



D6.9 Report on communication materials II

WP6 – Impact maximisation

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Executive Summary

The aim of this deliverable is to provide an overview of the communication materials developed during M16 – M32 of the PARSEC project, which include:

- **The PARSEC 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 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 showcase mini-site, T-shirts and presentations adapted to different target audiences;
- **Specific materials produced to facilitate the understanding and the promotion of the accelerator**, such as a promotional video, USB keys with a promotional PDF, 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 during the second phase (M16-M32), which includes primarily digital, but also a limited amount of 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 updated communications objective for PARSEC during M16-M32 was 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.* 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 Final Event was promoted as a strong brand expressed via an integrated and coherent visual identity.** Before any materials were created, the Communications strategy (*D6.1 Communication and Action Plan I*) was reviewed to maximise the impact of 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 introduction PDF (on a USB key) was used to promote the project and to direct people towards the PARSEC website and projects via Video and links.
- **Calls-to-action and customised visuals were 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 collaboration 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. However, it effected the KPIs related to events.

During the second 16 months of the project, the communication activities correspond with three main objectives. Firstly, to inform and raise awareness of about the winners of the PARSEC acceleration programme. Secondly, to showcase the success and impact the winning projects achieved 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.

2 Visual identity for the final event

Based on the the PARSEC visual identity, the visual identity for the final event 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 event brand. It consists of the logo with the event name, Banner images for emails, web news and pitching championship, agenda, and other visual elements derived from these basic elements, which form a coherent and recognisable whole.

Logo



Figure 1. The PARSEC Accelerator Launchpad to Success logo (true and reversed colours)

The logo comprises three main elements, the original logo, the orbital line with flare icon and the text. The orbital line starts at the original logo, surrounds the event name, and finishes with a flare after the word success. It reflects the sense of dynamic arrival at the destination, designed with a flare to emphasise the concept of success. The position of the original logo on top of the text conveys the notion of the start of the journey, forming a link to success through the word Launchpad.

A colourful, bold font was used for the text “Launchpad to success”. The letters “P” have cuts in which emphasise the connection to the original logo. The word “Launchpad” refers to the area on which a rocket stands for launching, typically consisting of a platform with a supporting structure, something that sets a particular activity, enterprise, etc. in motion. A reverse coloured logo was also created in order to fit to a range of backgrounds without losing its original identity.



Figure 2. The pdf used on the USBs handed in the event and on the website, with a short overview of PARSEC and call to actions with clickable images and links to the video, websites and social media accounts.

3 Website

As explained in D6.3 Report on communication materials I, the PARSEC website (www.parsec-accelerator.eu) is the digital gateway to the **accelerator** and the main channel of interaction with the beneficiaries and stakeholders. Its updated objective in the second period of the programme, is also to *build sustainability and promote the projects outputs, including innovations supported by the PARSEC Accelerator (#100PARSEC, #15PARSEC) via “calls to action”*.

This website was updated in order to:

- **Inform audiences about the results** of the second phase of the programme and **facilitate access and visibility to the winning beneficiaries**. To this end, it includes a dedicated Winners introduction page, with links to the additional two pages related to the first and second open call selections (*#100PARSEC, #15PARSEC*), and - a summary of the second stage - a timeline of the programme and link to the past Open Calls.
- **Engage potential collaborations** by highlighting the dedicated pages of the winners, to increase their visibility and enable networking opportunities for external companies or investors. It is also the central repository for accessing the pages for each of the selected of the most promising 15 consortia (*#15PARSEC*).

The menu currently comprises the following additional features:

- The **winners page**, providing an overview of the beneficiaries and calls to action through the image slider and buttons.
- The **15PARSEC page**, including an intro about the top project, links to a dedicated page for each consortium with full description and links to the partners websites.
- The **100PARSEC page**, including a short description of each of the 100 winners, their logos, related sector, country of origin, contact details and link to their websites.
- A link to the **Digital Showcase**, a mini-site which displays rich promotional content for the 15PARSEC in a story-telling format (intro, problem, solution, achievements, call to action) with links to the consortia’s websites and to the relevant materials mentioned in each page.

3.1. The PARSEC Digital Showcase mini site

The PARSEC website has been regularly updated in line with the phases of the accelerator and the communication objectives, highlighting various aspects of interest for the target audiences. Beyond the creation of the 15PARSEC page, showcasing the winners of the second Open Call, we wanted to go the extra mile and make the most of the last period of the programme.

To maximise the promotion of the programme results, create visibility on the success stories, attract investors, and give a boost to the promotion of the final event, we created the PARSEC Digital Showcase, a mini-site at showcase.parsec-accelerator.eu. The main website's menu gave a prominent place to link to this mini site, and its launch was promoted through intensive social media posting, synchronised with the promotion of the final event. The social media posts included video, gifs and links with an introduction for each consortium. The mini site was designed, developed, and published during M30-M32.

