



## Smart4Europe2

### Catalysing Digitisation throughout Europe

# Deliverable 1.1

## Innovation Portal updates and analytics

Cover and Control Page of Document	
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<sup>1</sup> R=Report, DEC= Websites, patents filling, Ethics, ORDP: Open Research Data Pilot, etc., O=Other

<sup>2</sup> PU = Public, CO = Confidential, only for members of the consortium (including the Commission Services)

Acronyms Listed in Document	
<b>SAE</b>	Smart Anything Everywhere
<b>DIH</b>	Digital Innovation Hub
<b>EC</b>	European Commission
<b>KPI</b>	Key Performance Indicator
<b>WP</b>	Work Package
<b>H2020</b>	Horizon 2020
<b>SC</b>	Steering Committee
<b>PO</b>	Project Officer
<b>IA</b>	Innovation Action
<b>CSA</b>	Coordination and Support Action
<b>FSTP</b>	Financial Support to Third Parties
<b>SME</b>	Small and Medium sized Enterprise

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## 1 Executive Summary

In the frame of Smart4Europe2, the Innovation Portal, which had already been set-up at the beginning of the Smart Anything Everywhere (SAE) Initiative in 2015 went through significant changes, benefitting from the experiences gained and lessons learnt from the Smart4Europe predecessor project. The main aim was to make it more attractive, accessible and searchable for its different stakeholder groups, providing information in a targeted fashion, as well as to expand its coverage regarding the users across Europe.

Entering the SAE Phase 3 at the beginning of 2020, and with this integrating six new Innovation Actions, brought a vast amount of additional information to be structured and presented. Reducing complexity and giving the site a clean and lean look and feel was a main aim to ensure optimal user experience.

To achieve this, the Innovation Portal was restructured, redesigned and the content specifically tailored to the different stakeholder groups, the SMEs benefitting from the SAE support and the SAE Community. New interactive tools and features were integrated and access to Funding Opportunities and Social Media and facilitated.

Updates in the Innovation Portal include:

- Redesign of the Innovation Portal to become cleaner and leaner
- Restructuration for a better usability
- Tailoring to different target groups
- Updating content on Phase 3 projects including filter functions and making it searchable
- Making technology radar clickable, improving significantly the usability
- Enhancing visibility of funding opportunities, social media channels and news

With this, the Innovation Portal has become more accessible for its users and the analytics have already show an increase in visits as well as broader EU coverage also in areas underrepresented before.

## 2 Introduction

In April 2016 the European Commission presented the Digitising European Industry Strategy (DEI) with its overall objective to ensure that any industry in Europe – big or small, wherever situated and in whichever sector – can fully benefit from digital innovations to upgrade its products, improve its processes and adapt its business models to the digital age. To meet this ambitious objective the European Commission has put considerable effort into EU-wide collaboration across the network of DIHs and networking among the DIHs. This started in 2013 with the ICT Innovation for Manufacturing SMEs (I4MS) initiative followed by the Smart Anything Everywhere initiative (SAE) in 2015.

The Smart Anything Everywhere Innovation Portal <https://smartanythingeverywhere.eu/> was initially set up by BME in close collaboration and under the guidance of the European Commission in 2015 shortly after the first supported SAE Phase 1 Innovation Action projects started operation. It was maintained without a dedicated CSA until the first CSA Smart4Europe started in September 2017.

The current Smart4Europe2 project expanded the Innovation Portal, building on the experiences gained and lessons learnt within the previous CSA. Smart4Europe2 started around 6 months after Smart4Europe had finished, but despite this the website continued operation. In the interim period between the two CSAs BME kept alive and updated the SAE website, with the help of S2i and HS.

In addition to the Innovation Portal a project website was created also for the Smart4Europe2 <https://smart4europe.eu/> project itself to provide information about the CSA and to present the public deliverables. For safety and security, data storage for the website is protected by two layers of firewalls. The BME infrastructure hosting the web service uses daily automated backups. User data and file backups are stored in a physically separate location.

### 3 Evolution of the structure and look and feel (face-lift)

#### 3.1 Restructuring for the ease of use

Considering the evolution of the Smart Anything Everywhere initiative and the growing numbers of website visitors, the consortium agreed that in the new CSA it was necessary to re-design the existing website.

Especially the following points required improvement and had to be tackled by the web designers:

- Guidance of the user through the whole website by using a totally new structure to avoid that the user needs to “look for” information.
- Better management of unstructured information and provision of improved clarity by using a customized presentation and layout of the information
- Enhanced approach to allow mixed information from various sources both internal and external, e.g. social media posts and blogs from the SAE website, aligned IAs and external bodies such as the EC
- Better provision for short notice changes to allow easier and more structured maintenance of the content by using pre- set-up structures with WordPress
- Filtering of unrequested data via inclusion of an embedded filter to only show requested information from the much larger data that is available to provide targeted responses
- Utilised the latest technology, e.g. PHP-Version, which has become the de-facto standard for websites

Furthermore, the designers took into account the remarks of the reviewers of Smart4Europe who asked to re-structure the website to better guide the two key stakeholder groups

- Industry, especially SMEs, start-ups, midcaps mainly interested in funding opportunities and success stories
- Members of the (broader) SAE and DIH community, e.g. Innovation Actions, DIHs, sister initiatives such as I4MS, DIHNET, 5E, etc.

The Innovation Portal provides a vast amount of information and it is in the utmost interest to guide these two groups of stakeholders directly to the requested information of most relevance to them.

In terms of best practice, the existing website was also compared to the following websites that were identified as being very well structured and informative:

- <https://i4ms.eu/>
- <https://5e-project.eu/>
- <https://www.s2e2.fr/en/>
- <https://diatomic.eu/>
- <https://dihnet.eu/>

The best approaches of these websites were analysed, as well as issues of navigability and content provision to better understand and improve the Innovation Portal.

### 3.2 New look and feel

While the corporate identity of the website stays the same using the same colour combination of blue, white and yellow, the graphic designer proposed a much leaner and cleaner layout. The main focus of the re-design is the reduction of complexity, namely the main menu entries as well as on the landing page which was too full of unstructured information.

When comparing the SAE website with the identified best-practice websites, it showed that they all had a maximum of 7 main menu points while the SAE website had 10 entries, most of them with subpages. To reduce the complexity the re-designed website will now only have six entries at the very top level, leading to subpages when opened.

This is mirrored by using the top line for the main entries that now will be


- About
- Community
- Services
- Funding
- Success Stories
- Media & Events

Next to the recommendations of the reviewers, the new website (Figure 1) takes into account the analytics done in the last CSA which showed that the most frequented pages were those where information regarding funding are provided and those that provide success stories from completed projects.

