

# Interreg

## ADRION

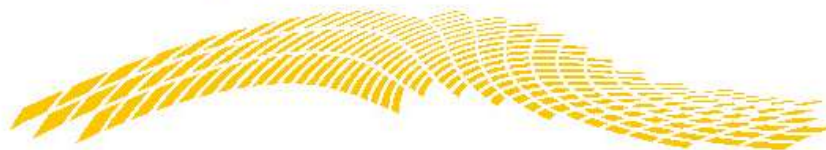


EUROPEAN UNION

## ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

# ECO-NautiNET



*“ECONAUTINET” - PROJECT NUMBER: 398*

*Adriatic-Ionian Programme Interreg V-B (ADRION) 2014-2020*

## Guide to ECO-NautiNET platform operation and functionalities

## Table of Contents

<b>1. Project presentation .....</b>	<b>3</b>
1.1 Project.....	3
1.2 Partners.....	3
<b>2. Step by step guide through the functionalities of the ECO-NautiNET platform.....</b>	<b>5</b>
2.1 Sign up to the platform.....	5
2.2 Profile creation .....	8
2.3 Publication of products and innovations .....	12
2.4 Homepage and search options .....	13
2.5 E-Learning section and useful information .....	18
2.6 News publication.....	20
2.7 Asking for help .....	21

# 1. Project presentation

## 1.1 Project

PROGRAMME: Adriatic-Ionian Programme Interreg V-B (ADRION) 2014-2020

PROGRAMME PRIORITY SPECIFIC OBJECTIVE: Support the development of a regional innovation system for the Adriatic-Ionian area

PROJECT ACRONYM: ECO-NautiNET

PROJECT TITLE: Network's support for SMEs in the Nautical sector of the Adriatic-Ionian Region

PERIOD: February 2018- January 2020

The ECO-NautiNET project pursues the objective of improving the competitiveness and innovation of SMEs in the nautical sector through an innovative NETWORK Model based on a multilevel approach, which includes:

- involvement, motivation and training of SMEs to improve their networking approach
- the selection and training of key figures to support the creation, maintenance and growth of networks (facilitators, tutors and brokers)
- the creation of a web platform with particular attention to ECO-solutions in the nautical sector. The platform will give SMEs the opportunity to create or join the Ionian Adriatic eco-networks and to support product innovation through the involvement of research institutes and universities. The ECO-NautiNET network, jointly managed by the local Business Support Organization, will work together with the Research Institutes to assist the related SMEs and develop important tools to promote innovation and internationalization of SMEs
- a joint management system between business support organizations, SMEs and research institutes
- the creation of tools (for example, e-learning programs in the platform) to guarantee and facilitate the growth and transferability of results
- the use of a specific tool to support innovation and the transfer of new technologies "ready for the market" by researchers to SMEs

The project will capitalize the existing experimental experiences in the nautical network, also providing innovative aspects for the transferability and duration of the network, providing the BSO (business support organization), SMEs and research institutes, the tools to support the creation and duration of the networks, with particular attention to the nautical sector.

## 1.2 Partners

CA - Επιμελητήριο Αχαΐας Chamber of Achaia

CNA RAVENNA- CONFEDERAZIONE NAZIONALE DELL'ARTIGIANATO E DELLA PICCOLA E MEDIA IMPRESA ASSOCIAZIONE TERRITORIALE DI RAVENNA

RRC KOPER- Regionalni Razvojni Center Koper

UNIZAG FSB- Sveučilište u Zagrebu, Fakultet strojarstva I Brodogradnje

CCE PULA- Hrvatska gospodarska komora

DURA- Dubrovačka Razvojna Agencija

CCIT- Dhoma e Tregtisë dhe Industrisë Tiranë

## 2. Step by step guide through the functionalities of the ECO-NautiNET platform

Following chapters bring step by step instructions for use of each functionality on the ECO-NautiNET platform. Functionalities are presented chronologically in order of appearance to the user, when users tries to set up their profile and use the platform.

### 2.1 Sign up to the platform

First step user can take on the homepage is to choose to log in or sign up (in case of first visit to the platform). In Figure 1 location of the log in /sign up button is shown.

