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# Connecting European Earth Observation to International Markets

## ConnectEO – 951124



### D5.2 Website

WP5 – Communication & dissemination



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## D5.2: Website

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<b>Project Coordinator</b>	Rory Donnelly			
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<b>Lead Beneficiary</b>	PMBA			
<b>Lead Author</b>	PMBA			
<b>Co-author(s)/Reviewers</b>	<ul style="list-style-type: none"><li>• Rory Donnelly <a href="mailto:rory.donnelly@earsc.org">rory.donnelly@earsc.org</a></li><li>• Sandra Cabrera Alvarado <a href="mailto:Sandra.cabreraalvarado@earsc.org">Sandra.cabreraalvarado@earsc.org</a></li><li>• Marion Bouvet <a href="mailto:marion.bouvet@earsc.org">marion.bouvet@earsc.org</a></li></ul>			

### Revision History

Version	Issue Date	Stage	Changes	Contributor
0.1	26/11/2020	Draft	Preliminary draft and first inputs	PMBA
0.2	30/11/2020	Final version	Screenshots	PMBA
0.3	01/12/2020	Final version	Add-ons following PO comments	PMBA



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## 1. Introduction

The ConnectEO project (“Connecting European Earth Observation to International Markets”) aims to promote and foster market access between the European Earth Observation SMEs and two target countries: Australia and Chile. The project will focus on the use of EO addressing business opportunities and key socio-economic/environmental challenges in the maritime and agricultural sectors.

This report describes the website of the ConnectEO project.

The website is a key aspect of the communication and dissemination to showcase the value-adding services that are available within the project and encourage the creation of win-win partnerships between European SMEs and the Australian and Chilean markets. The website will present general information about the project, such as objectives, main activities, partners and description of Australia and Chile Markets. It will also provide dedicated pages and tools that are of importance with regards to the activities that will be done within the project.

This document has been prepared by Pôle Mer Bretagne Atlantique (PMBA) with the inputs and feedback from the project partners.



## 2. Website structure

The project website (D5.2) will be designed and launched on the 30<sup>th</sup> of November, month three of the project, at the domain [www.connect-eo.eu](http://www.connect-eo.eu).

The website will have multiple roles as:

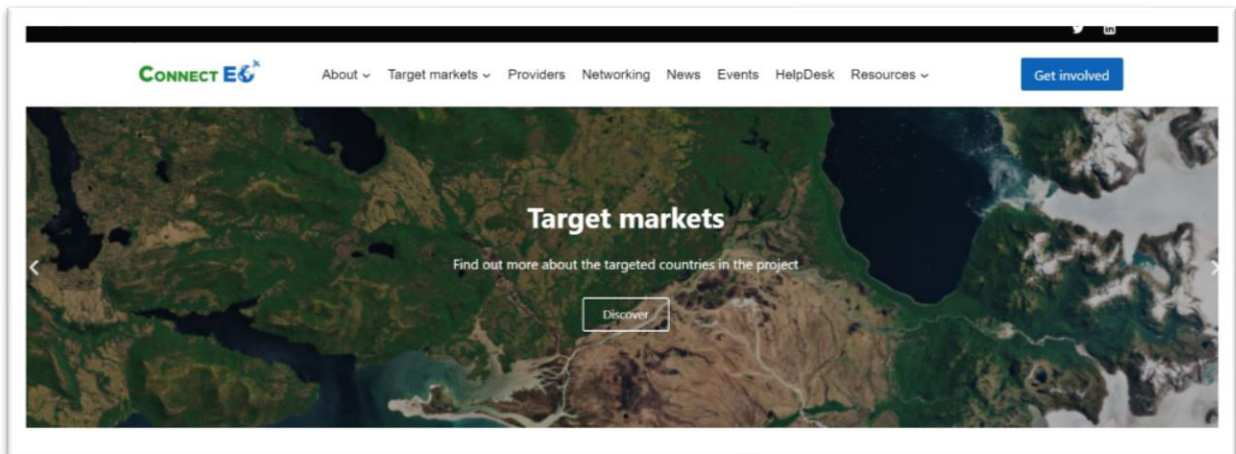
- A communication resource to promote the project, its objectives and partnership
- A communication resource to update interested parties on progress, results and outcomes
- A repository for public deliverables and outcomes
- Dissemination of related events and trade missions (depending on COVID-19 situation evolution)

As mentioned before the website will present all the different aspect about the ConnectEO project, all contents will be available in English, an easily understandable language for all network members, stakeholders or public in general. Before releasing the website, the WP Leader has presented a draft of the webpage and a mock version to all consortium partners.

