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[D2.1] ENTRANCE website

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02	31/03/2021	Carolina Salas	Some suggestions provided
Final	31/03/2021	Silvia Colella	Added specifications about CMS and security of the website

QUALITY CHECK REVIEW

Reviewer (s)	Main changes
Edgar Valverde (PNO)	A review of the entire deliverable has been made to ensure accordance to ENTRANCE vision and formatting.
Carolina Salas (PNO)	A review of the entire deliverable has been made to ensure that the deliverable contains all relevant sections and information.
Jeanett Bolther (PNO)	A review of the entire deliverable has been made to ensure a coherence with the project Grant Agreement and overall project focus.

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1. LIST OF ABBREVIATIONS AND DEFINITIONS

Abbreviation	Definition
CMS	Content Management System
CSA	Coordination and Support Action
EC	European Commission
EU	European Union
H2020	Horizon 2020
KoM	Kick-off Meeting
M	Month
PC	Project Coordinator
SEO	Search Engine Optimization
SSL	Secure Sockets Layer
WP	Work Package
WPL	Work Package leader

Short name and name of beneficiaries

Short name	Name
CIAOTECH	Ciaotech Srl
PNO ES	PNO Innovation S.I.
INNEN	Innovation Engineering Srl
TRV	Tri-Vizor NV
ITSN	ITS Norge-norsk forening for multimodale intelligente transport systemer og tjenester
ITA	Instituto Tecnológico de Aragon
AV	Aerospace Valley
RG	Associacio Rail Grup
VIL	Vlaams Instituut voor de Logistiek VZW
ALICE	Alliance for Logistics Innovation through Collaboration in Europe

Short name	Name
EURA	EURA AG
ESC	European Council of Transport users-conseil Europeen des usagers des Transports
CFH	Crowdfundinghub BV
EITUM	EIT KIC Urban Mobility SI
BABLE	BABLE UG
IWT	European Inland Waterway Transport (IWT) Platform

2. EXECUTIVE SUMMARY

The ENTRANCE platform is structured in an intuitive and user-friendly way, in order to allow visitors to gain access to the required information/services.

The web site includes the following main navigation paths:

- THE PUBLIC WEB SITE, providing information to visitors without requiring any registration and Log In.
- THE MATCHMAKING PLATFORM, accessible from the public web site after registration and login.
- THE PRIVATE AREA, reachable from the public web site after login and a previous registration. It is for internal use (only for the Project Partners, and not part of ENTRANCE) in order to support communication and project management, share documents, store project deliverables, etc. The Beneficiaries can access this area by using the LOGIN link.

The present document describes the map of the PUBLIC ENTRANCE website, the information provided (linked to dissemination and communication activities – WP6).

This document includes some images (screenshots) to better illustrate the different areas/sections available for visitors and/or consortium.

The ENTRANCE web site, available at <https://www.entrance-platform.eu/>, includes:

- General description about the project and consortium
- Public information on ENTRANCE, such as project's brochure and public deliverables
- News and Events from the consortium partners
- Subscription to the project newsletter
- Registration and log in to the Matchmaking Platform (that will be released at the M6)
- Access to internal area (only for partners) to facilitate the management of project's documentation

3. INTRODUCTION

The public website has been developed by INNEN, using Wordpress as CMS, after several iterations with all the partners to agree on the layout and graphic.

The key benefits of using WordPress to set up and run the website are that the CMS is flexible and adaptable for changing needs, its plugin directory includes hundreds of plugins and the searchability is key to ranking high on Google and other search engines.

Currently the TAG associated to the website are: innovative transport, mobility tools, sustainable transport and mobility, supply-demand-finance, and all the SEO data optimization tools can be managed by the CMS itself.

The website is totally under secure connection using SSL protocol and it stands on a dedicated machine not accessible from other/applications or domains, the machine is hosted by a primary world leading service with high-level physical and IT security.

The ENTRANCE website will play an essential role in the overall dissemination strategy of the project, since the scope of the PUBLIC WEB SITE is to provide information about the project, its relevance for the sector, to stimulate visitors to register and contribute to the coordination activities, and to disseminate the project public results, as better described in this documents.

4. PUBLIC WEBSITE

In order to distinguish the website from the typical structure used in other projects, and to adapt it to the specific objectives of the ENTRANCE activities, the following structure was chosen between INNEN, EURA and PNO with further votings of all other project partners in progress to design a user-friendly website with high-quality information and necessary functions.

Below there is shown the structure for the individual headings, as described below.

1) The project – with an abstract and the links to the following subsections:

1.1 Why? The problem to tackle

1.2 How? The proposed solution (the concept, section 1.3.1 of the Grant Agreement (GA)) and the methodology (section 1.3.2 of the GA – the ENTRANCE Matchmaking accelerator funnel workflow)

1.3 What? The specific activities and offerings of ENTRANCE (online and offline activities) with the following points:

- The ENTRANCE EU Matchmaking platform.
- Training and brokerage events:
 - o Online training workshops/courses/webinars.
 - o Online and offline brokerage events.
- Innovation finance support services: Individual and personalized innovation finance services
- ENTRANCE Secretariat: An offline contact point to provide individual guidance and advice on the project activities in general and on European funding programmes.
- Neutral Trustee: An impartial orchestrator of purchase aggregations to ensure a fair negotiation of the risk-, cost-, and gain-sharing mechanisms between the collaboration stakeholders, thereby lowering the cost and subsequently the risk the uptake of innovative solutions

1.4 Who? The Consortium with a short description of each, the logo, a link to their websites and contact data for each partner

1.5 When? The project's main milestones (what will be the specific things that will be happening - and when - on the road to achieving the results?)

2) ENTRANCE Documents Repository

2.1 Public deliverables

2.2 Newsletters

2.3 Dissemination materials (like training videos and documents)

3) NEWS

4) EVENTS

5) CONTACT: The contact data of the ENTRANCE secretary's office

After an initial creation of 6 mock-ups for the website by INNEN, the decision was made for the following design.

4.1. HOMEPAGE

The ENTRANCE public website, available at the URL <https://www.entrance-platform.eu/> has been developed by INNEN after several iterations with all the partners to agree on the layout and graphic, and is available in English.

The aim of the website is to provide main information about the project and the progress of the activities, to keep visitors and user group members updated on ENTRANCE achievements.

The homepage provides a short description of the project and the direct links to the different available pages (The project – ENTRANCE Document repository - NEWS - EVENTS).

It's important to underline that the pre-registration to the Matchmaking platform has been included in this homepage to start to collect interest to the project (Figure 1).

