



Project acronym: **GALATEA**

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Project Website and Social Media

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Abstract
The present deliverable presents briefly the website designed for the GALATEA project. The website has been officially launched on July 31 st 2020 as well as social media accounts.

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1 GALATEA Website

1.1 OVERALL ARCHITECTURE

The website is the project’s showcase for a broad audience to get information and updates.

On the basis of inputs from the Consortium and under the supervision of the partner in charge of the activities (MLC-ITS), subcontracted professionals have designed the GALATEA project website <https://galateaproject.eu/> in order to guarantee appealing graphics, nice pictures and clear text, as well as an easy-to-navigate structure.

To catch the widest audience, the official language used is UK English. The detailed content of the website has been developed by the partners and will be updated throughout all the operational phases of the project.

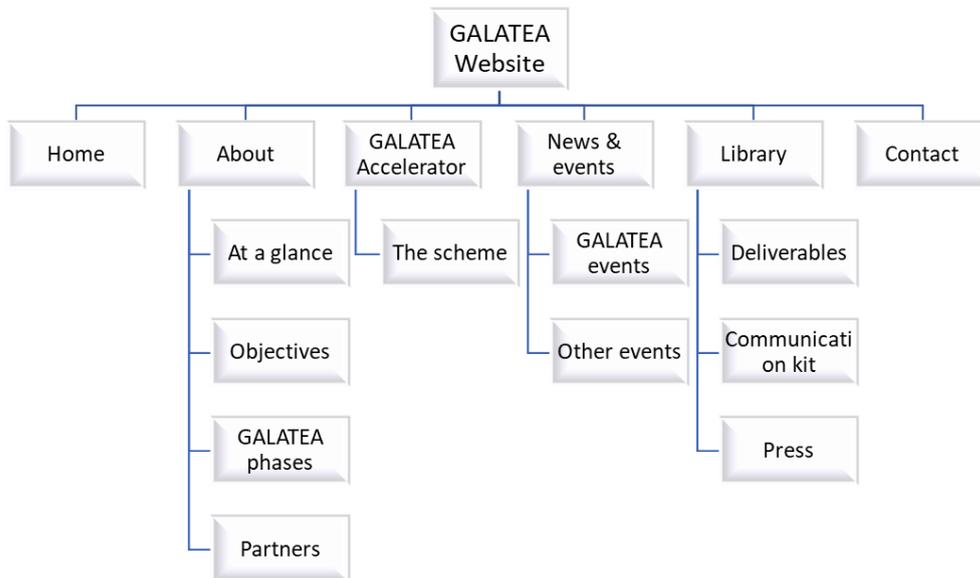


Figure 1 - Website architecture

1.2 SCREENSHOTS

1.2.1 Homepage

The homepage aims to attract the attention of visitors and facilitate their navigation to other pages on the website, by providing links to important and recent articles, news and pages.

