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# Connecting European Earth Observation to International Markets

## ConnectEO – 951124



### D5.3 Brochure

### WP5 – Communication & Dissemination



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under the grant agreement No 951124.

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## Document Information

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## Revision History

Version	Issue Date	Stage	Changes	Contributor
0.1	01/12/2020	First draft	Layout and first inputs	PMBA
0.2	14/12/2020	Final version	Screenshots and final add-ons	PMBA
0.3	15/12/2020	Final version	Add-ons	EARSC



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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 brochure of the ConnectEO project.

The brochure is a key tool in communication and dissemination activities to describe the project to a wide audience and to get the relevant people involved. The brochure will present general information about the project, but also concrete activities and support offered to the European EO SMEs in the target countries.

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



## 2. Brochure presentation

The project brochure (D5.3) will be submitted before the end of Month 4 of the project (December, 2020) and will be made available on the ConnectEO website and on all other relevant networks ([www.connect-eo.eu](http://www.connect-eo.eu)).

The brochure will have multiple roles as:

- A communication resource to promote the project, its objectives and partnership
- A communication resource to inform about the services provided to EO SMEs
- A communication tool for any dissemination activities and attended meetings/workshops

As mentioned in the introduction section, the brochure will highlight all the different aspects of the ConnectEO project and will be provided in both English and Spanish in order to cover all targeted audiences.

The brochure will be presented in the sections below and the generic one will be inserted as Annex (in both English and Spanish).

### 2.1 Cover page

The brochure displays general information about the project, such as the title, subtitle and main objective. A generic cover page has been designed, represented by a globe, and thematic ones have been designed in case the target audience is different and if we want to emphasize on these aspects (see examples below for the agriculture and maritime community).

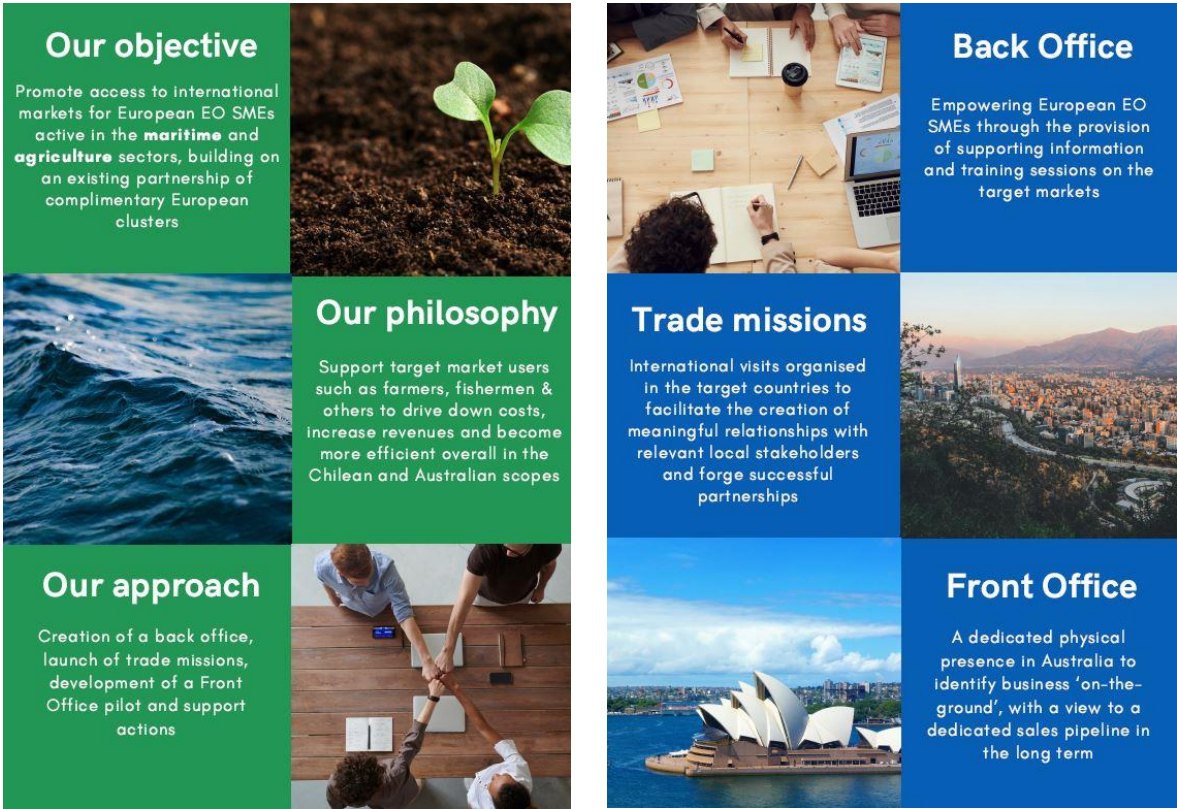


## 2.2 Informative sections

This double page represents the core of the brochure and the core message we would like to communicate to our target audience.