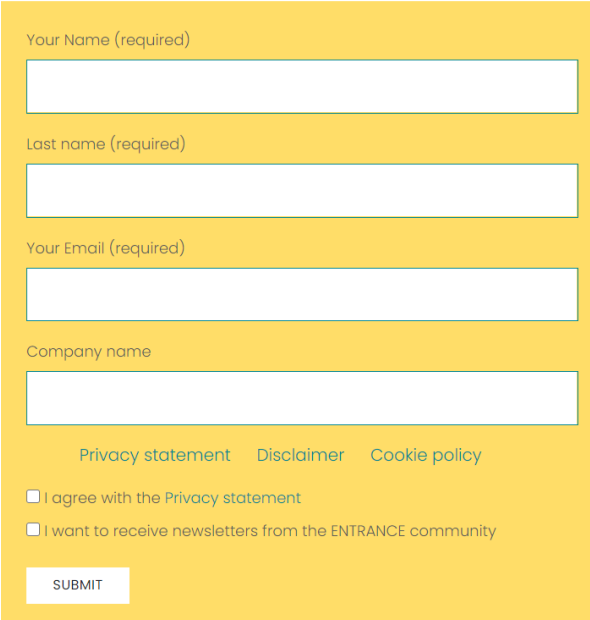
In the following paragraph all the contents of the main pages is described and the images below shows the screenshot of the homepage (Figure 2).



ENTRANCE MATCHMAKING PLATFORM.

JOIN NOW!

The platform will be available very soon. If you want to be posted about the development and all the initiatives of the ENTRANCE project, please submit your preliminary registration form!



The screenshot shows a pre-registration form on a yellow background. It contains the following fields and elements:

- Form title: "ENTRANCE MATCHMAKING PLATFORM. JOIN NOW!"
- Text: "The platform will be available very soon. If you want to be posted about the development and all the initiatives of the ENTRANCE project, please submit your preliminary registration form!"
- Form fields:
 - Your Name (required)
 - Last name (required)
 - Your Email (required)
 - Company name
- Links: "Privacy statement", "Disclaimer", "Cookie policy"
- Checkboxes:
 - I agree with the Privacy statement
 - I want to receive newsletters from the ENTRANCE community
- Submit button: "SUBMIT"

Figure 1. Pre-registration form for the Matchmaking Platform

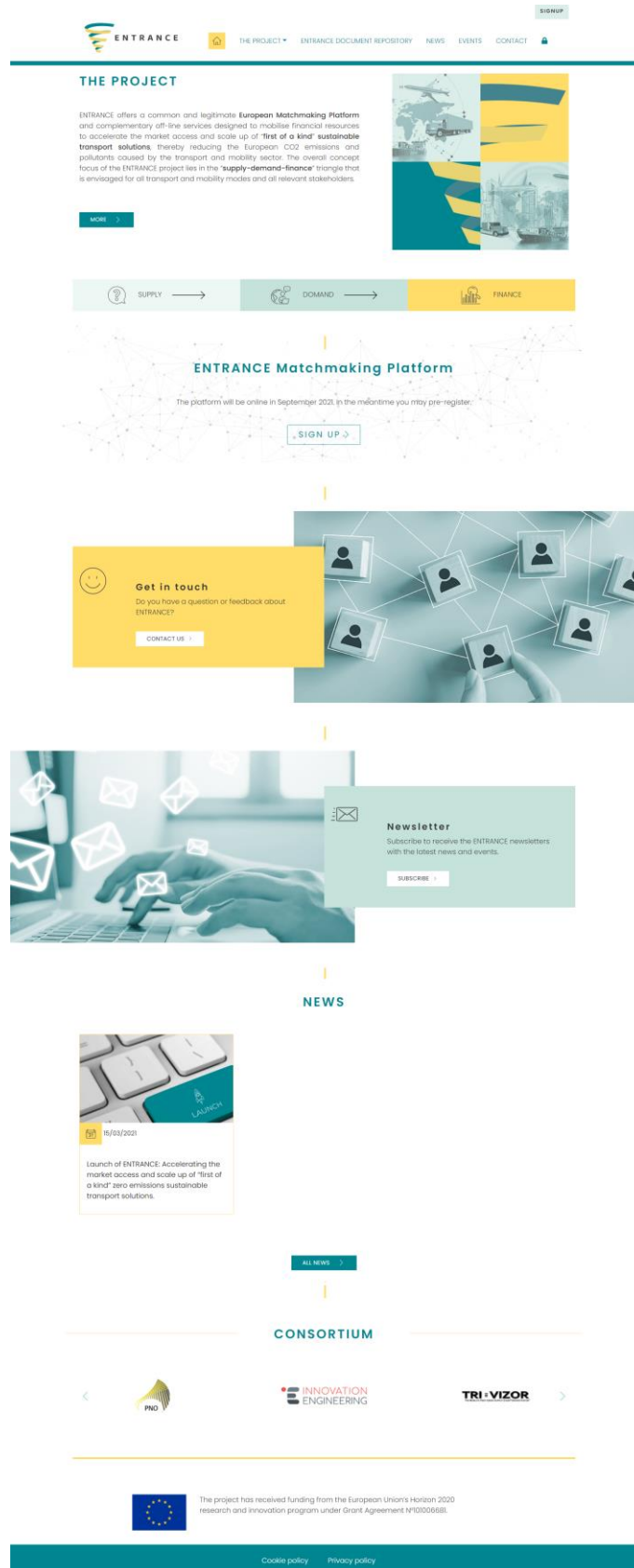
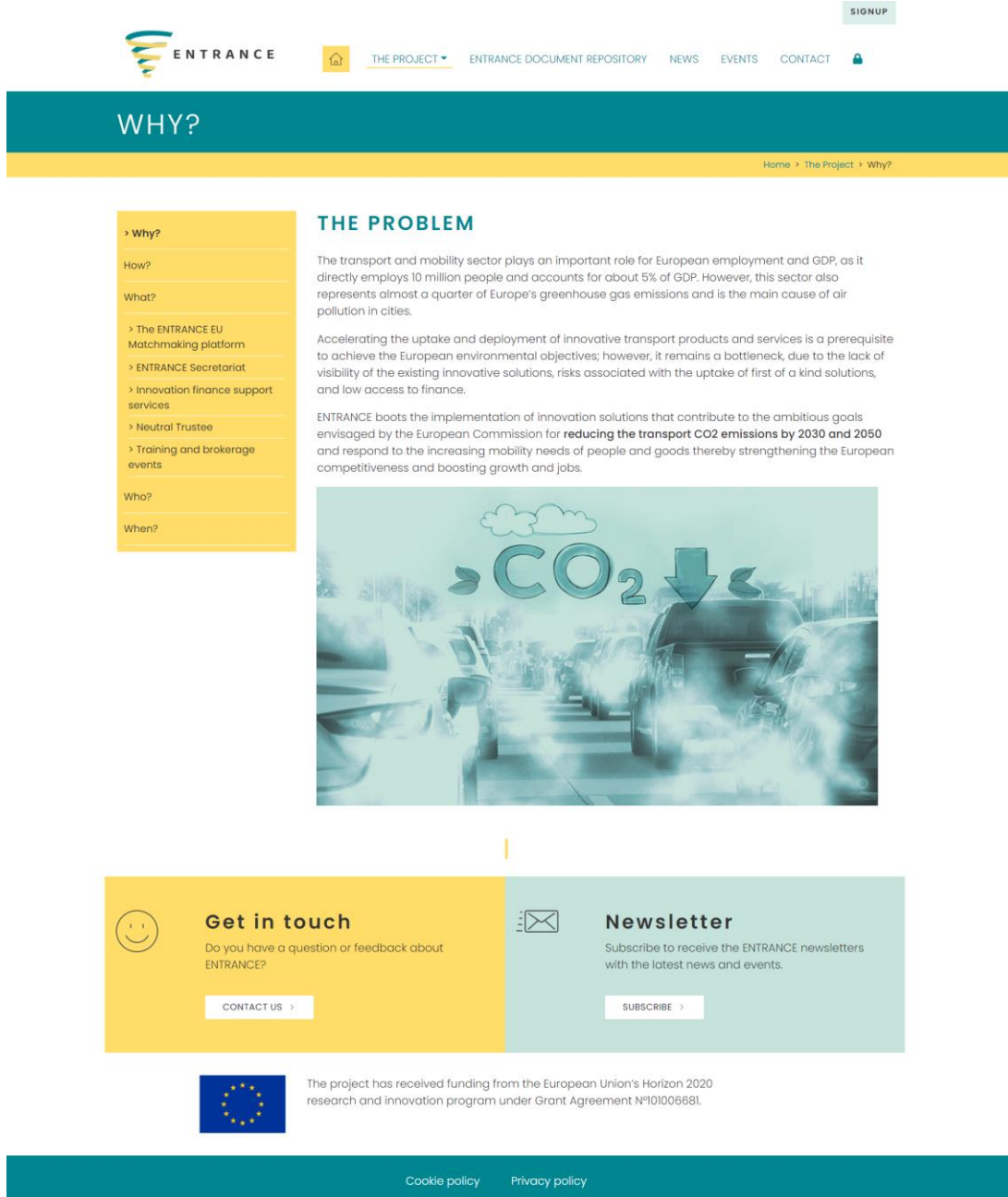