Consequently, this has been tackled by the use of main menu entries “Community” and “Services”, where the members of SAE network are directly addressed and supplied with all relevant information in context of the DIH community, while “Funding” and “Success Stories” addresses explicitly SMEs with their interest in receiving financial support or best practice examples.

Underneath these entry points are different subpages to provide the user with targeted information.





ABOUT COMMUNITY SERVICES FUNDING SUCCESS STORIES MEDIA & EVENTS CONTACT US

# SmartAnythingEverywhere Initiative:

Empowering SMEs in the digital age.

[LEARN MORE](#)

### What it's about

Support SMEs with access to funding and through the expertise of a large community of Digital Innovation Hubs.

[LEARN MORE](#)

### What we offer

An active community, technical expertise, access to markets and success stories: SAE offers much more than just funding.

[LEARN MORE](#)

### Opportunities

Open calls of our aligned projects offer highly attractive technical and financial support for SMEs and mid-cap.


[LEARN MORE](#)

### Events

In person or remote: Find out where to meet to learn more about our offerings.

[LEARN MORE](#)


## Open calls



**DigiFed**

Application deadline: June 19th, 2020

**Technology Area:** Cyber-physical and embedded systems



**HUBCAP**

Application deadline: June 19th, 2020

**Technology Area:** Cyber-physical and embedded systems

[ALL OPEN CALLS](#)

## Success stories

Cyber-physical systems

**Networked traffic management**

Many European countries have dense road networks and significant traffic problems. The flow of traffic on Europe's roads is managed by a series of...

Cyber-physical systems

**Advanced detection of skin abnormalities**

Skin cancer is responsible for 1 death per hour which accounts for more than 50% of all cancers combined. The most aggressive and hazardous skin ca...

## Recent News

**Impact week start-ups**

Join this remote event that will host Impact Investors and start-ups that can make a difference for Europe's social challenges. All of them have been working on new and sustainable solutions to address challenges of today and tomorrow. You will find 20 start-ups at various maturity level and active in different fields of interest. All these p...


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SAE is operated by S4E. S4E has received funding from the European Union's Horizon 2020 Research and innovation programme under grant agreement No. 777...



Internet  
Privacy Policy

Figure 1. Landing page of the SAE Innovation Portal

## 4 Evolution/updates of the Innovation Portal content

### 4.1 New features on the upgraded Innovation portal

The SAE Innovation Portal was maintained running and constantly kept up-to date even during the gap phase between the Smart4Europe and Smart4Europe2 CSA. In January 2020 the SAE Initiative entered into its third phase, with six new Innovation Actions starting at the same time as the Smart4Europe2 CSA. In parallel the four Innovation Actions of Phase 2 are still running. Phase 1 projects (see Figure 2 below left) had already been completed. With the start of the new CSA, the Innovation Portal was instantaneously updated with the new information relevant for the SAE Phase 3 in the general description, the 'About SAE' section, the FAQs and open call related sections. News items were published at <https://smartanythingeverywhere.eu/2020/01/21/sae-initiative-enters-into-phase-iii/>

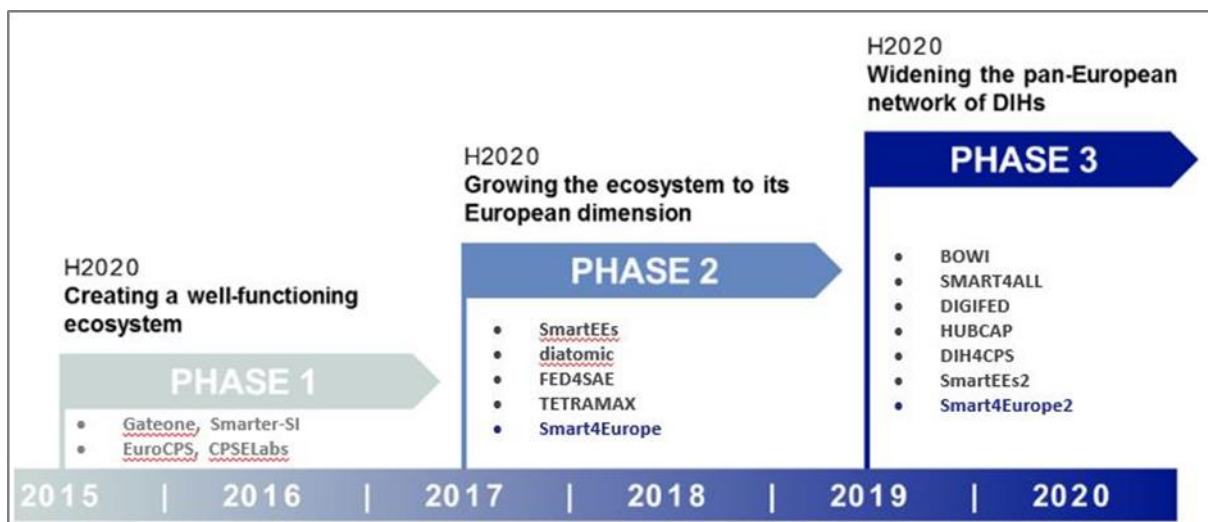


Figure 2. Innovation Actions and Coordination and Support Actions organized chronologically

Moreover, an interactive Europe Map with the SAE Project Partners and different SAE Areas was elaborated (Figure 3 and Figure 4), to provide a quick overview on the SAE DIHs across Europe.

