of a strong PARSEC ecosystem which includes the 100 SMEs winning the Open Call 1 selection procedure (#100PARSEC) and 15 consortia of 2-3 SMEs selected as a result of the Open Call 2 (#15PARSEC). In addition, the Large-Scale Demonstrators of the PARSEC project – which we called "Business Catalysts" to facilitate communication and marketing – have achieved the necessary level of maturity to attract users within the ecosystem and beyond. Furthermore, the project has already produced and will continue to develop a set of other outputs and materials useful for the PARSEC ecosystem of SMEs innovating for the food, energy, or environment sectors with Earth Observation.

Communication during the first phase of the project (M01-M15) played a crucial role for achieving these results. It has successfully fulfilled its ultimate objective to attract attention from representatives of the focus sectors and engage high quality applicants. The effectiveness of the implementation of the communication's strategy has been reported and analysed in terms of quantifiable indicators as set out in *Chapter IV Monitoring and evaluation* of the strategy, and in terms of qualitative analyses provided within a set of reports and documents submitted within the first half of the project (M01-M15). To maximise PARSEC's promotional efforts and reach its goals, the consortium led by the communications team, presented the project from the first day as an Accelerator, building a strong branding identity around it. All consortium members assisted and/or organised impactful events to promote the project and establish partnerships which further enhance the PARSEC ecosystem built around the beneficiaries. Furthermore, several communication materials and tools were subsequently developed, which were available for use by all consortium partners to support their communication activities. Table 1 below summarises documents reporting in more detail the success and achievements of the implementation of the Communication Strategy and Action plan I:

Document		Submitted
D6.2	Website I	July 2019
D6.3	Report on communication materials I	July 2020
D6.4	Report on events I	July 2020
D6.8	Website II	April 2019

*Table 1. Documents reporting on the D6.1 Communication Strategy and Action Plan I*

Considering the success of the first strategy and the valuable results of the project, the **aims of the second half of the project** in terms of communication strategy and action plan are the following:

- **Building on the accomplishments of the Communication Strategy and Action Plan I and continuing to observe the key principles, channels, tools, and targets** as described in the document D6.1.

- **Supporting the goal of long-term sustainability of the accelerator and the innovative community of SMEs surrounding it** through engaging investors, decision makers, other companies, potential users and general public via promoting #15PARSEC and #100PARSEC success stories and PARSEC Business Catalysts use cases.

- **Supporting other tasks of Work Package 6 and other Work Packages** by promoting the results and the output of the accelerator to increase the outreach and maximise the value of these results for the PARSEC ecosystem of innovative SMEs.

The **overall objective of the second phase** is the following:

> **After successfully achieving the overall objective of the first phase (D6.1) by engaging stakeholders and converting them into active participants, the main objective of the second phase is to build sustainability and promote the projects outputs, including innovations supported by the PARSEC Accelerator (#100PARSEC, #15PARSEC and PARSEC Business Catalysts) while maintaining, nourishing and expanding the relationships built in the first phase.**

In the second phase the **inbound marketing approach** and its stepwise process of attracting, engaging, retaining, and inspiring remains key. However, in this phase the approach is two-fold as it ensures that the PARSEC ecosystem built in the first stage is kept engaged, retained and inspired, while new stakeholders or additional stakeholders are attracted to the ecosystem. The new dynamics are illustrated by the Figure 1 below.
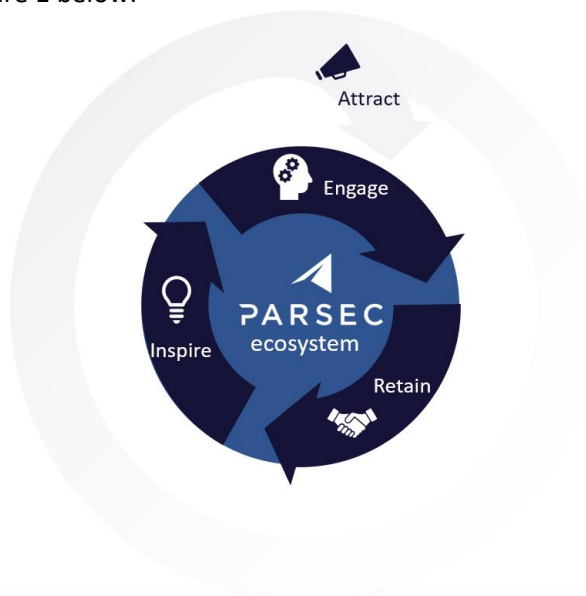
Figure 1. The PARSEC Accelerator's inbound marketing approach in phase II

The PARSEC Accelerator will continue the use of all its communication channels to **generate awareness and attract** stakeholders interested in discovering or using the results and achievements of the project. The communication targets for the second phase will be detailed in Chapter 1.3, however, the general aim remains reaching out to a large number of potential stakeholders.

