



Project acronym: **GALATEA**

Project title: *Grow and Accelerate your smart projects in new value chains of the European Blue Economy*

Grant Agreement n°873026

D.4.4.1

Project Website and Social Media

Due delivery date: 31/07/2020

Actual delivery date: 30/07/2020

Organisation name of lead participant for this deliverable: Asociación Clúster Movilidad y Logística-ITS Euskadi (MLC-ITS).

Dissemination level: Public



GALATEA project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement n°873026

Deliverable number	D.4.4.1
Deliverable responsible	MLC-ITS
Work Package	WP 4

Author(s)		
Name	Organisation	Email
Nerea Rojas	MLC-ITS	nrojas@mlcluster.com
Unai Suarez	MLC-ITS	usuarez@mlcluster.com

Document revision history			
Version	Date	Modification reason	Modified by
V1	28/07/2020	1 st version	Unai Suarez and Nerea Rojas
V2	30/07/2020	Quality review	Marek Grzybowski
V3	30/07/2020	Review	Clémence Le Corff
V4	30/07/2020	Final version	Unai Suarez

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.

DISCLAIMER

The content of this deliverable represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

Table of contents

1	GALATEA Website	4
1.1	Overall architecture.....	4
1.2	Screenshots	5
1.2.1	<i>Homepage</i>	<i>5</i>
1.2.2	<i>About GALATEA</i>	<i>6</i>
1.2.3	<i>GALATEA accelerator</i>	<i>6</i>
1.2.4	<i>News and Events.....</i>	<i>7</i>
1.2.5	<i>Library.....</i>	<i>7</i>
1.2.6	<i>Contact us</i>	<i>8</i>
2	Social Media	9
2.1	Approach	9
2.2	Screenshots	9
2.2.1	<i>Twitter Account</i>	<i>9</i>
2.2.2	<i>LinkedIn Account</i>	<i>10</i>

Table of Figures

<i>Figure 1 - Website architecture</i>	<i>4</i>
<i>Figure 2 - Homepage screenshots</i>	<i>5</i>
<i>Figure 3 - About GALATEA screenshot</i>	<i>6</i>
<i>Figure 4 - Neptune accelerator screenshot</i>	<i>6</i>
<i>Figure 5 - News & Events screenshot</i>	<i>7</i>
<i>Figure 6 - Library screenshot</i>	<i>7</i>
<i>Figure 7 - Contact us screenshot</i>	<i>8</i>
<i>Figure 8 - Twitter screenshot</i>	<i>9</i>
<i>Figure 9 - LinkedIn screenshot</i>	<i>10</i>

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.

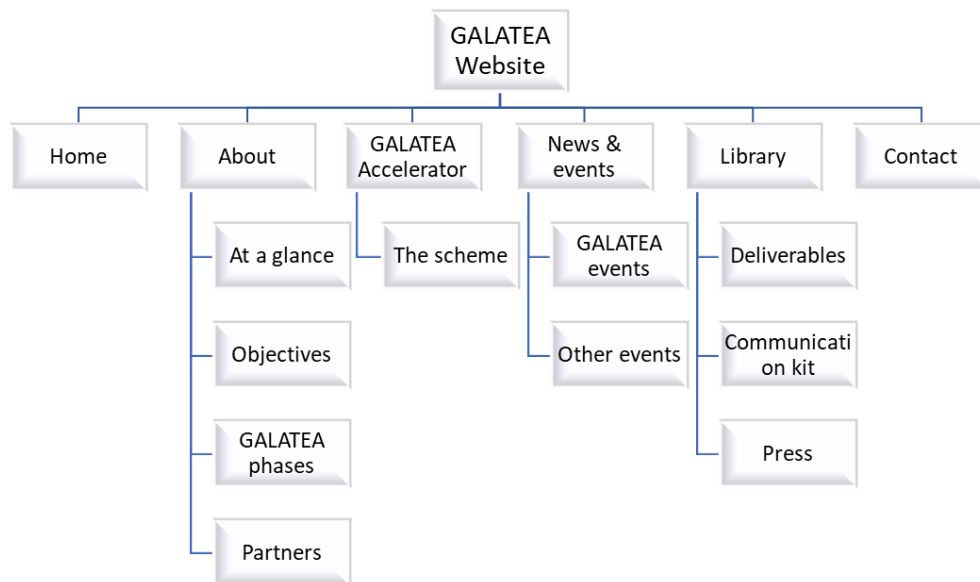


Figure 1 - Website architecture

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.