The first page (on the left in the screenshot below) details the basic objectives of the project (“our objective”, “our philosophy”) and the main activities and services (“our approach”) to be offered to the European SMEs. We used the green color that is used for the ConnectEO logo, which represents the agriculture sector.

The second page (on the right in the screenshot below) gives more details on the services offered by the project and opportunities that can be offered to SMEs (“back office”, “trade missions”, “front office”). We used the blue color that is used for the ConnectEO logo, which represents the maritime sector.



## 2.3 Additional information & acknowledgement of EU funding



The last page of the brochure briefly introduces the project members (“our partnership”), along with their logos and lists all communication channels and social media accounts of the project, with direct links to these platforms (see screenshot on the left)

**OUR PARTNERSHIP**

The strength of our consortium lies on the thematic and sectoral coverage of the consortium: two clusters, CTA (agriculture) and PMBA (maritime), reflecting precisely the target identified market needs and one business network, EARSC, reflecting the Europe's EO sector capabilities

EARSC POLEMER ESPAGNO ATLANTIQUE CTA Corporación Tecnológica de Andalucía

**FOR MORE INFORMATION**

contact@connect-eo.eu  
<https://www.connect-eo.eu/>  
[@CONNECTEO\\_EU](https://twitter.com/CONNECTEO_EU)  
[Connecteo-eu](https://www.linkedin.com/company/connecteo-eu)  
[ConnectEO Project](https://www.youtube.com/channel/UC...)

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To answer to the EC requirements, any communication activity related to the project must indicate disclaimers stated in the GA. The brochure is in line with Article 22.1.2 and 22.1.3 of the GA, as shown in the screenshot on the left.

### 3. Conclusion

This document presents the ConnectEO brochure. The brochure will be a key tool in communicating with target audiences, both digitally, in the first year of the project, and physically, in the second year when face-to-face meetings become possible.

This document has described the main sections of the brochure, a series of cover pages targeting various audiences, a central area describing the project using the project's colour palette, and a final page describing the team and the EC's disclaimer text.

The final version of the brochure in both English and Spanish can be found in the next pages.