PARSEC will provide the means for **stimulating interest and engaging** both current beneficiaries and PARSEC ecosystem companies, as well as new relevant stakeholders. The audience will be clearly segmented, with information and calls to action aimed at the different segments.

Similarly, **retention** strategies will be diversified to nurture the community built throughout the project. Communication tools and channels will inform innovators, investors, partners, and decision makers of the newest developments and invite the stakeholders to relevant events, thus providing networking opportunities.

The value of PARSEC Business Catalysts and the potential of #15PARSEC solutions and #100PARSEC SMEs will be explained through **inspiring success stories and use cases**. These will aim to attract venture capitalists and investors to the #15PARSEC solutions and the PARSEC community, help promotion and outreach, and inspire other SMEs to use the potential of Earth Observation. Indirectly these activities will promote how EU funds contribute to the support of SMEs and start-ups in their road towards new and innovative market-ready products and services.

1.2   PARSEC and COVID-19 response

As the COVID-19 situation developed into a pandemic, the PARSEC consortium was forced to redefine certain milestones and processes, while maintaining the commitment towards the overall schedule of the accelerator. This enabled the accelerator to continue supporting the SMEs and start-ups of the PARSEC ecosystem and has resulted in the creation of a more open and border-less accelerator.

The following strategic adjustments have been made and will prevail until travel/mobility and physical gathering conditions improve:

- **Use of digital communication and dissemination tools and materials** (e.g. pitch presentations, Info Webinars, animation) for reaching out to, and maintaining contact with the target audiences;
- **Organisation and attendance of digital events**, including original event formats (for instance, #100PARSEC Happy Hour) to enable promotion, information exchange and networking within the PARSEC ecosystem and with third parties;
- **Leveraging the power of digital platforms to facilitate the two-way communication**, including timely feedback from the PARSEC community.

1.3   Communication targets

As discussed in the Communication Strategy I, the phases of the accelerator influence the target audiences and the communication objectives. An updated table (see *Table 2*) is provided for the new communication objectives of different audiences reached previously, as well as stakeholders that will be engaged more intensively in this phase (investors, decision makers).

Audience category	Description	Communication objectives
Beneficiaries and the PARSEC Ecosystem	• #100PARSEC SMEs & start-ups • #15PARSEC consortia of	• Convince of the added value of the PARSEC Business Catalysts • Encourage use of all the various

	2-3 SMEs • Other members of the ecosystem	services and tools provided by the accelerator • Retain their interest and engage them in networking opportunities • Promotion of beneficiaries themselves, create engaging success stories together to reach out to the audiences of other categories
Investors & venture capitalists (VCs)	• Potential investors & venture capitalists	• Attract interest in the PARSEC Accelerator as a source of investment prospects • Convince of the added value of EO fuelled innovations in emerging sectors
Potential clients	• Potential users of Business Catalysts • Potential clients for #15PARSEC solutions • Potential clients for #100PARSEC SMEs	• Promote the use of the Business Catalysts for Earth Observation-based SMEs and start-ups • Attract and maintain interest in the #15PARSEC solutions • Promote the SMEs of the PARSEC ecosystem, their potential and services offered
Communication nodes & multipliers	• Clusters • Networks • Associations • Partner initiatives • Other incubators and accelerators • Established partnerships	• Maintain and establish partnerships • Promote the project results, including the winning SMEs and solutions • Convince of the added value of Earth Observation and its power for innovation in emerging sectors (if applicable) • Convince of the added value of PARSEC-supported innovations (Business Catalysts, #15PARSEC solutions)
Media	• Food, Energy or Environment focused media	• Attract potential stakeholders by providing relevant publications • Generate interest through publications based on the project's success stories
	• Specialised media with a focus on EO	• Generate interest and promote PARSEC technological advancements in emerging sectors that can be supported by EO
	• General purpose media	• Generate interest in communicating the socio-economic benefits of the accelerator program • Attract potential clients
Other relevant stakeholders	• Copernicus programme stakeholders	• Maintain operational relationships with the EO stakeholders • Promote accelerator success stories and case studies
	• National & regional stakeholders	• Convince of the value of the innovations supported by PARSEC (#15PARSEC solutions, Business