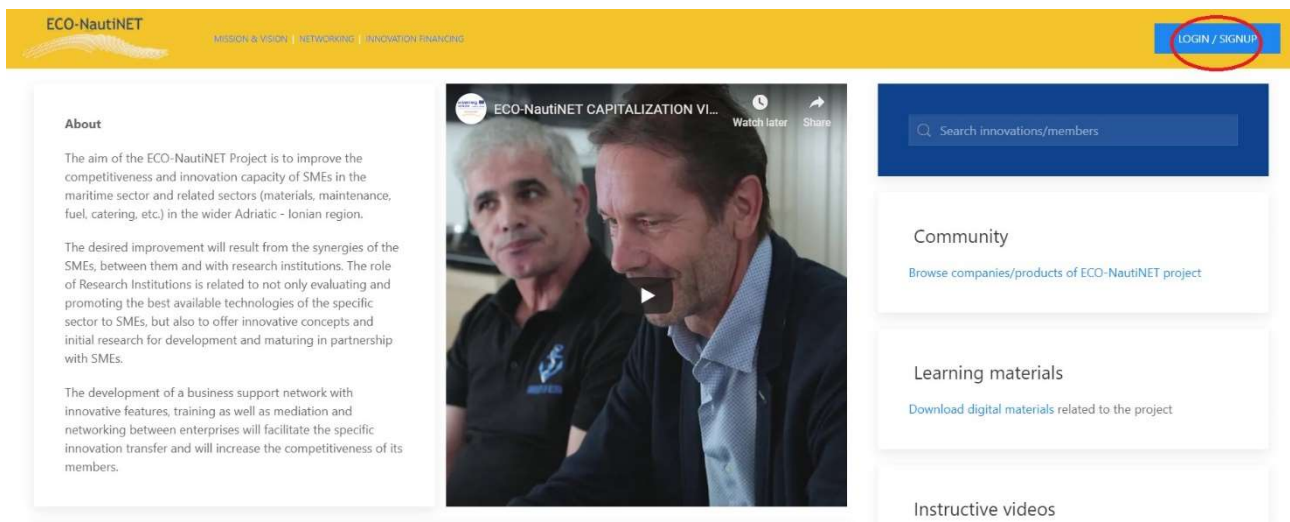


Figure 1 Homepage and sign-up button

There are two ways to sign up to the ECO-NautiNET platform, as a user which has options to create new companies later on, as a two-step approach or as a company in one step. This choice is shown in Figure 2.