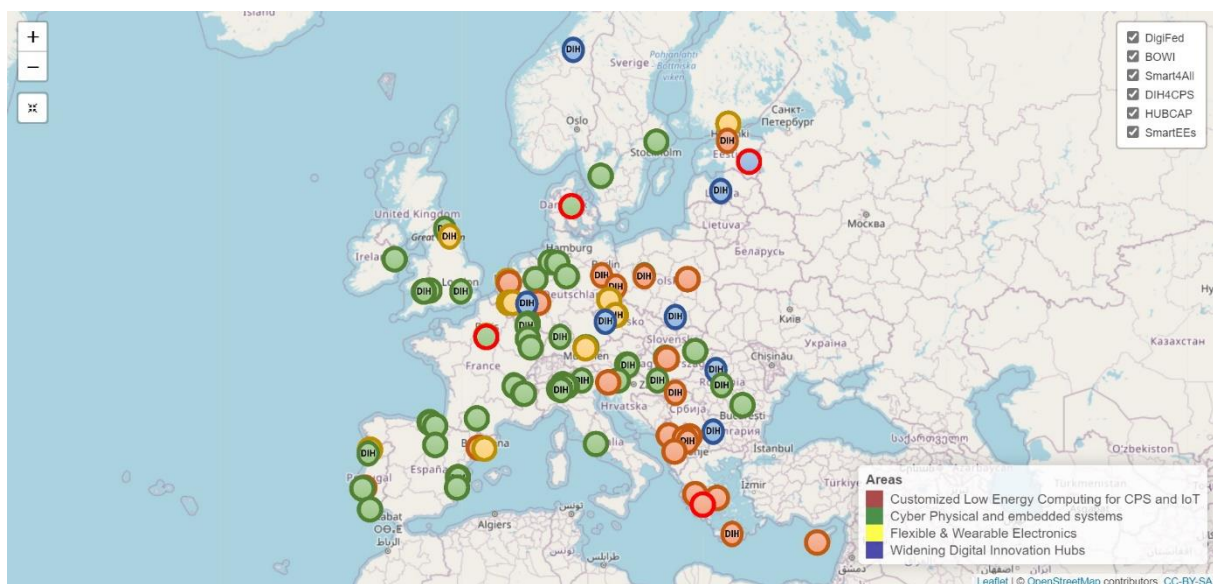


Figure 3. Screenshot of the interactive map of the SAE Project Partners



Figure 4. Screenshot of the zoom-in service of the SAE Project partners interactive map

Each individual new project was added with a description linking to its news pages and social media channels (<https://smartanythingeverywhere.eu/cluster-projects/>).

## THE FOLLOWING PROJECTS ARE ALIGNED TO THE SAE INITIATIVE

Smart Anything Everywhere			
	Phase 1 2016 – 2018	Phase 2 2017 – 2020	Phase 3 2020-2022
<b>Cyber-physical and embedded systems (CPS)</b>			
The goal is to help businesses from any sector uplift the quality and performance of their products and services with innovative embedded ICT components and systems and to support eco-system building for promising platforms developed in earlier R&I products.	 		  
<b>Customised low energy computing (CLEC) powering CPS and the Internet of Things (IoT)</b>			
The goal is to help businesses who are developing products for situations where high computing capacity and low energy would be a competitive advantage and to support eco-system building for promising platforms developed in earlier low power computing projects.			
<b>Advanced micro-electronics components and Smart System Integration (SSI)</b>			
<p>The goal is to support electronic components, sensors, smart objects and systems</p> <ul style="list-style-type: none"> <li>• access to advanced design and manufacturing for academia, research institutes and SMEs, and</li> <li>• rapid prototyping targeting SMEs.</li> </ul>	 		
<b>Organic and large area electronics (OLAE); Flexible, wearable electronics (FWE)</b>			
<p>The goal is to help businesses in further maturing, innovating and validating their products with organic and large area electronics technologies. Focus is on</p> <ul style="list-style-type: none"> <li>• access to design, technology and prototyping which are mature and ready to use, and</li> <li>• application experiments driven by concrete user requirements and business cases.</li> </ul>			
<b>WIDENING</b>			
Boost innovation uptake across Europe through widening and knowledge transfer between different regions and Innovation hubs.			
<b>SAE related CSAs</b>			
Coordination and Support actions to reinforce the collaboration between the actions supported under this initiative, to increase the outreach of these actions and their impact and to achieve a wider coverage of stakeholders in technological, application, innovation, and geographic terms.			

Figure 5. Innovation Actions aligned with the SAE Initiative

Special focus was put on promoting the open calls / funding opportunities which are important for SMEs. With ten running Innovation Actions in four different Areas, the funding landscape has become more complex thus information had to become more structured to make it easily findable and digestible. Overview tables sorted by deadline and with colour coding per Area have therefore been created.

<https://smartanythineverywhere.eu/funding-opportunities/>

Technology Area	Project	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Customised Low Energy Computing powering Cyber-Physical Systems and IOT	tetramax												
	SMART4ALL												
Cyber-physical and embedded systems	Digifed												
	HUBCAP												
	DIH4CPS												
Flexible and wearable electronics	Smart4FE												
Widening	B4wi												




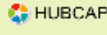





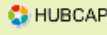
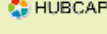

Figure 6. Screenshot of the first round of open calls of the SAE projects

More details with exact opening and closing dates as well as technology Areas and direct links to the individual Innovation Actions Open Call pages are also presented (see next page).



## Funding Opportunities

Looking for technical and financial support for your digital innovation activities? The open calls of our aligned projects offer highly attractive funding possibilities for SMEs and mid-caps! How does that work? Find further information [here](#).

Opening	Deadline	Project	Technology Area	Weblink
31/01 Q1	30/04 Q2	tetramax	Customised Low Energy Computing powering Cyber-Physical Systems and the Internet of Things	• <a href="https://www.tetramax.eu/ttx/calls/tetramax-bilateral-ttx-4/">https://www.tetramax.eu/ttx/calls/tetramax-bilateral-ttx-4/</a>
17/03 Q1	09/06 Q2	 DigiFed	Cyber-physical and embedded systems	• <a href="https://digifed.org/explore/open-calls/">https://digifed.org/explore/open-calls/</a>
15/03 Q1	1 <sup>st</sup> Cut-off: 05/06 Q2	 Smart4ALL	Flexible and wearable electronics/Organic Large Area Electronics	• <a href="https://smartees.eu/open-call-smartees2/">https://smartees.eu/open-call-smartees2/</a>
~05 Q1	31/08 Q2	 DIH4CPS	Cyber-physical and embedded systems	• <a href="http://dih4cps.eu/open-calls/">http://dih4cps.eu/open-calls/</a>
30/04 Q2	30/06 Q2	 HUBCAP	Cyber-physical and embedded systems	• <a href="https://www.hubcap.eu/open-calls/">https://www.hubcap.eu/open-calls/</a>
15/04 Q2	15/07 Q3	 SMART4ALL	Customised Low Energy Computing powering Cyber-Physical Systems and the Internet of Things	• <a href="https://smart4all-project.eu/opencalls-apply-now/">https://smart4all-project.eu/opencalls-apply-now/</a>
30/04 Q1	31/07 Q3	tetramax	Customised Low Energy Computing powering Cyber-Physical Systems and the Internet of Things	• <a href="https://www.tetramax.eu/ttx/calls/">https://www.tetramax.eu/ttx/calls/</a>
15/03 Q1	2 <sup>nd</sup> Cut-off: 23/09 Q3	 Smart4ALL	Flexible and wearable electronics/Organic Large Area Electronics	• <a href="https://smartees.eu/open-call-smartees2/">https://smartees.eu/open-call-smartees2/</a>
08/07 Q3	15/09 Q3	 BWi	Widening Digital Innovation Hubs	N/A
30/06 Q3	30/09 Q3	 SMART4ALL	Customised Low Energy Computing powering Cyber-Physical Systems and the Internet of Things	• <a href="https://smart4all-project.eu/opencalls-apply-now/">https://smart4all-project.eu/opencalls-apply-now/</a>
~09 Q3	N/A	 DigiFed	Cyber-physical and embedded systems	N/A
~11 Q4	~12 Q4	 HUBCAP	Cyber-physical and embedded systems	N/A
~11 Q4	01/21 Q1	 HUBCAP	Cyber-physical and embedded systems	N/A
01/12 Q4	01/03/21 Q1	 SMART4ALL	Customised Low Energy Computing powering Cyber-Physical Systems and the Internet of Things	• <a href="https://smart4all-project.eu/opencalls-apply-now/">https://smart4all-project.eu/opencalls-apply-now/</a>