It will also provide dedicated pages and tools that are of importance with regards to the activities that will be done within the project, described below:

### 2.1 Home page & About

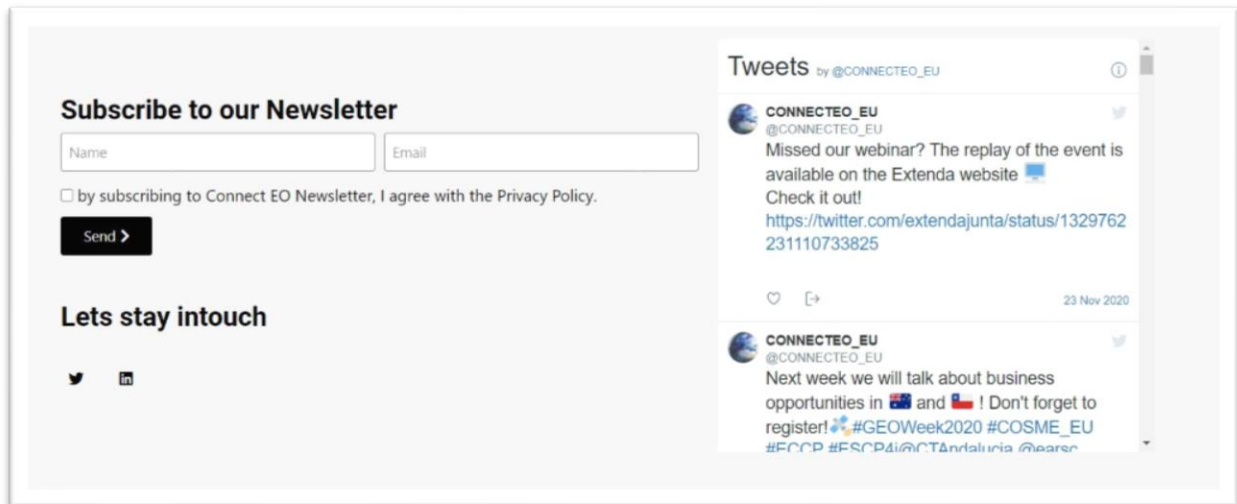
The Home page presents general and short information about the project, such as objectives, main activities, partners, a description of Australia and Chile Markets and the helpdesk of the project.



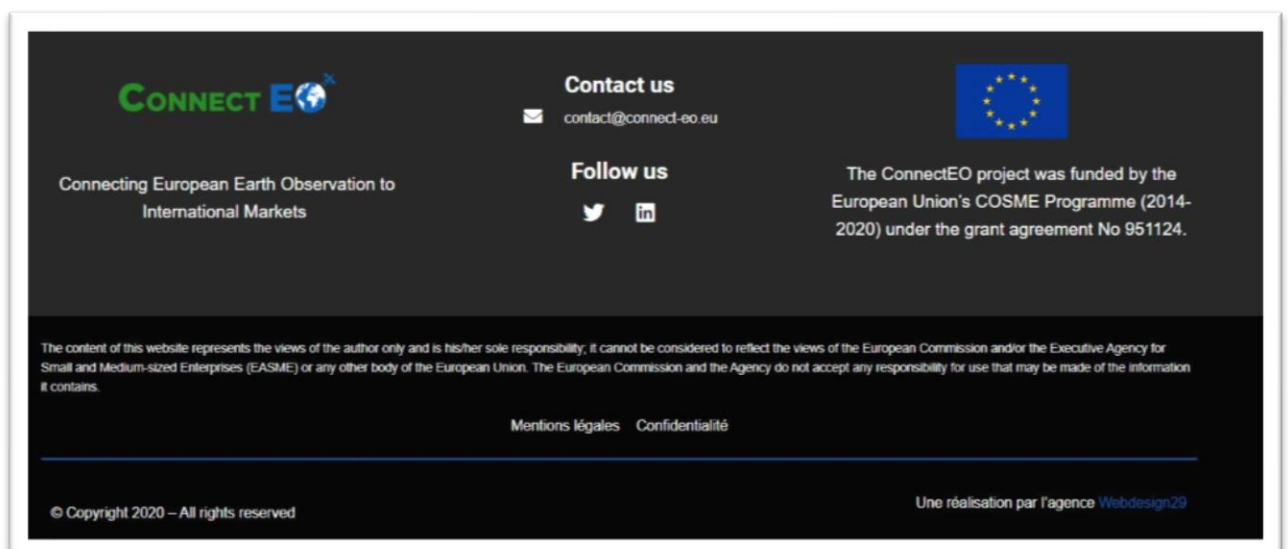
## D5.2: Website

A Newsletter registration box is inserted at the bottom of the home page: it will be managed internally by PMBA to organize all contacts and to deliver the Newsletters.

A social media box is also inserted on the home page, with the last post or social media activity within ConnectEO accounts and other relevant accounts (if pertinent).