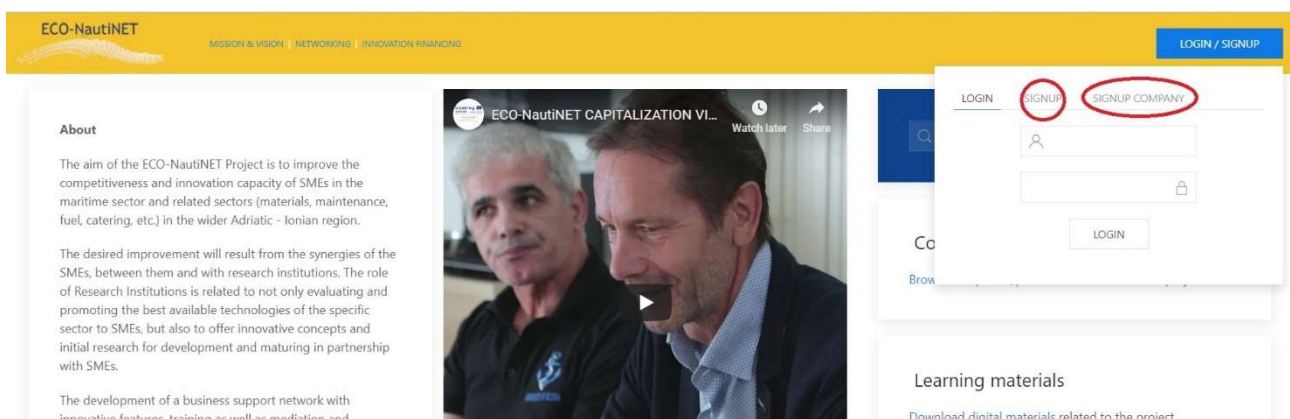


Figure 2 Choice of one step or two-step sign up

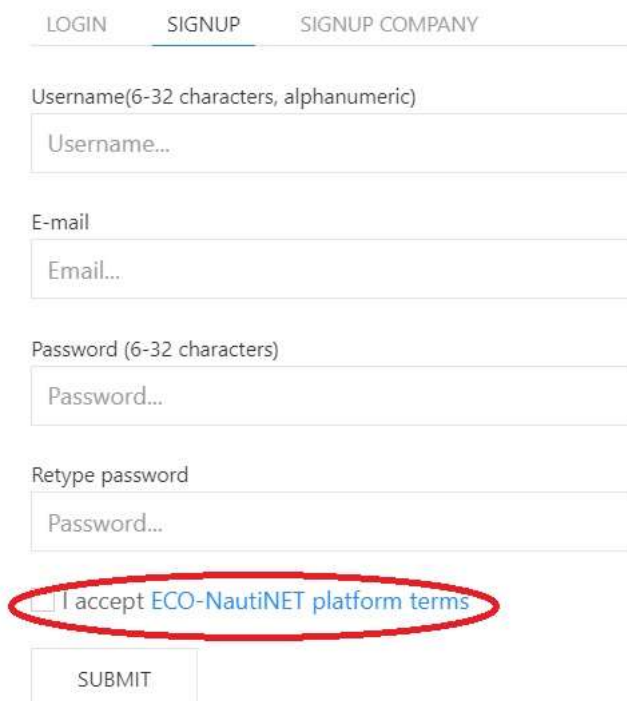
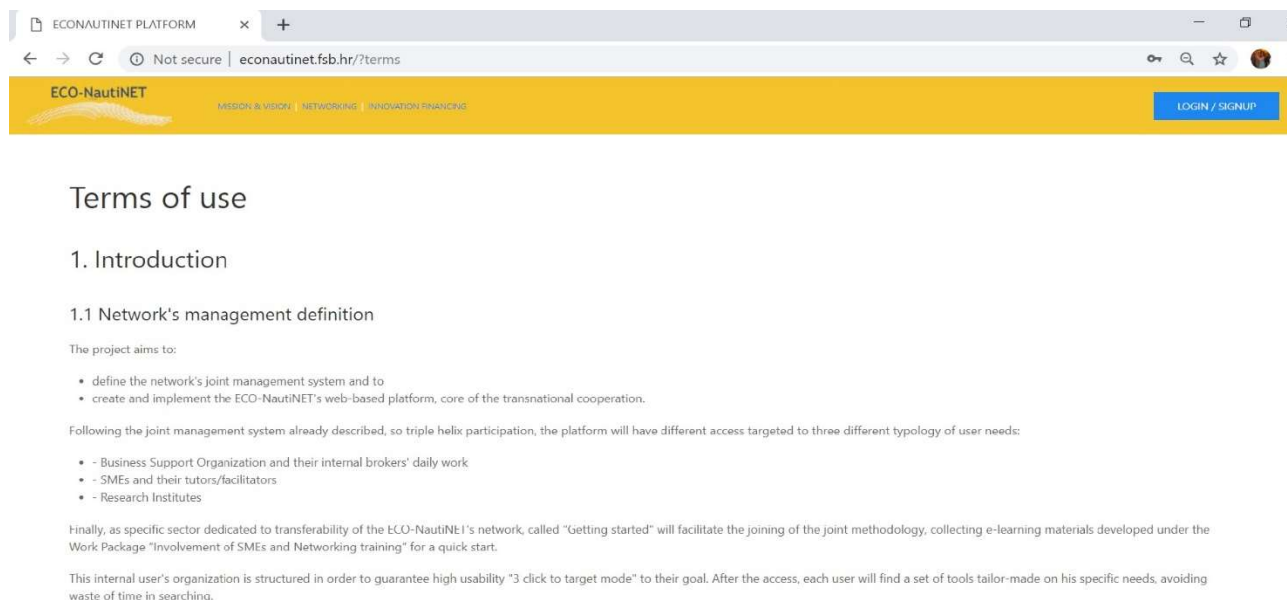


Figure 3 One step sign up - terms of use

In Figure 3 the form for two-step sign up is presented and this step offers the user to view ECO-NautiNET platform's terms of use. The terms of use are identical to the contents of D T.2.1.1 Agreement on ECO-NautiNET model of Network's joint management system, except for the need of signature and stamp, which is not needed in the online acceptance of these terms. When the user clicks on the link "ECO-NautiNET platform terms", new tab opens and the whole text of Terms of use can be viewed. This is illustrated by Figure 4.

Once the user accepts the Terms of use, they are allowed to click "Submit" button.

Clicking on "Submit" button automatically sends an e-mail for the confirmation of the account on the user-imputed e-mail address. Example of such e-mail is shown by Figure 5.



ECO-NautiNET

## Terms of use

### 1. Introduction

#### 1.1 Network's management definition

The project aims to:

- define the network's joint management system and to
- create and implement the ECO-NautiNET's web-based platform, core of the transnational cooperation.

Following the joint management system already described, so triple helix participation, the platform will have different access targeted to three different typology of user needs:

- Business Support Organization and their internal brokers' daily work
- SMEs and their tutors/facilitators
- Research Institutes

Finally, as specific sector dedicated to transferability of the ECO-NautiNET's network, called "Getting started" will facilitate the joining of the joint methodology, collecting e-learning materials developed under the Work Package "Involvement of SMEs and Networking training" for a quick start.

This internal user's organization is structured in order to guarantee high usability "3 click to target mode" to their goal. After the access, each user will find a set of tools tailor-made on his specific needs, avoiding waste of time in searching.