Figure 2. ENTRANCE HOMEPAGE

4.2. THE PROJECT

The section provides a general description of the project service offered and the aim of the project (Figure 3), as described in the content below.



The screenshot shows the ENTRANCE website's 'THE PROJECT' page. At the top, there is a navigation bar with the ENTRANCE logo, a home icon, and links for 'THE PROJECT', 'ENTRANCE DOCUMENT REPOSITORY', 'NEWS', 'EVENTS', and 'CONTACT'. A 'SIGNUP' button is also visible. Below the navigation bar is a teal header with the word 'WHY?' in white. A breadcrumb trail reads 'Home > The Project > Why?'. On the left side, there is a yellow sidebar menu with options: '> Why?', 'How?', 'What?', '> The ENTRANCE EU Matchmaking platform', '> ENTRANCE Secretariat', '> Innovation finance support services', '> Neutral Trustee', '> Training and brokerage events', 'Who?', and 'When?'. The main content area is titled 'THE PROBLEM' and contains two paragraphs of text. The first paragraph states that the transport and mobility sector is important for employment and GDP but also a major source of CO2 emissions. The second paragraph explains that ENTRANCE aims to accelerate the uptake of innovative transport products to reduce CO2 emissions. Below the text is an image of cars with a large 'CO2' graphic and a downward arrow, symbolizing emission reduction. At the bottom of the page, there are two sections: 'Get in touch' with a 'CONTACT US' button and 'Newsletter' with a 'SUBSCRIBE' button. A footer section features the European Union flag and text stating that the project is funded by the Horizon 2020 program. The very bottom of the page has a teal bar with links for 'Cookie policy' and 'Privacy policy'.

Figure 3. ENTRANCE - The project

ENTRANCE offers a common and legitimate European Matchmaking Platform and complementary off-line services designed to mobilise financial resources to accelerate the market access and scale up of **“first of a kind” sustainable transport solutions**, thereby reducing the European CO2 emissions and pollutants caused by the transport and mobility sector. The overall concept focus of the ENTRANCE project

lies in the **“supply-demand-finance” triangle** that is envisaged for all transport and mobility modes and all relevant stakeholders.

4.2.1. Why?

The transport and mobility sector plays an important role for European employment and GDP, as it directly employs 10 million people and accounts for about 5% of GDP. However, this sector also represents almost a quarter of Europe's greenhouse gas emissions and is the main cause of air pollution in cities.

Accelerating the uptake and deployment of innovative transport products and services is a prerequisite to achieve the European environmental objectives; however, it remains a bottleneck, due to the lack of visibility of the existing innovative solutions, risks associated with the uptake of first of a kind solutions, and low access to finance.

With ENTRANCE we help providing solutions that contribute to the ambitious goals envisaged by the European Commission for **reducing the transport CO2 emissions by 2030 and 2050** and respond to the increasing mobility needs of people and goods thereby strengthening the European competitiveness and boosting growth and jobs.

4.2.2. How?

ENTRANCE will provide visibility and outreach to European first-of-a-kind zero (or close to zero) emission transport and mobility products, technologies, and services with a Technology Readiness Level of 7 or above. The solutions covered by the project concept shall support the goals established by the European Commission to reduce the transport CO2 emissions and respond to the increasing mobility needs of people and goods, thereby offering novel approaches to achieve (i) better transport and mobility, (ii) less pollution, and (iii) less congestion. The transport solutions must cover one or more of the following goals:

- Increase the efficiency of the transport and mobility system.
- Integrate transport and mobility planning.
- Encourage the shift to lower emission transport modes.
- Boost the deployment of low-emission alternative energy for transport and mobility.
- Remove obstacles to the electrification of transport and the use of alternative fuels.
- Move towards zero-emission vehicles to accelerate the transition towards low- and zero-emission vehicles.
- Optimise the use of transport infrastructures, corridors as well as hubs and terminals.
- Boost the transport network collaboration and coordination.

- Pursue global efforts to control and improve emissions from international aviation and maritime transport.
- Support the European Green Deal.

The transport modes (air, water, rail and road) will be considered not only independently but also as combined and cross-modal transport concepts such as multi-, synchro, inter- and co-modality. On the other hand, the transport stakeholders that will be included in the project activities will include (i) the private transport and mobility sector, including automobile manufacturers (OEMs) and their suppliers (Tier 1 and Tier 2), commercial vehicle operators, private transport companies and value-added service providers; (ii) the public transport and mobility sector, that covers regional planning organizations, public transport planning agencies, and local government; and (iii) the solution providers which may be SMEs, start-up and spin-off companies, big industrial players, technological institutes, or research organizations.

The overall concept focus of the ENTRANCE project lies in the “supply-demand-finance” triangle that is envisaged for all transport and mobility modes and all relevant stakeholders as may be seen in the figure below. Each of the vertices of this triangle is defined as follows:

- **Supply:** Organizations that can provide first-of-a-kind and near to market transport and mobility solutions (technologies, products and/or services).
- **Demand:** Potential buyers among the main public and private actors of the transport and mobility sector that are expected to have foreseen replacement or purchase plans and schedules.
- **Finance:** Public and private organizations that provide different funding programmes for innovation in the transport sector, including private investors, and public funding instruments such as for example the European Innovation Council (EIC), Connecting Europe Facility (CEF), the European Investment Bank (EIB), and the equity instruments and debt instruments (and relevant hybrids and blends).

