



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.4.5

### Design of dissemination & communication materials

**Due delivery date: 31/08/2020**

**Actual delivery date: 15/09/2020**

**Organisation name of lead participant for this deliverable:** Asociación Clúster Movilidad y Logística de Euskadi.

**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.4.5
Deliverable responsible	MLC-ITS
Work Package	WP 4

Author(s)		
Name	Organisation	Email
Nerea Rojas	MLC-ITS	nrojas@mlclcluster.com
Unai Suarez	MLC-ITS	usuarez@mlcluster.com
Clémence Le Corff	PMM-TVT	<a href="mailto:lecorff@polemermediterranee.com">lecorff@polemermediterranee.com</a>
Mihaela Aluas	Cluj-IT	mihaela.aluas@clujit.ro

Document revision history			
Version	Date	Modification reason	Modified by
V1	28/08/2020	First version	Unai Suarez and Nerea Rojas
V1.1	28/08/2020	Comments and modification	Clémence Le Corff
V2	11/09/2020	Second version	Unai Suarez and Nerea Rojas
V2.2	11/09/2020	Comments and modification	Clémence Le Corff
V3	14/09/2020	Quality review	Mihaela Aluas
V4	15/09/2020	Final version	Unai Suarez

Abstract
The deliverable D4.5 – Design of dissemination and communication materials presents the materials designed for the communications and dissemination activities that will be done during the project. This deliverable will also go through the dissemination timetable presented within D.4.1 – Dissemination and communication plan.

**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 CONTENT

1. Introduction: .....	6
1.1. project branding pack and visual material. ....	6
1.2. web page and social media.....	6
1.3. social media.....	6
1.4. flyer and roll up.....	6
1.5. newsletter.....	6
1.6. video.....	6
1.7. press release.....	6
1.8. general ppt.....	7
2. Dissemination and communication timetable.....	8
Annexes .....	9
Annex 1: ROLL UP .....	9
Annex 2: FLYER.....	9
Annex 3: PRESS RELEASE .....	9
Annex 4: GENERAL PPT .....	9



## **FIGURES AND TABLES**

### **Figures :**

Figure 1: dissemination and communication time table.....	8
-----------------------------------------------------------	---

## 1. Introduction:

D4.1 Dissemination and communication plan, defined a set of communication tools to be used along the project duration for project awareness raising and dissemination of its objectives, main activities and results. This document provides an overview of the status of these communication and dissemination materials as well as the design of those already elaborated at M3 of the project. Rest of materials to be produced according to project needs will be reported in the Intermediate and Final Communication Activity report to be submitted in M15 and M30 respectively.

### 1.1. PROJECT BRANDING PACK AND VISUAL MATERIAL.

D4.4 gathers the project branding including the logo, fonts, and templates to be used along the project: deliverables, project presentations, newsletter, corporate letters, word documents.

### 1.2. WEB PAGE AND SOCIAL MEDIA.

D4.6 submitted in M2 describes the structure of the project website launched on July 31<sup>st</sup> 2020. Web URL: <https://galateaproject.eu/>

### 1.3. SOCIAL MEDIA.

Twitter and LinkedIn accounts have been launched for GALATEA project as described in D4.6.

URL Twitter: [https://twitter.com/galatea\\_project](https://twitter.com/galatea_project)

URL LinkedIn: <https://www.linkedin.com/company/galatea-project/>

### 1.4. FLYER AND ROLL UP.

**Annex I** and **Annex II** presents the design of the flyer and roll-up to be used at events attended by the consortium partners and shared to the people met in order to increase its visibility and expand the network of contacts. These documents could be updated when needed for specific events and/or for different target groups. These documents may be subject of updates for specific project needs.

### 1.5. NEWSLETTER.

Template to be used for project newsletter are described in D4.5 First newsletter is expected in M6 to describe project achievements during the first six months of the project

### 1.6. VIDEO.

A video/visual-presentation with the main challenges to be covered/solved, showing the opportunity for SMEs will be ready before the open calls (Early February 2021). Its objective will be to create and spread directly through partners stakeholders, but also create engaging and eye-catching content, so it goes viral and attracts audience. This first video will be a animated/digital presentation, not a recorded video, in order to use it on online events.

### 1.7. PRESS RELEASE.

**Annex III** presents the first press release of the project launched in M2 and formatted as described in templates for publications included in D4.4.

### 1.8. GENERAL PPT.

Additionally, the project has created a general project presentation with visual information about the most important and reliable facts and figures on the project. Open format slices had been created to adapt them for the activities and events that are coming during the project execution. This is included in **Annex IV**.

## 2. Dissemination and communication timetable.

ACTIVITY TIME TABLE	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Dissemination strategy and reporting												
Website, flyer, roll up.												
Social media: Linkdn adn Twitter												
E-Newsletter												
Video												
Press Release												
Articles												
Participation in internal events												
Participation in regional events												
Show Case Events												
Support/promotion of innovations Clubs.												
Support/promotion of B2B meetings.												

Figure 1: dissemination and communication time table

As it is shown on the timetable, Figure 1, all the activities related to the materials and contents to be created by the end of the 2nd months had been completed. The W.P.4.-Project dissemination and communication committee will now develop a concrete calendar with the activities that are coming for the next 12 months, in other to print, prepare and share or the materials on its correct timing.

