



**Green  
Offshore  
Tech**

## **TURN GOOD IDEAS INTO BUSINESS**

Making Offshore production and transport  
green, clean and sustainable

D6.2  
Communication Pack and Guide



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



<b>Project Acronym</b>	<b>GreenOffshoreTech</b>
<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
<b>Project start date</b>	1 September 2021
<b>Project duration</b>	36 months
<b>Deliverable</b>	<b>D6.2 Communication Pack and Guide</b>
<b>Work package</b>	WP6
<b>Lead partner</b>	FORUM OCEANO (FOC)
<b>Lead responsible</b>	Carla Domingues
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Version	Version date	Comments
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1.0	14/01/2022	FINAL version. Submitted to EC.

**Quality control**

Version reviewed	Date of review	Review result - Approved or Request for changes
0.1	15/12/2021	Reviewer 2 (TA, MNU): No major changes to D6.2.
0.1	15/12/2021	Reviewer 1: (UL, SCA): Request for changes of D6.2 and for missing communications materials.
0.2	21/12/2021	Reviewer 1 and 2 (UL, SCA & TA, MNU): Request for changes of communication materials.
0.2	28/12/2021	Reviewer 1 (UL, SCA): Request for changes of D6.2
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0.4	13/01/2022	Reviewer 1 : APPROVED - D6.2 Reviewer 2: APPROVED - Communication materials
1.0	14/01/2022	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 **D6.2 Communication Pack and Guide** of the GreenOffshoreTech project.

It provides the **first pack of Communication Materials** to be used for the communication and dissemination activities that will be done during the project. These materials include the project's corporate identity and branding (i.e., logo, brand book, and information on EU funding, EU emblem and disclaimer), tools and promotional materials (i.e., brochure, roll up, project power point presentation, and templates for Deliverable reports and Power Point presentations). This document provides also guidance how to use these materials to maintain graphical coherence in all publications produced within the project.

In addition, this document provides a short **Communication Guide** describing communication procedures to be followed by the project partners.

## 2. Communication Pack

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### 2.1 Branding - Project's visual identity

A project visual identity was designed to maintain visual coherence in all communication materials, presentations and reports produced within the GreenOffshoreTech project.

The logo and visual identity of the project were developed based on the project's rationale, its goals and key areas being addressed.

GreenOffshoreTech's visual identity includes:

- **Logo:** colours, proportions, variations on white and coloured backgrounds
- **Typography:** font type and size
- **Color palettes:** for use in standard in Microsoft Office documents, and other communication material
- **Templates:** basic layouts for Word and PowerPoint document, to ensure consistency in communication
- **EU emblem and EU disclaimers:** the Word and PowerPoint templates display the EU emblem and EU disclaimers to acknowledge the support received by the European Commission. This ensures that all written material includes these. For other material, e.g., video, the emblem and disclaimers will be included also.
- **Tagline:** a short tagline was selected to address SMEs (Small and medium sized enterprises) and to highlight GreenOffshoreTech's vision.

The project logo and brand creation were done in cooperation with an EU-based external agency (i.e., Science Crunchers, Portugal), in order to get some professional support. The bulk of the work, including the creation of content and templates was carried out by members of the GreenOffshoreTech communication team.

The **Brand Book** (see **Annex 1: Brand Book**) describes the logo usage, graphic elements, colour palette and typography to be used along the project in all communication materials such as deliverable reports, project presentations, word documents, newsletters etc.

### Tagline

The overall aim of the GreenOffshoreTech project is to support innovation in **Small and Medium-sized Enterprises (SMEs)** through a competitive Call for Proposals for the development of new products, processes or services which contribute to make offshore production and transport green, clean and sustainable towards a resource-efficient



Blue Economy. In order to address SMEs and the project vision, the following tagline should be used in all communication materials for the GreenOffshoreTech project:

Tagline:

**“TURN GOOD IDEAS INTO BUSINESS”**  
 Making Offshore production and transport  
 green, clean and sustainable

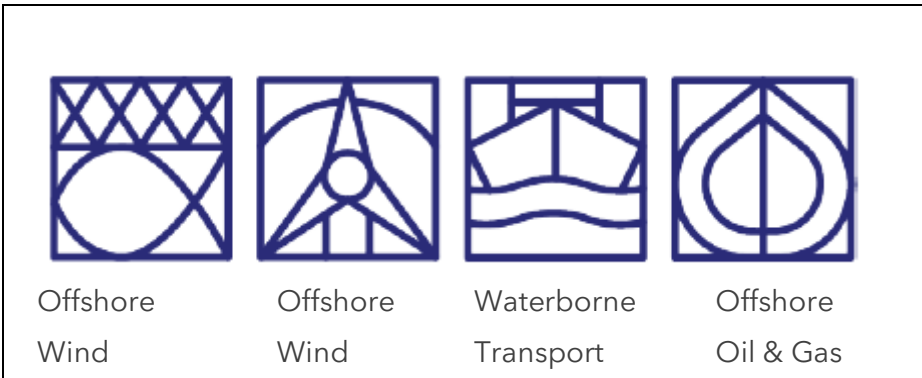
**Logo**

The initial version of the logo and graphic identity was launched in November 2021. The logo intends to represent different geometries in everyday life technology and elements that illustrate offshore technologies for each of the four offshore sectors (offshore aquaculture, offshore wind, waterborne transport, offshore oil & gas).