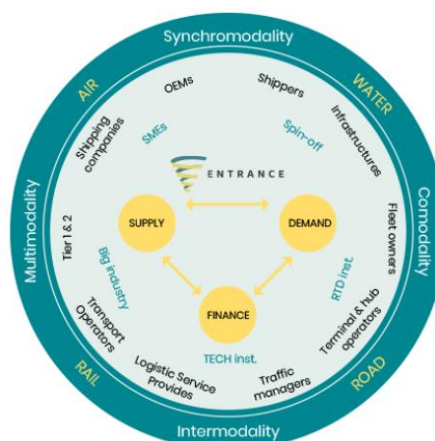


Figure 4: ENTRANCE concept focus

To reach the project objectives and implement the described concept, ENTRANCE has created the **ENTRANCE Matchmaking accelerator funnel workflow**. A funnel workflow has for years shown to be effective for online services and therefore ENTRANCE will centre it around the ENTRANCE EU Matchmaking Platform, which will be created. The following figure shows the ENTRANCE Matchmaking accelerator funnel and its relation to the project's work packages and implementation plan.

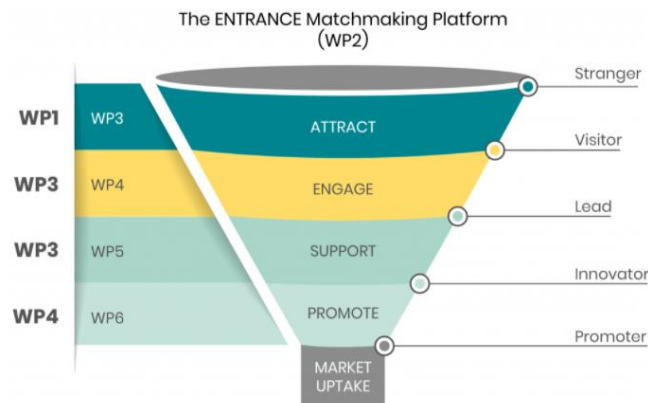


Figure 5. ENTRANCE matchmaking accelerator funnel workflow

The initial phase of the funnel will identify and attract the stakeholders to visit the ENTRANCE Matchmaking Platform and thereby convert “strangers” into “visitors” of the ENTRANCE website and platform that is enjoying the content and overall experience. The following phase 2 will convert simple “visitors” of the platform into potential collaboration “leads” for uptake and upscaling of innovative transport and mobility solutions through numerous training workshops and webinars as well as brokerage events. Through phase 3 we will achieve converting the “leads” into real “innovators” by supporting the stakeholders with finance services and an impartial orchestrator of potential purchase aggregations and, finally, through phase 4 the “innovators” of the platform will have the chance to promote the uptake of their own solutions as examples of best practices on the platform, thereby encouraging its wider scale up. By doing this the “innovators” themselves become active “promoters” of the platform. Also, as satisfied users tend to recommend its use to new potential users in some cases the “innovators” may become coaches themselves for other potential solution providers.

Phase 1, Attract:

ENTRANCE will:

- identify “supply-demand-finance” stakeholders
- identify best practices on the deployment of innovative solutions and relevant European legislation
- ensure a fluent and interesting traffic of users on the ENTRANCE platform

-
- ensure high-quality platform content

Phase 2, Engage:

ENTRANCE will:

- offer the ENTRANCE Platform users online training workshops to increase their business capacity
- organise online and offline brokerage events for the ENTRANCE Platform users to leverage the achievements of the automatic matchmaking done by the Matchmaking Platform and ensure one-to-one networking opportunities between the solutions providers, potential buyers and investors that can lead to potential investment and commercial partnerships deals
- organise webinars to present the relevant European funding programmes in collaboration with the funding authorities
- actively involve the users in sharing knowledge, being this solutions, replacement plans or financing opportunities, on the ENTRANCE Matchmaking platform
- direct connect to clustering activities with European association and initiatives in the transport and mobility sector, including the set-up of an Advisory Board

Phase 3, Support:

ENTRANCE will:

- set up an impartial orchestrator of potential purchase aggregations to ensure a fair negotiation of the risk-, cost-, and gain-sharing mechanisms between the collaboration stakeholders, thereby lowering the cost and subsequently the risk of innovative solutions. This key enabler is directly linked to the supply and demand vertices of the ENTRANCE concept triangle
- provide an individual and personalised innovation finance service to lower the barriers for access to finance of solution providers and buyers. This is directly linked to the finance vertex of the ENTRANCE concept triangle
- offer an offline contact point to provide individual guidance and advice on the project activities in general and on European funding programmes.

Phase 4, Promote:

ENTRANCE will:

- disseminate the results of the project
- define and implement the communication and dissemination strategy and activities

-
- create awareness on the ENTRANCE project
 - disseminate the project's results to a large community of users from key stakeholders to public at large
 - define the exploitation strategy and the sustainability plan for the maintenance of the ENTRANCE offered services after the project's end

4.2.3. What?

ENTRANCE will develop an online ENTRANCE EU Matchmaking Platform and offline support services to accelerate the market access and scale up of first-of-a-kind sustainable transport products and services at European level and foster the de-risking of large purchasing. To achieve this, the project will:

- Design and develop a common and legitimate European matchmaking platform for the transport and mobility sector that will be a reference hub for bridging the gaps and facilitating matchmaking between providers of innovative zero emission transport and mobility technologies, products and services, buyers and investors.
- Identify and attract first-of-a-kind zero, or near-to-zero, emissions transport and mobility solutions, potential buyers and financing opportunities and assess the quality of the same to ensure high value content.
- Stimulate dissemination of information and exchange of knowledge on best practices on deployment of innovative and sustainable transport solutions, national and European tenders, and legislation related to the uptake of innovative transport and mobility solutions.
- Engage with users of the ENTRANCE EU Matchmaking Platform through training and brokerage activities that are designed to increase the maturity of the ENTRANCE network and bridge the gap between innovative solutions and the market.
- De-risk the uptake of innovative solutions by developing and facilitating purchase aggregation of innovative transport and mobility tools and services.
- Support solution providers and buyers with access to public and private innovation finance.

In this section the following activities have been described:

- The ENTRANCE EU Matchmaking platform
- ENTRANCE Secretariat
- Innovation finance support services
- Neutral Trustee
- Training and brokerage events

4.2.4. Who?

In this page there is the list of the project partners with a brief description of their major activities, the link to their corporate website and the official logo.

The consortium consists of 15 organizations from 7 European countries. All ENTRANCE partners are strongly involved in the transport and mobility sector, each within their own mission and business area. The consortium has a long track record in EU funded projects, including many CSAs, and is very well connected to the EU initiatives in the transport area. The consortium constitutes the perfect combination of competences which covers the entire transport and mobility sector. The partners represent all relevant stakeholder groups and ensure the direct contact with all relevant European transport and mobility initiatives and associations. The composition of the project partners combines expertise from the areas of innovation management consultancies, the financing sector, transport and mobility associations in all transport modes (road, rail, air and water) as well as experienced IT company developers.