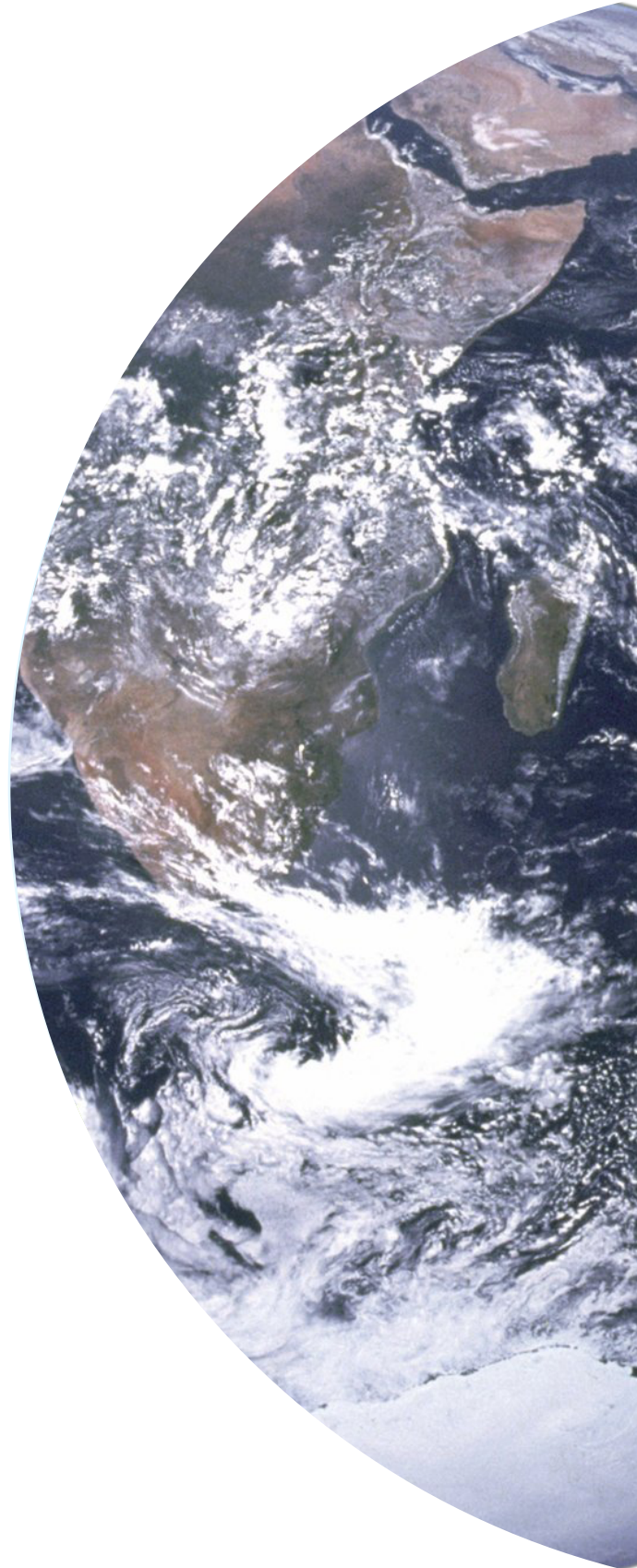


# CONNECT E

## Connecting European Earth Observation to International Markets

Promote and foster market access  
between the European Earth  
Observation SMEs and two target  
countries: Australia and Chile

[WWW.CONNECT-EO.EU](http://WWW.CONNECT-EO.EU)





# Our objective

Promote access to international markets for European EO SMEs active in the **maritime** and **agriculture** sectors, building on an existing partnership of complimentary European clusters



# Our philosophy

Support target market users such as farmers, fishermen & others to drive down costs, increase revenues and become more efficient overall in the Chilean and Australian scopes

# Our approach

Creation of a back office, launch of trade missions, development of a Front Office pilot and support actions







# Back Office

Empowering European EO SMEs through the provision of supporting information and training sessions on the target markets

# Trade missions

International visits organised in the target countries to facilitate the creation of meaningful relationships with relevant local stakeholders and forge successful partnerships



# Front Office

A dedicated physical presence in Australia to identify business 'on-the-ground', with a view to a dedicated sales pipeline in the long term







## OUR PARTNERSHIP

**The strength of our consortium lies on the thematic and sectoral coverage of the consortium: two clusters, CTA (agriculture) and PMBA (maritime), reflecting precisely the target identified market needs and one business network, EARSC, reflecting the Europe's EO sector capabilities**



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## FOR MORE INFORMATION



[contact@connect-eo.eu](mailto:contact@connect-eo.eu)



<https://www.connect-eo.eu/>



[@CONNECTEO\\_EU](https://twitter.com/CONNECTEO_EU)



[Connecteo-eu](https://www.linkedin.com/company/connecteo-eu)



