



# TURN GOOD IDEAS INTO BUSINESS

Making Offshore production and transport  
green, clean and sustainable

D6.1  
Project Website & Social Media launch



*This project has received funding from the European Union's Horizon 2020  
research and innovation programme under Grant Agreement No 101005541*

**Project Acronym**                      **GreenOffshoreTech**

<b>Project title</b>	Cross-border and Cross-sectoral collaboration to support SMEs and the development of innovative products, processes or services for Green Offshore Production and Transport
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<b>Project start date</b>	1 September 2021
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<b>Project duration</b>	36 months
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**Deliverable**                                      **D6.1 Project Website & Social Media launch**

<b>Work package</b>	WP6
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<b>Lead partner</b>	FORUM OCEANO (FOC)
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<b>Lead responsible</b>	Carla Domingues
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**Revision history**

Version	Version date	Comments
0.1	3/12/2021	First draft.
0.2	7/12/2021	Updated.
0.3	9/12/2021	Updated after feedback received from Reviewer 1 and 2.
1.0	10/12/2021	FINAL version. Submitted to EC.

**Quality control**

Version reviewed	Date of review	Review result - Approved or Request for changes
0.2	08/12/2021	Reviewer 1 (TA, MNU): Request for changes.
0.2	08/12/2021	Reviewer 2 (UL, SCA): Request for changes.
0.3	09/12/2021	Reviewer 2 (UL, SCA): Approved.
1.0	09/12/2021	Final check for submission to EC (TA, MNU): Approved.

## **Disclaimer**

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The content of this deliverable reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains.

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# 1. Executive Summary

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This document is deliverable **D6.1 Project Website and Social Media launch** of the GreenOffshoreTech project. It provides an overview of the design and launch of the GreenOffshoreTech Project Website and Social Media presence.

The GreenOffshoreTech Project Website has been launched on December 10<sup>th</sup>, 2021; three months after project start (September 1, 2021).

The GreenOffshoreTech social media presence has been launched on October 29, 2021, on the LinkedIn and Twitter platforms.

The GreenOffshoreTech project aims at supporting innovation in Small and Medium-sized Enterprises (SMEs) and fostering the development of the emerging Blue Economy industries by enabling new cross-sectorial and cross-border value chains based on shared challenges and the deployment of key enabling technologies (KET).

Therefore, the GreenOffshoreTech project will provide EUR 3 million in funding for innovative SME projects in form of a competitive “Call for Proposals”.

The aim of the website and the social media presence is to provide easy access to information relating to the GreenOffshoreTech project and the planned Call for Proposals dedicated to innovative SMEs.

## 2. GreenOffshoreTech Project Website

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### 2.1 Introduction

#### Website address

The GreenOffshoreTech website has been launched on the 10th of December 2021. The website will be updated regularly during the course of the project.

The GreenOffshoreTech website can be found at:

Web URL: <https://www.greenoffshoretech.com>

#### Guidance principles

The aim of the website is to provide easy access to information relating to the GreenOffshoreTech project and in particular to the planned Call for Proposals dedicated to innovative SMEs.

#### Design

The architecture of the website is simple and dynamic, user-friendly for any device (desktop, tablet, and mobile) and was developed in a WordPress template. The goal was to create a website that minimized the number of clicks needed to go through the website and reduce the number of pages while still avoiding long website pages that require continuous scroll down. Graphical elements are also considered in the proposal, including icon and simple visuals.

#### Basic structure

The basic structure of the website is:

- **HOME page**, providing a basic overview of the project, with quick links to key information and contact page.
- **ABOUT page**, providing more details on the project, the vision, sectors and key enabling technologies to be addressed, objectives, project partners.
- **CALL FOR PROPOSALS page**, providing information about the Call for Proposals, upcoming Call for SMEs, Frequently Asked Questions (FAQ), planned Virtual Brokerage Event.