## **Annexes**

**ANNEX 1: ROLL UP**

**ANNEX 2: FLYER**

**ANNEX 3: PRESS RELEASE**

**ANNEX 4: GENERAL PPT**



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

# **ANNEX 1:**

## **ROLL UP**



## SIGN UP FOR OUR PROJECT CALLS, WITH ACCESS TO SERVICES AND FUNDS UP TO 60K€ PER SME

**GALATEA**

"Grow and Accelerate your smart projects in new value chains of the European Blue Economy"



### SMART PORT

Blockchain. Artificial intelligence. Virtual reality. DLT - Distributed Ledger Technologies. Drones. Autonomous vehicles. Automating. IoT - Internet of Things.



### SMART SHIP

Sensors. Automated / autonomous vessels. Alternative fuels. Hybrid propulsion. Augmented and virtual realities. Big data. Early warning systems. Digital twins. Autonomous vehicles.



### SMART SHIPYARD

3D printing. 3D modeling software. Digital twins. Reverse engineering. Non-contaminating paints. Robotics. Data management. IoT - Internet of Things. Precision positioning.



### MARITIME SURVEILLANCE

Surveillance systems. Data management. Optical or optronic cameras. Radar technologies. Earth observation. EGNOS. Drones. DLT - Distributed Ledger Technologies. Cyber security.

#### PARTNERS:



[www.galateaproject.eu](http://www.galateaproject.eu)  
[info@galateaproject.eu](mailto:info@galateaproject.eu)

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





**GALATEA**

“Grow and Accelerate your smart projects in new value chains of the European Blue Economy”



## SMART PORT

Blockchain. Artificial intelligence. Virtual reality.  
DLT - Distributed Ledger Technologies. Drones.  
Autonomous vehicles. Automating. IoT - Internet  
of Things.



## SMART SHIP

Sensors. Automated / autonomous vessels. Alternative fuels. Hybrid propulsion. Augmented and virtual realities. Big data. Early warning systems. Digital twins. Autonomous vehicles.



## SMART SHIPYARD

3D printing. 3D modeling software. Digital twins. Reverse engineering. Non-contaminating paints. Robotics. Data management. IoT - Internet of Things. Precision positioning.



## MARITIME SURVEILLANCE

Surveillance systems. Data managment. Optical or optronic cameras. Radar technologies. Earth observation. EGNOS. Drones. DLT - Distributed Ledger Technologies. Cyber security.



**PARTNERS:**



[www.galateaproject.eu](http://www.galateaproject.eu)  
[info@galateaproject.eu](mailto:info@galateaproject.eu)



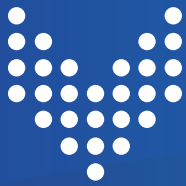
CALATEA project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement n°923021.





## **ANNEX 2:**

## **FLYER**



### AN INNOVATIVE APPROACH

A chance to support project emergence in the interclustering context. Creative workshops using the Tamaplace collaborative tool will lead to networking between participants and promote innovative ideas and projects.



### A CALL FOR INTEREST

A call to select the most promising ideas and projects led by SMEs.



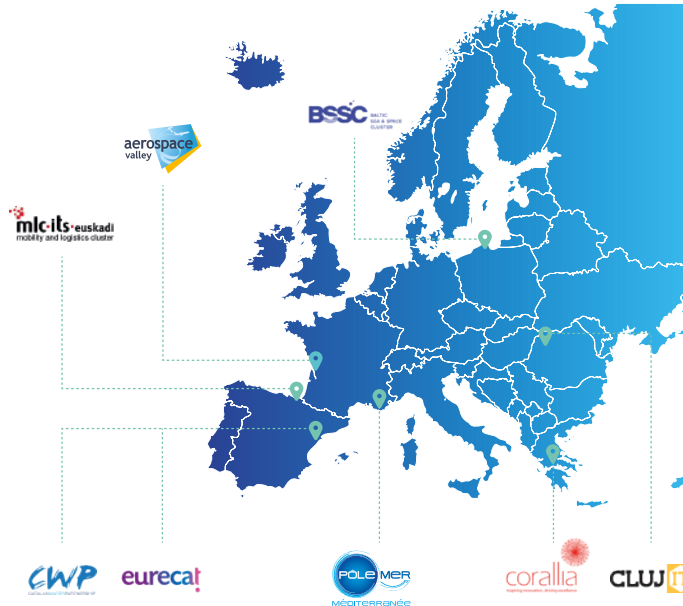
### CROSS SECTORAL AND CROSS BORDER

New value chains will be promoted.



### BLUE GROWTH

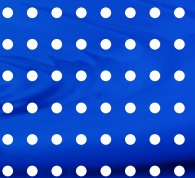
As a key emerging industry supported via inter cluster collaboration as well as a key driver for the EU economy.



[www.galateaproject.eu](http://www.galateaproject.eu)  
[info@galateaproject.eu](mailto:info@galateaproject.eu)



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





## AN INNOVATIVE APPROACH

supporting the development of new cross-sectorial and cross-border industrial value-chains mixing Aerospace, ICT and Maritime technologies.



## HIGH IMPACT PROJECTS LED BY SMES

(individually or in groups) directly supported through expertise and services provided by the participating clusters and/ or through a voucher scheme which will allow to beneficiaries to finance the development of an idea or a project.



## BENEFITS FOR SUPPORTED SMES



Quick access to attractive financing to develop a business and access innovation support services.