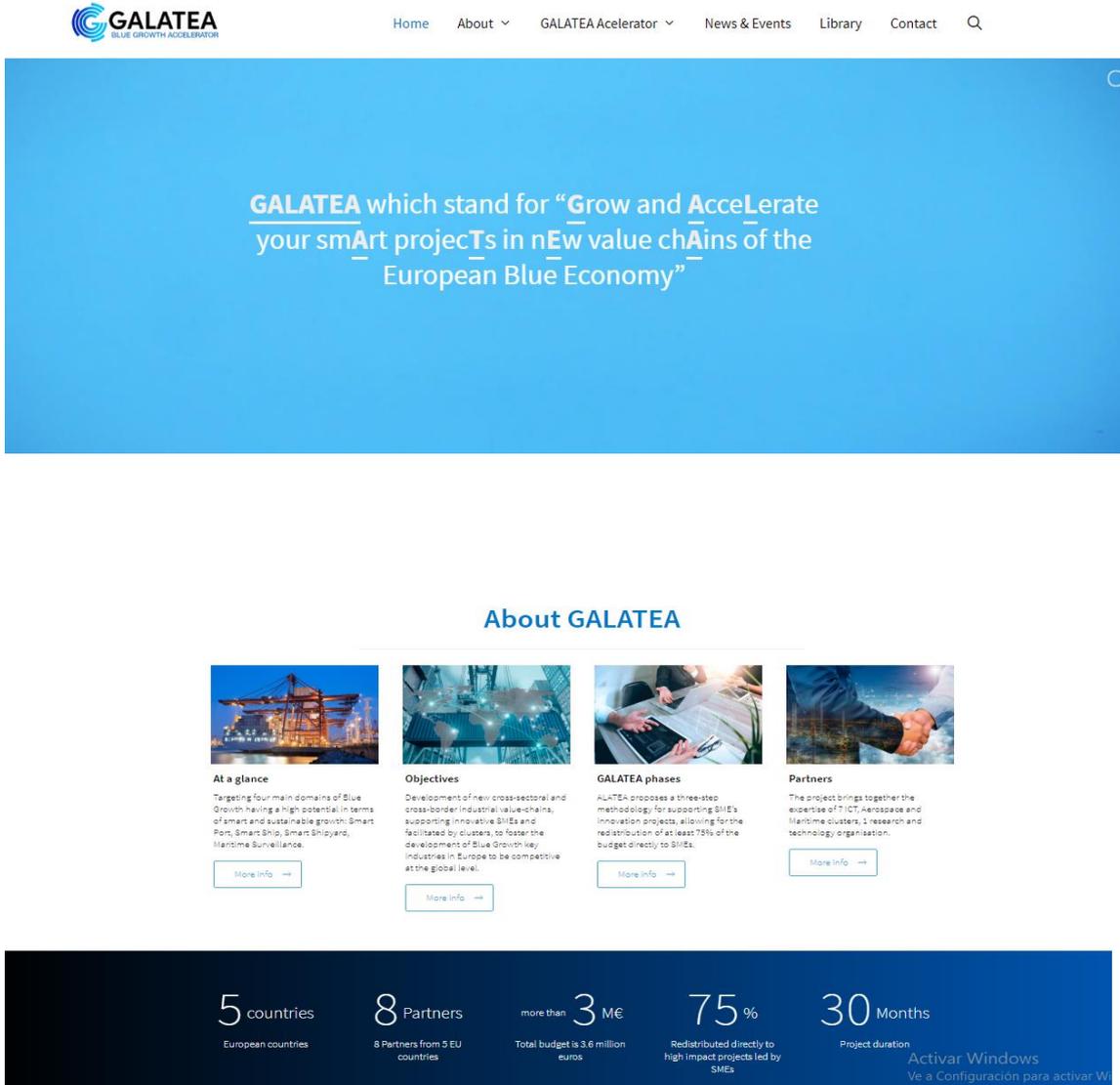


Figure 2 - Homepage screenshots

1.2.2 About GALATEA

This page provides generic information about the project, its work plan and targeted stakeholders, the consortium description and role of each partner.

Targeting four main domains of Blue Growth having a high potential in terms of smart and sustainable growth:

 <p>Smart Ship Sensors. Automated / autonomous vessels. Alternative fuels. Hybrid propulsion. Augmented and virtual realities. Big data. Early warning systems. Digital twins. Autonomous vehicles.</p>	 <p>Smart Port Blockchain. Artificial Intelligence. Virtual reality. DLT - Distributed Ledger Technologies. Drones. Autonomous vehicles. Automating. IoT - Internet of Things.</p>	 <p>Smart Shipyard 3D printing. 3D modeling software. Digital twins. Reverse engineering. Non-contaminating paints. Robotics. Data management. IoT - Internet of Things. Precision positioning.</p>	 <p>Maritime Surveillance Surveillance systems. Data management. Optical or optronic cameras. Radar technologies. Earth observation. EGNOS. Drones. DLT - Distributed Ledger Technologies. Cyber security.</p>
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GALATEA will also tackle 3 horizontal dimensions of paramount importance for these four domains and corresponding to EU priorities