**Figure 7. Screenshot of the detailed display of calls of the SAE projects**

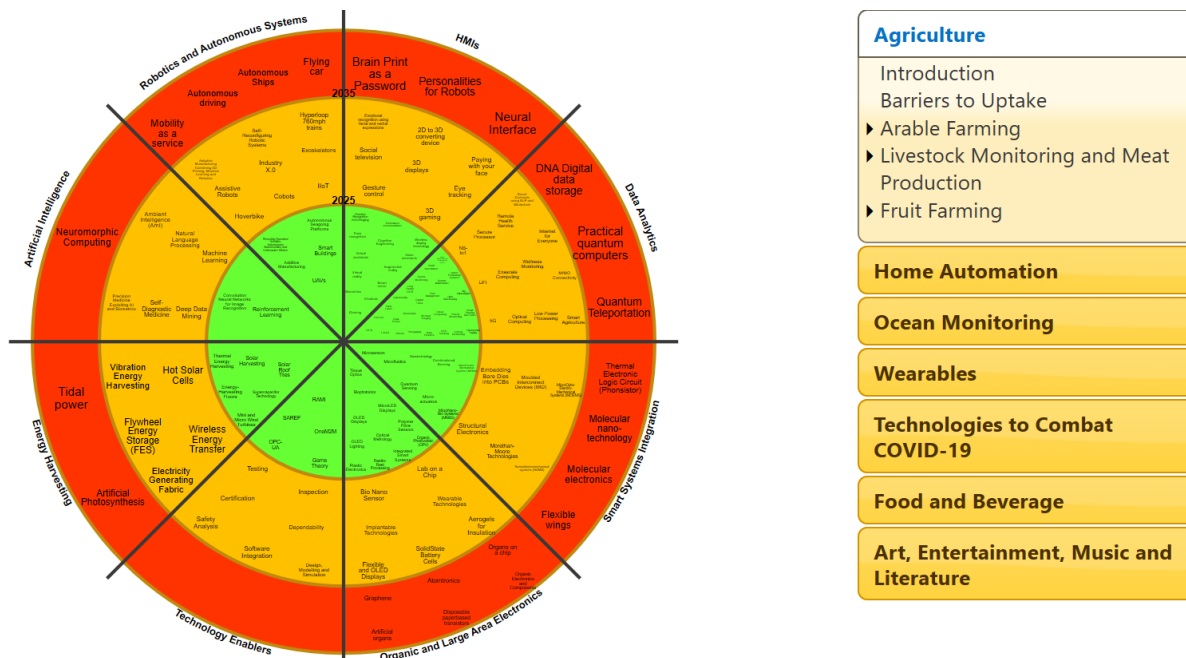
The Open Calls have been heavily promoted by the Smart4Europe2 CSA, through the Innovation Portal and via the Social Media Channels.

The overall SAE DIHs, offerings, technologies and marketplaces were not only updated, but new filtering functions were integrated to respond to the growing offer to be promoted, while easing searchability. New success stories from the running Innovation Actions have been added constantly.

DIH / CC name <input type="text"/>	<h2>INNOVATION TECHNOLOGIES</h2> <p>Here is the list of innovation technologies and testbeds that are provided by the SAE partners.</p> <p>Below one can search the list for a specific technology or testbed throughout Europe based on their domain.</p>
Category / domain <input type="text"/>	
Services <input type="text"/>	
Country <input type="text"/>	
Cluster project <input type="text"/>	
	Technology name <input type="text"/>
	Category / domain <input type="text"/>
	Provider <input type="text"/>

**Figure 8. Screenshot of the current Market Place search tool at the SAE Innovation Portal**

The Technology Radar elaborated in Smart4Europe has been converted into an interactive clickable tool which works on laptops, tablets and mobile phones with easy zooming facilities. Clicking on categories provides descriptions of the various technologies. More technologies have been added and additionally, examples of use and overviews of application domains are provided along with issues and barriers which companies need to be aware of. This allows companies to easily access background information on technologies and application domains as well as stimulating comments and feedback to further add to and improve the radar



**Figure 9. Screenshot of the Technology Radar at SAE's Innovation Portal**

The “News Section” of the Innovation Portal has been reframed into a clearer structure to aid visibility and has remained very busy, providing information on open calls and related webinars, newsletters, information on covid19 related issues (<https://smartanythingeverywhere.eu/2020/04/10/how-can-dihs-help-in-times-of-covid-19/>), information from sister CSAs like DIHNET.EU, as well as information from SAE Collaboration Meetings <https://smartanythingeverywhere.eu/2020/05/12/cluster-collaboration-workshop/>



### Webinar on June on how Digital Innovation Hubs can help your business in COVID-19 times!

June 23, 2020 / in EU H2020 /

June 25th, 2020

There is no doubt that the outbreak of COVID-19 has created an unprecedented situation in which we all have to adapt to it fast. The question is: how to adapt? Or perhaps: how to make the most out of this situation?

DIHs that have worked hard in the last months to support their ecosystem are going to explain in a webinar their tools and strategies to fight COVID-19.

Join them and discover how they can help you to boost your business. Register [here](#)



### SMART4ALL Webinar on Open Calls for Cross-Border Pathfinder Application Experiments

June 23, 2020 / in EU H2020 /

June 24th, 2020

If you are interested to learn how to successfully apply for up to 80.000 EUR through the SMART4ALL Open Calls, we encourage you to register for the SMART4ALL Webinar-> [here](#).