Expand your network in Europe and particularly in France, Spain, Greece, Poland and Romania.



Meet key players from the Blue Growth sectors.



Promote and communicate about your expertise at national and European levels.

## OVERVIEW



5

European  
Countries



8

Partners  
from 5 EU  
countries



+3M€

Total budget  
is **3.6 million**  
euros



75%

Redistributed  
directly to high  
impact projects  
led by SMEs



30

Months  
Project  
duration



### AN INNOVATIVE APPROACH

A chance to support project emergence in the interclustering context. Creative workshops using the tamaplace collaborative tool will lead to networking between participants and promote innovative ideas and projects.



### CROSS SECTORAL AND TRANSNATIONAL

New value chains will be promoted



### A CALL FOR INTEREST

A call to select the most promising ideas and projects led by SMEs.



### BLUE GROWTH

As a key emerging industry supported via inter cluster collaboration as well as a key driver for the EU economy



[www.galateaproject.eu](http://www.galateaproject.eu)  
[info@galateaproject.eu](mailto:info@galateaproject.eu)



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



“Grow and Accelerate your smart projects in new value chains of the European Blue Economy”





## AN INNOVATIVE APPROACH

supporting the development of new cross-sectoral and cross-border industrial value-chains mixing Water, Aerospace, ICT and Agriculture technologies.



## HIGH IMPACT PROJECTS LED BY SMES

(individually or in groups) directly supported through expertise and services provided by the participating clusters and/ or through a voucher scheme which will allow to beneficiaries to finance the development of an idea or a project.



## BENEFITS FOR SUPPORTED SMES

- Quick access to attractive financing to develop a business and access innovation support services.
- Expand your network in Europe and particularly in France, Spain, Greece, Italy, Poland, Romania and Sweden.
- Meet key players from the Blue Growth sectors.
- Promote and communicate about your expertise at national and European levels.

## OVERVIEW



5

European  
Countries



8

Partners  
from 5 EU  
countries



**+3M€**

Total budget  
is **3.6 million**  
euros



**75%**

Redistributed  
directly to high  
impact projects  
led by SMES



**30**

Months  
Project  
duration

## **ANNEX 3:**

## **PRESS RELEASE**

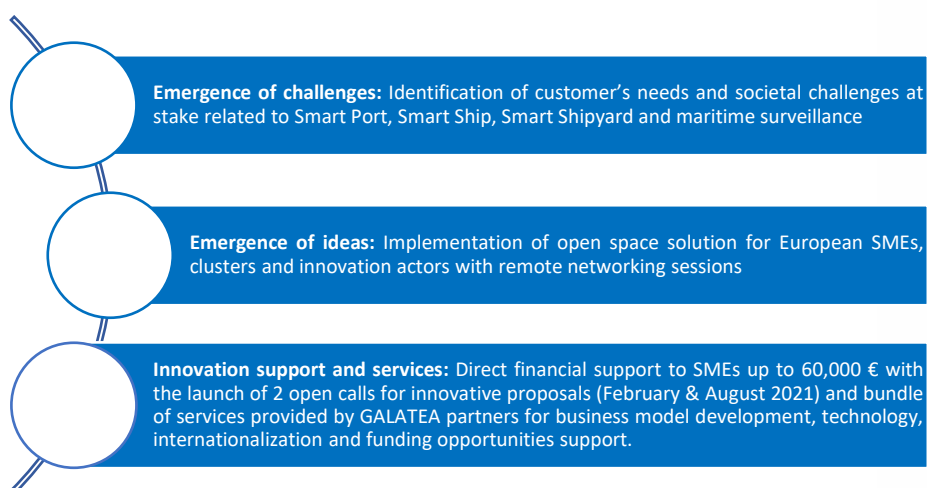
## GALATEA supports SMEs innovative projects in the Blue Growth Economy.

GALATEA (Grow and Accelerate your smArt projecTs in nEw value chAins of the European Blue Economy), a project funded by the European Union under its INNOSUP-1 programme, was launched in June 2020 giving continuity to the successful project NEPTUNE which ended in December 2018.

GALATEA brings together the cooperation and experiences of 7 ICT, aerospace and maritime cluster and 1 research and technology organisation from 5 European countries: France, Greece, Romania, Poland and Spain. The project will run for 30 months until November 2022 under the coordination of Pôle Mer Méditerranée.

The overall objective is to develop new cross-sectoral and cross-borders value chains supporting innovative SMEs to foster the development of Blue Growth key industries in Europe. This development will be **driven by the integration of technologies and know-how from aerospace and ICT sectors, to the following domains: ports, ships, shipyards, and maritime surveillance.**

To reach this objective, GALATEA will follow a three phases approach:



GALATEA will receive €3,67 million from the Horizon 2020 programme of the European Commission of which 79% will be dedicated to the support of SMEs through direct financial support (€2,18 million), services provided by GALATEA partners and other activities organized by the project. GALATEA expects to support at least 100 European SMEs for the innovation of products or processes, development of large-scale demonstrators or markets extension.