On top of the key features of the mini site mentioned in the introduction of this chapter, we made a special effort to include rich formats such as embedded videos of pitches, graphic animations, and relevant photography. The few weeks ahead of the launch involved extensive and intensive research and exchange with each of the consortia.

This mini site was designed to:

- be dynamic and user-driven and facilitate contact with potential interested investors. To this end, it includes an intro page, with catchy icons of the 3 main sectors of the solutions, linking to dedicated pages with an overview of all the relevant projects. It uses parallax scrolling to encourage the visitor to discover the content in an interactive way.
- provide information about each consortium, including a brief introduction, the problem they found, their solution, and their achievements (including media coverage, awards , etc). A dedicated call to action section offers logo buttons that link to the relevant websites of each of the PARSEC teams. Finally, each project's page concludes with images linking to all the other relevant projects in the sector (Food, Energy or Environment). This way, the visitor is encouraged to remain on the mini site and discover more projects. On the footer of all pages there is a link to the main website.

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

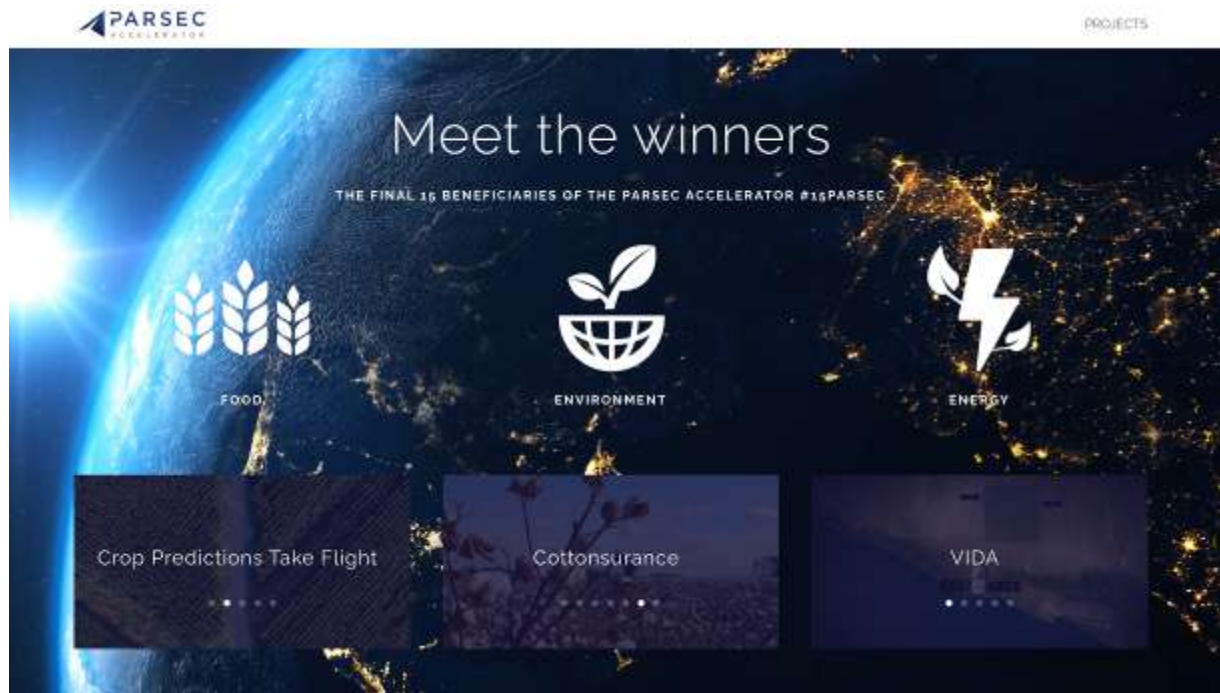


Figure 2. PARSEC Digital Showcase - homepage with a video background.