PNO Consultants, <https://www.pnoconsultants.com>

PNO is specialised in Innovation Management, providing support services to private and public organizations in innovation processes, technology transfer, project management, and funding for research, development and innovation. PNO Group is made up of a pool of more than 400 professionals across 7 Member States, including scientists, engineers, consultants, Brussels policy advisory service, as well as financial and IT experts. The growth of the company can be attributed to a unique combination of services, based on profound insight in research and innovation strategies, up-to-date knowledge and nearly 30 years of experience.

Along with a wide European client base, PNO has a relevant and extensive network that is guaranteed by several innovation and support actions that the company coordinates and executes in the framework of European Funding Programmes. In fact, PNO is involved in and coordinates numerous coordination, research and innovation projects aimed at creating new innovative solutions, awareness creation, business consultancy, and technology transfer activities.

Innovation Engineering S.r.l, <https://www.innovationengineering.eu/>

Innovation Engineering S.r.l. is a private company located in Rome, Naples, Milan (Italy) and The Netherlands (Rijswijk) focused on the design and development of advanced IT solution to search, access and manage relevant knowledge within enterprises, on the web, and in structured databases, with specific focus on the technology innovation domain.

The company (ISO-9001 certified) focuses on robust methodologies and IT solutions based on Java language and Open Source, to drive innovation through the search, manage and analyses of information that should be translated into valuable knowledge. The Innovation Engineering team couples a longstanding expertise in the development of IT solutions, with a consolidated knowledge in the innovation domain within enterprises and extended enterprises' framework. Innovation Engineering's clients include private companies as well as large governmental bodies where a full set of knowledge management tools needs to be developed.

TRI-VIZOR NV, www.trivizor.com

TRI-VIZOR NV is a Belgian SME and was originally a spin-off company of the University of Antwerp founded in 2008. As the world's first impartial orchestrator for transport and logistics, TRI-VIZOR proactively prepares designs and operates horizontal partnerships and collaborative communities among shippers.

In its role as neutral orchestrator, TRI-VIZOR prepares, involves, and supports companies in the processes of creation (as 'architect') and managing (as 'trustee') horizontal collaboration partnerships and platforms. Throughout the last years, TRIVIZOR has acquired a unique and strong reputation in cross company horizontal collaboration and consolidation. It has grown to a leading reference for horizontal collaboration project, i.e. the World's first cross supply chain orchestrator.

ITS NORGE – NORSK FORENING FOR MULTIMODALE INTELLIGENTE TRANSPORT SYSTEMER OG TJENESTER, <https://its-norway.no>

ITS Norway is a membership association for all actors in the transportation industry. The association has about 70 members from all modes of transport, research, industries, and from public transportation agencies. The network covers passengers and freight operations in all modes: sea, air, rail, and road. ITS Norway has activities in Oslo, Trondheim, and Bergen in addition to a growing interest from Kongsberg and Bodø. The association is running several platforms/conferences/expert networks like ITS in tunnels, Open data, eNavigation and Smart Cities. ITS Norway is a member of The European Technology Platform ALICE and ITS Nationals.

The organization works with government authorities, research institutes and universities in order to foster and expand the knowledge-base and stimulate education and training within the ITS-sector. ITS Norway's activities are framed by trends like Autonomous driving, Cooperative Systems, Emission-Free Vehicles and Smarter Mobility.

INSTITUTO TECNOLÓGICO DE ARAGÓN, www.itainnova.es

Located in the Northeast of Spain, Instituto Tecnológico de Aragón is a non-profit technology centre whose main objective is to promote competitiveness in the industrial sector by means of the development, acquisition, adaptation, transfer, and diffusion of innovative technologies. Its staff is composed of 231 employees. Instituto Tecnológico de Aragón has five technological divisions: Materials and Components, Mechatronics and Robotics, Power Electronics Systems, ICT for Industrial Processes, and Big Data and IA Technologies.

Instituto Tecnológico de Aragón is member of the Enterprise Europe Network since its inception in 2008. The Enterprise Europe Network is the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions, funded by the European Commission. The support services are focused in helping companies innovate and grow on an international scale. The Network provides its services in more than 60 countries worldwide.

Aerospace Valley, <https://www.aerospacevalley.com/>

Aerospace Valley is the biggest European non-profit competitiveness cluster dedicated to aeronautics, space and drones. The cluster geographically covers two adjacent regional authorities in the South-West of France: Nouvelle-Aquitaine and Occitanie. Aerospace Valley gathers 860 members from industry and research including amongst others 500 SMEs as well as large corporate groups and OEMs (Original Equipment Manufacturers), the major aerospace research establishments, engineering schools and local authorities.

The purpose of Aerospace Valley is to leverage the competitiveness and visibility of all its members, both on the national and international scene and to foster the development of collaborative initiatives. It provides a specific support to SMEs helping them to take part in collaborative projects with industry leaders, investors, and research organizations.

ASSOCIACIO RAILGRUP, www.railgrup.net

As a non-profit association Railgrup has become a benchmark cluster not only in the railway ecosystem but in the transport sector in general. Through innovation, technological excellence, cross-sectoral knowledge, and the development of joint projects, we help our members establishing key points and improving their business competitiveness.

Railgrup has different workgroups and currently gathers more than 105 members including public operators, engineering firms, start-ups, sensor-mobility systems, OEMs, cybersecurity, and rail infrastructure suppliers. Through different workshops the aim is to spread knowledge, raise awareness, explore challenges ahead in a railway mobility context.

VLAAMS INSTITUUT VOOR DE LOGISTIEK VZW, www.vil.be

VIL is a non-profit member-organization that harbours some 620 logistics stakeholders, of which about 66% are SME's. The primary focus of VIL lies with innovative projects and their subsequent valorisation. For the 2020-2022 period, VIL, together with its members, has defined 4 domains in which such projects will be conducted: digital transformation, green supply chains, hinterland connectivity and last mile logistics.

VIL is Flanders' innovation spearhead cluster for logistics. It is the region's reference when it comes to company-oriented innovation in logistics and will remain so for the coming decade, supported by a Covenant with the Flanders government. VIL is also increasing its international efforts and focuses on co-ordination and collaboration with international cluster organizations and coaching its cluster members while participating in European projects itself or support its members by directly joining various consortia.

Alliance for Logistics Innovation through Collaboration in Europe, ALICE AISBL – ALICE, www.etp-alice.eu

The European Technology Platform ALICE is set-up to develop a comprehensive strategy for research, innovation and market deployment of logistics and supply chain management innovation in Europe. The

platform will support, assist, and advise the European Commission into the implementation of the EU Program for research: Horizon 2020 in the area of Logistics.

ALICE was created in the frame of WINN project having the European Green Cars Initiative (logistics section) and EIRAC, European Intermodal Research Advisory Council, as background and supporting initiatives. ALICE was officially recognized as a European Technology Platform by the European Commission in July 2013 and is based on the recognition of the need for an overarching view on logistics and supply chain planning and control, in which shippers and logistics service providers closely collaborate to reach efficient logistics and supply chain operations.