#### Contacts:

Mr. Colin RUEL, Coordinator +33 (0)4 94 03 89 03  
ruel@polemermediterranee.com

Mrs. Nerea ROJAS, Communication contact +34 945 10 80 88  
galatea@mlcluster.com

Web page: <https://galateaproject.eu/>

#### GALATEA consortium:

Pôle Mer Méditerranée - Toulon Var Technologies (France); Aerospace Valley (France); Corallia Clusters Initiative/Research Center Athena (Greece); Asociación Clúster de Movilidad y Logística de Euskadi (Spain); Fundació Eurecat (Spain); Catalan Water Partnership (Spain); Asociatia Cluj IT (Romania); Bałtycki Klaster Morski i Kosmiczny (Poland)





## **ANNEX 4:**

## **GENERAL PPT**



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

---

## MAIN GENERAL OBJECTIVE

---

Development of new cross-sectoral and cross-border industrial value-chains integrating technologies and know-how from aerospace and ICT communities to key Blue Growth domains

---

## MAIN DOMAINS

---

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

- 01\_ Smart Port
- 02\_ Smart Ship
- 03\_ Smart Shipyard
- 04\_ Maritime Surveillance

# ➤ 5 MAIN OBJECTIVES

## 01

---

To foster the creation or the improvement of products (goods and service) or the improvement of production processes with the reduction of raw material consumption.

## 02

---

To enhance the development of new value chains in the targeted four Blue Growth domains through a systematic approach providing innovation support to individual and consortium of SMEs.

## 03

---

To support the development of large-scale demonstrators.

## 04

---

To provide innovation support through Financial Support to Third Parties (FSTP), services and other support mechanisms to SMEs.

## 05

---

To offer SMEs the opportunity to extend their markets worldwide.



## 01

### SMART PORT



Ports are key elements for Union trade. 74% of goods are imported and exported, and 37% of exchanges within the Union go through seaports<sup>2</sup>. In 2017, EU ports moved 4 billion tonnes of freight and a 50% growth of cargo is predicted by 2030 and 415 million passengers embarked and disembarked in European ports in 2017, a rise of 4.6% from the previous year.

## 02

### SMART SHIP



European Union is built around its waterways and seas. Maritime trade accounts for 40% of all freight exchanges between the EU Member States, and each year, more than 400 million passengers embark and disembark in European ports<sup>3</sup>. The shipping of goods between the main ports and ports located in the Mediterranean Sea totalled 614 million tonnes in 2017.

## 03

### SMART SHIPYARD



The shipyard is an important and strategic industry in different EU countries with a market share of 6% of the global order book in terms of tonnages, Europe is a major player in the global shipbuilding industry. Shipbuilding and repair accounted for 8% of the jobs, 8% of the Gross Value Added (GVA) and 5% of the profits in the total EU Blue Economy in 2017. The sector directly employs 315.150 people.

## 04

### MARITIME SURVEILLANCE



It covers the systematic and continuous observation of the maritime domain. It is the ability to monitor all activities in the maritime domain in order to support, where needed, a timely decision process of actions to be conducted. The aim of maritime surveillance, by using all sources of information to build comprehensive situation awareness, is to understand, prevent and manage in a comprehensive way all the events and actions related to the maritime domain.

**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

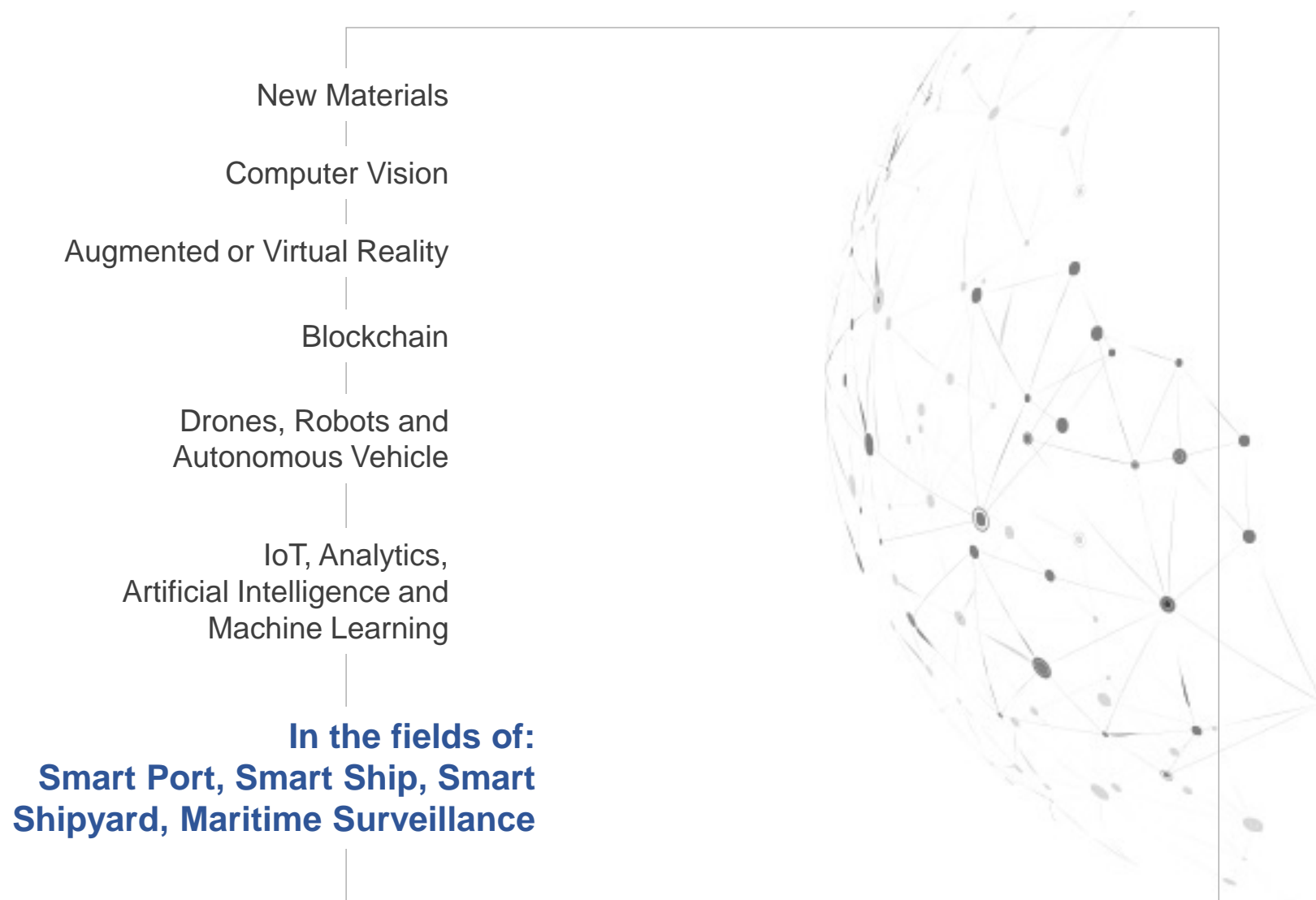
The European 2020 Strategy for smart, sustainable and inclusive growth focuses on climate change and energy sustainability by describing the 20/20/20 goals: greenhouse gas emissions 20% lower than 1990 levels, 20% of energy coming from renewable, 20% increase in energy efficiency.