Logo:



Graphic elements:



## Colour palette

Colours are part of the GreenOffshoreTech brand, reinforcing the brand image and identity. The color palette should be used consistently across all brand communications as flat colours and never a gradient.

To ensure colour consistency, use the CMYK (to print) and RGB (in digital) codes; do NOT use the PANTONE codes.

<p><b>Main colour</b></p> <p>PANTONE 2756 C C 100 M 98 Y 20 K 8 R 45 G 47 B 119 HEX #2D2F77</p>			
<p><b>Aquaculture</b></p> <p>PANTONE 290 C C 28 M 7 Y 4 K 0 R 180 G 211 B 230 HEX #B4D3E6</p>	<p><b>Wind energy</b></p> <p>PANTONE 566 C C 17 M 0 Y 13 K 0 R 210 G 234 B 255 HEX #D2EAE1</p>	<p><b>Transportation</b></p> <p>PANTONE 7422 C C 6 M 19 Y 13 K 0 R 236 G 208 B 206 HEX #ECD0CE</p>	<p><b>Oil and Gas</b></p> <p>PANTONE 7401 C C 2 M 13 Y 42 K 0 R 249 G 219 B 159 HEX #F9DB9F</p>

## Typography

Avenir Next used in this document, and available as standard in Microsoft Office (Avenir Next (Mac), Avenir Next LT Pro (Windows)) is the primary font for GreenOffshoreTech literature. Using the brand typography in all brand documents helps keeping the GreenOffshoreTech communication consistent.

## EU emblem and disclaimer

Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.

Therefore, any communication must include the EU emblem, Information on EU funding and a disclaimer that this 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 (see **Annex 2: EU emblem, Information on EU Funding & EU disclaimer**).

## 2.2 Presentation (Power Point)

The project has created a reference project presentation with visual information about the most important and reliable facts and figures on the project.

It is a short power point presentation introducing the GreenOffshoreTech project to begin communicating about the upcoming Call for proposals and the huge business opportunities for SMEs. The presentation is made available for download (Power Point file) in the Project Repository (BAL.pm) and on the GreenOffshoreTech website (see **Annex 3: Project Presentation (Power Point)**).

The EU emblem, information on EU funding and disclaimer are on the last slide.

## 2.3 Brochure

First brochure has been designed 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. The brochure has key information about the project (goals, ambition, expected results and impact, among others), and was developed in A4 format and in both digital and printing applications. The brochure will be made available for download (PDF file) in the Project Repository (BAL.pm) and on the GreenOffshoreTech website (see **Annex 4: Brochure**).

The EU emblem, information on EU funding and disclaimer are on the cover page.

## 2.4 Roll-up banner

First eye-catching roll-up banner has been designed for the use at upcoming events in order to increase GreenOffshoreTech's visibility and expand the network of contacts. It is made available for download (PDF file) in the Project Repository (BAL.pm) and on the GreenOffshoreTech website (see **Annex 5: Roll-up banner**).

The EU emblem, information on EU funding and disclaimer are on the bottom.

## 2.5 Template for Deliverable reports (Word)

A basic word template for the creation of deliverable reports is made available for download (PDF file) in the Project Repository (BAL.pm) and on the GreenOffshoreTech website (see **Annex 6: Template for Deliverable reports**).

The EU emblem and information on EU funding are on the cover page. The EU disclaimer is on page 3 of the template.

## 2.6 Template for Presentations (Power Point)

A basic power point template for creating multiple slide decks for communication of project outputs crat internal or external meetings or events is made available for download (PDF file) in the Project Repository (BAL.pm) and on the GreenOffshoreTech website (see **Annex 7: Template for Power Point Presentations**).

The EU emblem, information on EU funding and disclaimer are on the last slide.

## 2.7 Press Release

The first press release has been launched in June 2021 after signing of the Grant Agreement by all project partners and is made available for download (PDF file) in the Project Repository (BAL.pm) and on the GreenOffshoreTech website (see **Annex 8: Press release**).

## 2.8 Newsletters

The first two newsletters have been launched in September and October 2021 and are made available in the Project Repository (BAL.pm) and on the GreenOffshoreTech website (see **Annex 9: Newsletters**).

## 2.9 Video

First video is planned when launching the Call for Proposals in April 2022.

## 3. Communication Guide

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Communication and dissemination activities promoting the GreenOffshoreTech project and its project result are essential for the project in general and for the reach out to SMEs and the success of the Call for Proposals in particular.

Therefore, each consortium partner - and each cluster partner in particular - has a dedicated work effort in Work Package 6. This Communication Guide shall support such contribution.

### 3.1 Internal Communication

GreenOffshoreTech's Communication & Dissemination Manager (CDM), Carla Domingues from FÓRUM OCEANO (FOC), is responsible to raise public awareness on the project and to ensure wide dissemination of project results. This includes elevating GreenOffshoreTech's dissemination strategy, communication plan and data management plan as well as the monitoring of all planned communication and dissemination activities in WP6.

All information related to communication and dissemination activities shall be reported to Carla Domingues from FÓRUM OCEANO (FOC).

At least one person per Consortium partner should be dedicated as contact person for communication and dissemination activities.

### 3.2 Website Guidelines

All Consortium partners shall follow, contribute to, and distribute the GreenOffshoreTech website.