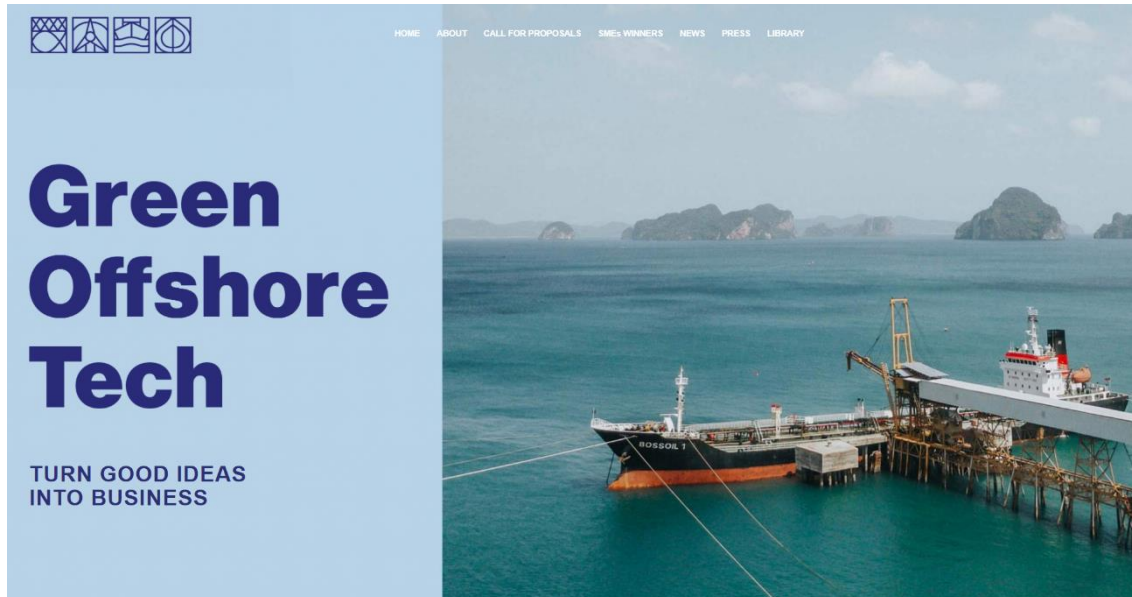
- **SMEs WINNERS page**, providing an overview of winner SMEs, supported projects and supported SMEs.
- **NEWS page**, providing information about latest news and activities of the project, events and other new items.
- **PRESS page**, providing information about press releases done by the project and press coverage.
- **LIBRARY page**, providing documents for downloading (public Deliverables, videos, logo of the project).

At the footer of HOME page there is:

- The EU flag and following disclaimer:  
"This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 101005541.
- Links to the social media sites of the GreenOffshoreTech project:  
Twitter, LinkedIn.



## 2.2 HOME page



### ABOUT



To support innovation in SMEs and the development of innovative products, processes, or services for Green Offshore Production and Transport.



To provide EUR 3 million in funding for innovative SME projects in form of a competitive "Call for Proposals".



To create new or reconfigure existing industrial value chains through cross-sectoral & cross-border collaboration and technology transfer.



To build up an Open Space to support SMEs and for future collaborations.



To support Regional development, create jobs, and growth.

Are you ready to come on board?



**THE FIRST OPEN CALL FOR SMES WILL OPEN IN 2022 SPRING.**

Stay tuned!

## LATEST NEWS



### GreenOffshoreTech is setting sail

November 3, 2021

[Read more >](#)



### 5 million euro to support innovation in SMEs

November 3, 2021

[Read more >](#)

## PARTNERS



### CONTACT US

Name \*

E-Mail \*

Subject \*

Message \*

I agree to the terms and conditions laid out in the [Privacy Policy](#) \*



Follow us



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101005541

## 2.3 ABOUT page

### About GreenOffshoreTech

GreenOffshoreTech aims at supporting innovation in Small and Medium-sized Enterprises (SMEs) and fostering the development of the emerging Blue Economy industries by enabling new cross-sectorial and cross-border value chains based on shared challenges and the deployment of key enabling technologies (KET).

GreenOffshoreTech will facilitate the creation of new products, processes or services with the ambition to make offshore production and transport greener, cleaner and modern towards a resource-efficient economy and EU GreenDeal, while facing Reindustrialization.