Figure 4 Terms of use of ECO-NautiNET platform

ECONAUTINET: User validation Inbox x



**ECONAUTINET** econautinet@fsb.hr via  
to

10:26 AM (0 minutes ago)



English > Greek [Translate message](#)

[Turn off for: English](#)

Dear ECONAUTINET user,

Please use the following link to validate your email and start using the system:

[https://econautinet.fsb.hr/?validate\\_email=9acaf23548fdc6cb83858d68e7230bda](https://econautinet.fsb.hr/?validate_email=9acaf23548fdc6cb83858d68e7230bda)

Best regards,

ECONAUTINET Platform  
\*\*\*\*\*

This is an automated message. Please do not reply directly to it.

Figure 5 User validation e-mail

Alternative way to handle the signup process is one step approach for companies. This approach opens a form (Figure 6) in which user can input basic details about the company, including interest and short description. Also, like in the previous approach, user needs to accept the Terms of use.

LOGIN
SIGNUP
SIGNUP COMPANY

OPEN SIGNUP FORM

Company name

Type SME

City City

Address Address

Country Country

VAT number VAT/OIB

Username(6-32 characters, alphanumeric)

E-mail

Password (6-32 characters)

Retype password

☐ I accept [ECO-NautiNET platform terms](#)

SUBMIT

Description

Short description

Interests:

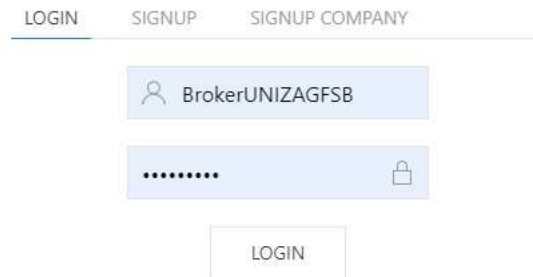
- ☐ Shipbuilding
- ☐ Nautical equipment
- ☐ Metal processing
- ☐ Renewable energy sources
- ☐ Engineering and design
- ☐ Nautical marina, Services

Figure 6 One step signup for companies

User will, after submitting the form, receive the same e-mail for verification as it was the case in previous approach.

## 2.2 Profile creation

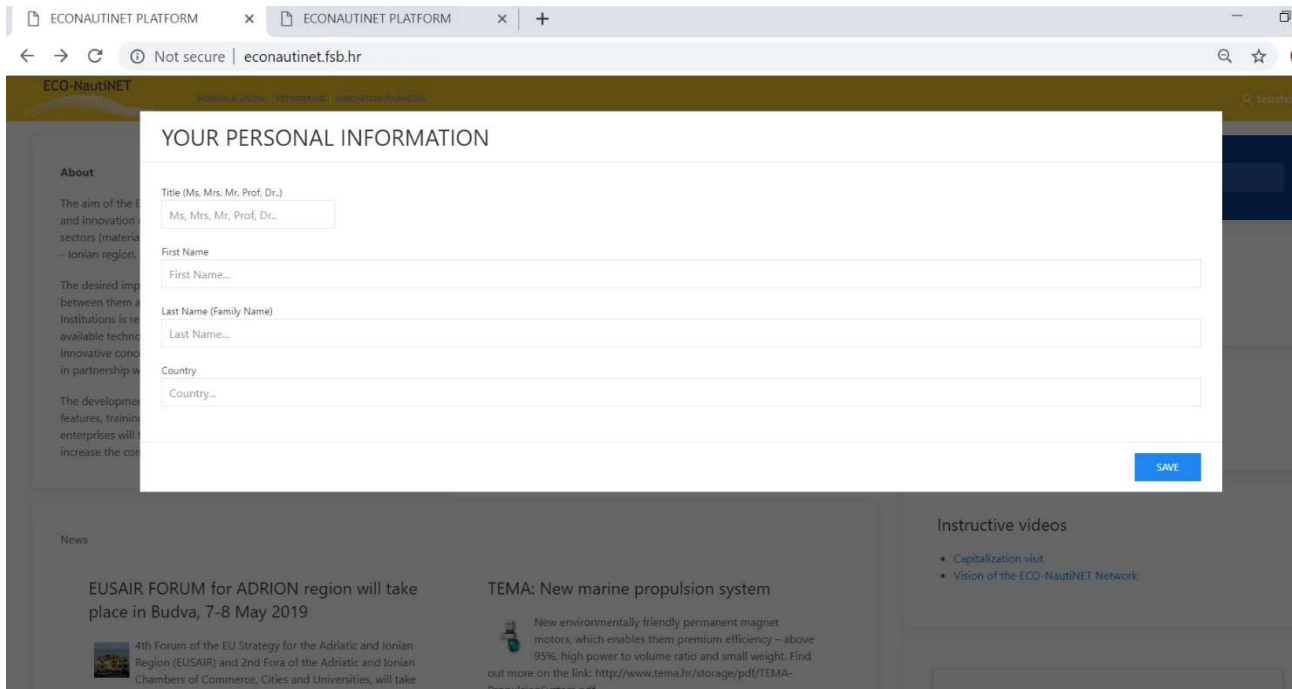
After the user verification e-mail has been responded, user can log in to the platform, using the chosen username and password (defined by user in the signup form), as show in Figure 7.