*Table 1. Website guidelines' instructions.*

#### Website

GreenOffshoreTech Project website

<https://www.greenoffshoretech.com>

Send your contribution to

**Carla Domingues (FOC)**

Email: [carla.domingues@forumocean.pt](mailto:carla.domingues@forumocean.pt)

Support distribution:

- Share GreenOffshoreTech website in your own communication channels.
- Invite your contacts that might be interested in the project working area to follow GreenOffshoreTech on the web.

Contributions might be news related to:

- Main achievements of the project (e.g., kick-off, call opening, first winner SMEs, etc.).
- Participation in major events, conferences, publications, awards or similar.
- Announcements of own organized events.

### 3.3 Social Media Guidelines

All Consortium partners shall follow, contribute to, and distribute GreenOffshoreTech on social media.

*Table 2. Social media's links.*

<b>Social media</b>	
LinkedIn account	<a href="https://www.linkedin.com/company/greenoffshoretech">https://www.linkedin.com/company/greenoffshoretech</a>
Twitter account	<a href="https://twitter.com/GOT_H2020">https://twitter.com/GOT_H2020</a>

Contributions:

- Create useful content using keywords (see suggested keywords).
- Like/Follow/Subscribe GreenOffshoreTech Social Networks (LinkedIn, Twitter).
- Like, comment and share the content.
- Use the hashtag #GREENOFFSHORETECH across all social media platforms to promote the awareness about the project, the engagement and to enhance the visibility of the posts.
- Tag the @GreenOffshoreTech in social media posts.
- Share with Fórum Oceano content ideas for social media posts.

*Table 3. List of suggested keywords and hashtags.*

<b>Keywords</b>	<b>Hastags</b>
GreenOffshoreTech Project	#H2020
Offshore	#maritime
Key enabling technologies	#SMEs
Innovation	#ket
Blue economy	#innovation

Offshore wind energy	#blueeconomy
Offshore Aquaculture	#business
Offshore oil&gas	#engineering
Waterborne transport	#offshore
Green	#ESG
Clean	#financing
Sustainable	#decarbonise
Business	

### 3.4 Communication materials

All communication materials are stored and made available for download (PDF file) in the Project Repository (BAL.pm).

*Table 4. Communication materials' instructions.*

#### Communication materials

Logo	<ul style="list-style-type: none"> <li>▪ Latest version is available in the Project Repository (BAL.pm)</li> <li>▪ In addition, available as download at GreenOffshoreTech's website.</li> </ul>
Brand Book	
EU emblem, Information on EU Funding & EU disclaimer	
Project presentation (PowerPoint)	
Brochure	
Roll-up banner	
Press Releases	
Newsletters	
Template Deliverable report (word)	
Template Power Point Presentation	
Obligatory in all communication materials	<ul style="list-style-type: none"> <li>▪ GreenOffshoreTech Logo</li> <li>▪ GreenOffshoreTech website link</li> <li>▪ GreenOffshoreTech social media links (LinkedIn, Twitter)</li> <li>▪ EU Emblem</li> <li>▪ Information on EU funding: <ul style="list-style-type: none"> <li>“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101005541.”</li> <li>▪ EU Disclaimer: <ul style="list-style-type: none"> <li>“This 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.”</li> </ul> </li> </ul> </li> </ul>

The EU emblem in combination with a simple funding statement, mentioning the EU support must be displayed in all communication materials (printed or digital, e.g. publications, newsletters, flyers, studies, manuals, presentations, promotional material, videos...), must be placed in a visible position and it can never be smaller than any other logo included in the same material.

Include the following text for communication activities:

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

Any notice or publication relating to the project made in any form and by any means, including the Internet, must state: “This 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.”

### 3.5 Participation in Events

A Consortium partner who plans to participate in or organise a major event with impact on GreenOffshoreTech shall inform GreenOffshoreTech’s Communication and Dissemination Manager upfront and follow this instruction:

*Table 5. Instructions for participation in events.*

#### Participation in Events

1. Before the event (at least 8 weeks)	<ul style="list-style-type: none"> <li>▪ Inform about the planned event in order to prepare a communication campaign if appropriate.</li> <li>▪ Therefore, send email to: <b>Carla Domingues (FOC)</b> Email to: carla.domingues@forumoceano.pt Email subject: GreenOffshoreTech_CommDiss</li> </ul>
2. During the event	<ul style="list-style-type: none"> <li>▪ Take pictures promoting the GreenOffshoreTech project and its innovations.</li> <li>▪ Take pictures of people participating at the event.</li> </ul>
3. After the event	<ul style="list-style-type: none"> <li>▪ Add the event to the ‘Table of Communication and Dissemination Activities’ (stored and available in the Project Repository).</li> <li>▪ In addition, send a brief report with a few pictures to: <b>Carla Domingues (FOC)</b> Email to: carla.domingues@forumoceano.pt</li> </ul>



### 3.6 Publications (popularized or peer-reviewed)

All Consortium partners are encouraged to propose opportunities to publish outcomes (e.g. articles, congress contributions or similar).