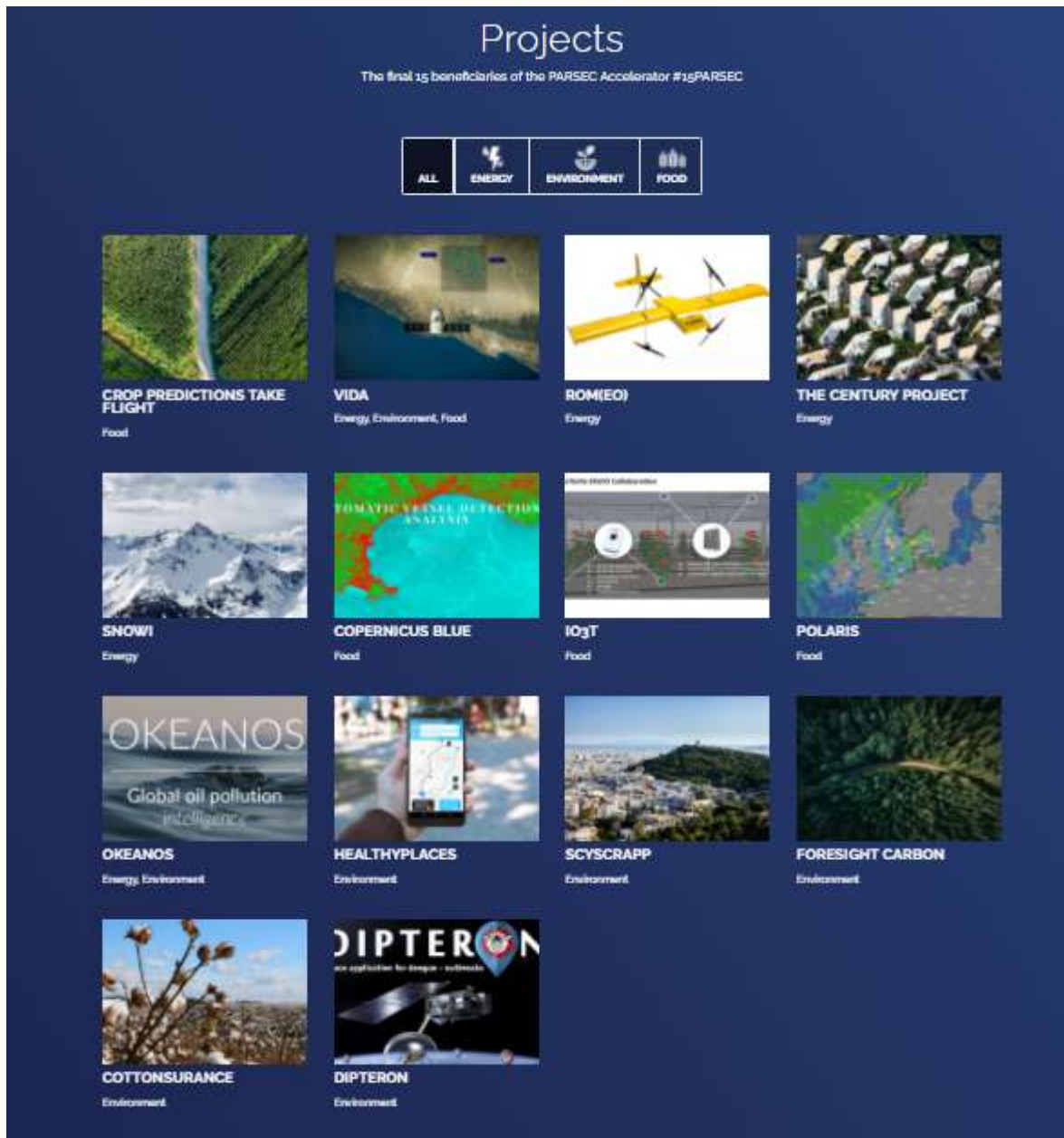


Figure 2. PARSEC Digital Showcase Projects page with filter for sectors.



Figure 4. PARSEC Digital Showcase – “solution” section with animated GIF of the consortium’s use of EO technology.



Figure 5. PARSEC Digital Showcase - Achievements section.