Eura AG, www.eura-ag.de/en/

As a technology and innovation consultancy operating throughout Europe, EurA AG supports the market leaders of tomorrow in the innovation process since 20 years: from research and development of new products to market launch and international marketing of innovations. EurA AG accelerates innovations with the help of regional, state, and European subsidies, implements cross-sectoral technology transfer and manages more than 50 national and international innovation networks in which entrepreneurial developments and associations from science and industry are initiated.

EurA AG agitates through cooperation, investment, partnerships and is supporting top-innovators for their business acceleration. The Corporate Innovation Services of EurA AG offer a very focused and direct, and therefore very effective service to promote positive innovation and corporate culture in companies. EurA AG assists highly innovative Start-ups, research organizations, large corporates and high-tech SMEs as „hidden champions“ from all over Europe.

European Shippers' Council, <https://www.europeanshippers.eu>

The European Shippers' Council, established in 1963, is a non-profit European organization representing cargo owners i.e. freight transport interests of around 75.000 companies throughout Europe, whether manufacturers, retailers, wholesalers (import and export, intercontinental). Collectively they are referred to as 'shippers' as neutral user of transport (all modes: air; road, rail, waterborne). The global European Shippers' Council's network consists of national shippers' associations, European commodity trade association (e.g. chemical, steel, paper) and corporate members among which well-known multinational brands.

European Shippers' Council aims at creating a level playing field in Europe and between continents and works closely with Asian Shippers' Association (ASA), American Association of Exporters and Importers (AAEI), together forming the Global Shippers Alliance (GSA). European Shippers' Council runs expert policy 'councils' in which harmonisation issues are discussed ranging from measurable freight KPI's to trade facilitation and labour laws.

CrowdfundingHub, www.crowdfundinghub.eu

CrowdfundingHub is a consultancy firm specialised in alternative finance and community ownership solutions based in Amsterdam. CrowdfundingHub is promoting alternative finance solutions for SMEs by promoting and developing community ownership solutions for employees, customers, and local stakeholders to co-invest and co-own local projects and businesses in renewable energy, food production, nature-based solutions and real estate. The company works with a network of alternative finance specialists in Europe and initiates regular pan-European research projects.

CrowdfundingHub is participating in several projects funded by the European Commission, with the objective of promoting alternative finance, crowdfunding, and community ownership. The company is currently involved as expert partner in projects such as Altfinator, CrowdThermal, DivAirCity and Hub-IN and is coordinator of several projects for the Dutch government, such as Stichting MKB Financiering and the European Centre of Alternative Finance at Utrecht University.

EIT KIC Urban Mobility, s.l., www.eiturbanmobility.eu

EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT). Since January 2019 EIT has been working to encourage positive changes in the way people move around cities to make them more liveable places. EIT aims to become the largest European initiative transforming urban mobility.

EIT Urban Mobility is a new organization with a new way of working. It is gathering all the key players in the field of urban mobility to encourage them to work together to develop innovative solutions to the mobility challenges cities are facing. In January 2019 when EIT Urban Mobility was officially launched, the community already consisted of a total of 85 organizations, including city councils, companies, universities, and research centres from 16 European countries.

BABLE GmbH, www.bable-smartcities.eu

BABLE stands as Europe's neutral facilitator for Smart City implementations and acts as a connecting point for municipalities, businesses, and experts to bring Smart Cities innovations to scale. BABLE offers a free, open exchange platform to connect the Smart City Community and a portfolio of consulting services to support the roll-out of smart and sustainable solutions.

The BABLE Platform provides high-quality crowd-sourced content and a unique set of features and digital tools that enable companies, public authorities, and experts to openly collaborate and exchange lessons learned. Through its unique ontology, the BABLE Platform links together innovative products with use cases as reference projects as well as vendor-neutral expert-curated Solution Packages, which serve as blueprints for project replication and procurement of innovation. In this way, the platform can match demand and supply while providing greater transparency, enhancing economic potential, and opening new business opportunities.

European Inlandwaterwaytransport Platform, www.inlandwaterwaytransport.eu/

Thanks to continuous efforts of EBU and ESO, the two associations representing the interests of "Inland Shipping Entrepreneurs", succeeded in having EC regulation 718/1999 amended. In practice this means that since mid-2014 the fund originally intended to be used for Community- fleet capacity policy can also be used to adapt vessels to technical progress, including higher environmental standards. For all these purposes the joint platform "European IWT Platform" was established.

This separate legal entity will be coordinated by the two associations and it will strengthen the industry by participating pro-actively in the decision-making processes related to the areas covered by IWT's Committees. Committees are focusing on: human capital, greening of the fleet, nautical technical aspects, safety, and security and last but not least digitalization/automation.

4.2.5. When?

Table 1. Content website - milestones

Milestone	Topic	Time	Explanation
MS1	Project start	1 (January 2021)	The kick-off meeting has been conducted.
MS2	Project website online	3 (March 2021)	The ENTRANCE website has been made available.
MS3	ENTRANCE platform released	9 (September 2021)	The platform is online and operative with all its features.
MS4	Pool of potential users of the platform identified	8 (August 2021)	The report on the identified supply, demand, and financing opportunities is released.
MS5	Collaboration with external association and relevant initiatives have been initiated	6 (June 2021)	The structure of the Advisory Board has been established.
MS6	Initiation of training and brokerage activities	6 (June 2021)	First online training webinar has taken place.
MS7	Set-up of ENTRANCE secretariat	3 (March 2021)	Personnel has been assigned to the secretariat and communication

Milestone	Topic	Time	Explanation
			channels have been created (e-mail and phone number).
MS8	The project starts offering services to support purchase aggregations	9 (September 2021)	The neutral trustee support services have been launched.
MS9	The project begins to advice supply and demand on finance options	9 (September 2021)	The innovation finance support services have been launched.
MS10	The project has established a firm exploitation and sustainability strategy	36 (December 2023)	D6.2 Exploitation plan & sustainability strategy has been submitted to the EC.

4.3. ENTRANCE DOCUMENT REPOSITORY

As no deliverables, newsletters, public project documents (like for instance those documents developed by the Innovation finance support services and the Neutral Trustee) or training videos etc. has been created at the stage this D2.1 was written, the content for this is pending and will be uploaded in due course (Figure 6).