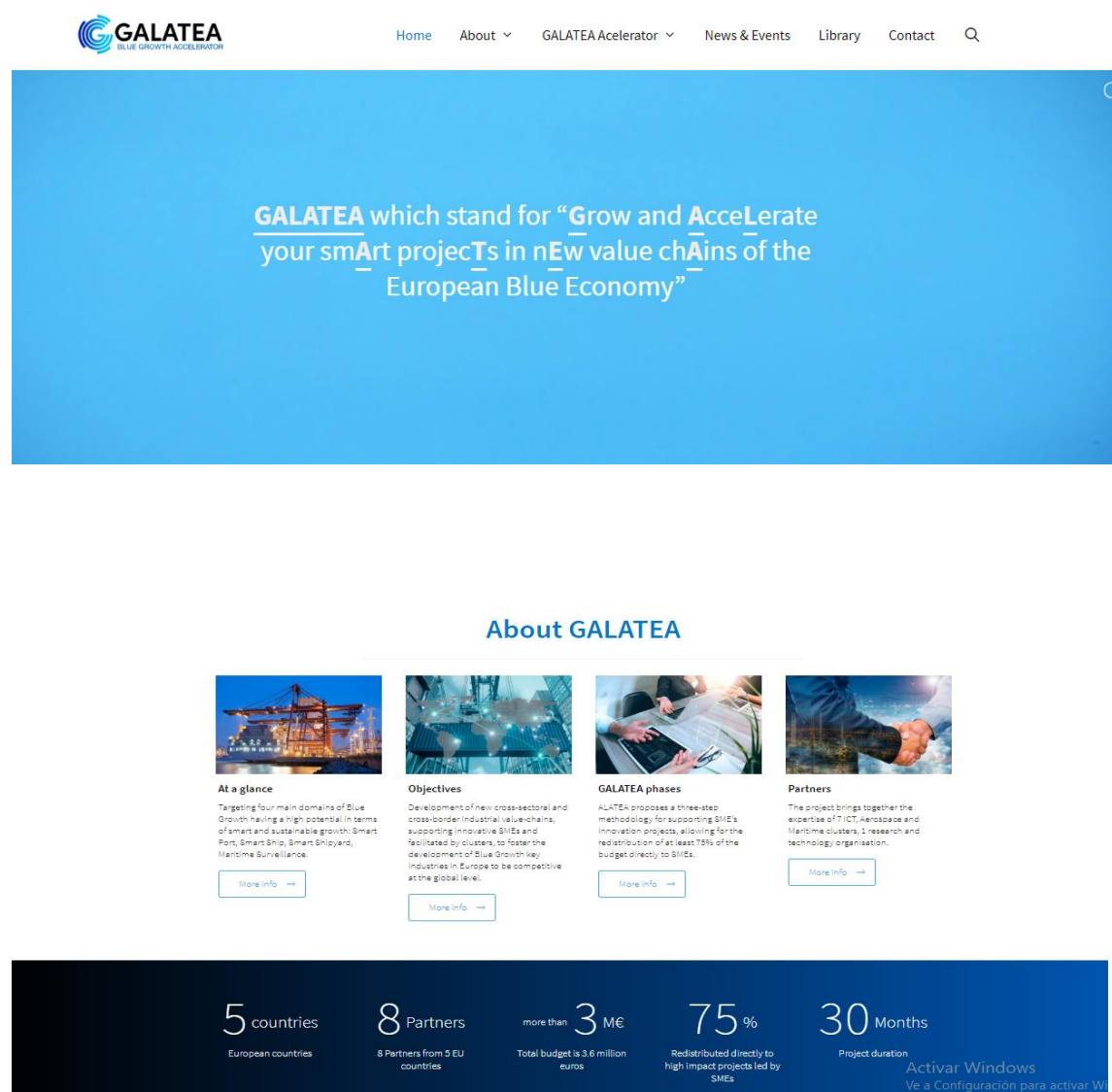
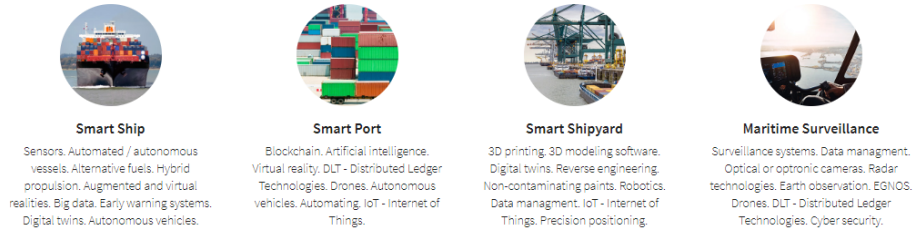


Figure 2 - Homepage screenshots

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:



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 2020/20 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.