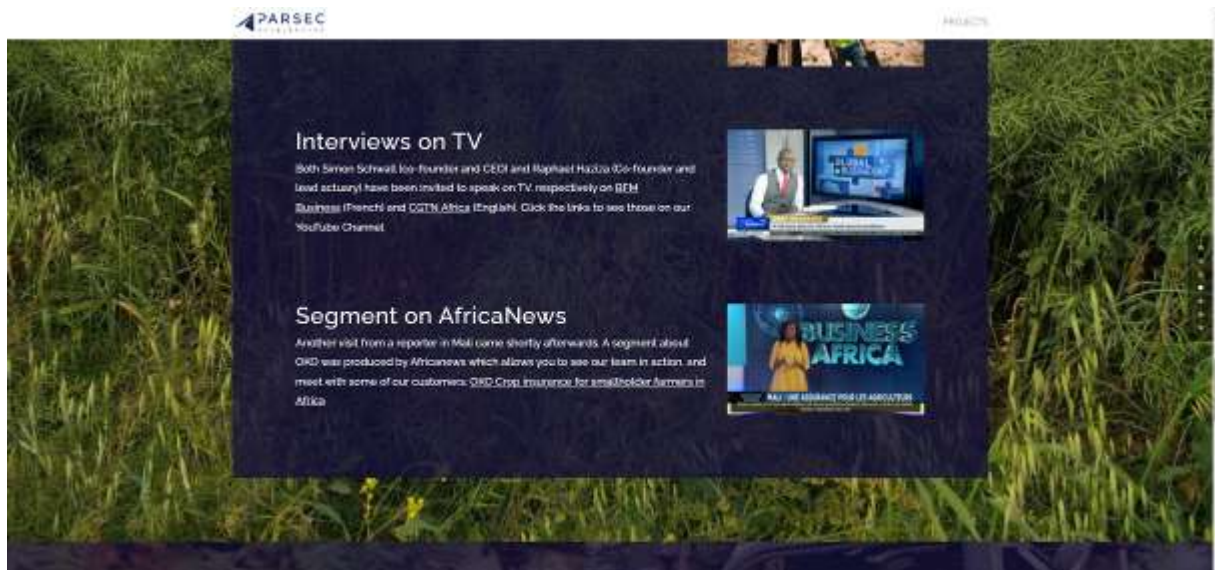


Figure 6. PARSEC Digital Showcase - Media coverage.

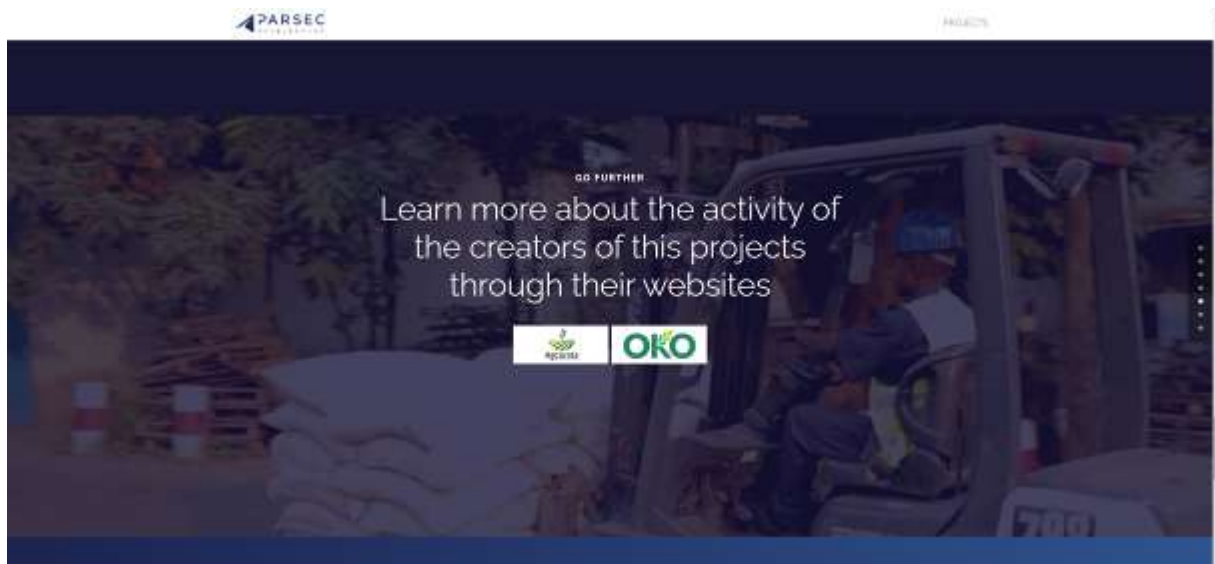


Figure 7. PARSEC Digital Showcase “Go further” section.



Figure 8. PARSEC Digital Showcase - Sector section with gallery of related projects.

4 PARSEC on social media

4.1 Social media presence

PARSEC has maintained 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 investors). All partners contributed by multiplying content through their channels. As a result, a strong and active community was maintained through these social media platforms.

We have exceeded the KPIs in the overall progress of the social media accounts: 1642 followers (targeted 800) and more than 200K impressions between M16 and M30. The website got 13K unique visitors (targeted 3K).