	Catalysts, #100PARSEC solutions) • Gain visibility at national and regional level
• General public	• Raise awareness of PARSEC's socio-economic benefits to citizens • Demonstrate the benefits of EU-funded research

Table 2. Target audiences and primary objectives

1.4 Channels and tools

The communication materials used and produced within the first phase of the project have been summarised in the document D6.3 Report on communication materials I. Revisions to the initial strategy, including the creation of the relevant stakeholder categories (PARSEC ecosystem and potential clients) necessitated the update of the below table - *Table 3. Tools description in relation to the identified target groups (revised)*.

Tool/Channel	Description and Purpose	Audience Relevance						
		Multipliers	Beneficiaries and ecosystem	Investors/VC	Copernicus	Potential clients	Media	Public
Website	The website maintains its role as the primary digital communication tool of the project.	●	●	●	○	●	○	●
Pitch presentation	A slide deck presenting the project and its benefits in 4-5 slides. It was used in person-to-person communications or events as a supporting tool for pitching about PARSEC and is regularly updated in line with the developments of the project.	●	●	●	○	●	○	●
Leaflet	A "light" publication (printed and digital versions) aimed at attracting attention with a small number of key messages.	●	●	○	○	○	○	●
Email alerts	Email alerts are used to announce PARSEC -related news and milestones such as application deadlines and events maintaining the interest and awareness of subscribers.	●	●	●	○	●	○	○
SME Showcase	A digital showcase of the PARSEC start-ups and solutions, in the form of a series of dedicated webpages.	●	●	●	○	○	●	●
Specialised slide deck for investors	A slide show including key facts of the PARSEC SME community and relevant project highlights aimed at attracting investors.	●	●	●		●	●	
Press Kit and Press Releases	A package of information (including the leaflet and logo), talking points and highlights of the PARSEC Accelerator activities and achieved and upcoming milestones.						●	
Regional Smart Specialisation Info Card Deck	A deck of region-focused pages that explain Smart Specialisation Strategies and policy.	○	●	○				

Animation	A short (1-2m) animation, outlining the PARSEC approach and the results of the Open Calls as well as promoting the Business Catalysts.						●	●	●
Social Media	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 build synergy with existing communities.	○	○	○	○	○	●	●
●: primary target; ○: secondary target									

Table 3. Tools description in relation to the identified target groups (revised)

The following subsections give a more detailed description of the main tools which will be used during the second phase of the project.

1.4.1   Communication materials in the second phase

During Phase Two (M16-M30) of PARSEC, emphasis will be placed on the promotion of (a) the beneficiaries and (b) the Large-Scale Demonstrators. The associated materials (presented in the above Table 3) are further detailed below.

1.4.1.1 #15PARSEC and #100PARSEC promotion and success stories

The second phase of the project will focus on creative and engaging content to promote the PARSEC beneficiaries – the #100PARSEC SMEs and the #15PARSEC solutions. PARSEC will continue promoting all its beneficiaries on the website of the accelerator and through targeted social media campaigns and sets of articles.

Digital #15PARSEC and #100PARSEC showcase

A digital SME showcase in the form of dedicated webpages has been set up on the website of the accelerator and will be intensively used to promote the SMEs of the PARSEC Accelerator and, more importantly, the solutions they are working on. The "hall of fame" of the 100 winners of the PARSEC Open Call 1 has already been presented in the document *D6.8 Website II*. In the second phase, whilst the #100PARSEC may update their respective sections if desired, the main focus will be the promotion of the #15PARSEC solutions, the 15 winning solutions of the Open Call2.