**Figure 10. Current News section at the SAE Innovation Portal**



## 4.2 Activities in the Social Media

The CSA immediately entered into contact with the new IA coordinators and Dissemination Managers and promoted any material, open calls and news available via the Innovation Portal, but also the Social Media channels, like the already very active Twitter channel:

[https://twitter.com/SAE\\_Initiative/status/1219644652195930118?s=20](https://twitter.com/SAE_Initiative/status/1219644652195930118?s=20)

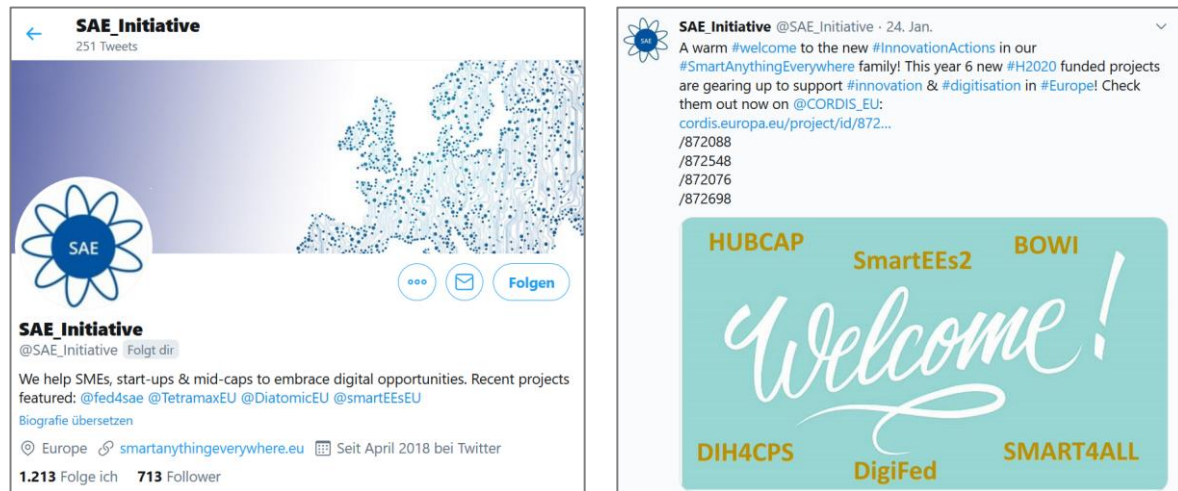


Figure 11. SAE Twitter channel and welcoming tweet to the SAE partner projects

The LinkedIn closed group formed in Smart4Europe was replaced by an open SAE page without restrictions, already showing good success as the page gained almost 90 followers within 6 weeks. YouTube is used for presenting videos of events and general information on the SAE initiative.

On all Social Media Channels, news are constantly shared, up to three times a week. The content is actively demanded by the dissemination team on a regular basis, but also delivered automatically by members of the initiative, the aligned Innovation Actions as well as sister initiatives.

To gain more individual followers, the Social Media channels have been placed more prominently on the Innovation Portal. The individual icons of each channel are now placed vertically alongside each page. By clicking on the icons, the user is led directly to the respective Social Media account.

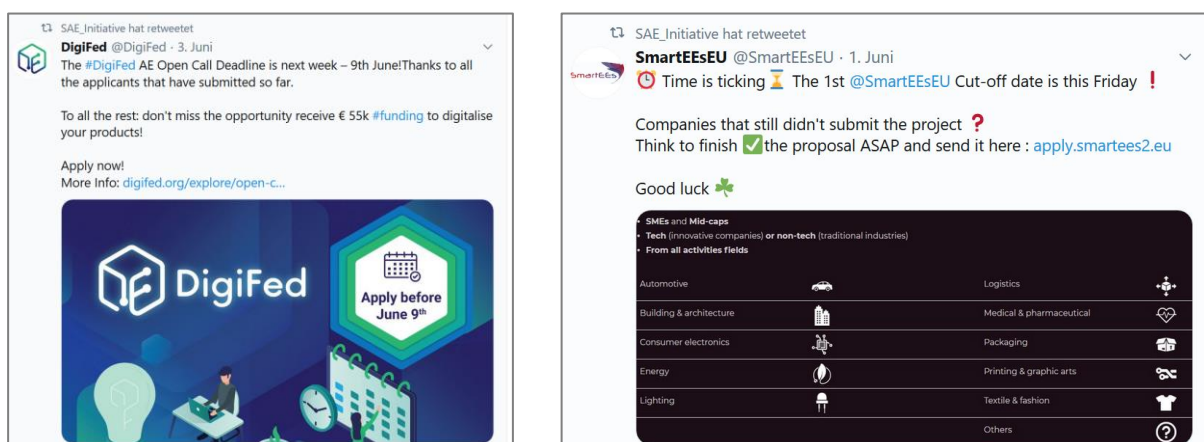


Figure 12. Retweets of the Open Calls promotions of DigiFed and SmartEEs2

### 4.3 SAE Market Place

The Innovation Portal will also link to the SAE Market Place, which will be described in detail in D1.2 in M12 and is now in its conceptualisation phase. It will be enabled by the DIHIWARE platform, an integrated innovation & collaboration platform developed within the MIDIH project, which is going to be hosted by CSA partner Fondazione Politecnico di Milano and customized according to Smart4Europe2's requirements to support both "Access to" and "Collaborate with" services. "Access to" services will allow users to gather information about SAE technological, business and skills offerings and to be directed to the right SAE Innovation Action and provider; on the other hand, "Collaborate with" services will enable dynamic interactions, social networking and collaborative processes within the SAE community.

The SAE Market Place will be structured into four main spaces whose contents will allow SMEs, DIHs and other interested stakeholders to find and/or provide useful information and "access to" SAE services related to:

- "Innovation ecosystem and networking" supporting the search and connection of different stakeholders of SAE initiative;
- "Test before invest" providing key information and access to the important portfolio of SAE technologies, experimental facilities, methodologies and tools for digital transformation;
- "Skills and training" including upskilling and reskilling activities for workers and professionals offered by SAE Innovation Actions;
- "Support to find investments" providing key information on SAE open calls and other opportunities.

### 4.4 SAE Service Centre

The Innovation Portal has an integrated Service Centre, acting as a help desk for all stakeholders. It has been running since the previous CSA and will be described in more detail in D1.3. in M12.

While being an extra menu point in the previous layout of the SAE website with FAQs, general information on the SAE initiative itself (digital flyers, the SAE brochure, SAE presentation) and practical information on funding and financial support, the help desk is now merged into the menu points "About", "Community", "Services" as well as "Funding". This again targets the recommendations of the last reviewers to better serve the different stakeholder groups with their own needs in terms of requested information.