4.1.1 Twitter

@PARSEC_EU

https://twitter.com/PARSEC_EU

Followers	690
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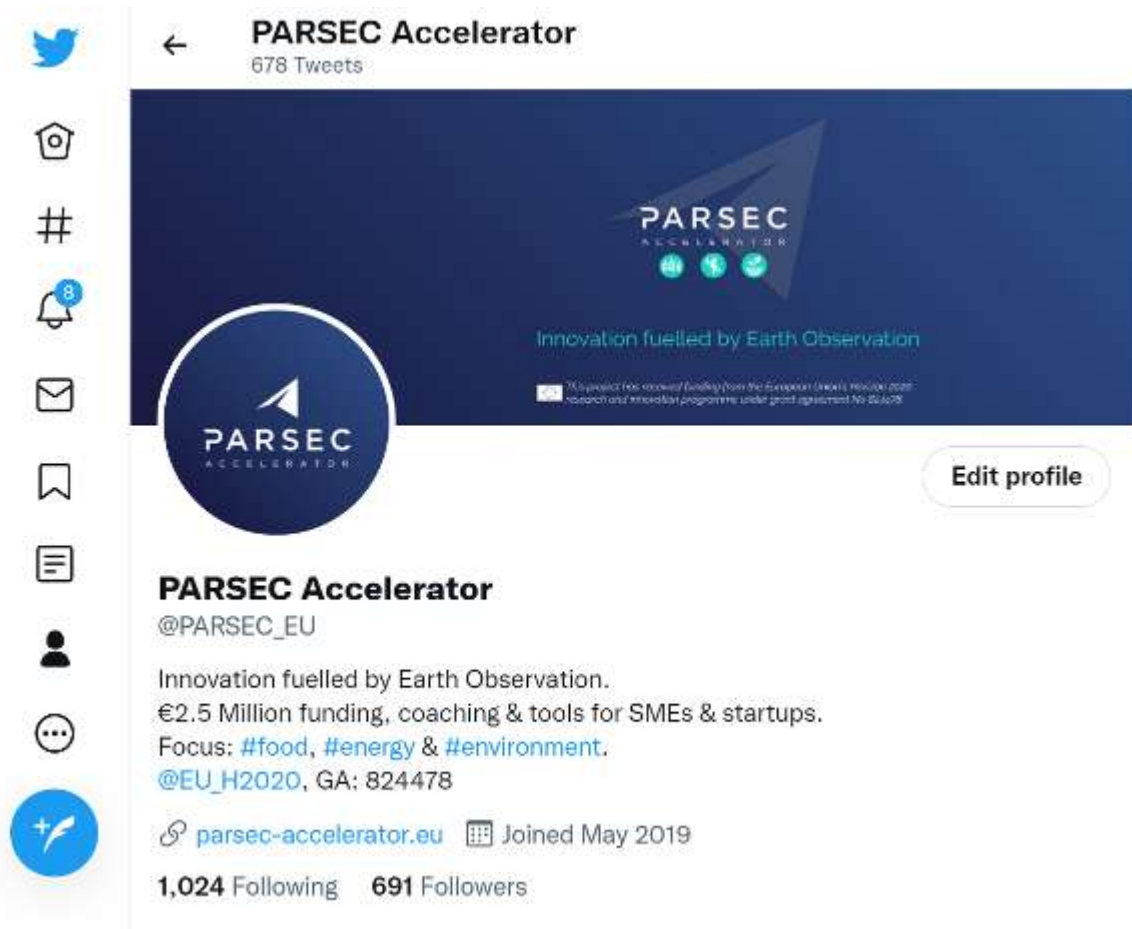