- ✔ **Digital transition:**
Digitalisation transforms the maritime sector and provides many new opportunities to enhance the productivity, competitiveness, efficiency and sustainability of the four targeted domains.
- ✔ **Ecological transition:**
The European 2020 Strategy for smart, sustainable and inclusive growth focuses on climate change and energy sustainability by describing the 20/20/20 goals: greenhouse gas emissions 20% lower than 1990 levels, 20% of energy coming from renewable, 20% increase in energy efficiency.
- ✔ **Circular economy:**
Maximizing the reusability of products and raw materials and avoiding destroying valuable materials is necessary for seaports, places of active trade and exchanges with many companies operating in close proximity to each other.

Activar Window
Ve a Configuración pa

Figure 3 - About GALATEA screenshot

1.2.3 GALATEA accelerator

This page provides information about the support mechanisms available for SMEs with the open space platform and the possibility to apply for specific instruments such as vouchers and coaching and mentoring services provided by the participating clusters. In this previous stage of the project, just “The Scheme” will be visible.

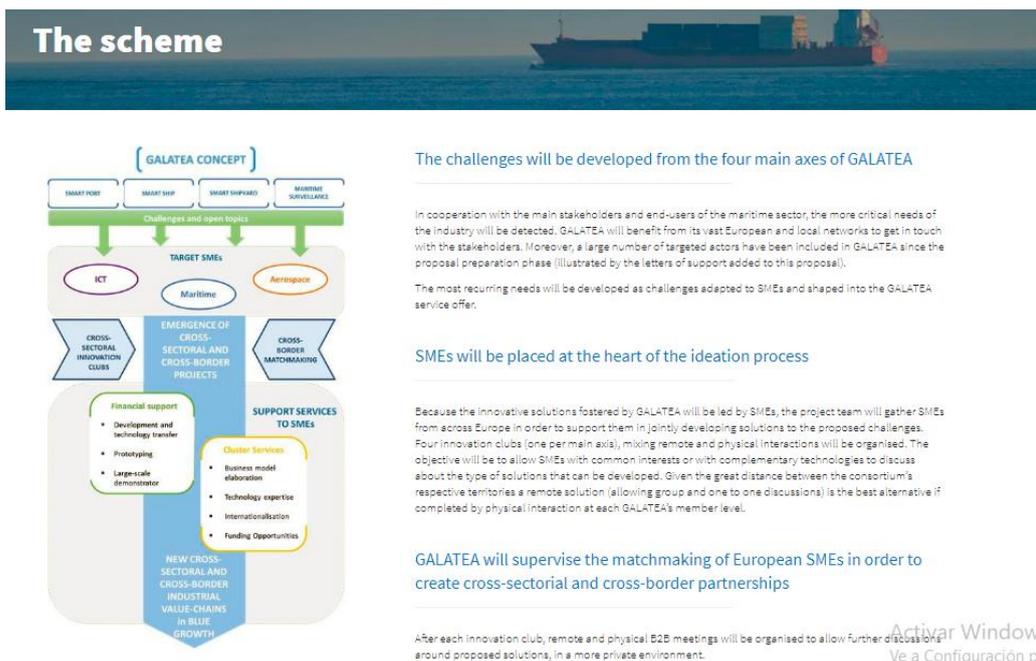


Figure 4 - GALATEA accelerator screenshot

1.2.4 News and Events

Information about events, matchmaking opportunities, meetings and conferences, as well as relevant external events.