Each of the 15 solutions has its own page (see *Figure 2* below), which includes a short description of the solution, activity sector, website and/or logo, as well as information on the companies in the consortia – their logos, websites and contact details. Sectoral tags are used to provide the reader with a convenient option in browsing solutions in one of the three emerging sectors (food, energy, or environment).
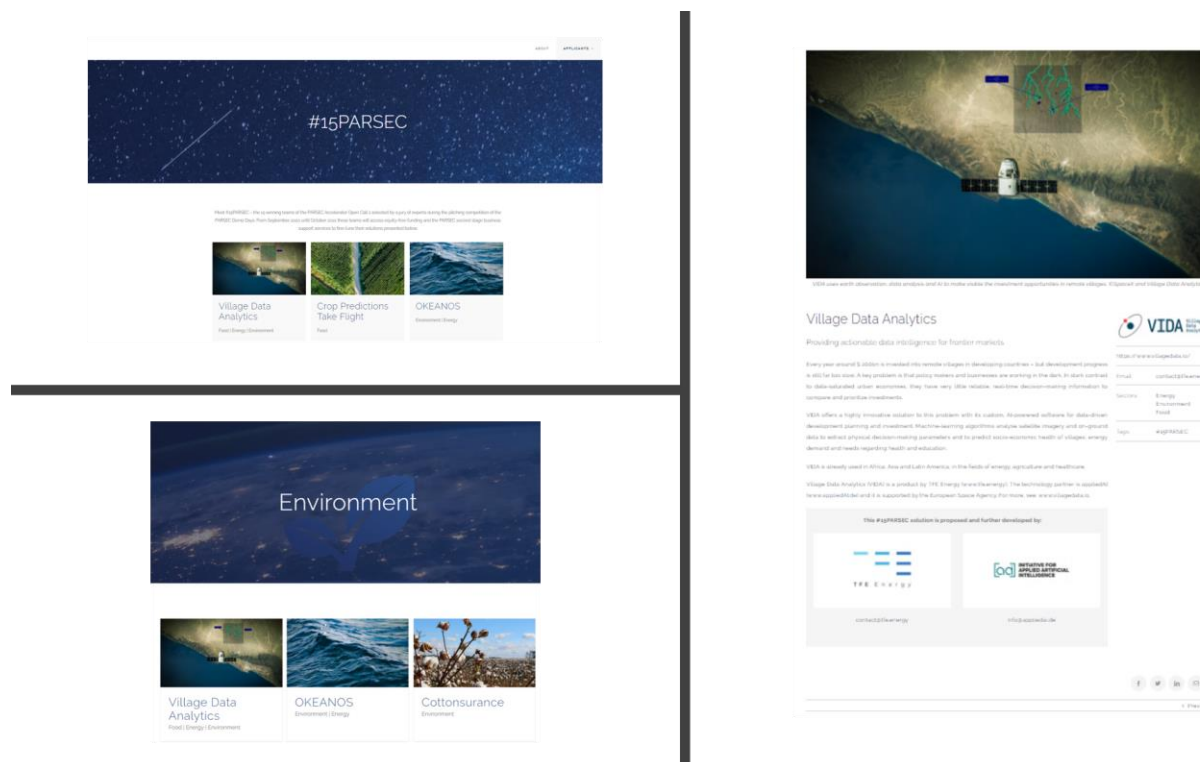
Figure 2. The#15PARSEC Showcase with the overview (top left), sectoral view (bottom left) and individual page for each of the 15 solutions (right)

#100PARSEC showcase: https://parsec-accelerator.eu/100parsec/

#15PARSEC showcase: https://parsec-accelerator.eu/15parsec/

Specialised slide deck for investors

Targeting specifically investors, an adaptable slide deck has been created to include key facts of the PARSEC SME community and relevant project highlights aiming at attracting investors to our start-up community. This slide set is used as part of Work Packages 2 and 5 to reach out and convince investors in discovering the most promising solutions and SMEs of the accelerator.

Success stories, interviews, and testimonies

Promotion of the PARSEC ecosystem and its results will be centred around impactful and engaging success stories with SMEs who joined PARSEC Accelerator at the first or second stage, or both, and who have enjoyed positive outcomes for their business as a result of their participation. Success stories will be complemented with an interview series with beneficiaries and their mentors.

1.4.1.2 Animation

While initially intended as a tool for reaching out to potential beneficiaries, it was decided that the production of an animation will be valuable in the current climate, in which digital communication and outreach are the primary mode of operation. This short animation will outline the PARSEC approach, the solutions (#15PARSEC, #100PARSEC) supported by the accelerator, as well as the power and potential of the Business Catalysts with the aim of raising awareness of PARSEC's benefits to citizens and business and demonstrating the benefits of EU-funded research.