Figure 3. PARSEC on Twitter

4.1.2 Facebook

@PARSEC.Accelerator

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

Followers	343
Page likes	281

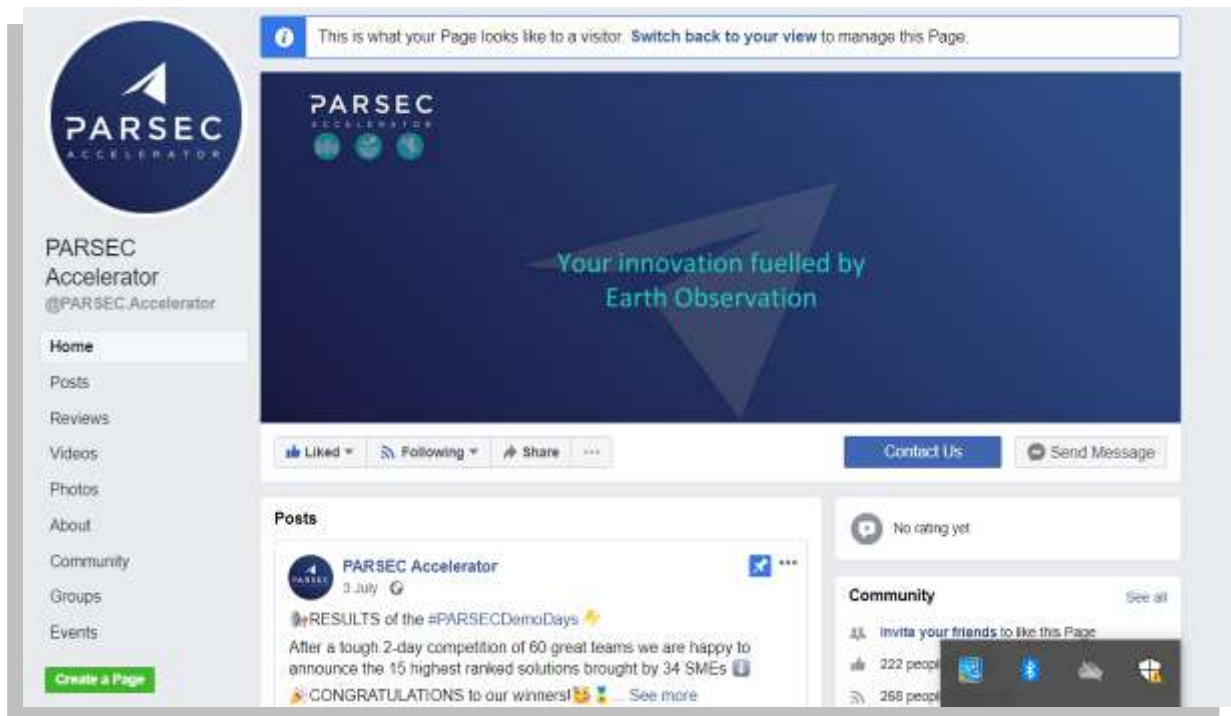


Figure 4. PARSEC on Facebook

4.1.3 LinkedIn

PARSEC Accelerator

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

Followers 674

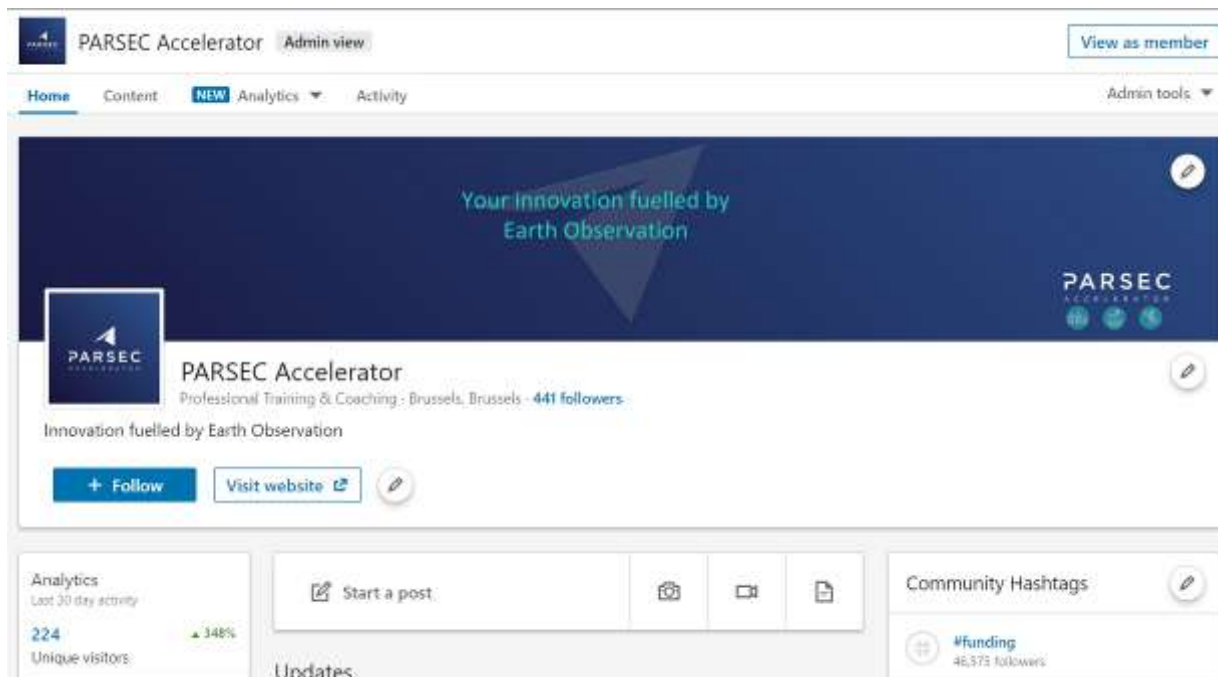


Figure 5. PARSEC on LinkedIn

4.1.4 YouTube

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

PARSEC Accelerator

https://www.youtube.com/channel/UCfdKdkmV_Yo0F5S-lh00GyQ

Subscribers	33
# Videos	13
Videos’ views in total	1520

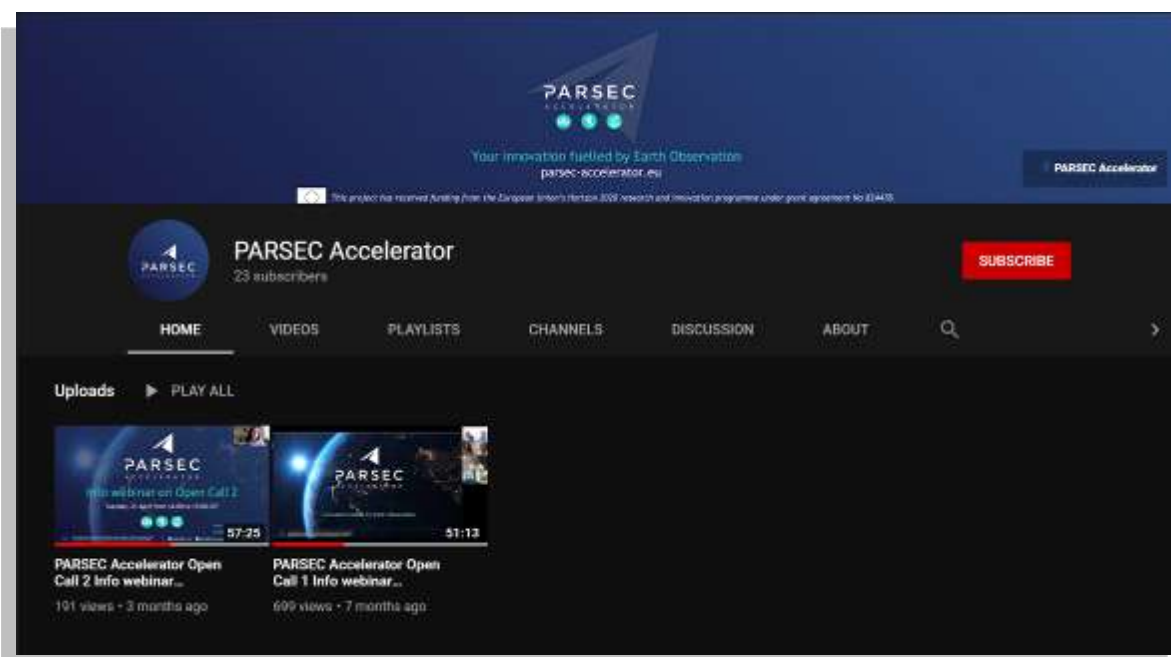


Figure 6. PARSEC on YouTube

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 investors and encourage them to visit the PARSEC website to read more about the acceleration programme solutions and success stories. The campaign around the final event (Launchpad to Success) started two weeks ahead of the event date with daily simultaneous posting on Twitter, LinkedIn, and Facebook. We used this high level of activity to launch the showcase pages as well, ensuring maximum exposure to the 15PARSEC success stories. During the event (15-16/12/21) we live-posted ~15 posts in each channel, promoting the accelerator and the different beneficiaries that participated. These post included images, GIFs and videos with insights, reporting and links to the relevant PARSEC webpages. This native campaign gained about 10,000 impressions on LinkedIn, about 9,000 impressions on Twitter and reached about 900 people on FaceBook. During this time, most of the website visitors were new users and those acquired via organic search.



Figure 7. The three frames of the a GIF animation building anticipation for the final event.



Figure 8. Images of live posting from the final event.

5 E-mail alerts

Following the decision in the first phase to move to a more modern and attractive way of informing subscribers about the project highlights, we sent out monthly newsletters and engaged with the audience which was already subscribed 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 M16-M32, in total, our community of subscribers grow from 225 to 370. These direct email updates were used to communicate mostly actionable information, such as invitations to events organised or attended by PARSEC surveys and helpful tips and information for potential pitching opportunities in front of investors. When appropriate, the short message included links to the website for further reading or register for an event.

In Q3 and Q4 of 2021 we updated the look of the emails and added icons and new header images, to get more attention in this important period.