*Table 6. Instructions for publications.*

#### Publications

- Inform about planned publications or presentations in order to proof upfront that no confidential information will be published.
- Therefore, send email to:  
**Carla Domingues (FOC)**  
 Email to: carla.domingues@forumoceano.pt  
 Email subject: GreenOffshoreTech\_CommDiss

### 3.7 Reporting Scheme & Tools

All partners should report to Fórum Oceano their communication and dissemination activities, actions and events. A template will be shared by email to register the activities carried out by each partner and to be sent in a regular interval to GreenOffshoreTech’s Communication and Dissemination Manager (Fórum Oceano, FOC).

*Table 7. Example of reporting scheme.*

Action	Partner in charge	Date	Location	Indicator
Type and name of the action		DD/MM/YYYY	If applicable	Status

Examples of indicators:

- Website - Outcome measure: website hits, page views, comments
- Newsletter - number of contacts to whom the newsletter is sent
- Press Releases - number of press releases circulated, number of media communications issued
- Workshops/events - number of project workshops/events conducted, number of participants, range of stakeholders represented, participant feedback.
- Presentations at external events & conferences - number of external events and conferences presentations; type and size of conference; conference attendance.



**Green  
Offshore  
Tech**

D6.2 Communication Pack and Guide

# Annex 1 - Brand Book

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# Brand Book

December 2021



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**Green  
Offshore  
Tech**

**Logo**

Horizontal version

This is the main version of the logo, the one that should be used by default and whenever possible.



**Logo**

Vertical version

This version should be applied whenever the original horizontal version can't be used.



**Logo**

Versions overview

These are the official logo versions:  
 - don't use other versions of the logo;  
 - don't rotate the logo;  
 - don't rearrange parts of the logo or add external elements.



**Logo**

Positive and Negative versions

Black and white versions must only be used in specific cases: when the colour version does not fit because of readability issues (coloured background, for instance) or when there are printing limitations.

The white version should be used whenever the logo is applied on a dark or photo background.



**Logo**

Safety area

The logo safety area ensures the mark is isolated from other competing graphic elements, which could decrease the mark's impact and legibility.

The minimum clear space is defined by the height of the fish pictogram. This space should be kept when the logo is proportionally resized.





# Green Offshore Tech

## Logo

### Minimum sizes

The logo should never be used smaller than the indicated dimensions.

For low quality printing systems the logo should be used bigger than the minimum dimensions detailed.



## Logo

### Incorrect usage

Changing the look of the logo compromises the integrity of the brand.

Here are a few examples of ways the logo should NOT be used.

Using another font	Changing its proportions	Using another color	
Applying strokes	Applying drop shadows	Rotating	
Changing the alignment	Using without legibility	Changing the order of the elements	

### Logo

#### Image background

The logo can be applied over a photo background provided that it keeps its legibility and it's not obstructed by the image.



### Graphic Elements

This version, with no text, should just be used exceptionally, namely:

- whenever the main and vertical secondary logo versions cannot be applied in compliance with the guidelines;
- when the brand name is already visible in the communication piece;
- as icons to represent the four main themes of the brand.





### Colour palette

Colours are part of the GreenOffshoreTech brand, reinforcing the brand image and identity.

To ensure colour consistency, use the CMYK (to print) and RGB (in digital) codes (do NOT use the PANTONE codes).

Main colour			
PANTONE 2756 C C 100 M 98 Y 20 K 8 R 45 G 47 B 119 HEX #2D2F77			
Aquaculture	Wind energy	Transportation	Oil and Gas
PANTONE 290 C C 28 M 7 Y 4 K 0 R 180 G 211 B 230 HEX #B4D3E6	PANTONE 566 C C 17 M 0 Y 13 K 0 R 210 G 234 B 255 HEX #D2EAE1	PANTONE 7422 C C 6 M 19 Y 13 K 0 R 236 G 208 B 206 HEX #ECD0CE	PANTONE 7401 C C 2 M 13 Y 42 K 0 R 249 G 219 B 159 HEX #F9DB9F

### Typography

The typography is Avenir Next (system font).

Using the brand typography in all brand documents helps keeping the GreenOffshoreTech communication consistent.

The typography should NOT be expanded, condensed or transformed in any way.

# Aa

Avenir Next (Mac)  
Avenir Next LT Pro (Windows)

Regular    AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Bold**    **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**





## **Annex 2 - EU emblem, Information on EU funding & EU disclaimer**

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### **EU Emblem**

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be used to highlight EU support. When displayed together with another logo, the EU emblem must have appropriate prominence.

EU emblem:



### **Information on EU funding:**

Display the EU emblem and include the following sentence to all publications and to the website and social media:

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

Display the EU emblem and include the following sentence to all major results (e.g., prototypes):

“This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101005541”.

Disclaimer excluding Agency and Commissions responsibility:

Any communication must indicate:

“This 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. ”



## **Annex 3 - Project Presentation (Power Point)**

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# TURN GOOD IDEAS INTO BUSINESS

Making Offshore Production and Transport green, clean and sustainable

Insert name



TURN GOOD IDEAS INTO BUSINESS

## New Business opportunities for SMEs in the emerging Blue Economy Market

GreenOffshoreTech aims at leveraging innovation in Small and Medium-sized Enterprises (SMEs) and fostering the development of emerging Blue Economy industries, leading to new cross-sectoral and cross-border value chains based on common challenges and the deployment of key enabling technologies (KET).