1.4.1.3 Customer ambassadors for Business Catalysts

The PARSEC Business Catalysts have already benefited from dedicated webpages and a series of targeted articles, visuals, and general promotion (see documents *D6.2 Website I* and D*6.8 Website II*). Nevertheless, with the increase in use of the Business Catalysts by the #15PARSEC solutions and the PARSEC ecosystem, concrete use cases of these Business Catalysts could provide important content for further promoting the tools and reaching out to new potential customers beyond the PARSEC ecosystem. To this respect, the #15PARSEC solutions will be used as "customer ambassadors" and storytelling approach will enhance the promotion of the catalysts.

1.4.1.4 Project highlights for SMEs and innovators

Finally, in the second phase of the accelerator, multiple materials and tools will be used in order to promote other achievements of the project. This would include promoting articles from the Insights section (WP2: Market Trends Observatory and Technology Watch) and highlighting the most useful public deliverable documents which are timely uploaded on the website, but could benefit from more visibility (for example, document *D2.8 Investment Landscape Mapping Report*). Moreover, WP5 output will include a deck of region-focused pages for Smart Specialisation Strategies and policy which will be published on the website.

1.4.2   Events

Similarly to the first phase of the project (see the document *D6.3 Report on events I* for detailed information of impact and results), in the second phase event organisation and attendance will be an integral part of the communication strategy. A set of activities is foreseen to amplify and consolidate the promotional, communication and dissemination efforts.

Promotion by project partners
WP5 project partners will be organising a **series of flagship events** for PARSEC second stage beneficiaries as part of the training programme and acceleration support.

- Firstly, after multiple online pitching opportunities for #15PARSEC, the consortium will organise a **two-day coaching and investment forum.** This event will bring together #15PARSEC and investors, venture capitalists and business angels willing to discover the PARSEC solutions and invest in them.

- The second flagship event organised by the consortium will be the **final PARSEC event** presenting the results of the accelerator.

- PARSEC also plans to organise regular and informal networking with #100PARSEC to maintain and enhance the community.

Representation at partners' and third-party events
PARSEC will continue engaging with audiences at partner events and conferences. In the second phase, the emphasis is on more specialised events bringing together B2B community and investors. Additionally, the accelerator will leverage their established partnerships to provide pitching opportunities to the beneficiaries at the events organised by partners and third parties (e.g. events such as High Tech Summit, ESA Phi Week, EARSC AGM etc.).The consortium will also promote the accelerator and its results at key EU cluster events. In this second 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.

2 Dissemination

As stated previously, 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). The PARSEC Communications team will encourage the continuous participation and presentation of the Business Catalysts at scientific events and conferences. The following events could be considered.

Conferences
• Geospatial World Forum 2021
• NCEO CEOI Earth Observation Conference
• European Big Data Value Forum 2020
• International Conference on Machine Learning'2021
• Open Science Conference
• European Conference on Precision Agriculture
• WindEurope Electric City 2021
• FOSS4G and FOSS4G Europe
• RWM, Recycling, Resource & Waste Management Event 2021

Currently no academic publications are anticipated. The Business Catalysts have however, reached a certain level of technological maturity, allowing for scientific exchange on the subject. The Communications team will closely follow any developments and encourage publications in high quality open-access journals in order to disseminate the results as widely as possible. The following indicative list of journals could be targeted:

Journals
• Int'l Journal of Applied EO and Geoinformation
• International Journal of Remote Sensing
• Precision Agriculture
• Journal of Big Data
• Journal of Cloud Computing

3 Action plan

The main activities in this period are the following:

- **A series of testimonies and success stories around #100PARSEC and #15PARSEC** which support promotional campaigns of all PARSEC beneficiaries and follow the development of the successful solutions.
- **Flagship events and smaller external pitching and PARSEC ecosystem events** (see section 1.4.2). The PARSEC community will reach out to investors and #15PARSEC to organise a two-day coaching and investment forum to present the #15PARSEC solutions to venture capitalists. The investment forum will be organized as a side event of an EO industry

engagement event to guarantee close interactions with the sector. The consortium will also ensure the participation of #15PARSEC in multiple online pitching events. The project will end with an important event bringing together the whole PARSEC ecosystem of companies and sharing the success stories and results of the project. Smaller and regular PARSEC ecosystem events will enable networking and maintain engagement whilst eliciting direct feedback from the community.

- **The development and broad distribution of use stories of the Business Catalysts** – the #15PARSEC using the catalysts will serve as "customer ambassadors" to attract other SMEs and showcase value of these valuable tools to the wider ecosystem.