To answer to the EC requirements, any communication activity related to the project must/will indicate disclaimers stated in the GA. The website is in line with Article 22.1.2 and 22.1.3 of the GA, as stated in the bottom of the homepage and shown in the screenshot below:

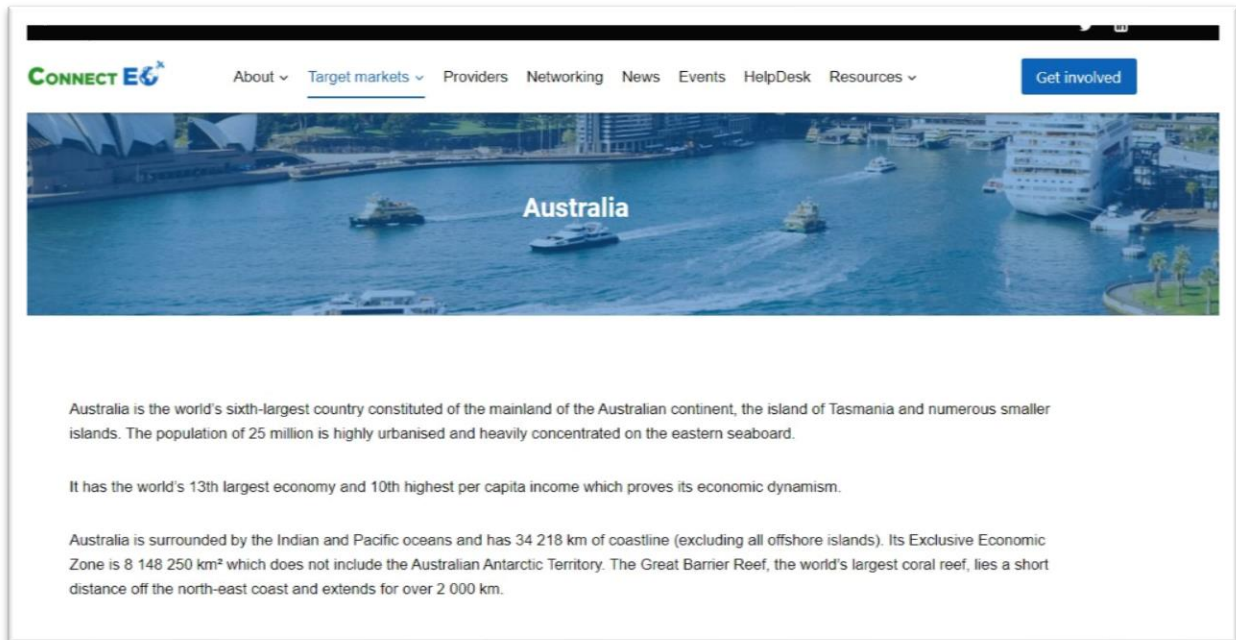


## D5.2: Website

### 2.2 Target markets

You will find detailed information about the targeted countries and sectors in the project.

Australia:



**CONNECT E6** About ▾ Target markets ▾ Providers Networking News Events HelpDesk Resources ▾ [Get involved](#)

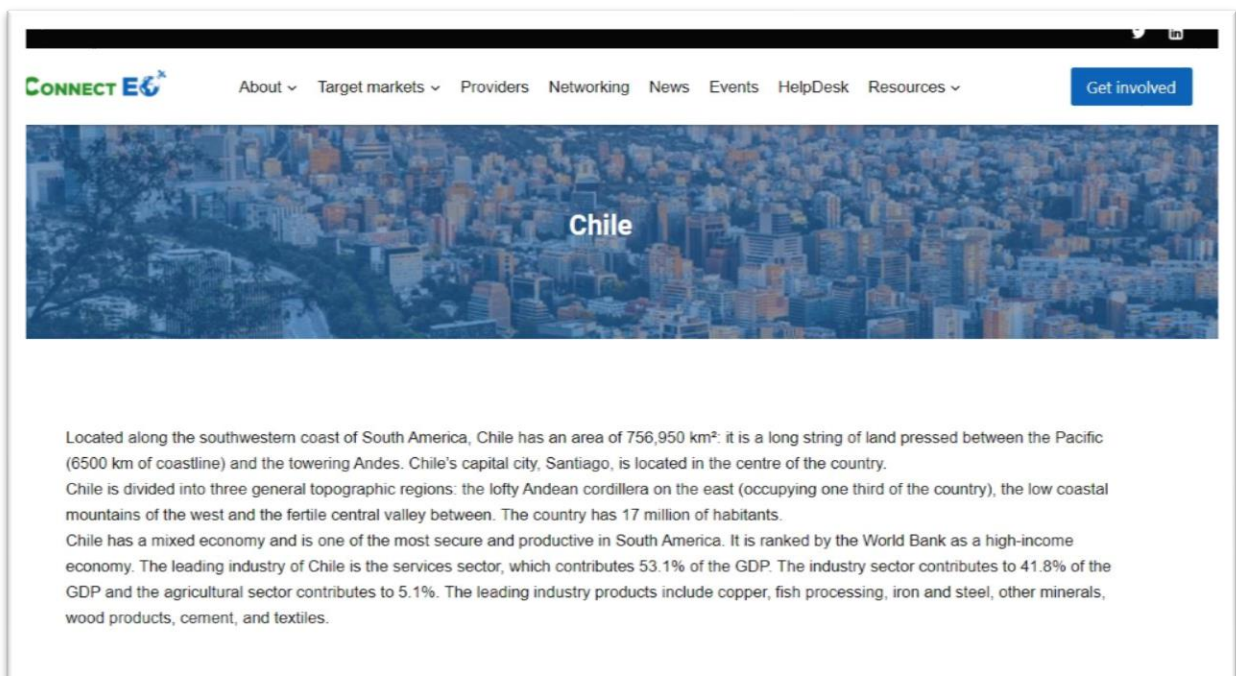
## Australia

Australia is the world's sixth-largest country constituted of the mainland of the Australian continent, the island of Tasmania and numerous smaller islands. The population of 25 million is highly urbanised and heavily concentrated on the eastern seaboard.