Sectors addressed	Key enabling technology sectors	Regional Smart Specialization Strategies
<ul style="list-style-type: none"> <li>Offshore wind energy</li> <li>Offshore aquaculture</li> <li>Offshore oil and gas</li> <li>Waterborne transport</li> </ul>	<ul style="list-style-type: none"> <li>Advanced materials</li> <li>Advanced manufacturing</li> <li>Industry 4.0</li> <li>Environmental technologies</li> </ul>	<ul style="list-style-type: none"> <li>The GreenOffshoreTech is highly linked to Regional Smart Specialization Strategies and S3 partnerships.</li> </ul>

## FUNDING AND BUSINESS SUPPORT SERVICES

### 3 million euros to support SMEs

GreenOffshoreTech will boost innovation by directly supporting at least 100 SMEs and 100 SMEs innovative projects aiming at developing new innovative prod processes or services:

1. Direct financial support to SMEs through a competitive Call of Proposal for innovation projects in relevant topics;
2. A range of dedicated and tailored Business Support Services to the winner SMEs.

The first open call will open in 2022 Spring. [More details here.](#)

## OBJECTIVES

### What do we want?

- **Objective 1:** To analyse specific challenges, problems and the need for cross-cutting and emerging technologies among four offshore industry sectors
- **Objective 2:** To develop and establish an improved business environment consisting of systematic approaches, methodologies and tools for sustainable cross-se collaboration across 15 regions and 7 countries in Europe;
- **Objective 3:** To support SMEs directly by funding at least 100 SME driven innovation projects from different sectors and across different geographical poles of GreenOffshoreTech's consortium.
- **Objective 4:** To support SMEs directly by creating a favourable 'open space' for cross-sectoral fertilisation, value chain innovation and entrepreneurship.
- **Objective 5:** To validate the use of Large-scale Demonstrators (LSD) to boost cross-sectorial innovation in SMEs as an open space for regional development.
- **Objective 6:** To disseminate and communicate the strategies, methodologies and tools to facilitate cross-sectorial and cross-regional innovation to local and natic development agencies, associations, research organisations, public authorities and policy makers to stimulate the creation of new globally competitive industrial chains across Europe.

## PARTNERS

### 12 partners working together to leverage SMEs innovation

GreenOffshoreTech is a cluster-facilitated project, bringing together nine of Europe's leading clusters and SME intermediaries from 15 regions and 7 countries: Norway, Portugal, Latvia, Poland, Iceland, UK, Germany.

In addition, 1 RTD and 2 SMEs as inter-cluster experts to support the project implementation.



### MNU

Founded in 2007 in Norway, Mossregionens Næringsutvikling AS has more than 10 years of experience as regional business development company and SME intermediary for the Moss Region in Norway. Mossregionens Næringsutvikling AS is owned by 3 Norwegian municipalities (Moss Kommune, Råde Kommune, and Våler Kommune), 1 regional port operator (Moss Havn KF), 1 industry association (MIN, Moss Industri- og Næringsforening) and 1 financial institution (Sparebank1 Østfold Akerhus). It is a driving force for entrepreneurship, business establishments, for innovation in existing and new businesses, a link between commerce and industry in commercial matters and a leader and facilitator of priority industrial development projects.



### FÓRUM OCEANO

Fórum Oceano—Association of Maritime Economy is a private non-profit corporate body created in 2009 and since then formally recognised by the Portuguese Government as the National Maritime Cluster. With 110 members representing all sectors of the blue economy, among them companies and business associations, RTD centres, higher education institutions, local authorities and other associative organisations, the cluster strengthens the dynamics of strategic cooperation between the members and other relevant stakeholders, whilst promoting the competitiveness of the main value chains that use the sea and marine resources as the central elements of its activity. As final mission, the Cluster wants to contribute, in a sustainable way, to economic growth and the growth of exports and employment and to increase the maritime economy's importance to the national economy.



### CLEANTECH LATVIA

The cluster CLEANTECH LATVIA (CTLV) operates since 2006 and accounts in total 46 members of which 37 are SMEs and 9 educational and R&D institutions today. CTLV has staff of 6 people including 2 representatives in Central Asia. Our members are experienced and competent in water (potable and wastewater) management, solid and hazardous waste management, air, soil, water (groundwater) and noise remediation, advanced materials, biowaste and circular economies, as well as biotechnology development.