## 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.







# PROJECT PARTICIPANTS



Participant No	Participan Organisation name	Participant's short name	Country	Logo
1	Pôle Mer Méditerranée-Toulon Var Technologies	PMM-TVT	France	
2	Aerospace Valley	AV	France	
3	Corallia Cluster Initiative	CORALLIA	Greece	
4	Asociación Cluster de Movilidad y Logística de Euskadi	MLC-ITS	Spain	
5	Fundacio Eurecat	EURECAT	Spain	
6	Catalan Water Partenrship	CWP	Spain	
7	Asociatia Cluj IT	CLUJ IT	Romania	
8	Baltic Sea & Space Cluster	BSSC	Poland	



7

ICT, Aerospace  
and Maritime  
clusters

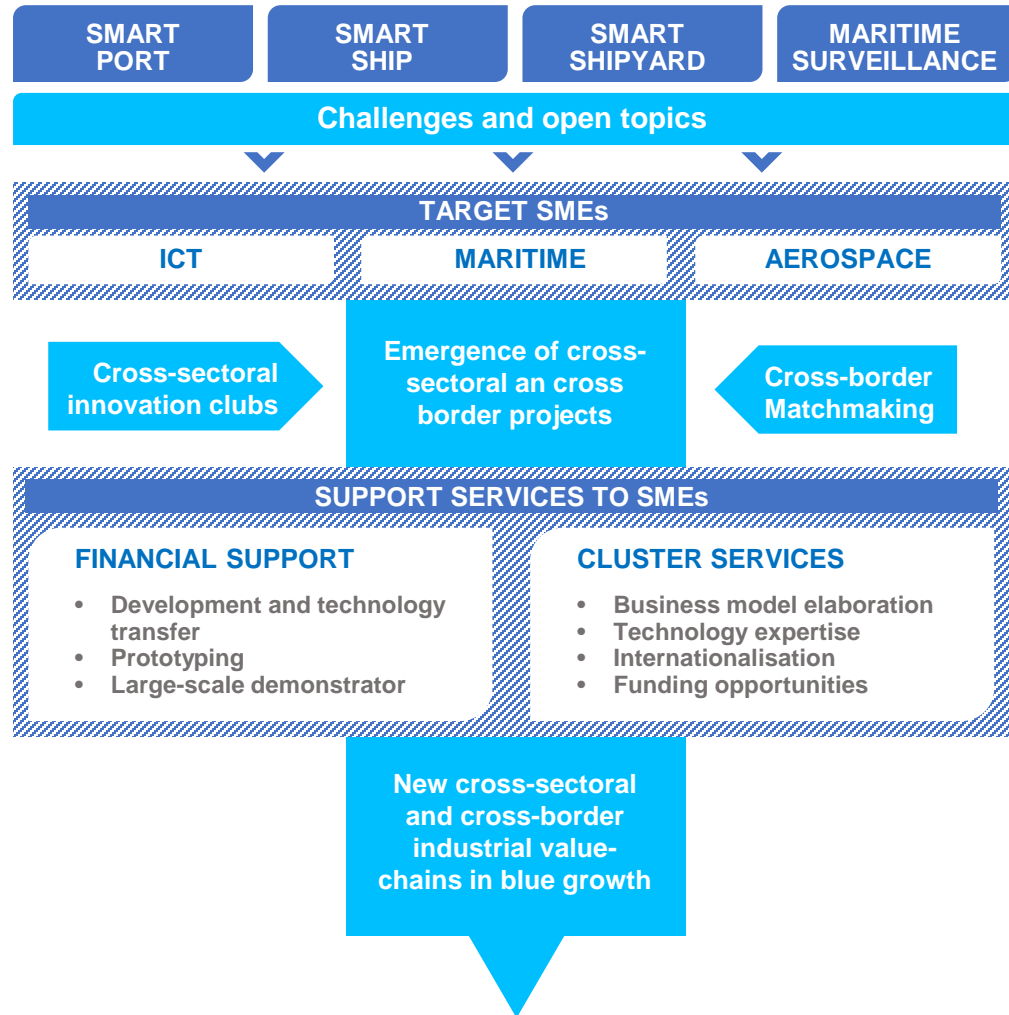


1

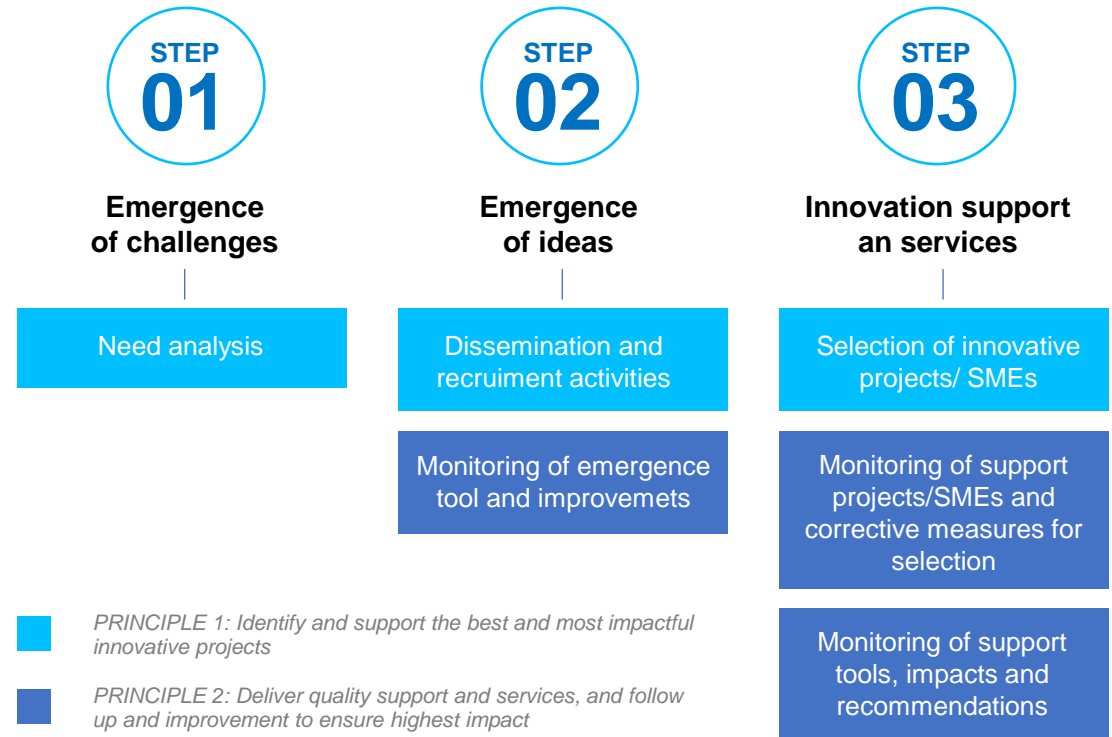
research and  
technology  
organisation