It has the world's 13th largest economy and 10th highest per capita income which proves its economic dynamism.

Australia is surrounded by the Indian and Pacific oceans and has 34 218 km of coastline (excluding all offshore islands). Its Exclusive Economic Zone is 8 148 250 km<sup>2</sup> which does not include the Australian Antarctic Territory. The Great Barrier Reef, the world's largest coral reef, lies a short distance off the north-east coast and extends for over 2 000 km.

Chile:



**CONNECT E6** About ▾ Target markets ▾ Providers Networking News Events HelpDesk Resources ▾ [Get involved](#)

## Chile

Located along the southwestern coast of South America, Chile has an area of 756,950 km<sup>2</sup>: it is a long string of land pressed between the Pacific (6500 km of coastline) and the towering Andes. Chile's capital city, Santiago, is located in the centre of the country.

Chile is divided into three general topographic regions: the lofty Andean cordillera on the east (occupying one third of the country), the low coastal mountains of the west and the fertile central valley between. The country has 17 million of habitants.

Chile has a mixed economy and is one of the most secure and productive in South America. It is ranked by the World Bank as a high-income economy. The leading industry of Chile is the services sector, which contributes 53.1% of the GDP. The industry sector contributes to 41.8% of the GDP and the agricultural sector contributes to 5.1%. The leading industry products include copper, fish processing, iron and steel, other minerals, wood products, cement, and textiles.





## 2.3 Providers

Catalogue of European EU services: A catalogue of service providers has been created to list all SMEs involved in the ConnectEO project who have the willingness to develop their businesses at an international level and have interest in the target countries/sectors. Example for consortium members has been added to have a first base.

The screenshot shows the 'Service catalogue' page of the ConnectEO project. The header includes the 'CONNECT EO' logo and navigation links: 'About', 'Target markets', 'Providers' (highlighted), 'Networking', 'News', 'Events', 'HelpDesk', and 'Resources'. A 'Get involved' button is in the top right. The main content area is titled 'Service catalogue' and contains an introductory paragraph: 'In this section, you will find all SMEs and entities that take part in the ConnectEO project and their associated services. Use the filter to find the right candidate and access the detailed form for more information and contacts.'

On the left, there is a search bar and filter sections. The 'Countries' filter has checkboxes for Belgium (1), France (1), and Spain (1). The 'Services' filter has a checkbox for 'Clustering & networking' (3). The main content area displays three provider cards:

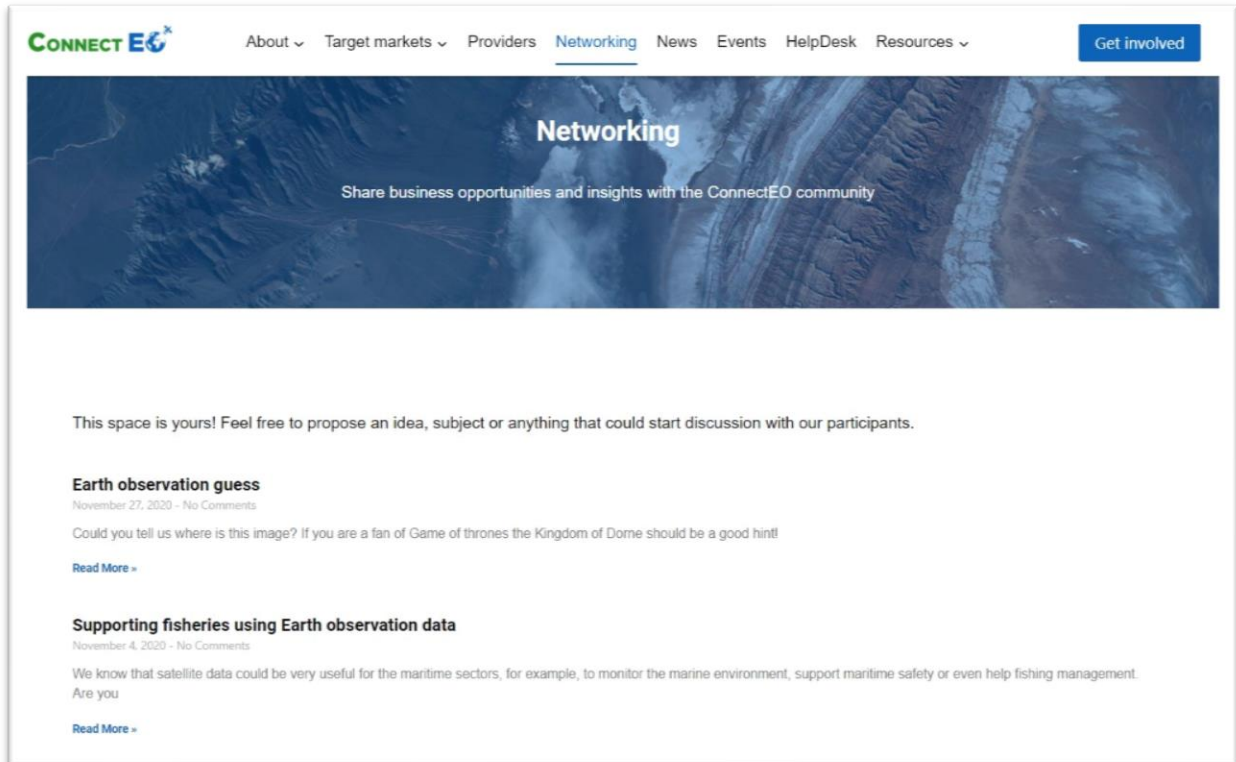
- CTA Technological Corporation of Andalusia:** Support businesses to successfully achieve their R&D objectives and valorize the results. Identification of market opportunities, share of experiences and cooperation, funding identification in different sectors, such as agriculture and aerospace. Key words: Cluster, support, business, SME, network, agriculture. [READ MORE >](#)
- EARSC – European Association of Remote Sensing Companies:** Promotion of European companies activities engaged in delivering Earth observation-derived geo-information services, creation of a network between industry, decision makers and users and covering the full EO value chain from data acquisition through processing, fusion, analysis to final geo-information products and services. Key words: Cluster, support, business, SME, network, earth observation. [READ MORE >](#)
- PMBA – Pôle Mer Bretagne Atlantique:** Identification of market opportunities and trends, share of experiences and cooperation, funding identification, support in development of new business activities and initiatives in emerging and innovative areas of the maritime sector. Key words: Cluster, support, business, SME, network, maritime. [READ MORE >](#)