### CENTRUM KOOPERACJI RECYKLINGU

The Center Cooperation of the Recycling -not for profit system Ltd. (CKR) serves as Coordinator of the Waste Management and Recycling Cluster (WMRC). CKR was established 2013—in accordance with the decision of WMRC—to become the Cluster coordinator as the executive organ of the Council Cluster. The CKR is responsible for initiating, organizing and supporting the process of cooperation within the framework of a cooperative relationship – the WMRC, between enterprises, business support institutions, scientific and research units and local government units. At present, the CRK employs 4 persons.



### COMPOSITES UNITED

MAI Carbon is one of five Leading-Edge Clusters in Germany. The Leading-Edge Cluster MAI Carbon pursues the goal of implementing lightweight construction technologies on an industrial scale for various user industries throughout the federal state Bavaria. In order to achieve this goal, leap-frog innovations are required along the entire component life cycle, i.e. starting with the fiber and matrix material, through the manufacture of components and product systems, to conclusive recycling concepts.



## CLUSTER MECHATRONIK & AUTOMATION MANAGEMENT GMBH

CMAB is a private entity association of enterprises, R&D-Institutes, and universities in the fields of mechatronics and automation mainly located in regions Schwaben/Bavaria. Founded in 2005, the cluster combines networking and cooperation with latest technology trends in the world of mechatronics & automation. In the CMAB cluster, 211 members (per August 2020) come together to engage in mutual transfer of know-how and technology. Close to 86 % are from the industry sector, 10 % from the R&D or academic sector and 4% from the public sector. Roughly two thirds of the SMEs have an annual turnover lower than €10 Million. In numbers, CMAB accounts today 149 SMEs, 32 large enterprises, 22 R&D organisations and another 8 other organisations from the public sector.



## ICELAND OCEAN CLUSTER

Iceland Ocean Cluster is a privately owned industry cluster which facilitates networking opportunities for ocean related industries in Iceland and worldwide. The Iceland Ocean Cluster is located by the old harbor in the Ocean Cluster House in Reykjavik along with 60 other companies working in the marine industry. IOC's partners are leaders in well established, as well as cutting edge firms in ocean related industries.



## HIGHLANDS & ISLANDS ENTERPRISE

Highlands and Islands Enterprise (HIE) is the Scottish government's economic and community development agency for the north and west of Scotland. The agency's purpose is to support regional development and increase the number of people who choose to live, work, study and invest in the region. HIE leads on the provision of business support focussing on growth sectors and areas of smart specialisation. Community development is an integral part of the agency's remit.



## MARITIME CLUSTER NORDDEUTSCHLAND

The Maritime Cluster Northern Germany (MCN) is a cluster that promotes and consolidates collaboration within the maritime industry in Northern Germany. It brings partners together across federal state boundaries, promote cooperation and innovation across various industries, assist in the search for innovation partners, advise on incentives and grants, and arrange contacts in the maritime sector.



## INSTYTUT GOSPODARKI SUROWCAMI MINERALNYMI I ENERGIA PAN

MEERI was established in 1986 in Krakow as a constituent unit of the Polish Academy of Science (PAS). At present, the Institute is an important research and development institution, contributing to scientific and research progress in the field of mineral and energy management in Poland and abroad and employs more than 100 persons.



## SCABERIA AS

Scaberia is an internationally acting consultant company and based in Oslo, Norway. Since 2006, Scaberia is offering services to the industry and public sector on strategy, finance (public and private), business development, business coaching, innovation management and professional project management.



## BALANCE TECHNOLOGY CONSULTING GMBH

BALANCE Technology Consulting GmbH is an R&D-performing SME offering special software solutions and technology consulting services to industry and governmental bodies. Established 1996, BALANCE offers more than 20 years of profound knowledge and expertise in lifecycle performance assessment, industrial sector analysis, software as a service and technical management in different industry sectors ranging from maritime and offshore energy to automotive and construction.