# PROJECT PROCESS

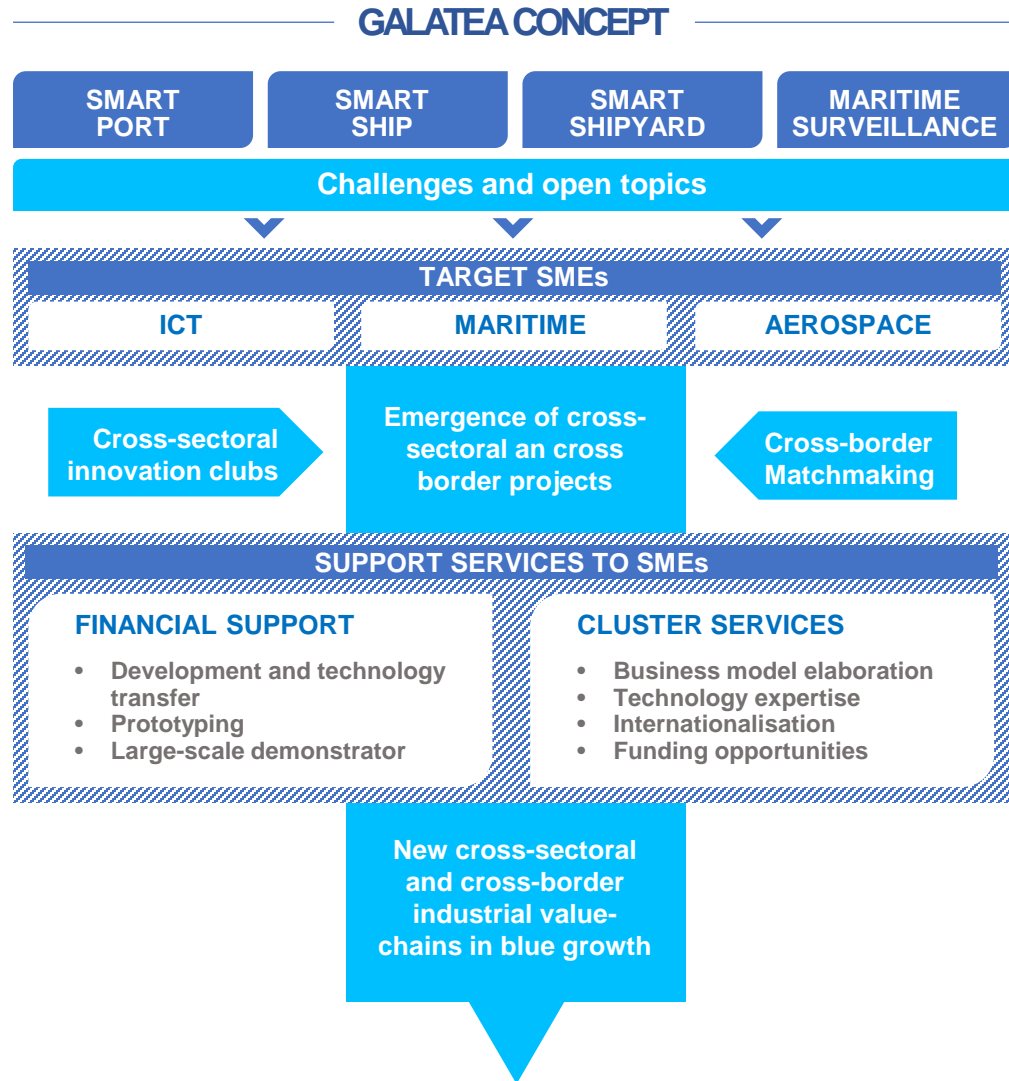
## GALATEA CONCEPT



GALATEA proposes a three-step **methodology** for supporting



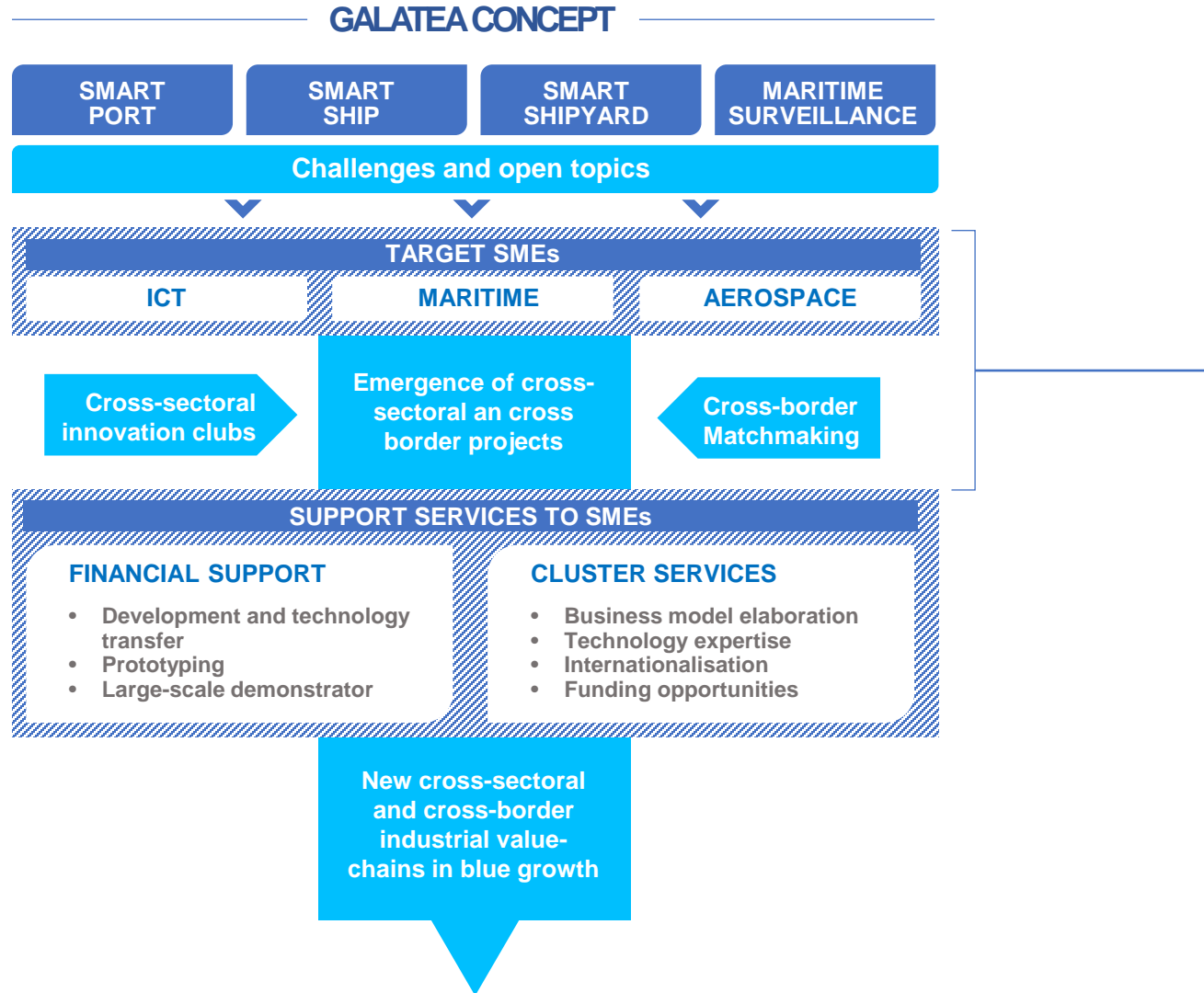
# PROJECT PROCESS: emergence of challenges



**The challenges will be developed from the four main axes of GALATEA.**

In cooperation with the main stakeholders and end-users of the maritime sector, the more **critical needs of the industry will be detected**.