A map is inserted to show where the SMEs are located, and the services will be listed in a catalogue with the general information about the SMEs. There is also a filter to find the right candidate and access the detailed form for more information and contacts.



## 2.4 Networking

Networking and meeting blog: a blog where all companies (Chilean, Australian and European) can express their interest and/or problematics that need to be addressed. A space (blog-type) for sharing business opportunities and insights with the ConnectEO community.

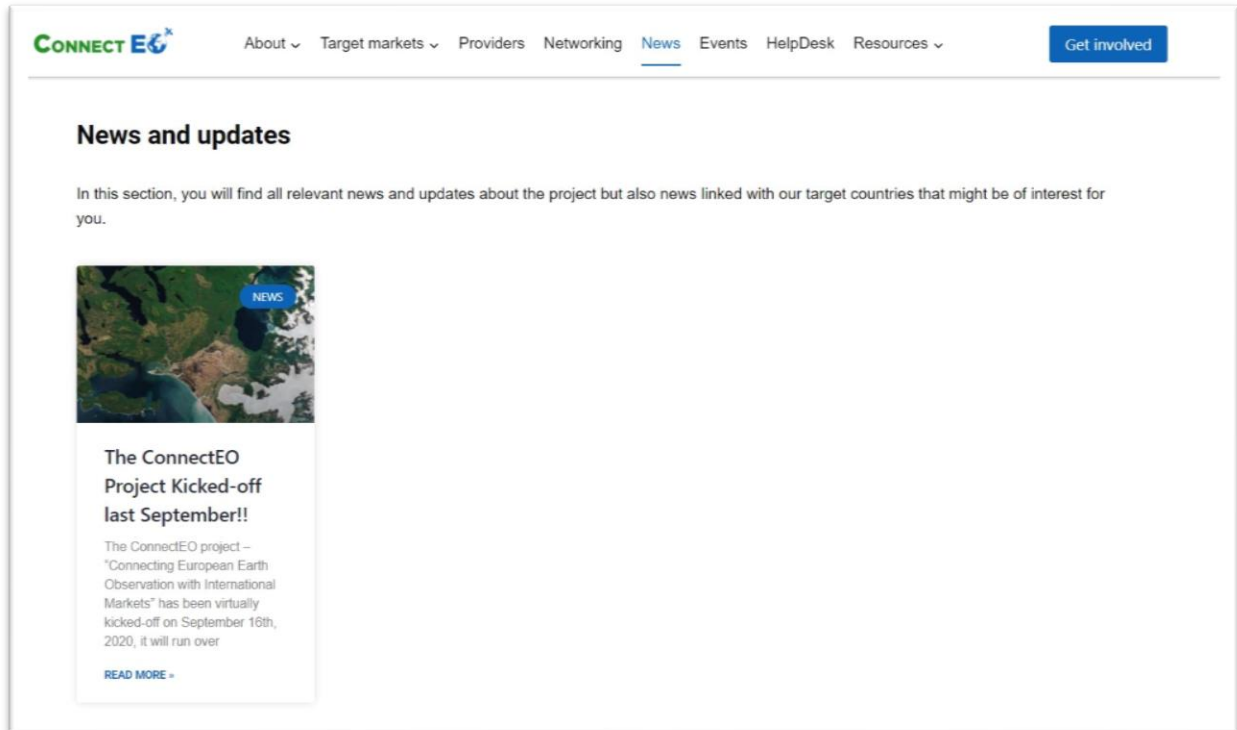


If we consider pertinent, these topics will be designed in a “private” mode, which means that only the author will see the answers, to ensure the confidentiality of the exchanges and information.