## 2.4 CALL FOR PROPOSALS page

### Call for Proposals

#### Upcoming Call #1

#### CALLING FOR SMES!

GreenOffshoreTech will provide direct financial support to SMEs through a competitive Call of Proposal for innovation projects in relevant topics.

More information on the Call will be soon available.  
Stay tuned!

#### Upcoming Call #2

#### AVAILABLE SOON!

F.A.Q.

Available soon!

VIRTUAL  
BROCKERAGE  
EVENT

Available soon!

## **2.5 SMEs WINNERS page**

**Hall of winner SMEs**

**Supported  
Projects**

AVAILABLE SOON!

**Supported  
SMEs**

AVAILABLE SOON!

## 2.6 NEWS page



### GreenOffshoreTech is setting sail

November 3, 2021

Representatives from seven countries met, on the 9th of September 2021, to kick off GreenOffshoreTech Project.

[Read more >](#)



### 5 million euro to support innovation in SMEs

November 3, 2021

International Consortium of Clusters has been granted 5 million euro from the EU to support innovations in Small and Medium-sized Enterprises (SMEs)

[Read more >](#)

## GreenOffshoreTech is setting sail

Representatives from seven countries met, on the 9th of September 2021, to kick off GreenOffshoreTech Project.



The Kickoff meeting brought together the consortium to discuss the project objectives, action plan and calendar, expected results and impact.

Although it was online, the meeting was of great relevance, as partners got the chance to know each other and align strategies.

During the coming months, the consortium will set the basis for launching, in 2022 Spring, the first competitive call for SMEs. Three out of the 5 million euros EU funding GreenOffshorebudget are for financing innovative ideas from SMEs. The objective is to push forward innovation, cross-sectoral and cross border cooperation, and Key Enabling Technologies deployment to make offshore transport and production more green, clean and modern.





## International Consortium of Clusters has been granted 5 million euro from the EU to support innovations in Small and Medium-sized Enterprises (SMEs)



The Consortium comprising nine of Europe's leading clusters and three inter-cluster and innovation management experts has been awarded a grant of 5 million euro from the European Union's Horizon 2020 research and innovation programme for the implementation of the EU project "GreenOffshoreTech". The project was selected as the second-best proposal of a highly competitive call with 132 applications.

The Consortium comprises partners from 15 regions and 7 countries across Europe (Norway, Portugal, Latvia, Poland, Iceland, the United Kingdom, Germany) and the common goal to support innovation in SMEs, cross-sectoral and trans-national collaboration, and regional business development.

The purpose of the EU project "GreenOffshoreTech" is to set-up a framework for cross-sectoral and trans-national collaboration between SMEs, clusters, and regions for the development of innovative products, processes or services for Green Offshore Production and Transport towards a resource-efficient Blue Economy, adopting EU's Green Deal while facing reindustrialization and digitalisation.

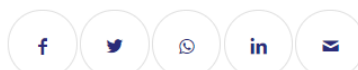
**The vision of the GreenOffshoreTech project is "Making Offshore Production and Transport green, cleaner and modern".**

**Therefore, 3 out of the 5 million euros EU funding are dedicated to finance innovative ideas from SMEs.**

The GreenOffshoreTech Consortium will facilitate a Call of Proposals where SMEs can apply for and will undertake two types of activities to support SMEs directly:

- 1) Support SMEs directly by funding 100 SME-driven Innovation projects; and
- 2) Providing a range of dedicated and tailored Business Support Services to the winner SMEs to enable access to markets and further external resources and financing.

The GreenOffshoreTech Consortium will offer an open space for collaboration to connect and facilitate cooperation between SMEs from different sectors, regions and countries in order to foster the deployment of key enabling technologies such as advanced materials, advanced manufacturing, Industry 4.0 and environmental technologies in the emerging sectors offshore wind energy and offshore aquaculture, and the established sectors offshore oil & gas and waterborne transport during and after the project.



## 2.7 PRESS page

### PRESS

#### PRESS RELEASES

Available soon!

#### IN THE PRESS

Available soon!

## 2.8 LIBRARY page

### LIBRARY

#### DELIVERABLES

Available soon!

#### VIDEOS

Available soon!

#### LOGO

Available soon!

