Project acronym: **GALATEA**

Project title: *Grow and AcceLerate your smArt projecTs in nEw vAlue chains of the European Blue Economy*

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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 31st 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.
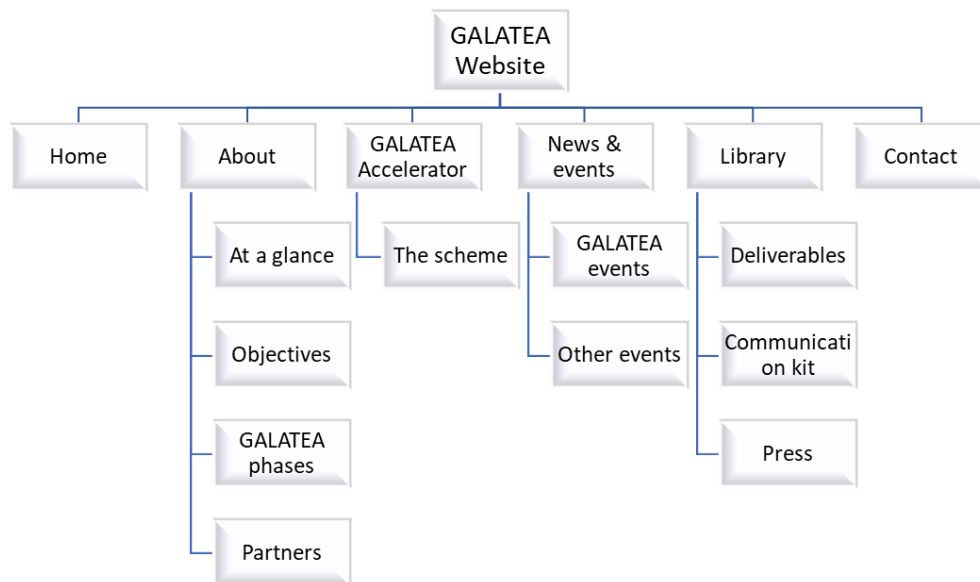

Figure 1 - Website architecture

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.
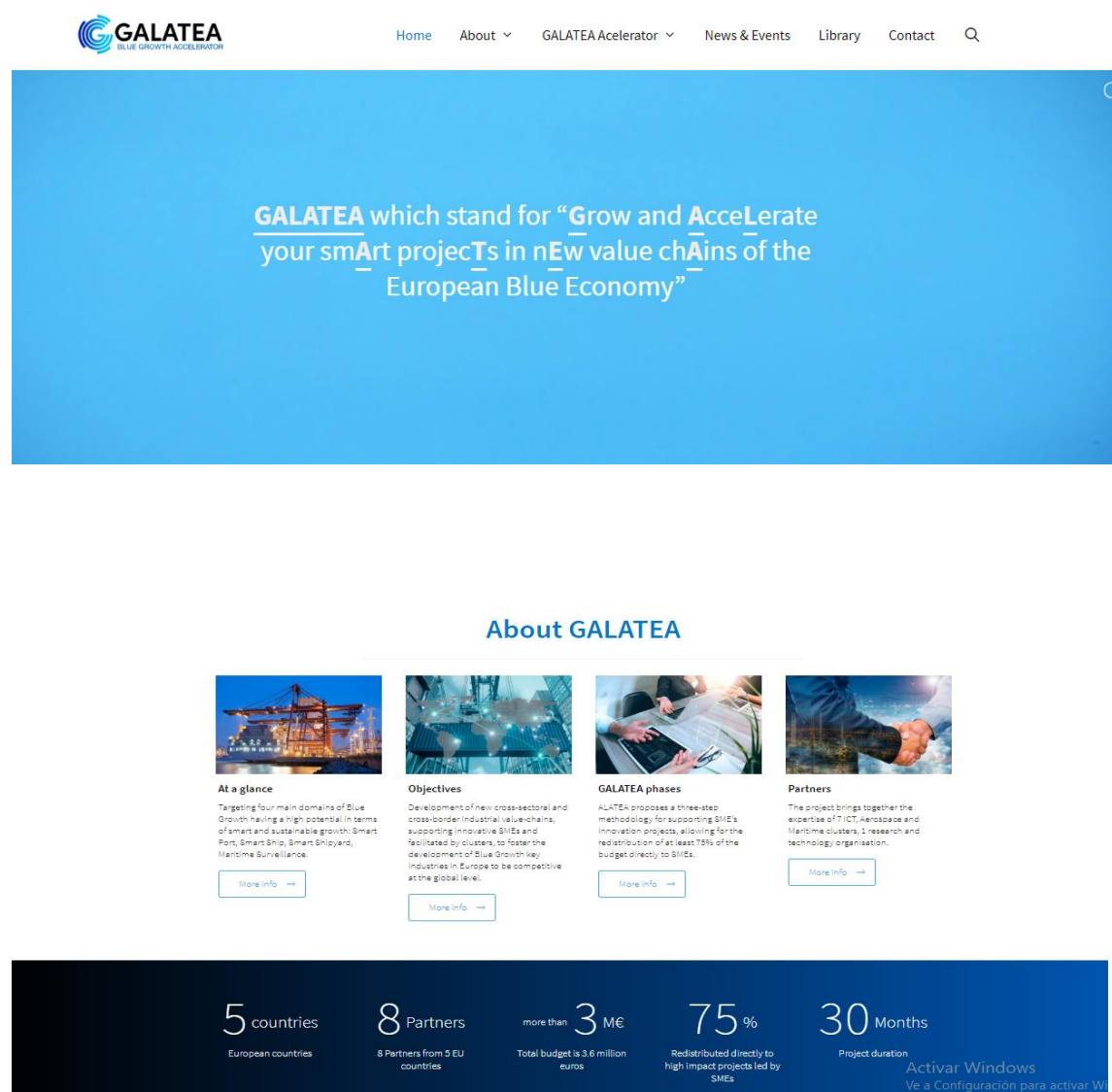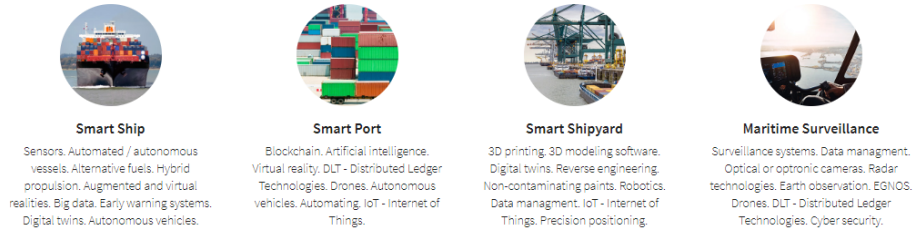