## D5.2: Website

### 2.5 News

News section: Here we will publish all relevant news on the project activities, internationalization and our target markets. This section will be regularly updated throughout the project's lifetime with news about the project as well as external news relevant to ConnectEO project.



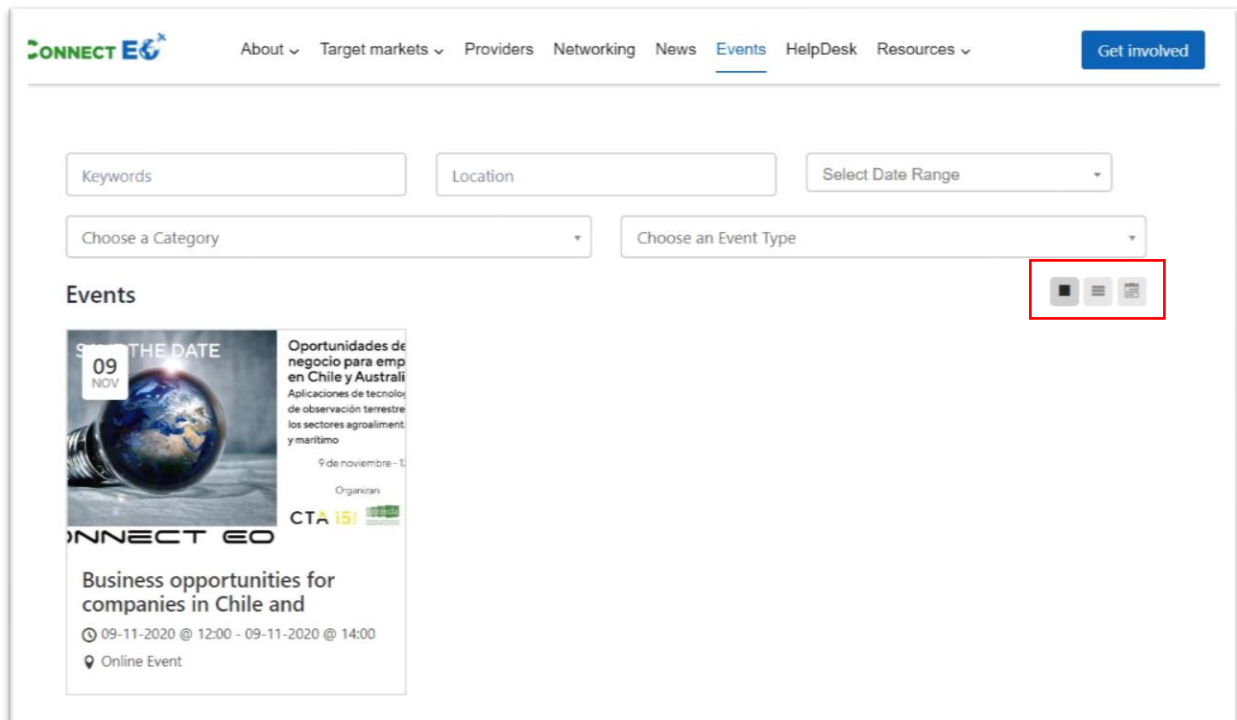
### 2.6 Events

Events: You will find a calendar of events dealing with earth observation, internationalization in ConnectEO target countries and sectors. It includes all the events organized by the ConnectEO consortium as well as events where ConnectEO project partners are going to be represented and any other events of interest to the consortium.

The user can choose its own display mode by clicking on the display options (red square in the screenshot that can be found in the next page).