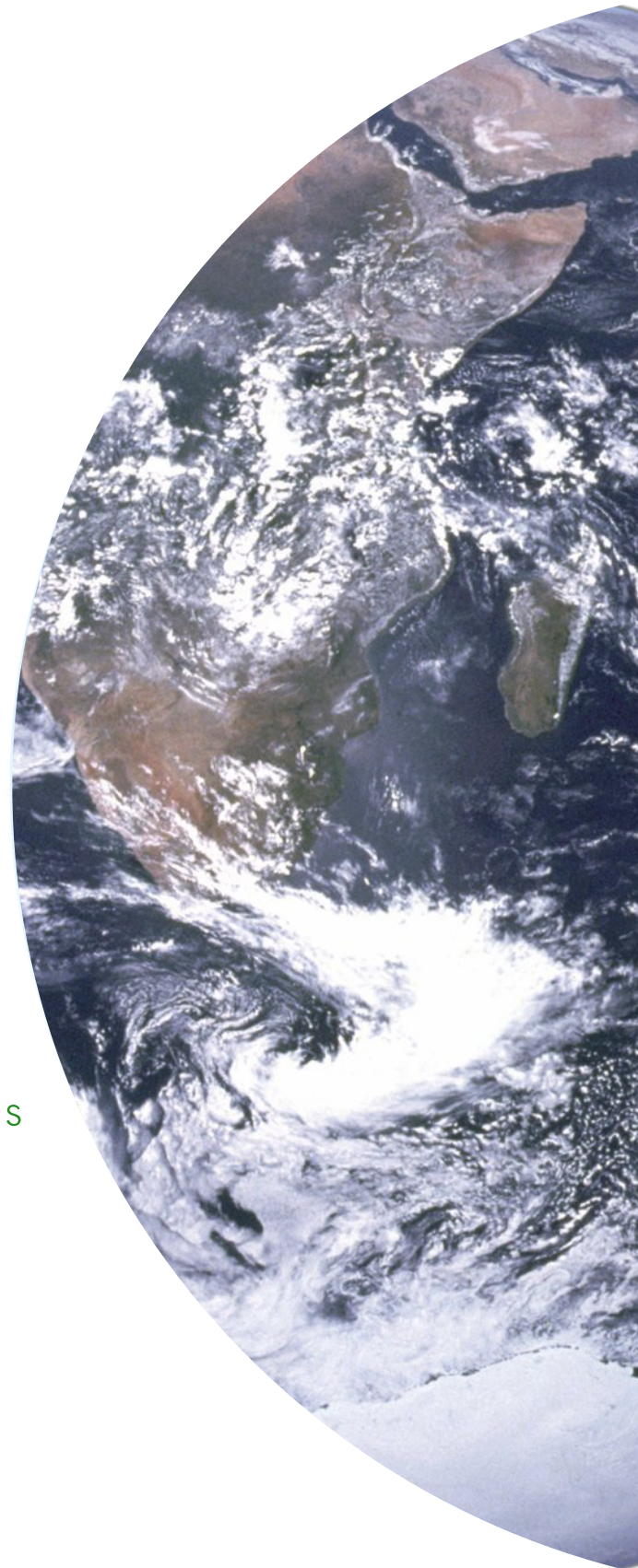
[ConnectEO Project](https://www.youtube.com/watch?v=...)



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## Conectando la observación terrestre europea a mercados internacionales



Promover el acceso al mercado de las  
pymes europeas de observación  
terrestre en dos países :  
Australia y Chile

[WWW.CONNECT-EO.EU](http://WWW.CONNECT-EO.EU)



# Nuestro objetivo

Promover el acceso a los mercados internacionales de las pymes europeas activas en los sectores **marítimo** y **agrícola**, basándose en una asociación existente de clústers europeos complementarios



# Nuestra filosofía

Apoyar a los usuarios de los mercados objetivo (Australia y Chile), tales como, agricultores, pescadores, entre otros, para reducir los gastos, aumentar los ingresos y ser más eficientes

# Nuestro método

Creación de una oficina de documentación (*back office*), lanzamiento de misiones comerciales, desarrollo de un *front office* piloto y acciones de apoyo







# Back Office

Empoderar a las pymes europeas del sector de observación terrestre a través de información de apoyo sobre los mercados objetivo

# Misiones comerciales

Visitas internacionales organizadas en los países objetivo para fomentar la creación de relaciones profesionales significativas sobre las que se construyan asociaciones exitosas



# Front Office

Una oficina con presencia física en Australia para identificar oportunidades de negocio "en el terreno", con miras a un canal de ventas dedicado a largo plazo





# NUESTRA COLABORACIÓN

**La fuerza de nuestro consorcio reside en la cobertura temática y sectorial del consorcio: dos clústers, CTA (agricultura) y PMBA (marítimo), que reflejan con precisión las necesidades de los mercados objetivo y aportan una red de actores interesados, EARSC, que refleja las capacidades del sector de observación terrestre en Europa**



## PARA MÁS INFORMACIÓN



[contact@connect-eo.eu](mailto:contact@connect-eo.eu)



<https://www.connect-eo.eu/>



[@CONNECTEO\\_EU](https://twitter.com/CONNECTEO_EU)



[Connecteo-eu](https://www.linkedin.com/company/connecteo-eu)



[ConnectEO Project](https://www.youtube.com/channel/UC...)



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