Figure 2 - Homepage screenshots

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.

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.
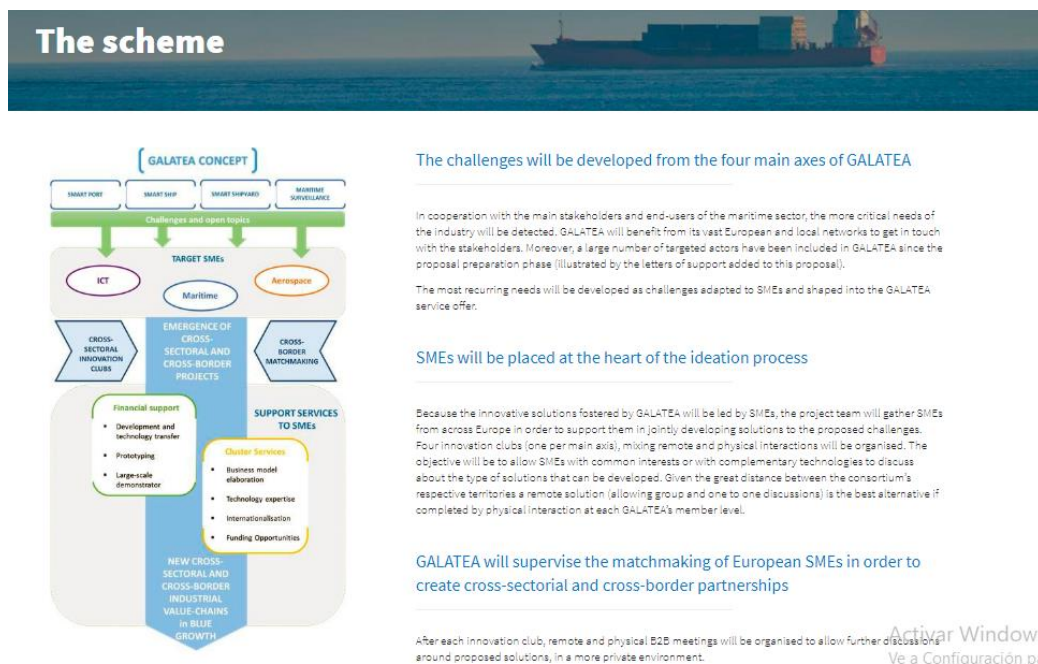