GreenOffshoreTech

2



### GreenOffshoreTech, a Cluster Facilitated Project



GreenOffshoreTech

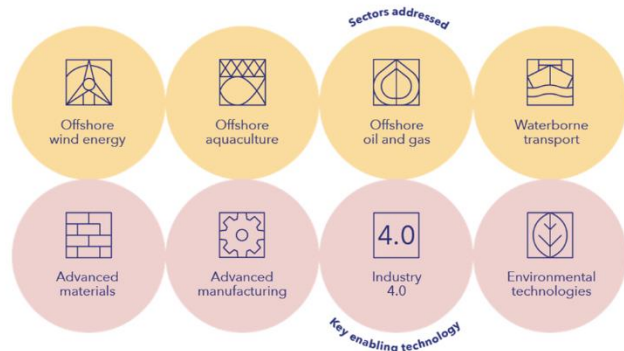
3



### Financing innovations

Making Offshore Production and Transport green, clean, and sustainable.

We are looking for **SME driven innovation projects** using one or more of our key enabling technologies to develop sustainable products, processes, or services for our four offshore sectors.



GreenOffshoreTech

4



## Two Calls of Proposals dedicated to SMEs will be announced

We will offer:

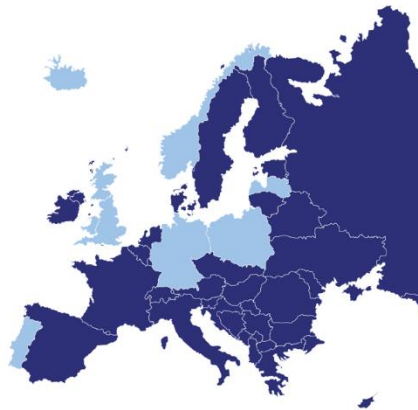
- Finance and support 100 SMEs and 100 SMEs driven innovation projects
- Tailored Business Support Services to the winner SMEs.
- Open Space to support SMEs, enabling future collaborations.

The first Call of Proposal will open in 2022 Spring. Stay tuned!



## Who we are

12 partners  
7 Countries  
15 Regions



- **Norway** (Viken)
- **Iceland** (Iceland)
- **UK** (Highlands and Islands)
- **Latvia** (Latvia)
- **Poland** (Swietokrzyskie)
- **Portugal** (Norte)
- **Germany**, Southern (Schwaben, Oberbayern)
- **Germany**, Northern (Bremen, Hamburg, Mecklenburg-West Pomerania, Hannover, Lüneburg, Weser-Ems, Schleswig-Holstein)



TURN GOOD IDEAS INTO BUSINESS

**Get in touch with one of our local partner**

**12 partners**  
9 Clusters  
2 SMEs  
1 RTO



No	Organisation name	Country
1	<b>Mossregionens Næringsutvikling AS</b> (facilitator of the VIKEN Technology Cluster 4.0)	Norway
2	<b>Fórum Oceano - Associação da Economia do Mar</b> (Association of Maritime Economy )	Portugal
3	<b>Iceland Ocean Cluster</b>	Iceland
4	<b>Maritimes Cluster Norddeutschland e.V.</b>	Germany
5	<b>Highlands &amp; Islands Enterprise</b>	UK
6	<b>Cleantech Latvia</b>	Latvia
7	<b>Centrum Kooperacji Recyklingu</b> (facilitator of the Waste Management and Recycling Cluster (WMRC)	Poland
8	<b>Composites United e.V.</b> (facilitator of the Leading-Edge Cluster MAI Carbon)	Germany
9	<b>Cluster Mechatronik &amp; Automation Management GGmbH</b>	Germany
10	<b>Scaberia AS</b>	Norway
11	<b>Balance Technology Consulting GmbH</b>	Germany
12	<b>Mineral and Energy Economy Research Institute of the Polish Academy of Science</b> (Instytut Gospodarki Surowcami Mineralnymi i Energia Pan)	Poland

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GreenOffshoreTech

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TURN GOOD IDEAS INTO BUSINESS

**In summary**

- Supporting innovation and leveraging the development of new products, processes, or services for Green Offshore Production and Transport.
- Providing 3 million euros in funding for innovative SMEs under a competitive “Call for Proposals”.
- Building up an Open Space to support SMEs, enabling future collaborations.
- Creating new or reinventing existing industrial value chains through cross-sectoral & cross-border collaboration and technology transfer.
- Supporting Regional development, creating jobs, and growth.



GreenOffshoreTech

10





TURN GOOD IDEAS INTO BUSINESS

**For more information, please contact your local partner**

**Insert name**

Adress

Phone

Website

GreenOffshoreTech



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

[www.greenoffshoretech.com](http://www.greenoffshoretech.com)