The login form features three tabs at the top: 'LOGIN' (selected), 'SIGNUP', and 'SIGNUP COMPANY'. Below the tabs, there is a username input field containing 'BrokerUNIZAGFSB' with a user icon on the left. Below the username field is a password input field with masked characters '.....' and a lock icon on the right. At the bottom of the form is a 'LOGIN' button.

Figure 7 Login data

Once user logs in, personal information is requested, as shown in Figure 8. This information is used for the purposes of platform's statistics and to personalize the profile.



The screenshot shows a web browser window with the URL 'econautinet.fsb.hr'. The main content area is titled 'YOUR PERSONAL INFORMATION' and contains several input fields: 'Title (Ms. Mrs. Mr. Prof. Dr.)' with a dropdown menu, 'First Name' with a text input field, 'Last Name (Family Name)' with a text input field, and 'Country' with a dropdown menu. A blue 'SAVE' button is located at the bottom right of the form. The background of the page shows a sidebar with 'About' and 'News' sections, and a main content area with articles like 'EUSAIR FORUM for ADRIAN region will take place in Budva, 7-8 May 2019' and 'TEMA: New marine propulsion system'.

Figure 8 Personal information

Following the user's profile personalization, user can now access their personal area on the platform. This area is offered after the user clicks on their name in the upper right corner of the screen ( Figure 9).



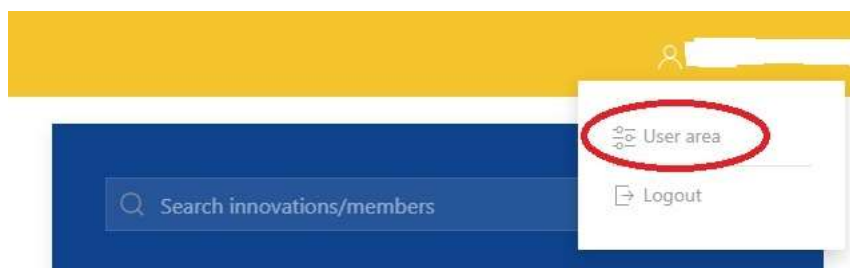


Figure 9 Access to the user area

User's area offers several functionalities: Company profile creation (in case of one stage signup, this profile is filled with data inputted by user during the registration), products/technologies publication function and conversation function. Figure 10 shows the view on user's area.

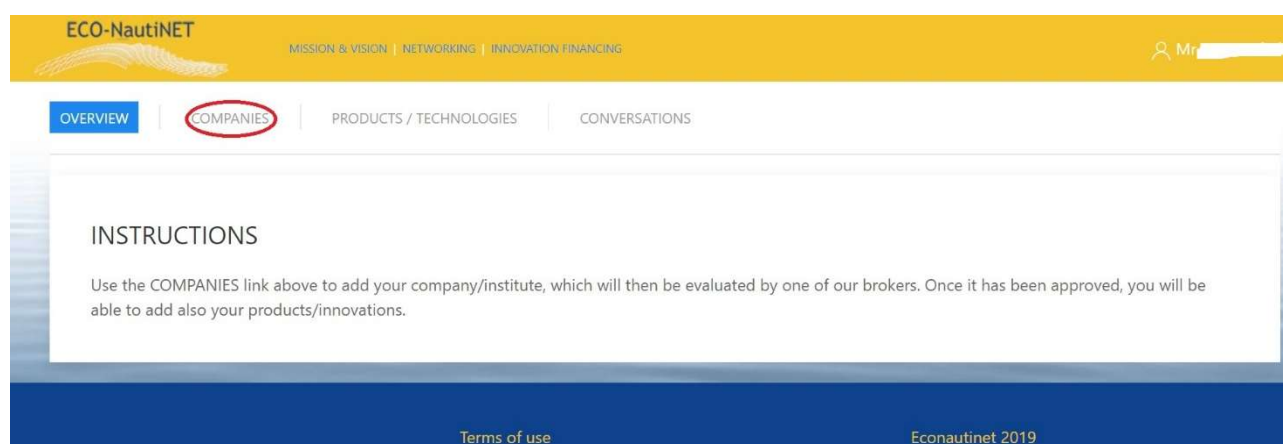


Figure 10 Functionalities in the user's area

After choosing the “companies” section, user can add a new company which they will be able to represent and create a profile for them. If there are several companies handled by the same user, they can be visible on the list in “companies” section (Figure 11).