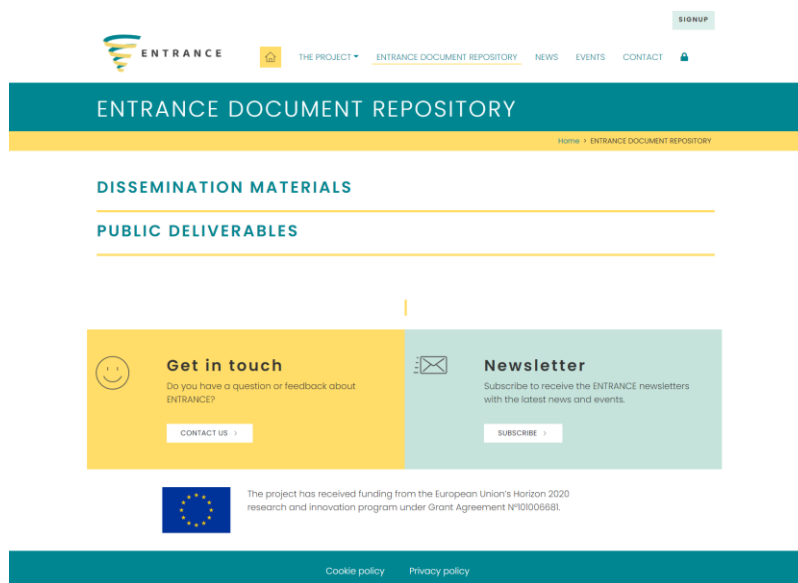


Figure 6. ENTRANCE Document Repository

4.4. NEWS

This page will provide brief news from the project (Figure 7). The first published press release about the launch and kick-off meeting of the project appears in this “News” section. Further news about the progress of the project, announcements about events, milestones reached etc. will be included in this section as soon as there is news to report.

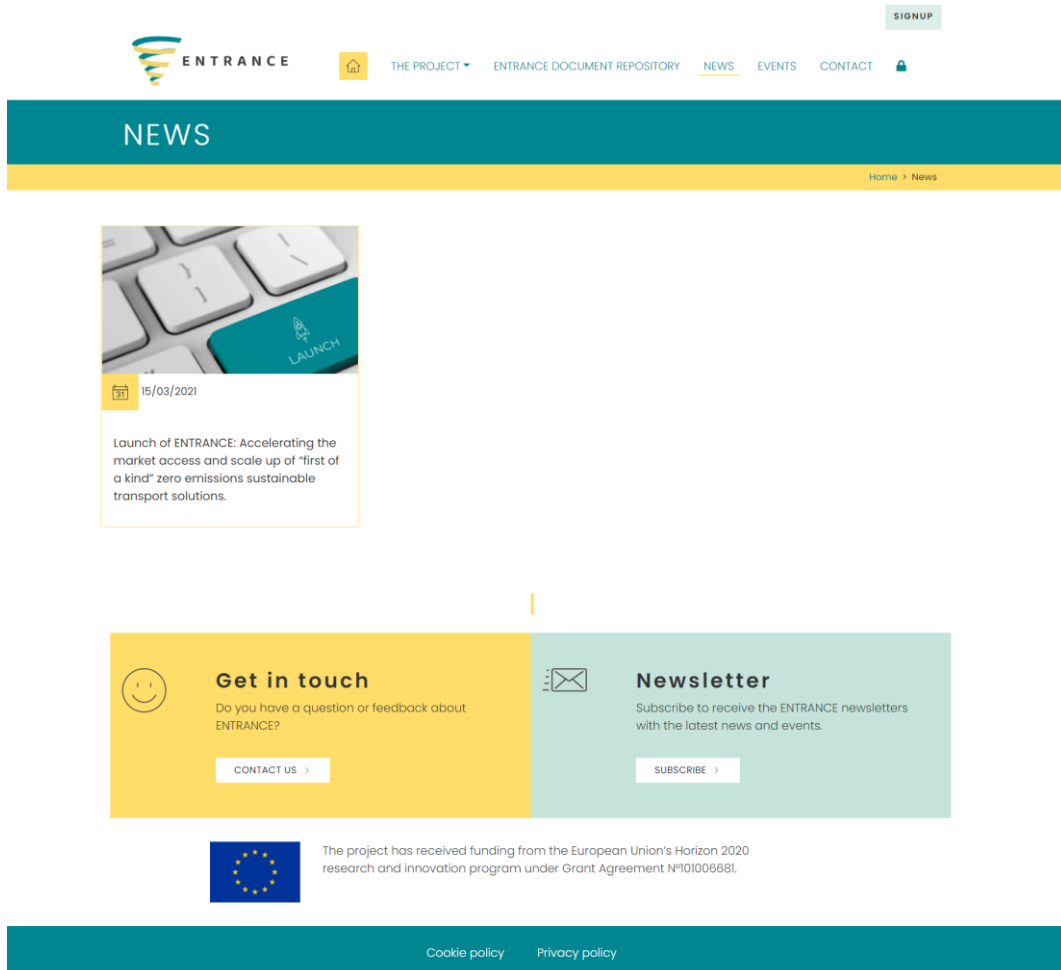


Figure 7. ENTRANCE News

4.5. EVENTS

This page is dedicated to publish events organized by the consortium and/or related to the project objectives (Figure 8).