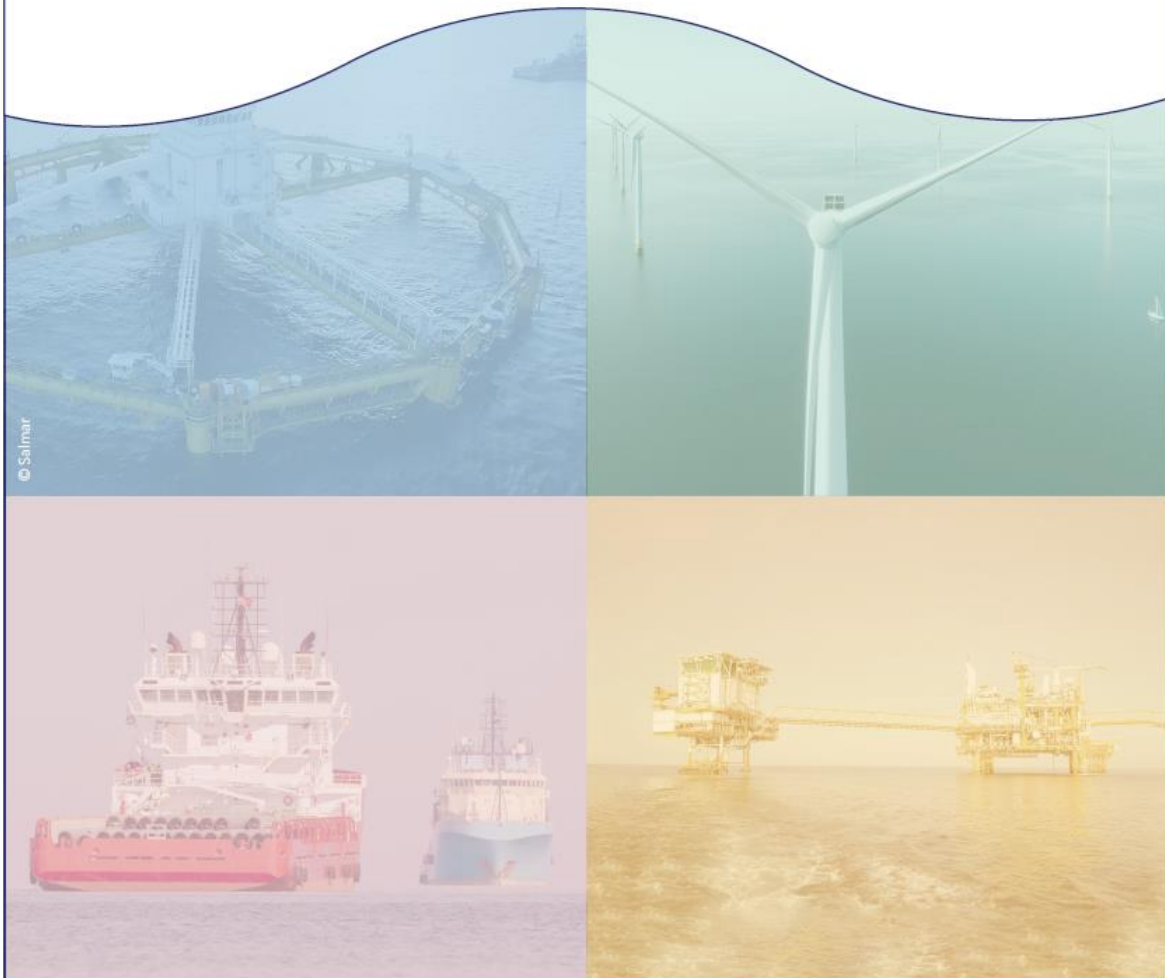
## **Annex 4 - Brochure**

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## Turn good ideas into business

Making Offshore Production and Transport  
green, clean and sustainable



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## **New Business opportunities for SMEs in the emerging Blue Economy Market**

GreenOffshoreTech aims at leveraging innovation in Small and Medium-sized Enterprises (SMEs) and fostering the development of emerging Blue Economy industries, leading to new cross-sectoral and cross-border value chains based on common challenges and the deployment of key enabling technologies (KET).



**3 million euros**

To support SMEs



**8 Business Support Services**

To support SMEs



**1 Open Space for collaboration**

To support SMEs



**2 Calls for Proposals**

Only for SMEs



**4 Offshore Markets**

With common challenges



**4 Key enabling technologies**

To solve the challenges



**100 winner SMEs projects**

To receive financial & business support

## **Our aims**

Supporting **innovation** and leveraging the development of new products, processes, or services for Green Offshore Production and Transport.

Providing **3 million euros in funding for innovative SMEs** under a competitive "Call for Proposals".

Building up an **Open Space** to support SMEs, enabling future collaborations.

Creating new or reinventing existing industrial value chains through **cross-sectoral & cross-border collaboration** and technology transfer.

Supporting **Regional development**, creating **Jobs**, and **growth**.