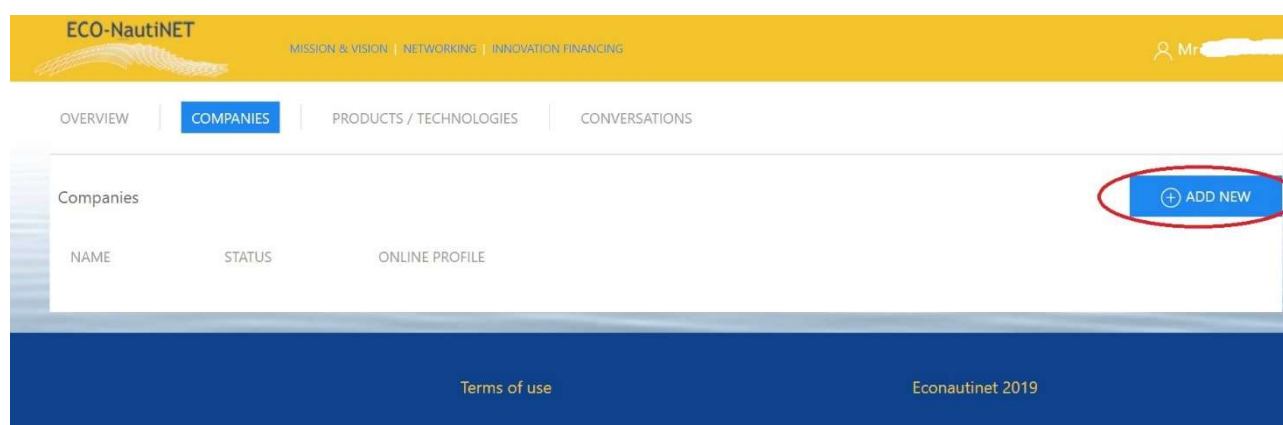


Figure 11 "Companies" section

Company's profile (shown in Figure 12), consists of basic information about the company (1), detailed description of the main activities and interests of the company (2), options to upload documents about the company (3) and option to upload pictures which will be shown on the public profile (4).

Figure 12 Companies profile

Next functionality on disposal for users is publication of their products, technologies or innovative concepts. For this functionality, users profile and company profile must be approved by the broker. Otherwise, the message visible on Figure 13 will appear.

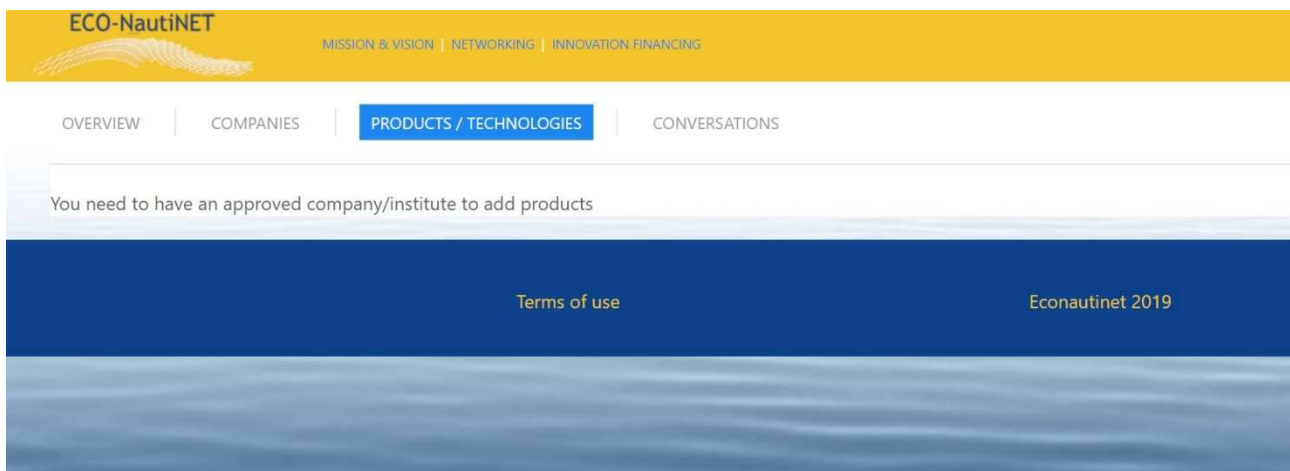



Figure 13 Warning message in case company profile is not yet approved

After the profile has been approved, user can also request match, by clicking a button “Request match”, located in users are, under Companies list, as show in Figure 14.