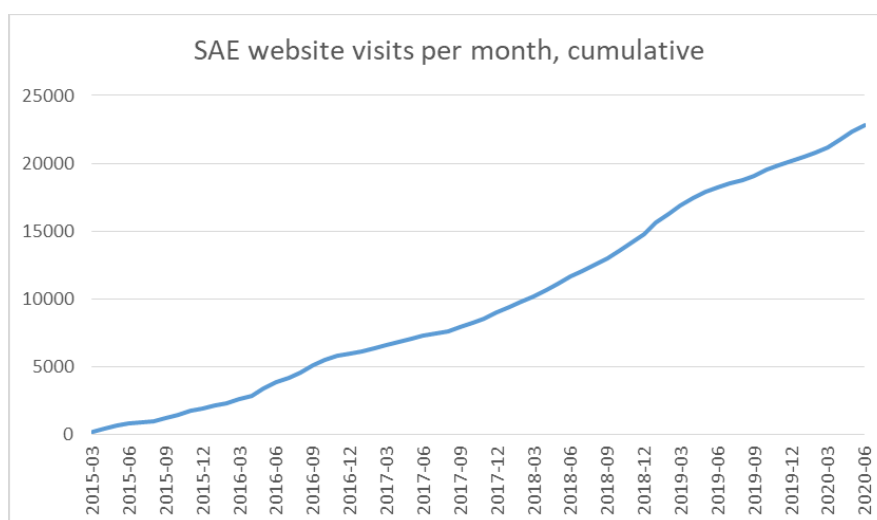
Moreover, stakeholder can reach out to the Service Centre when having additional need for information or questions not explained in the FAQs. Requests are replied by email directly or forwarded to the respective Innovation Actions if needed.

## 5 Analytics

When presenting the analytics we have to remember that the page has been continuously operating since 2015 and consequently, the number of visitors means always **new visitors**.

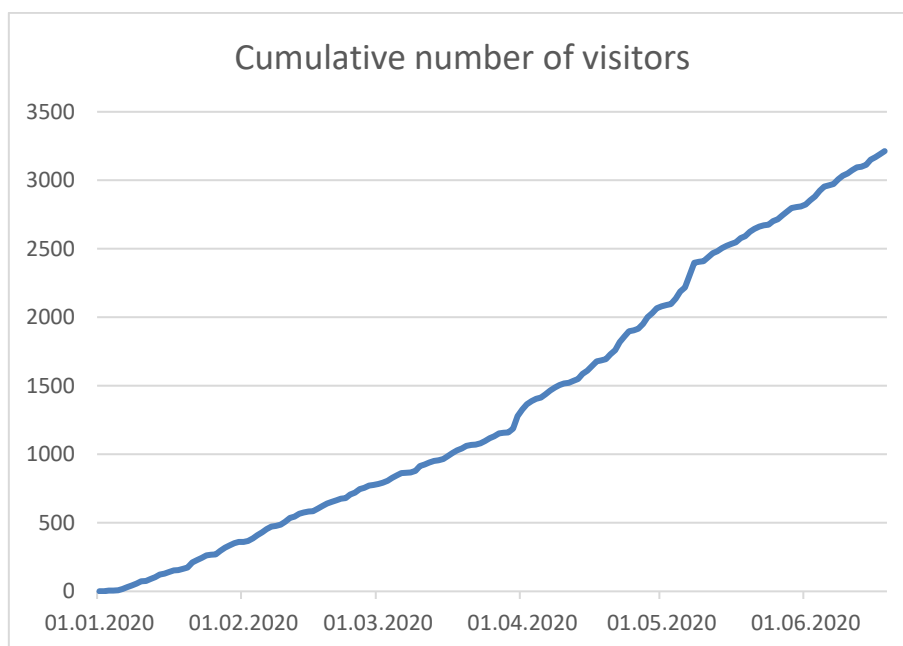
### 5.1 Evolution since 2015

Figure 13 shows the total number of visitors since the creation of the portal.

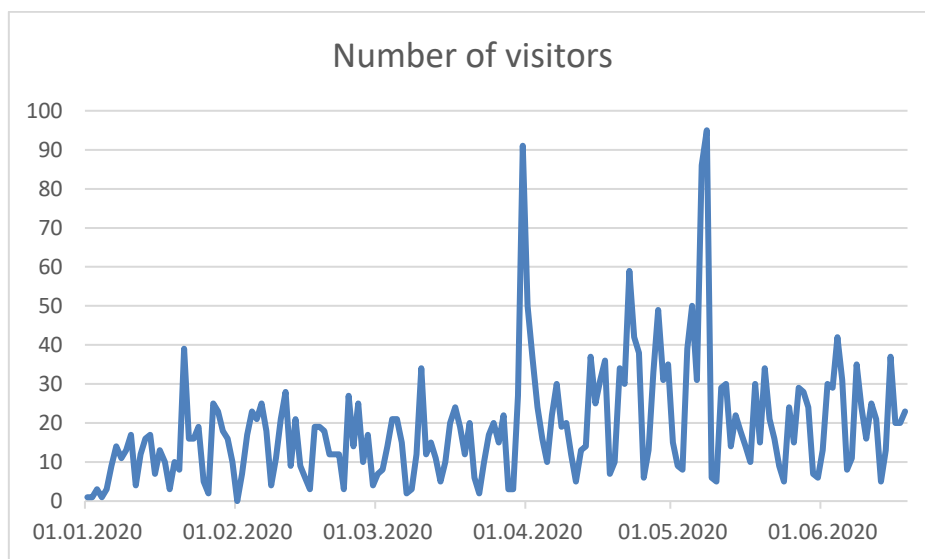


**Figure 13. Cumulative number of new visitors from the creation of the portal**

Figure 14 shows the total number of new visitors from the start of the Smart4Europe2 project until the 20<sup>th</sup> June. Note, that the number is already higher than the average half-year new visitor number of the previous years, showing the results of our enhanced efforts.



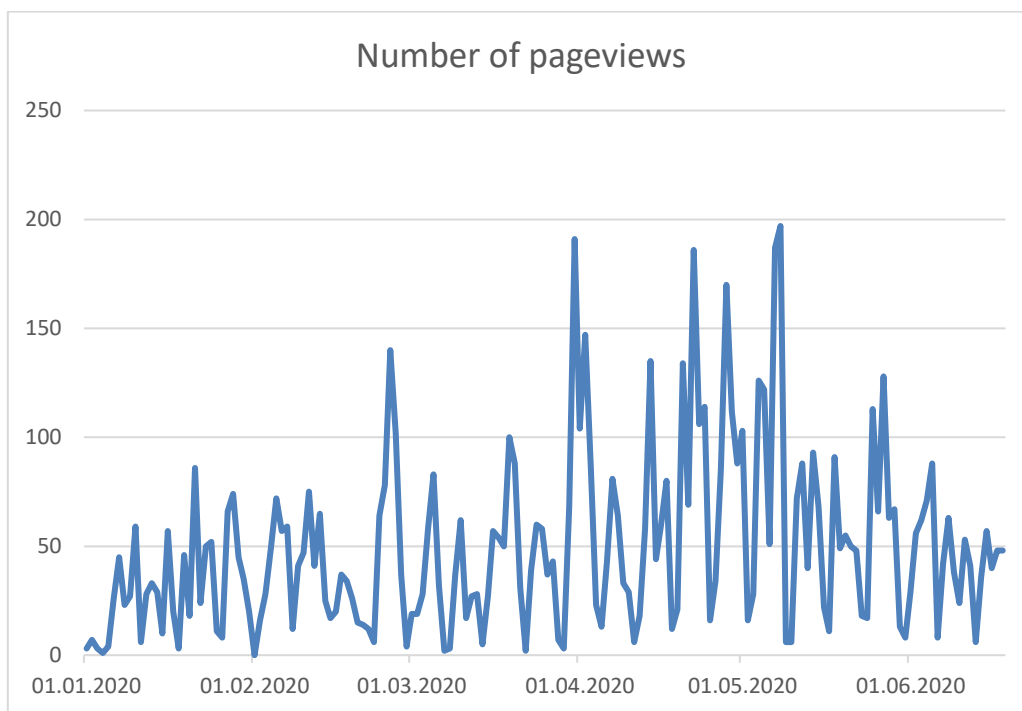
**Figure 14. Cumulative number of visitors since Smart4Europe2**