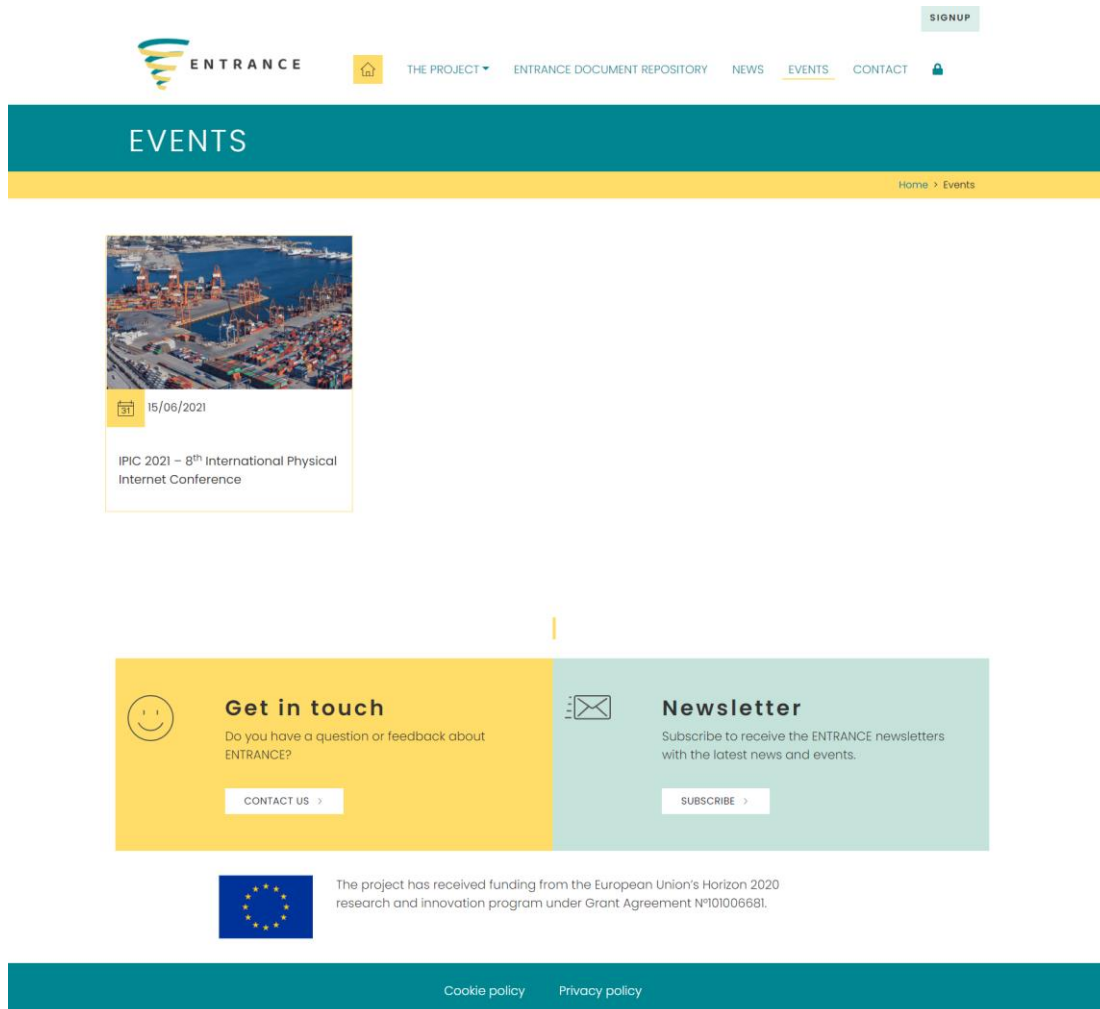


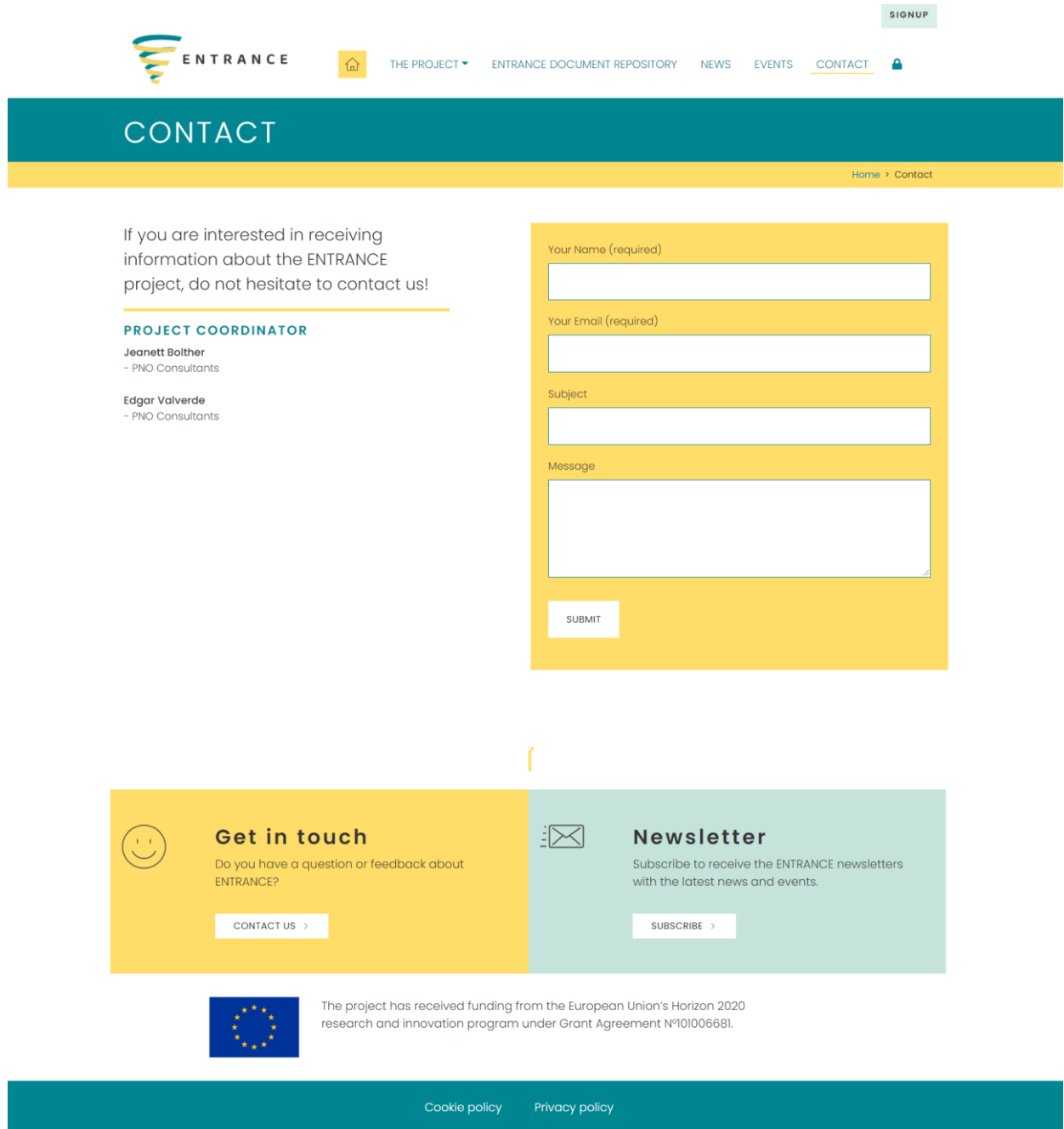
Figure 8. ENTRANCE Events

4.6. CONTACT

The page contains a standard web based form (Figure 9) to submit feedback or questions to the ENTRANCE consortium. As secretariat, the following contact details have been uploaded to the website. The e-mail address secretariat@entrance-platform.eu has already been created as secretariat contact data the email are directly forwarded to:

Edgar Valverde/ Jeanett Bolther

PNO Consultants



The screenshot shows the contact page of the ENTRANCE website. At the top, there is a navigation bar with the ENTRANCE logo, a home icon, and links for 'THE PROJECT', 'ENTRANCE DOCUMENT REPOSITORY', 'NEWS', 'EVENTS', and 'CONTACT'. A 'SIGNUP' button is also present. Below the navigation bar is a teal header with the word 'CONTACT' in white. A yellow banner below the header contains the text 'Home > Contact'. The main content area is divided into two columns. The left column contains a message: 'If you are interested in receiving information about the ENTRANCE project, do not hesitate to contact us!'. Below this is a section for 'PROJECT COORDINATOR' listing 'Jeanett Bolther - PNO Consultants' and 'Edgar Valverde - PNO Consultants'. The right column features a contact form with fields for 'Your Name (required)', 'Your Email (required)', 'Subject', and 'Message', followed by a 'SUBMIT' button. Below the form are two promotional boxes: 'Get in touch' with a smiley face icon and a 'CONTACT US >' button, and 'Newsletter' with an envelope icon and a 'SUBSCRIBE >' button. At the bottom, there is a European Union flag and text stating: 'The project has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement N°101006681.' A teal footer bar at the very bottom contains links for 'Cookie policy' and 'Privacy policy'.

Figure 9. ENTRANCE contact

5. CONCLUSIONS

ENTRANCE website public and internal area is online at M3 (as planned in the GA). The idea was to provide information about the ENTRANCE project very soon and access to the LOGIN area directly from the public website to facilitate to partners the login and collect all the interest from the user with the pre-registration form to the Matchmaking Platform.

The public website content is updated by EURA, with the collaboration of partners about all the contents.