OVERVIEW | **COMPANIES** | PRODUCTS / TECHNOLOGIES | CONVERSATIONS

---

Companies + ADD NEW

NAME	STATUS	ONLINE PROFILE	MATCHING
-	Approved		<a href="#">Request match</a> <a href="#">Edit</a>

*Figure 14 Request match option*

Following this user's request, brokers receive an e-mail with details about the user and the request and can approach the handling of this request ( chapter 2.6).

## 2.3 Publication of products and innovations

Functionality which allows for publication of products, technologies and innovative concepts is available to users once their user and company profile is approved by the broker. To add a new product/technology, the procedure is similar to the procedure of creating a new company profile. User needs to use “add new” button to create new products. Existing products can be changed by clicking on “Edit” button, as visible in Figure 15.

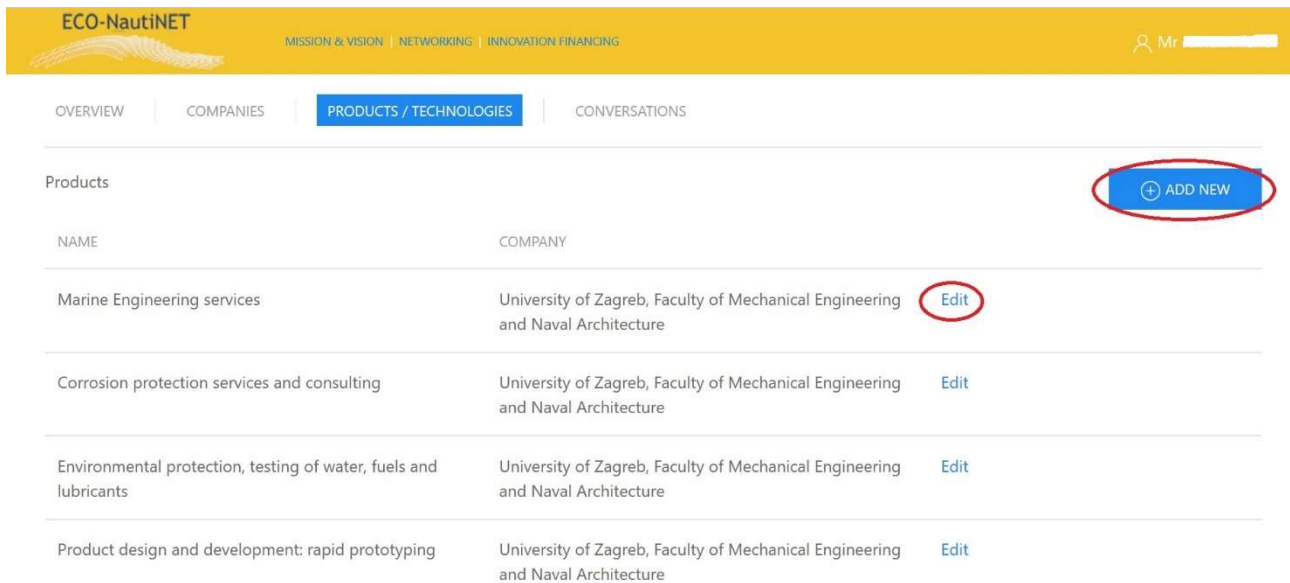


Figure 15 Publication of products/ technologies

To input details about the product (Figure 16), user can add information such as products name, short an long description (1), type of the product, wether it is public or private content and interests which this product/technology addresses (2) and it is possible to upload documents which might bring more details or illustrate the use of product/technology (3).

Figure 16 Detailed description of the product

## 2.4 Homepage and search options

Homepage (Figure 17) consists of several tabs and links to sections on the ECO-NautiNET platform. On top of bringing the main information about the project and the Network, news, new members and technologies sections, it brings the calendar, mission and vision tab, statistics overview tab and tab dedicated to useful information about the opportunities for funding of industry-academy joint projects.