The following subsections further detail the timeline and organisation of the action plan*.*

3.1   Timeline and activities

Following the phased approach set in the first phase, the second phase will carry out activities linked to the last 2 stages of the action plan (see the revised *Figure 3* below).These two stages, lasting from M18 until the end of the project in M30, will concentrate on the missions and targets detailed in *Chapter 1* of this document. The action of the communications will be twofold. First, the relationships already established to create the PARSEC innovators ecosystem will be maintained and further nourished, engaging this community and providing it with valuable materials. Second, highlighting #15PARSEC and #100PARSEC success stories and user stories for Business Catalysts will help building the overall sustainability of the project and its output by stimulating the interest and engagement of new target groups – investors, decision makers, customers – and the general public.
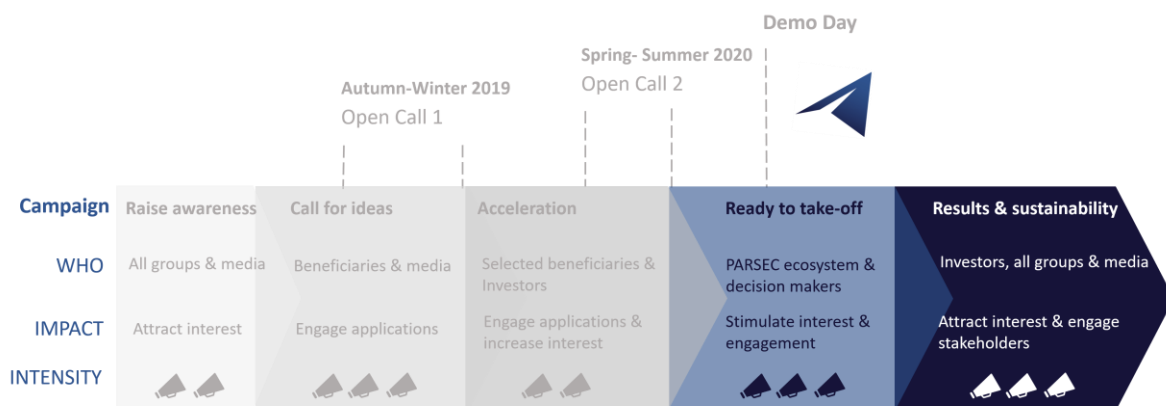

Figure 3. Communication strategy action plan II

Figure 4 (below) shows the detailed timeline for promoting the Business Catalysts, first results of the Accelerator (#100PARSEC and #15PARSEC success stories).

Figure 4. Communication strategy action plan: activities of the last two phases

3.2   Team organisation

In the second phase of the project PARSEC Communication activities are led by the Communication Manager, Nefeli Vasiliki Politi-Stergiou (EVF). However, in this phase, the organisation of the team will be more topic-oriented (see updated *Table 4* below). Specific e-mail distribution lists have been created for this purpose. In addition, all project partners maintain an important role in supporting the communicating and promoting materials produced by the WP6 leader among their contacts spread in various geographical regions. The following team organisation has been established, identifying specific contact points for different stakeholders and maintaining local contact points in each region:

Subject	Partner (and person of contact)	e-mail
General inquiries	EVENFLOW, EARSC	info@parsec-accelerator.eu
Media contacts	EVENFLOW (Nefeli Vasiliki Politi-Stergiou) EARSC (Weronika Borejko)	nefeli@evenflowconsulting.eu weronika.borejko@earsc.org
Services for beneficiaries (#15PARSEC and #100PARSEC)	BWCON, AVAESEN, EARSC	hyperspace@parsec-acclerator.eu
Administration (#15PARSEC and #100PARSEC)	BIOSENSE INSTITUTE	admin@parsec-accelerator.eu
Business Catalysts	DRAXIS (Giannis Nasiopoulos)	gnasiopoulos@draxis.gr
Market Trends Observatory and Technological Watch	EVENFLOW (Nico Thom)	insights@parsec-accelerator.eu
Investors	EVENFLOW (Nico Thom)	nico@evenflowconsulting.eu
Regional contact points	**Person of contact (affiliation)**	**e-mail**
Belgium	Weronika Borejko (EARSC)	weronika.borejko@earsc.org
Germany	Carla Marquez (BWCON)	marquez@bwcon.de
Greece	Panagiota Syropoulou (DRAXIS)	syropoulou@draxis.gr
Spain	Salomé Reíllo Redón (AVAESEN)	sreillo@avaesen.es
Lithuania	Gedas Vaitkus (GEOMATRIX)	gedas.vaitkus@gmx.co
Poland	Alfred Balcewicz (EVERSIS)	a.balcewicz@eversis.com
Serbia and Balkan region	Masa Mimica (BIOS)	masa.mimica@gmail.com