**Figure 15. Daily visitors since the beginning of Smart4Europe2**

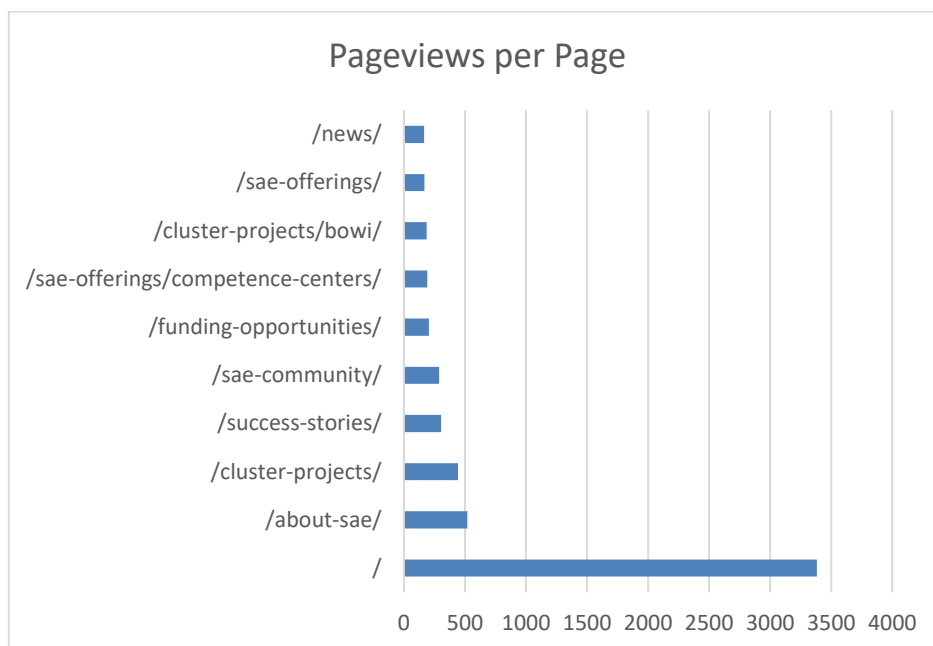
Figure 15 shows the daily number of new visitors from the start of the Smart4Europe2 project until the 20<sup>th</sup> June. It can be noted, how certain publicity actions, like the Collaboration Meeting organised by Smart4Europe2 on April 2<sup>nd</sup> as well as the campaign launching various open calls in May have significantly increased the number of visitors on our webpage.

## 5.2 Analysis of visits and users



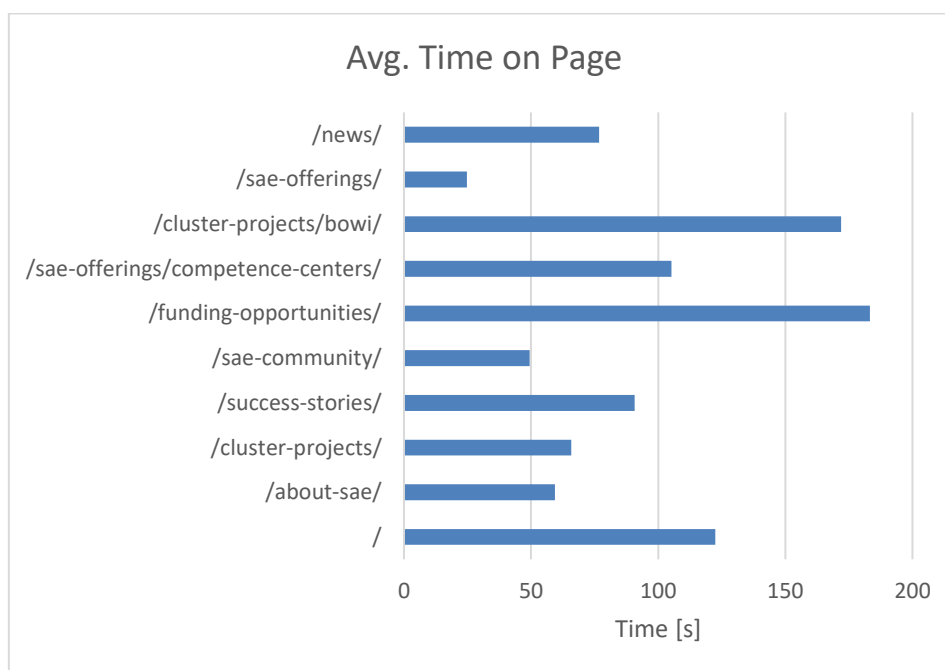
**Figure 16. Daily page views**

Figure 16 shows the daily number of page views from the start of the Smart4Europe2 project until the 20<sup>th</sup> June. The effect of our publicity actions may be also observed in this figure.