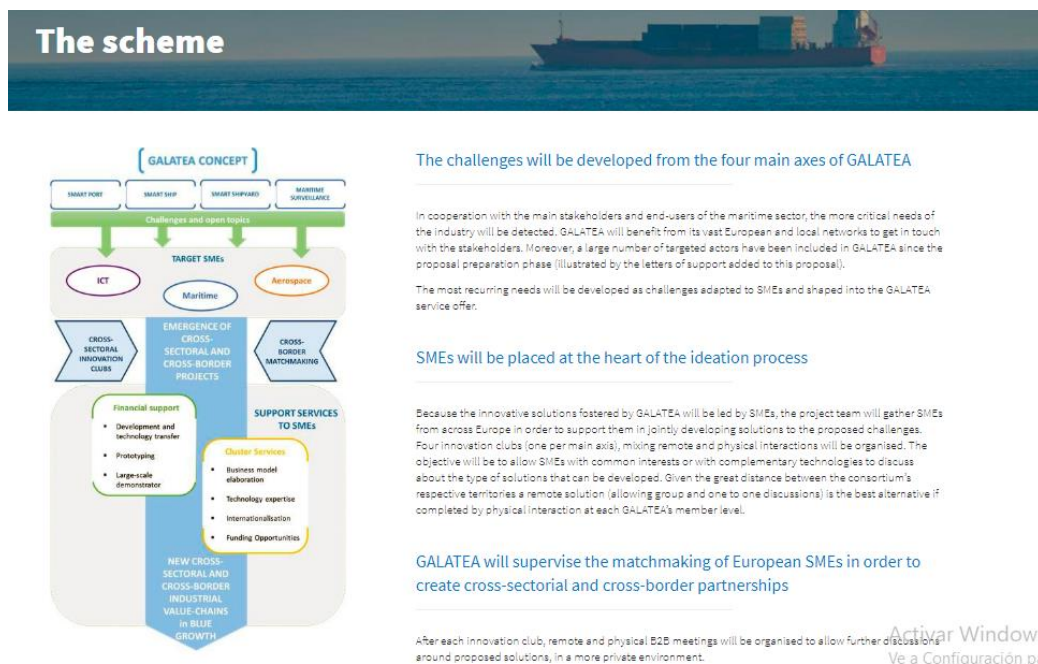


Figure 4 - GALATEA accelerator screenshot

1.2.4 News and Events

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

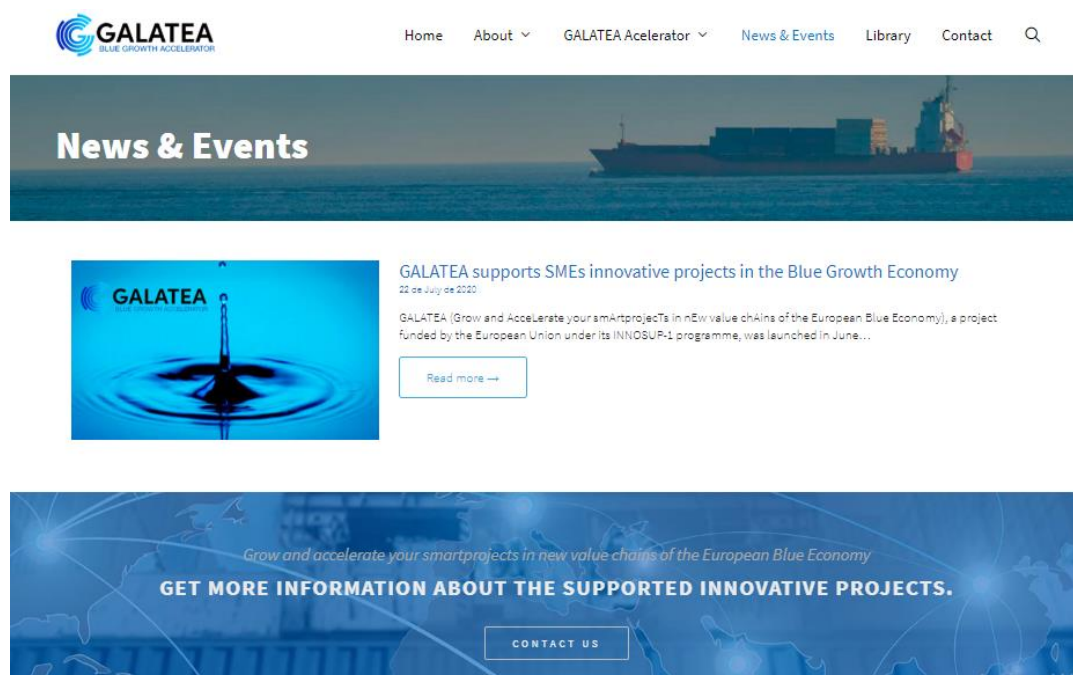


Figure 5 - News & Events screenshot

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.

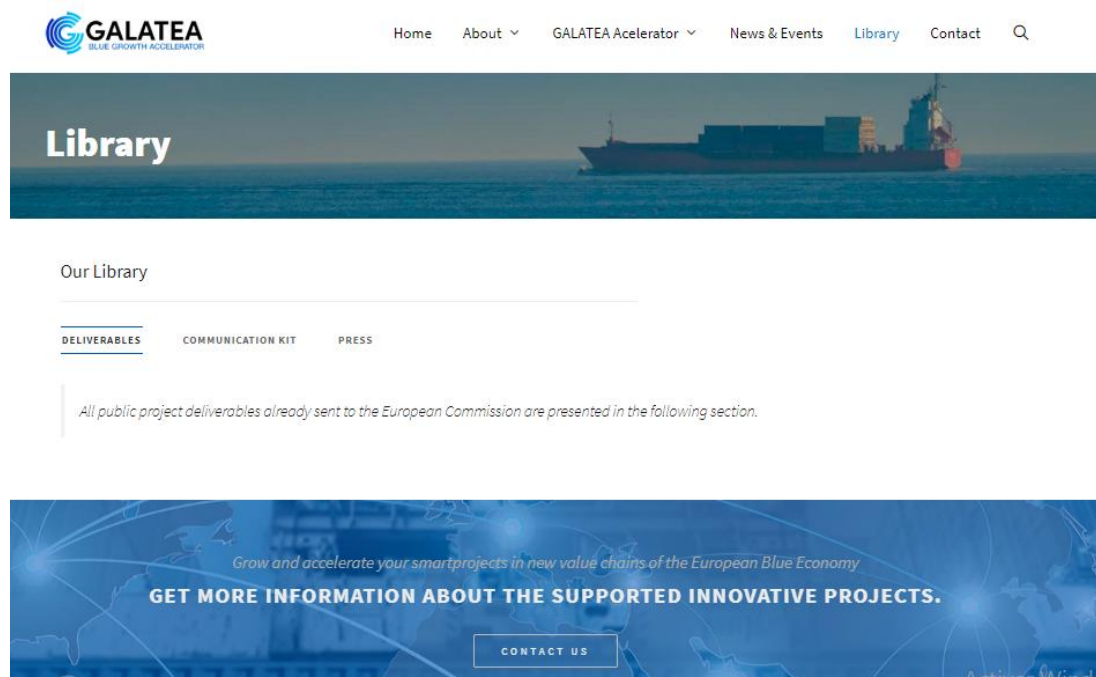


Figure 6 - Library screenshot

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.

GALATEA
build different ocean worlds

Home About GALATEA Accelerator News & Events Library **Contact**

Contact

Get in Touch

To be in contact with the **GALATEA** project team, fill in the following the contact form.

Name (*) Write your name

Company (*) Write company name

Phone (*) Write your phone

Email (*) Write your address

Message Write your message

☐ (*) I accept the [Privacy Policy](#)

(*) In order to send the email you have to fill up this fields

☐ I'm not a robot

[Submit message →](#)

Contacts:

Mr. Colin RUEL
Coordinator

+33 (0)4 94 03 89 03
ruec@polemermediterranee.com

Mrs. Nerea ROJAS
Communication

+34 945 10 80 88
galatea@imcluster.com

GALATEA PROJECT
GALATEA project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement n°873026.

CONTACT US
info@galateaproject.eu

SOCIAL NETWORK
[in](#) [tw](#)

INFORMATION
[Privacy Policy](#) - [Legal Notice](#)
[Cookies policy](#)

GALATEA
build different ocean worlds

© 2020 - GALATEA

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