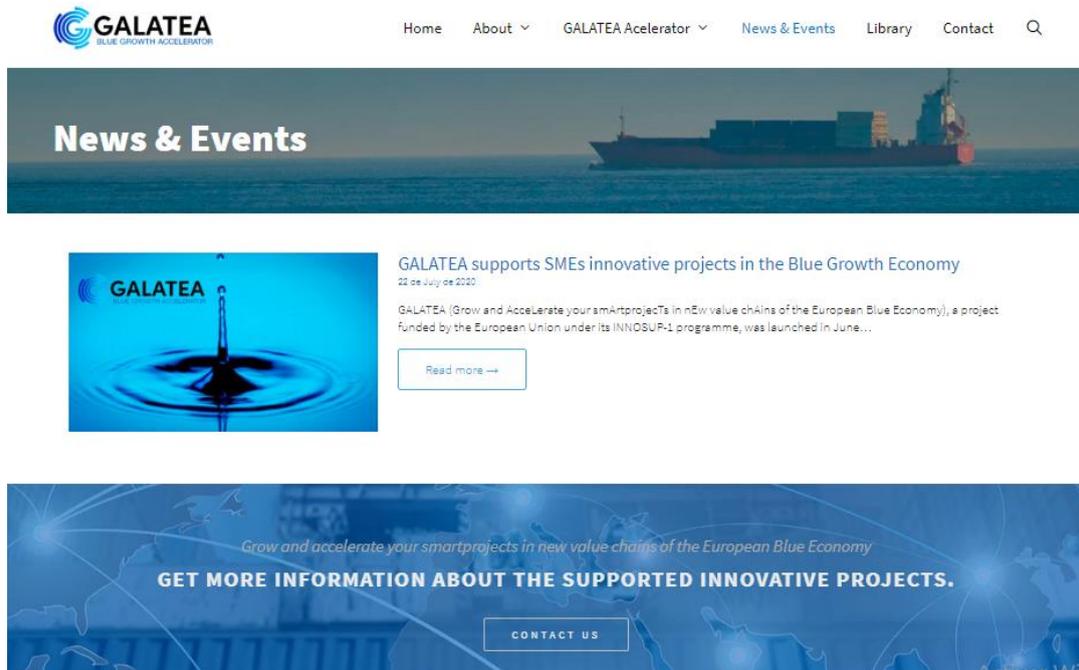


Figure 5 - News & Events screenshot

1.2.5 Library

This page consists in a communication section with public deliverables reports, communication kit downloaded by all interested visitors and press articles.