## Two Calls of Proposals dedicated to SMEs will be announced

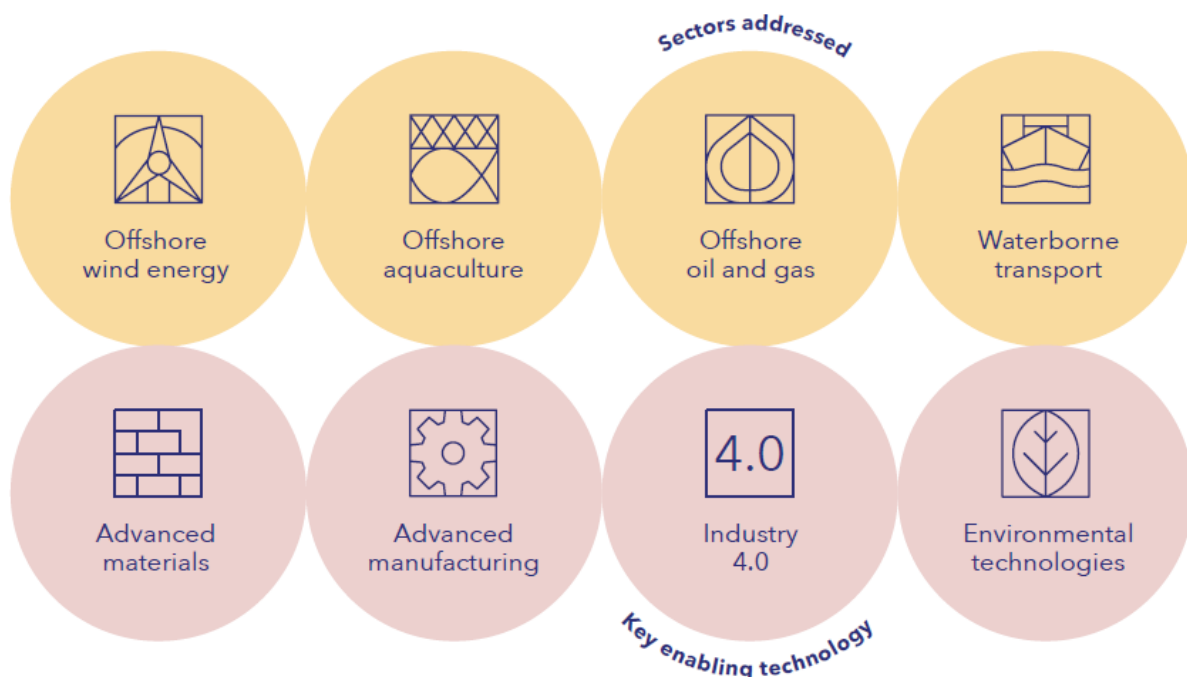
GreenOffshoreTech will boost innovation by directly supporting at least 100 SMEs and 100 SMEs innovative projects:

3 million EURO + Tailored Business Support Services to the winner SMEs. + Open Space to support SMEs, enabling future collaborations.

**The first Call of Proposal will open in 2022 Spring. Stay tuned!**

## Financing innovations

GreenOffshoreTech wants to make offshore production and transport **green, clean, and sustainable**. We are looking for **SME driven innovation projects** using one or more of our key enabling technologies to develop sustainable products, processes, or services for our four offshore sectors.





## Who we are



**Embrace the opportunity and welcome onboard**

[info@greenoffshoretech.com](mailto:info@greenoffshoretech.com)  
[www.greenoffshoretech.com](http://www.greenoffshoretech.com)





## **Annex 5 - Roll-up**

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# Turn good ideas into business

Making Offshore Production and Transport  
green, clean and sustainable



[info@greenoffshoretech.com](mailto:info@greenoffshoretech.com) [www.greenoffshoretech.com](http://www.greenoffshoretech.com)  

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## **Annex 6 - Template for Deliverable reports**




**TURN GOOD IDEAS INTO BUSINESS**

Making Offshore production and transport green, clean and sustainable

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Name of the document

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Name of the document

<b>Project Acronym</b>	<b>GreenOffshoreTech</b>
<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
<b>Project start date</b>	1 September 2021
<b>Project duration</b>	36 months

<b>Deliverable</b>	Lorem ipsum dolor sit amet, consectetur adipiscing elit
<b>Work package</b>	WPX
<b>Lead partner</b>	XXX
<b>Lead responsible</b>	XXX
<b>Due delivery date</b>	xx/xx/xxxx
<b>Actual delivery date</b>	xx/xx/xxxx
<b>Dissemination level</b>	Public/Confidential
<b>Version no.</b>	Lorem ipsum dolor sit amet, consectetur adipiscing elit

Revision history		
Version	Version date	Comments
0.1	xx/xx/xxxx	Lorem ipsum dolor sit amet, consectetur adipiscing elit
0.2	xx/xx/xxxx	Lorem ipsum dolor sit amet, consectetur adipiscing elit
0.3	xx/xx/xxxx	Lorem ipsum dolor sit amet, consectetur adipiscing elit
1.0	xx/xx/xxxx	Lorem ipsum dolor sit amet, consectetur adipiscing elit

Quality control		
Version reviewed	Date of review	Review result - Approved or Request for changes
0.2	xx/xx/xxxx	Lorem ipsum dolor sit amet, consectetur adipiscing elit
0.2	xx/xx/xxxx	Lorem ipsum dolor sit amet, consectetur adipiscing elit
0.3	xx/xx/xxxx	Lorem ipsum dolor sit amet, consectetur adipiscing elit
1.0	xx/xx/xxxx	Lorem ipsum dolor sit amet, consectetur adipiscing elit



Name of the document

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List of Tables ..... 5

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**2. Heading Type 1** ..... 7

2.1 Heading Type 2 ..... 7

Heading Type 3 ..... 7

Heading Type 4 ..... 7

**3. Heading Type 1** ..... 9


3.1 Heading Type 2 ..... 9

Heading Type 3 ..... 9

**4. Heading Type 1** ..... 10

4.1 Heading Type 2 ..... 10



 Name of the document

**List of Figures**


Figure 1. Lorem ipsum dolor sit amet, consectetur adipiscing elit .....7  
 Figure 2. Lorem ipsum dolor sit amet, consectetur adipiscing elit .....9

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 Table 2. Strategies, methodologies and tools to facilitate cross-sectorial and cross-regional innovation .....7

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Select Public or Confidential Page 5 of 10


 Name of the document

**1. Executive Summary**

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Select Public or Confidential Page 6 of 10

 Name of the document

**2. Heading Type 1**

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 green, clean, and sustainable towards a resource-efficient economy and EU Green Deal, while facing Reindustrialization.