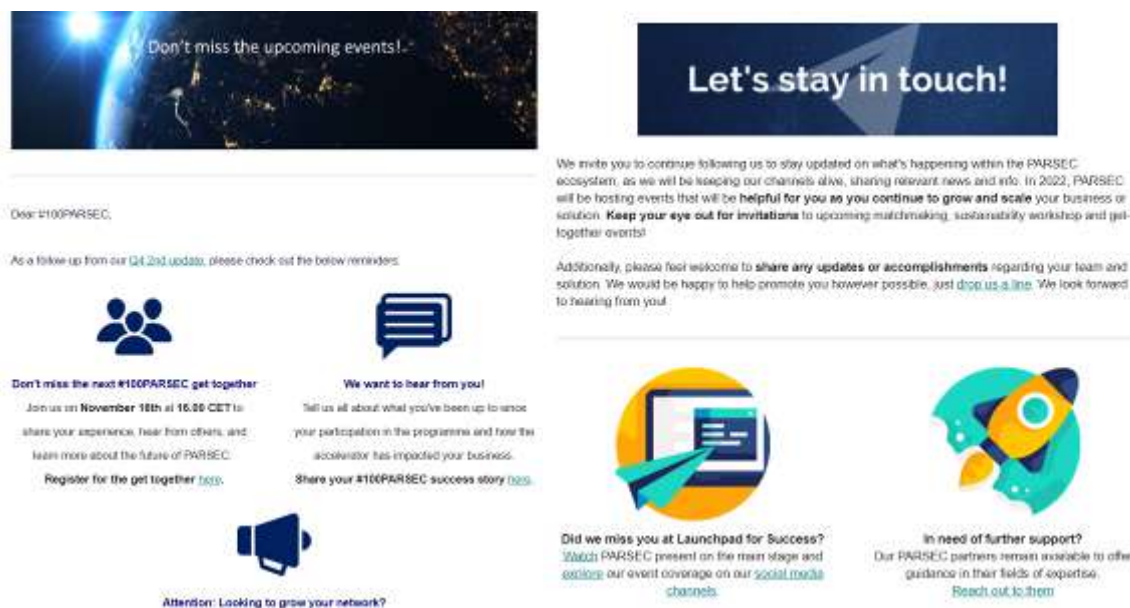


Figure 9: Examples of new design elements in newsletters and e-mail alerts

6 Multipliers

6.1 E-mail campaigns

To reach out to the different target audience addressing the key messages, we sent e-mails targeting the various identified audiences, mainly around the events in which Parsec participated or organised (e.g. User and technology talks: FOOD, PARSEC at EXPANDEO, Final event at the Valencia Digital Summit, etc) reaching out to regional, sectoral and European contacts to inform and engage interest or participation in these events.

6.2 News & Events updates on the website

During M16-M32, we updated regularly the News & Events page on the website, to complement the e-mail campaigns and dissemination of the information. All the updates are available online on the PARSEC website.

6.3 Articles

In October 22, 2021, EARSC published an article on Eomag: How does the PARSEC journey support EO innovation? The article presents PARSEC as enabler of transforming “innovation fuelled by Earth Observation” into market-ready products that bring significant value to users in the food, energy and environment sectors. The article also explains the process of the accelerator programme, the benefits of the business catalyst tools and an overview of the 15 PARSEC beneficiaries/solutions, with links to their dedicated pages on the website. In addition, the article ends with a call to action to follow and contact PARSEC for future partnerships. The article is accessible through this link: <https://eomag.eu/how-does-the-parsec-journey-support-eo-innovation/>

7 Visuals and Video

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 below.

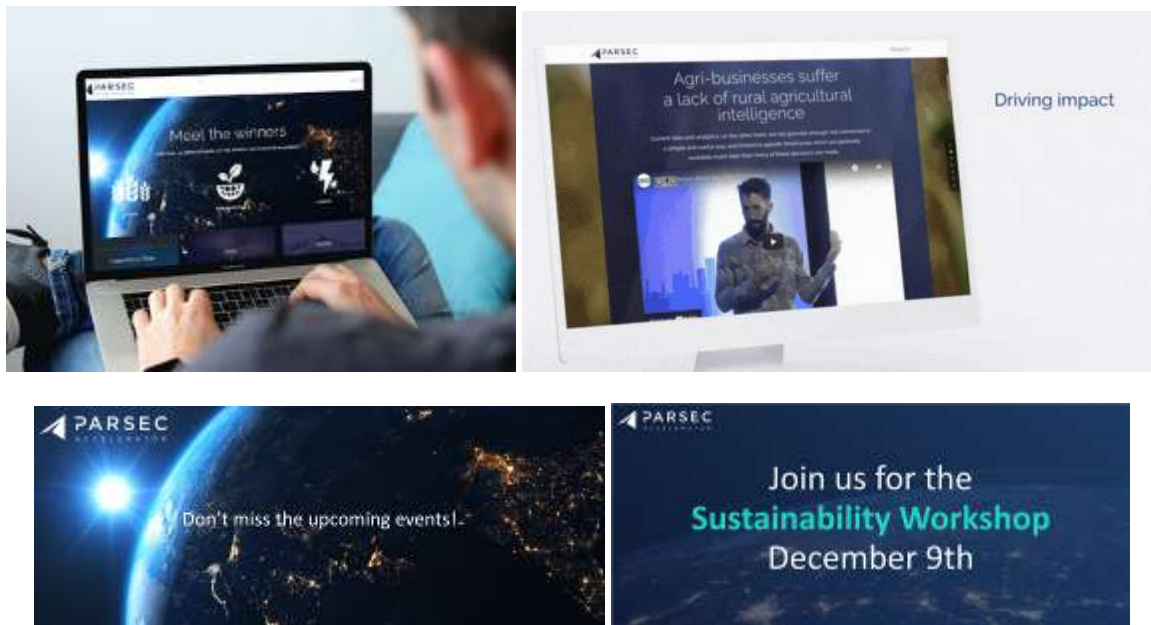


Figure 10: A medley of visuals used for selected posts during M16-M32

In addition to the regular posts attracting more attention and reinforcing the PARSEC branding, two versions of a video were created to promote the final event, the showcase mini site and the accelerator achievements in general.



Figure 11: Video to promote the final event and the PARSEC accelerator as a community

8 Next steps

The new communication products, such as videos and SMEs showcases (digital), along the main website and social media accounts will remain public throughout 2022 (at minimum). These 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 were 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", and are reported in this Deliverable.



Our Partners



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