Figure 4 - GALATEA accelerator screenshot

1.2.4   News and Events

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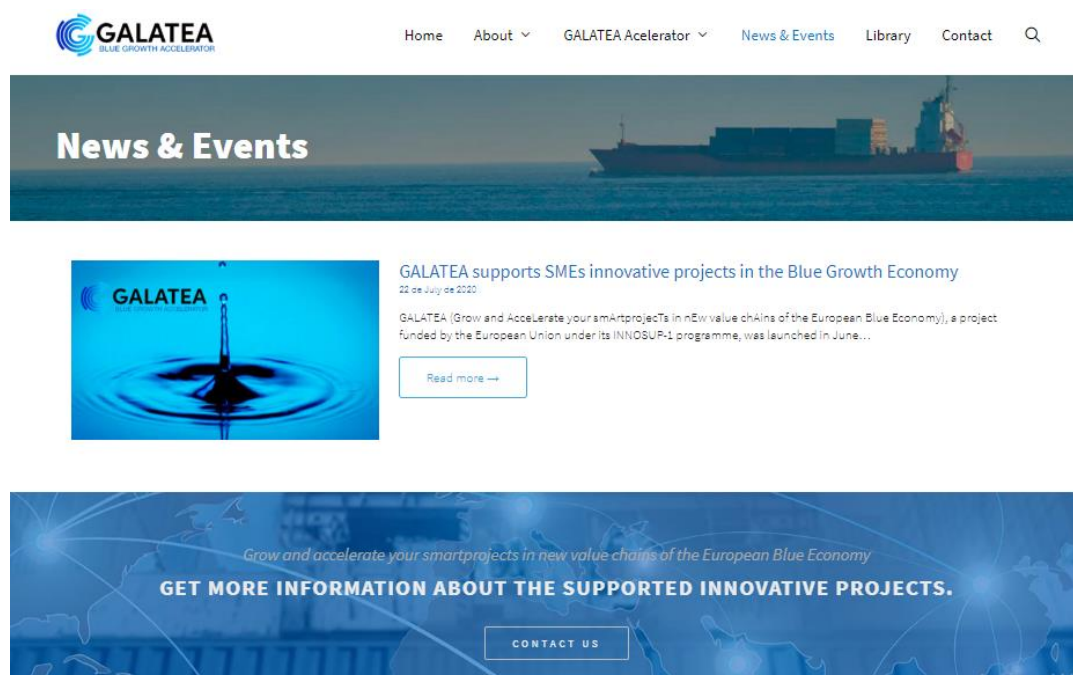

Figure 5 - News & Events screenshot

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.
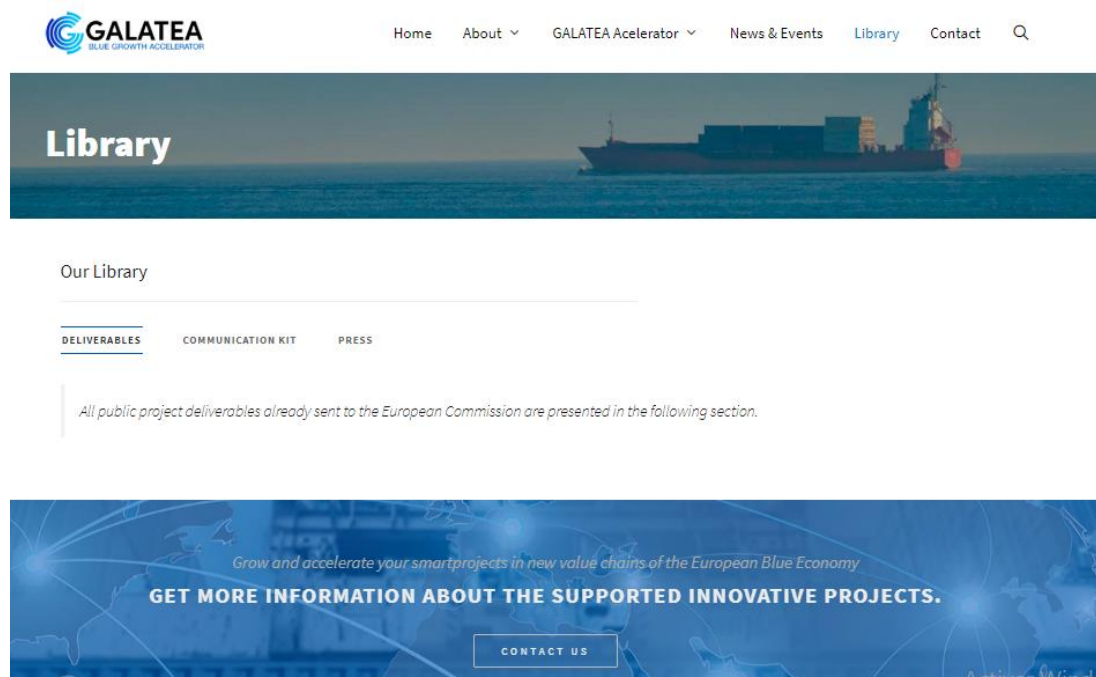

Figure 6 - Library screenshot

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