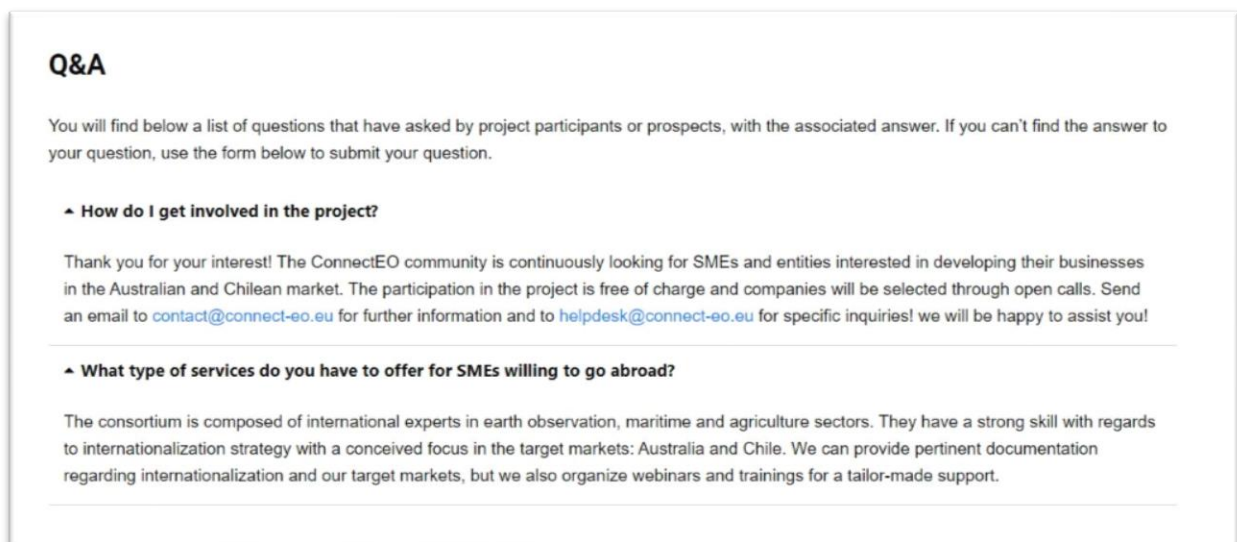


## D5.2: Website



### 2.7 Helpdesk

The Helpdesk answers to your questions about the ConnectEO Project and the opportunities it offers. You will find a list of questions (FAQ) that has been asked by project participants or prospects, with the associated answer.



If you can't find the answer to your question, use the form below to submit your question. A dedicated space where SMEs and stakeholders can ask questions on various topics, in line with the trade missions and business opportunities.



### Can't find what you're looking for? Send us your enquiry

Name

Email \*

Message


[Send](#)

## 2.8 Resources & Get involved


On the page Resources you will find all relevant documentation and support in relation with internationalization and our target countries.

### ConnectEO documents


In this section, you will find documents and reports that have been written by the project consortium or documents that are linked with internationalization and our target countries/sectors.




**Resource 2**  
[ConnectEO MEMBERS ONLY]  
There is no excerpt because this is a protected post.  
[READ MORE »](#)



**Resource 3**  
[ConnectEO MEMBERS ONLY]  
There is no excerpt because this is a protected post.  
[READ MORE »](#)



**Resource 4**  
Lorem ipsum  
[READ MORE »](#)



**Resource5**  
Lorem ipsum  
[READ MORE »](#)

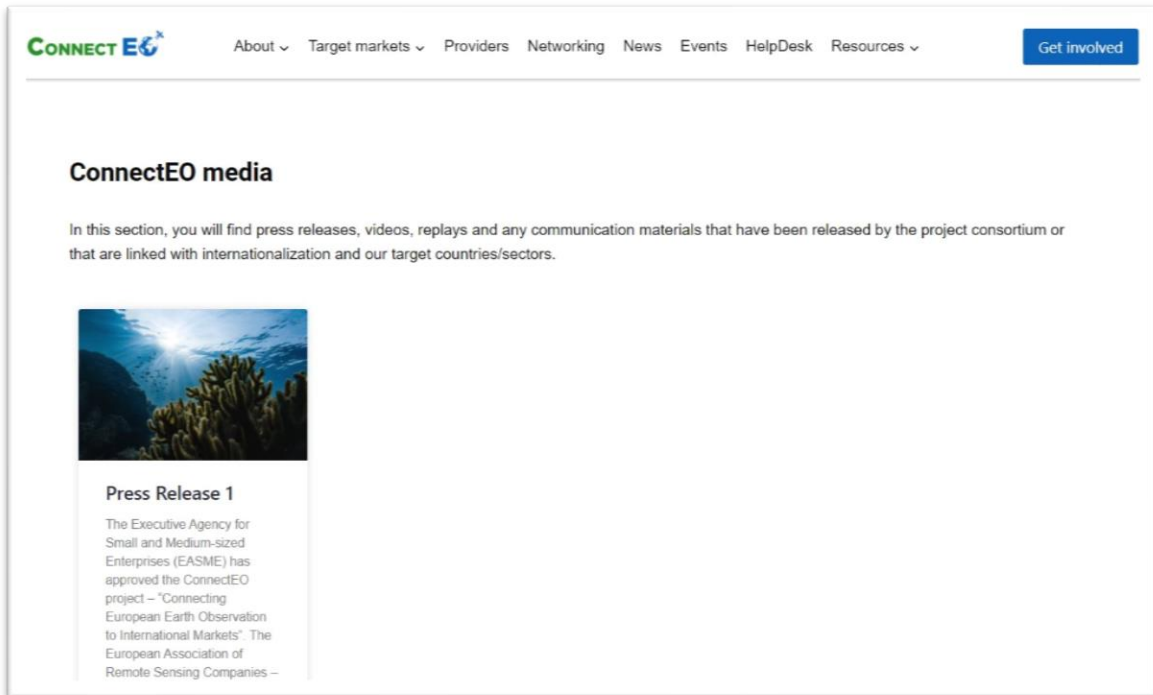
Documents: Repository of public deliverables and results: You will find in this section all relevant documents and reports linked with the project, uploaded as they become available.

Some of them will be protected by a password that will be shared only with ConnectEO members/participants.