**2.1 Heading Type 2**

GreenOffshoreTech will facilitate the creation of new products, processes, or services with the ambition to make offshore production and transport green, clean, and sustainable towards a resource-efficient economy and EU Green Deal, while facing Reindustrialization.

**Heading Type 3**

GreenOffshoreTech will facilitate the creation of new products, processes or services with the ambition to make offshore production and transport green, clean and sustainable towards a resource-efficient economy and EU Green Deal, while facing Reindustrialization. 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).

**Heading Type 4**

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).





Figure 1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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Select Public or Confidential Page 7 of 10

 Name of the document

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Table 1. Strategies, methodologies and tools to facilitate cross-sectorial and cross-regional innovation.

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Select Public or Confidential Page 8 of 10



Name of the document

### 3. Heading Type 1

#### 3.1 Heading Type 2

GreenOffshoreTech will facilitate the creation of new products, processes or services with the ambition to make offshore production and transport green, clean and sustainable towards a resource-efficient economy and EU Green Deal, while facing Reindustrialization.

#### Heading Type 3

GreenOffshoreTech aims at supporting innovation in Small and Medium-sized Enterprises (SMEs) and fostering the development of the emerging Blue Economy (Table 2) industries by enabling new cross-sectorial and cross-border value chains based on shared challenges and the deployment of key enabling technologies (KET).

Lorem ipsum	Lorem ipsum	Lorem ipsum

Table 2. Strategies, technologies and tools to facilitate cross-sectorial and cross-regional innovation.

GreenOffshoreTech will facilitate the creation of new products, processes, or services with the ambition to make offshore production and transport green, clean and sustainable towards a resource-efficient economy and EU Green Deal, while facing Reindustrialization. GreenOffshoreTech will facilitate the creation of new products, processes, or services with the ambition to make offshore production and transport green, clean and sustainable towards a resource-efficient economy and EU Green Deal,



Figure 2. Lorem ipsum dolor sit amet consectetur adipiscing elit



Name of the document

### 4. Heading Type 1


#### 4.1 Heading Type 2

GreenOffshoreTech will facilitate the creation of new products, processes or services with the ambition to make offshore production and transport green, clean and sustainable towards a resource-efficient economy and EU Green Deal, while facing Reindustrialization.

# **Annex 7 - Template for Power Point Presentations**

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 **Green Offshore Tech**

**Insert headline here**

Sub Headline

Insert speaker name

Date

 **Green Offshore Tech**

Name of the presentation

**Insert text here**

Insert text here

Insert text here

GreenOffshoreTech

2

 **Green Offshore Tech**

Name of the presentation

**Insert text here**

Insert text here

- Bullet text

GreenOffshoreTech

3

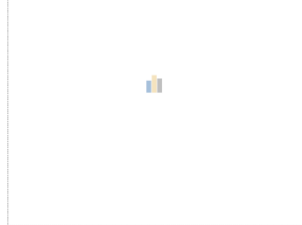


 **Green Offshore Tech** Name of the presentation

Insert text here

Insert text here

Click to insert chart



GreenOffshoreTech

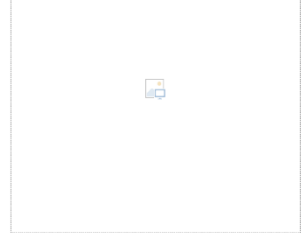
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 **Green Offshore Tech** Name of the presentation

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Insert text here

Click to insert picture



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5

### Icons & Graphical Elements



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6



# Green Offshore Tech



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## **Annex 8 - Press release**

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**Press Release (4 June 2021)**

**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.

GreenOffshoreTech consortium members are following clusters and regional development agencies:

- 1) Mossregionens Naeringsutvikling AS (MNU), facilitator of the "VIKEN Technology Cluster 4.0" (Norway) – GreenOffshoreTech Coordinator;
  - 2) FORUM OCEANO – Association of Maritime Economy (Portugal);
  - 3) Maritimes Cluster Norddeutschland e.V. (MCN, Germany);
  - 4) Iceland Ocean Cluster (IOC, Iceland);
  - 5) Highlands & Islands Enterprise (HIE, UK);
  - 6) CLEANTECH LATVIA (Latvia);
  - 7) Centrum Kooperacji Recyklingu (CKR) facilitator of the elite National Key Cluster "Waste Management and Recycling Cluster" (WMRC, Poland);
  - 8) Composites United e.V. (CU), facilitator of the "Leading-Edge Cluster MAI Carbon" (Germany),
  - 9) Cluster Mechatronik & Automation Management GGmbH (CMAB, Germany);
- and following inter-cluster and innovation management experts:
- 10) Scaberia AS (Norway);
  - 11) Balance Technology Consulting GmbH Germany);
  - 12) Mineral and Energy Economy Research Institute of the Polish Academy of Sciences (MEERI, Poland).

More information will be available at project start in September 2021.



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

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## **Annex 9 - Newsletters**

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News no 1

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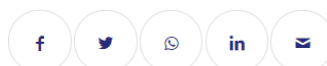
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News no 2

## 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.