# PROJECT PROCESS: emergence of idea



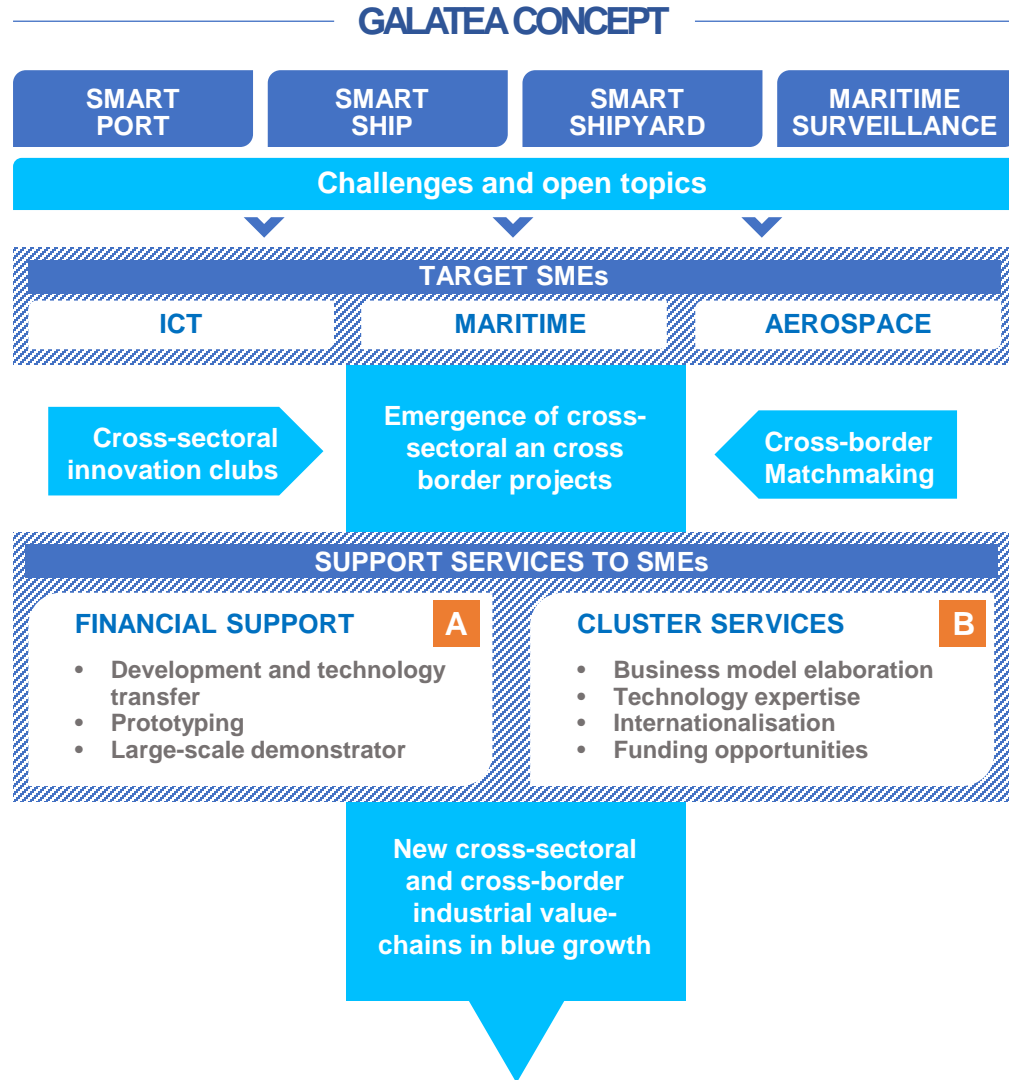
**SMEs will be placed at the heart of the ideation process.**

Because the innovative solutions fostered by GALATEA will be led by SMEs, the project team will gather SMEs from across Europe in order to support them in jointly developing solutions to the proposed challenges. Four innovation clubs (one per main axis), mixing remote and physical interactions will be organised.

**GALATEA will supervise the matchmaking of European SMEs in order to create cross-sectorial and cross-border partnerships.**

After each innovation club, remote and physical B2B meetings will be organised to allow further discussions around proposed solutions, in a more private environment.

# PROJECT PROCESS: innovation support & services



**A**

Financial support	Concept	Max.€
1. Development and technology transfer	Outsourcing	20.000€
2. Prototyping	Outsourcing and own costs.	60.000€
3. Demonstrations	Outsourcing and own costs.	60.000€

**B**

Services	Scope
1. Business Model	Evaluation of the business model and plan and recommendation for improvements
2. Technological support	Evaluation of the technological potential or knowledge in relation to the target market
3. Internationalization	Evaluation of internationalization opportunities and recommendations
4. Funding opportunities	Identification of funding opportunities and support in the preparation of proposals

## An opportunity for:



---

**SMEs and entrepreneurs** to obtain direct financial support through bonds of up to **60,000€** per SME and access to professional services



---

With an item of **3,600,000€** to **finance initiatives** at the European level.



---

For **projects in collaboration** between SMEs, each SME can request **financing of up to 60,000€**





THANK YOU