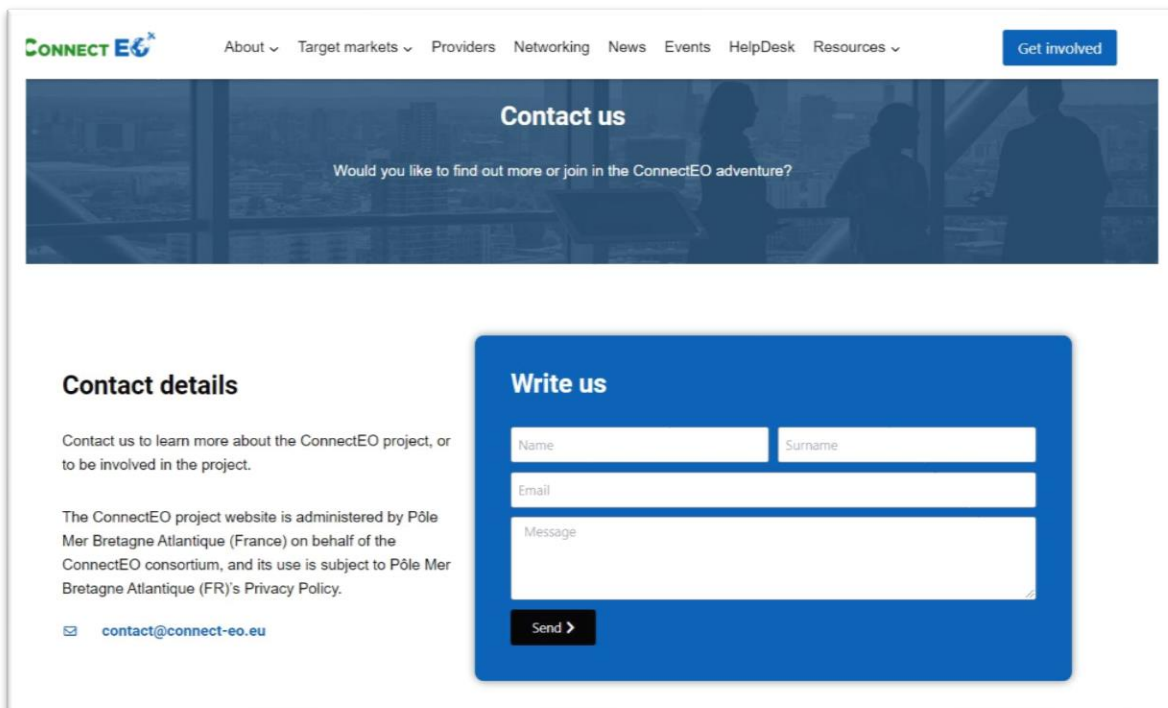
## D5.2: Website

Media: This section will house all videos, replays, press releases, newsletters and other media content linked with the project, also all communication materials that have been released by the project consortium that are linked with internationalization and our target countries/sectors.



The screenshot shows the 'ConnectEO media' section of the website. At the top, there is a navigation bar with the 'CONNECT EO' logo and menu items: 'About', 'Target markets', 'Providers', 'Networking', 'News', 'Events', 'HelpDesk', and 'Resources'. A 'Get involved' button is located in the top right corner. The main heading is 'ConnectEO media'. Below it, a paragraph states: 'In this section, you will find press releases, videos, replays and any communication materials that have been released by the project consortium or that are linked with internationalization and our target countries/sectors.' A featured image shows an underwater scene with coral. Below the image is a 'Press Release 1' card with the following text: 'The Executive Agency for Small and Medium-sized Enterprises (EASME) has approved the ConnectEO project – "Connecting European Earth Observation to International Markets". The European Association of Remote Sensing Companies –'

Get involved: A contact form has been added for prospect that could be interested about the project and would like to take part in the ConnectEO adventure.



The screenshot shows the 'Contact us' page of the website. The navigation bar is identical to the previous page. The main heading is 'Contact us' with a sub-heading: 'Would you like to find out more or join in the ConnectEO adventure?'. Below this is a 'Contact details' section with the text: 'Contact us to learn more about the ConnectEO project, or to be involved in the project.' and 'The ConnectEO project website is administered by Pôle Mer Bretagne Atlantique (France) on behalf of the ConnectEO consortium, and its use is subject to Pôle Mer Bretagne Atlantique (FR)'s Privacy Policy.' An email address 'contact@connect-eo.eu' is provided. To the right is a 'Write us' contact form with fields for 'Name', 'Surname', 'Email', and 'Message', and a 'Send >' button.



### 3. Conclusion

This document presents the main structure of the ConnectEO website. Having said that, the website is subject to changes for the sake of constant improvement based on the evolution of the project and audience' interests. Overall, the website will present a general information about the project, the consortium, an introduction to the targeted markets (Australia and Chile), a news section and a helpdesk. The main goal of the creation of the ConnectEO website is to raise awareness of the project and communicate to the civil society the progress of the project and its findings in the effort of SMEs internationalisation on Chile and Australia.