**Figure 17. Number of page views per page**

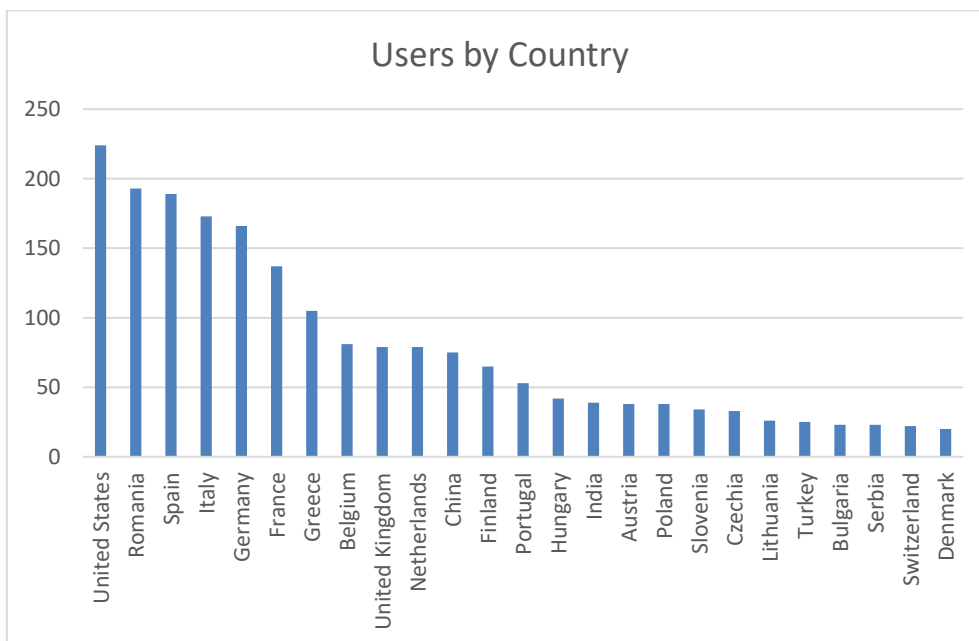
In Figure 17 the number of page views is shown per page, from the start of the Smart4Europe 2 project (01/01/2020) until the 20<sup>th</sup> June 2020. “/” means the landing page, which already contains a large amount of information that can lead the visitors to other websites, e.g. the websites of the IA projects, or to related events that we advertise on our landing page.



**Figure 18. Average time spent on the page**

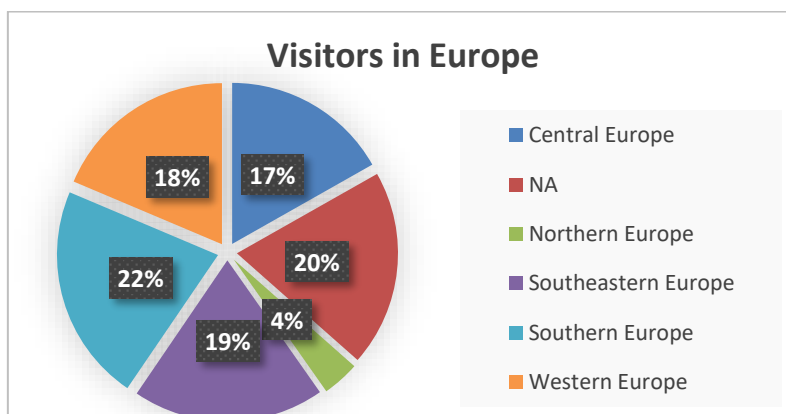
In Figure 18 the average time is shown that the visitors spend on our pages. It is not surprising that the funding-opportunities page takes most of the attention of our visitors.

Figure 19 shows the country of origin of our visitors.

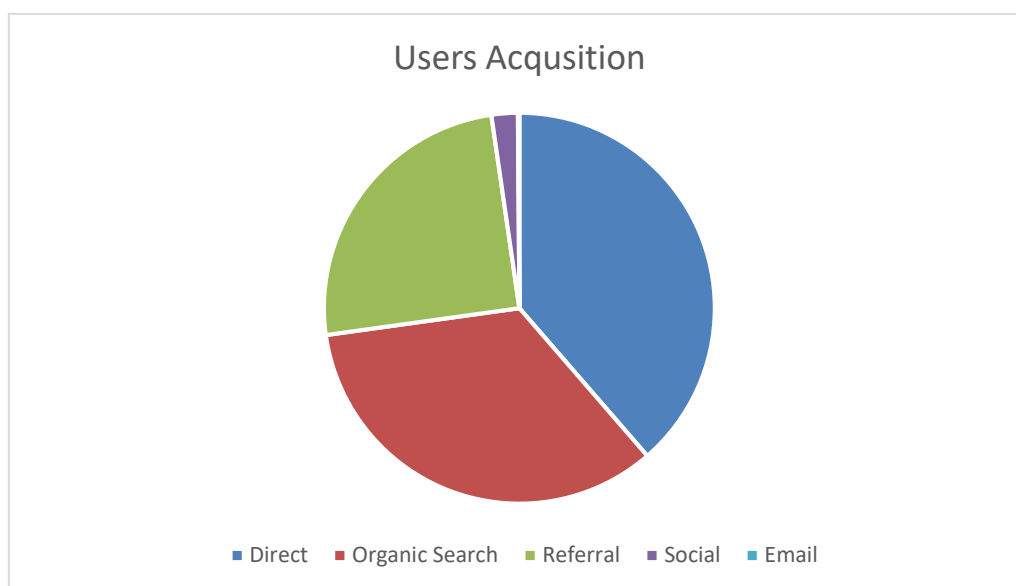


**Figure 19. Country origin of page views**

A closer overview of the partners grouped by European region shows a strong involvement of participants, particularly from central and south/south-eastern Europe which is a target of our activities. As shown below, it encompasses more than 50% of all the visits to the SAE Innovation Portal. There is also notable access from the USA which could be as a result of web-crawlers for indexing and the use of US hosted VPN connections.



**Figure 20. Proportion of European visitors according to their geographical location**



**Figure 21. Origin of visitors**

Figure 21 shows the origin of new visitors from the start of the Smart4Europe2 project (01/01/2020) until the 20<sup>th</sup> June 2020. The large portion of direct visits shows the efficiency of our publicity actions and provides useful feedback on how effective different approaches are which can be used to guide future campaigns.

## 6 Conclusion

The Innovation Portal went through significant changes, based on the experience from the Smart4Europe project, addressing review comments and looking at best practice. Now it is easier to search, and more relevant information is provided in a targeted fashion to stakeholders.

With the explosion in content as more IAs are added, new features are appearing, new success stories, an extended technology radar, and more news reflect the expanding SAE activities in Phase 3.

The analytics show that we are already reaching our target audience better and we can see the effectiveness of our outreach activities which is helping to better plan the future activities.

The most important changes are as follows:

- The Innovation Portal has been redesigned to become cleaner and leaner
- The Innovation Portal has been restructured for a better usability
- A better tailoring for the target groups has been implemented. Specific pages for SMEs benefitting from the support of the Initiative and the DIH ecosystem stakeholders are in place
- The content has been updated with a huge amount of new information coming from Phase 3 projects and evolution of the SAE Initiative and is constantly kept up to date.
- The presentation of information like SAE technologies, SAE DIHs, SAE Market Places was re-structured and made searchable and new filtering functions have been integrated.
- The technology radar became clickable, improving significantly the usability.
- The landing page, social media channels and news items provide easy to capture up-to-date information about funding opportunities and promote open calls and success stories.

In conclusion, the updates regarding the structure and design of the Innovation Portal have made the site more accessible for its users and the analytics show an increase in visits as well as broad EU coverage also in areas underrepresented before.