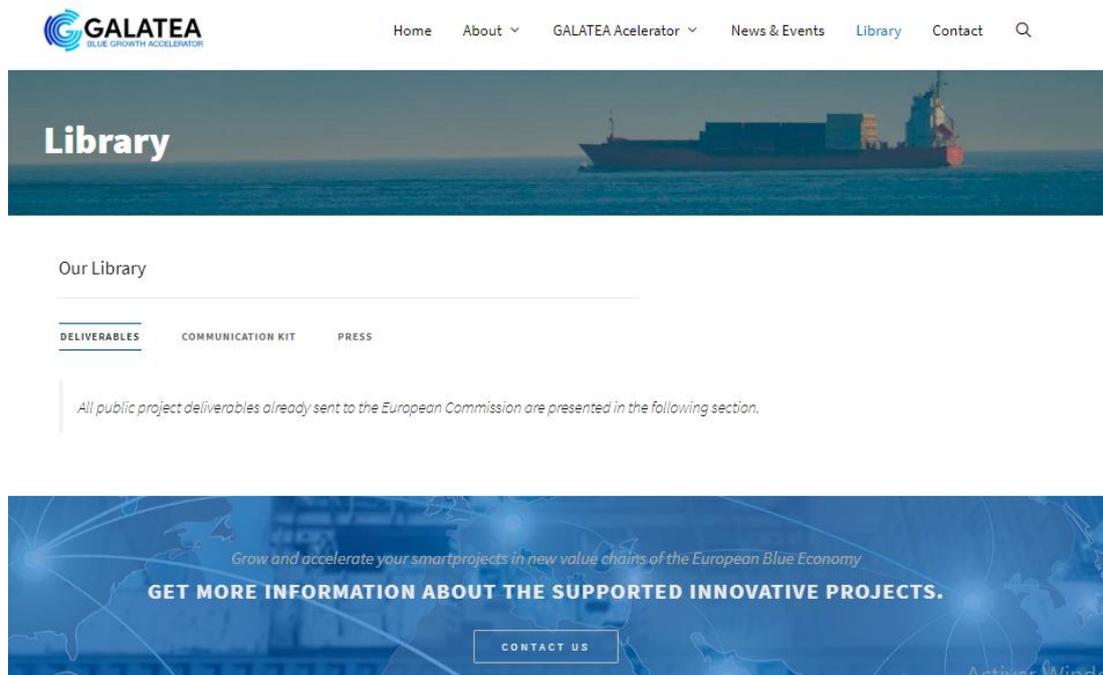


Figure 6 - Library screenshot

1.2.6 Contact us

To interact with the GALATEA project team and get more information about the project and its activities, a form has been designed.

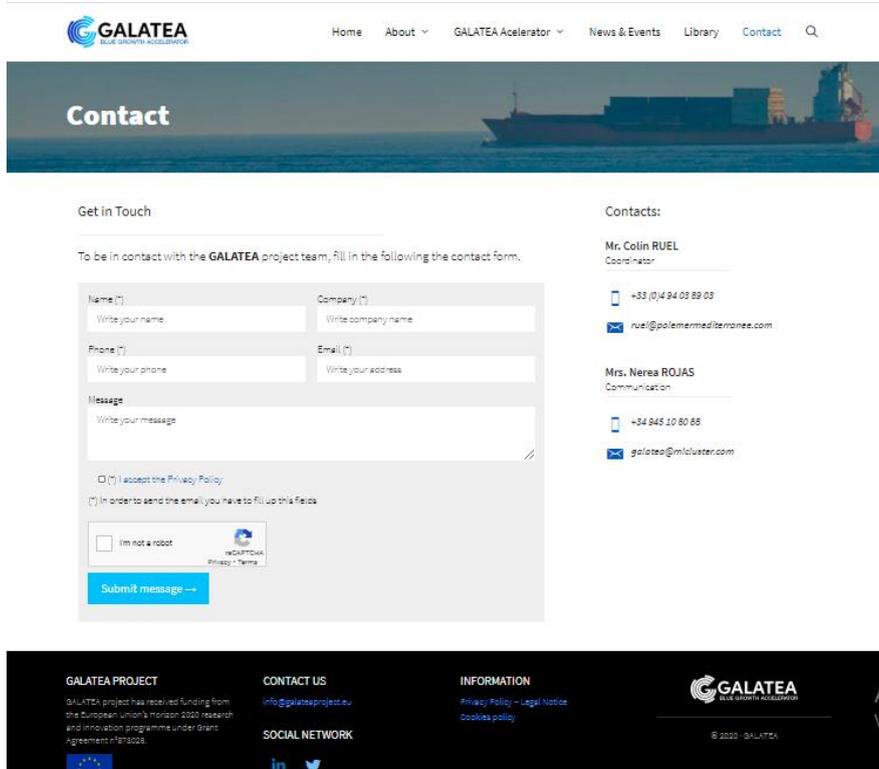


Figure 7 - Contact us screenshot

2 Social Media

2.1 APPROACH

The social media channels were launched to share catching messages for rapid dissemination purposes and to allow a virtual dialogue with relevant stakeholders, including other projects and initiatives. The main objective is to drive traffic towards the GALATEA website and promote activities.

A LinkedIn personal account (<https://www.linkedin.com/company/galatea-project/>) was created and designed by MLC-ITS Cluster and a Twitter account (https://twitter.com/galatea_project) also designed by MLC-ITS were launched. These choices were obvious as these social media are professional oriented compare to other possible media. The main targets are indeed entrepreneurs, policy makers, large enterprises, and researchers.

2.2 SCREENSHOTS

2.2.1 Twitter Account



Figure 8 - Twitter screenshot

2.2.2 LinkedIn Account



Figure 9 - LinkedIn screenshot