Table 4. Updated communication team organisation per subject and region

4 Monitoring and evaluation

This chapter focuses on reviewing the impact of the communication activities in the first half of the project and **proposing new targets for the second half of the project**. PARSEC communication activities have been constantly monitored and evaluated and the resulting adjustments of the communication plan have been presented in the previous chapters of this document.

A revised set of guidelines for partners has been defined to maintain and enhance the coherence and the impact of all communication activities:

- **All partners are encouraged to implement the Communication Strategy and Action Plan**, continuing to engage with their existing network and specifically engaging and maintaining close links with #15PARSEC and #100PARSEC to strengthen the PARSEC ecosystem and its sustainability.
- As detailed in the *Chapter 3.2* on the team organisation, **the previous regional coordination will be complemented by a thematical coordination** and the Communication Manager will

play a central role in ensuring the coherence and synergies in between the different regions, and topics.

- **All partners will be involved in monitoring and evaluating the international public health situation related to the COVID-19 pandemic** in order to quickly and effectively adjust the communication strategy and action plan in order to respect the overall schedule and fulfil the aims and objectives of the project.
- The Communication Manager will continue gathering feedback from partners, PARSEC ecosystem and the various stakeholders to **evaluate the implementation of the strategy** and guide any necessary adjustments to achieve the best possible result within the limits of the financial and human resources available.
- **The Communication Manager will continue promoting the best practices** and encourage the engagement of all partners for achieving the revised Key Performance Indicators stated in the Table 5 below.

The document *D6.1 Communication Strategy and Action Plan I* specified a set of seven Key Performance Indicators (see Table 5 below) out of which **four have already reached their lifetime targets** while the other three are well set to reach these targets by the end of the project. In order to further monitor the growth in outreach of communication activities, the KPIs for unique website visitors and social media followers have been increased, while the focus on user and success stories of the second phase required the addition of one more targeted KPI specifically for the creation and publication of such stories.

Key Performance Indicators (KPIs)	Initial project lifetime target	Achieved values (M01-M15)	New project lifetime target	Means of verification
Number of SMEs/start-ups/founders attracted by PARSEC open call 1 (applicants in the 1st stage)	350	348	n/a	N° of applications during the 1st Open Call
Unique website visitors	3000	11 243	16 000	Web analytics monitoring software (Google Analytics)
N° of subscribers to pre-registration/alerts	300	217	unchanged	WordPress/ MailChimp statistics
Social media followers (Twitter, Facebook, LinkedIn)	>800	1 288	>1 600	Account data on each social media platform
N° of viewed and downloaded digital communication materials	5000	2 766	unchanged	Web analytics monitoring software (Google Analytics)
Printed materials distributed to stakeholders	800	approx. 1 076	n/a	Monitoring and reporting by WP6 team and project partners
N° of leads collected	>200	150	unchanged	Monitoring and reporting by WP6 team and project partners
N° of published success and/or user stories	n/a	n/a	8	Website's news and events section

Table 5. Key Performance Indicators revised

5 Conclusion

The second revision of the Communication Strategy and Action Plan of the PARSEC project remains a living document. It has outlined the new actions, tools, and channels with respect to the first phase of the Accelerator.

The communication activities at this stage will mainly focus on ensuring the sustainability of the accelerator. This will be achieved by promoting its results and achievements – the Large-Scale Demonstrators or Business Catalysts, successful beneficiaries and other valuable materials supporting SMEs in their innovation efforts. The interest of the general public and important target groups such as investors, decision makers, potential customers will be attracted and engaged through storytelling and beneficiary testimonies. These experiences of the #100PARSEC and #15PARSEC will demonstrate the PARSEC value in practice and enhance the understanding of the public opinion concerning the concrete results of EU funds. In addition, important efforts will be put into maintaining and further developing the PARSEC innovators' ecosystem to strengthen the community of SMEs and main stakeholders innovating using Earth Observation in emerging sectors.

Our Partners