## 3. GreenOffshoreTech on Social media

### 3.1 Introduction

A strong presence in the social media networks is very relevant to instantaneously communicate project's dissemination activities, for instance the participation at events or the presentation at conferences/workshops. It is also relevant to raise awareness of the project, stimulating the engagement of the stakeholders in it.

The GreenOffshoreTech project being an innovation action and focusing to reach out to SMEs, we will initially using LinkedIn (a common platform for professional use) and Twitter (used by many media and press).

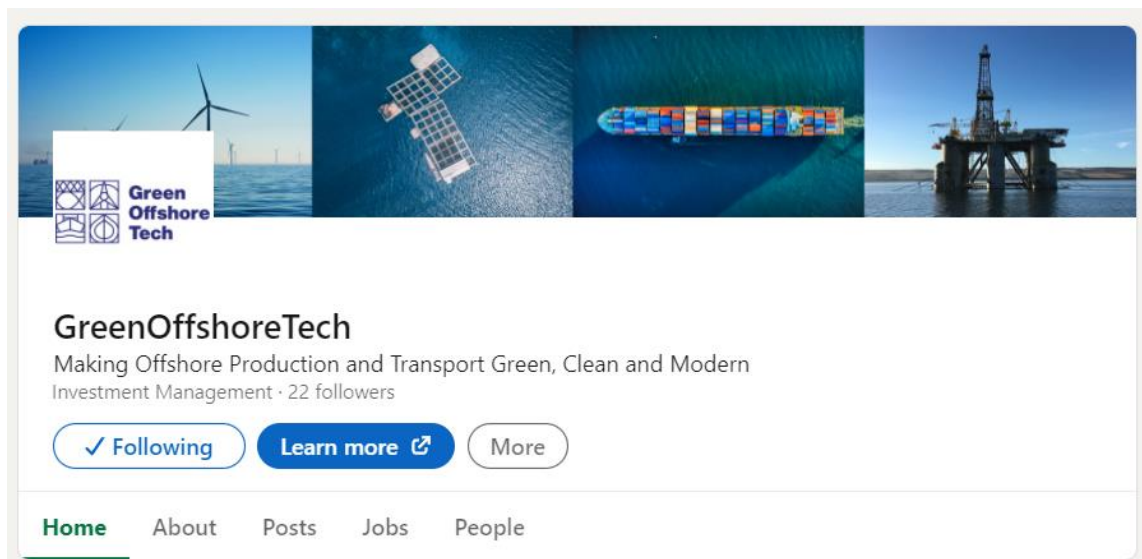
Facebook, Instagram, and other social media are more consumer platforms, so won't be used - initially at least. If it proves necessary in the future, some of these platforms may also be used though.

LinkedIn and Twitter will be used to provide regular updates on the project.

### 3.2 LinkedIn

A LinkedIn account has been launched for the GreenOffshoreTech project on the 29th October 2021.

URL LinkedIn: <https://www.linkedin.com/company/greenoffshoretech>



### Overview

GreenOffshoreTech is a H2020 Innosup Project, which aims at supporting innovation in Small and Medium-sized Enterprises (SMEs) and fostering the development of the emerging Blue Economy industries by enabling new cross-sectorial and cross-border value chains based on shared challenges and the deployment of key enabling technologies (KET).

GreenOffshoreTech will facilitate the creation of new products, processes or services with the ambition to make offshore production and transport greener, cleaner and modern towards a resource-efficient economy and EU GreenDeal, while facing Reindustrialization.

#### Website

<http://www.greenoffshoretech.com>

#### Company size

11-50 employees

## 3.3 Twitter

A Twitter account has been launched for GreenOffshoreTech project on the 29th October 2021.

URL Twitter (@GOT\_H2020): [https://twitter.com/GOT\\_H2020](https://twitter.com/GOT_H2020)



**GreenOffshoreTech**  
@GOT\_H2020

GreenOffshoreTech is a H2020 Project aiming at supporting innovation in SMEs and fostering the development of the emerging Blue Economy industries.

📍 Europe 🌐 [greenoffshoretech.com](http://greenoffshoretech.com) 📅 Joined October 2021

0 Following 6 Followers

Tweets    Tweets & replies    Media    Likes