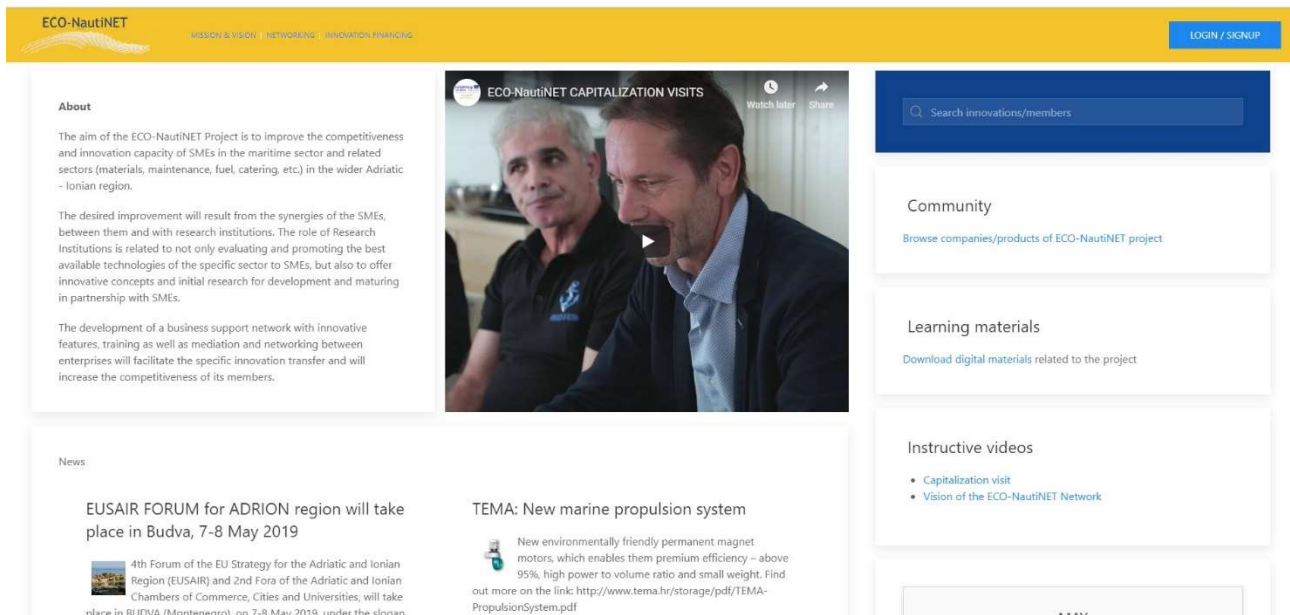


Figure 17 Homepage

In order to search for network members, user can choose between general search mechanism and community tab, while learning materials can be found as a separate section, as illustrated by Figure 18.

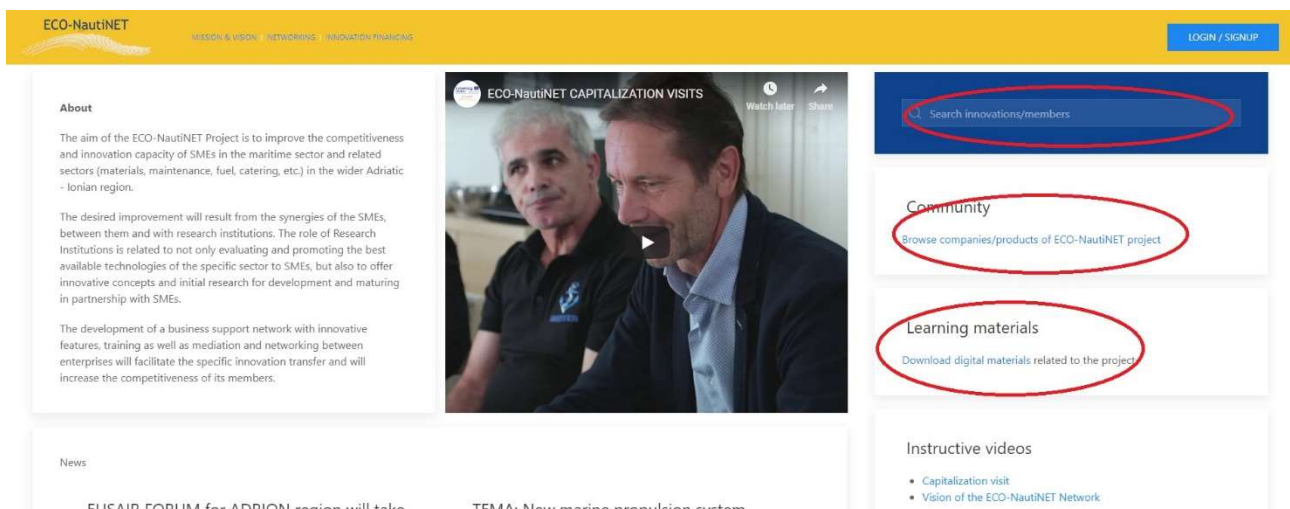


Figure 18 Main sections on the homepage to search for content



To give a quick access to the interesting and instructive video content, separate section is prepared for uploads and publication of videos about the project and, in future, about content that would be useful for Network members (Figure 19).

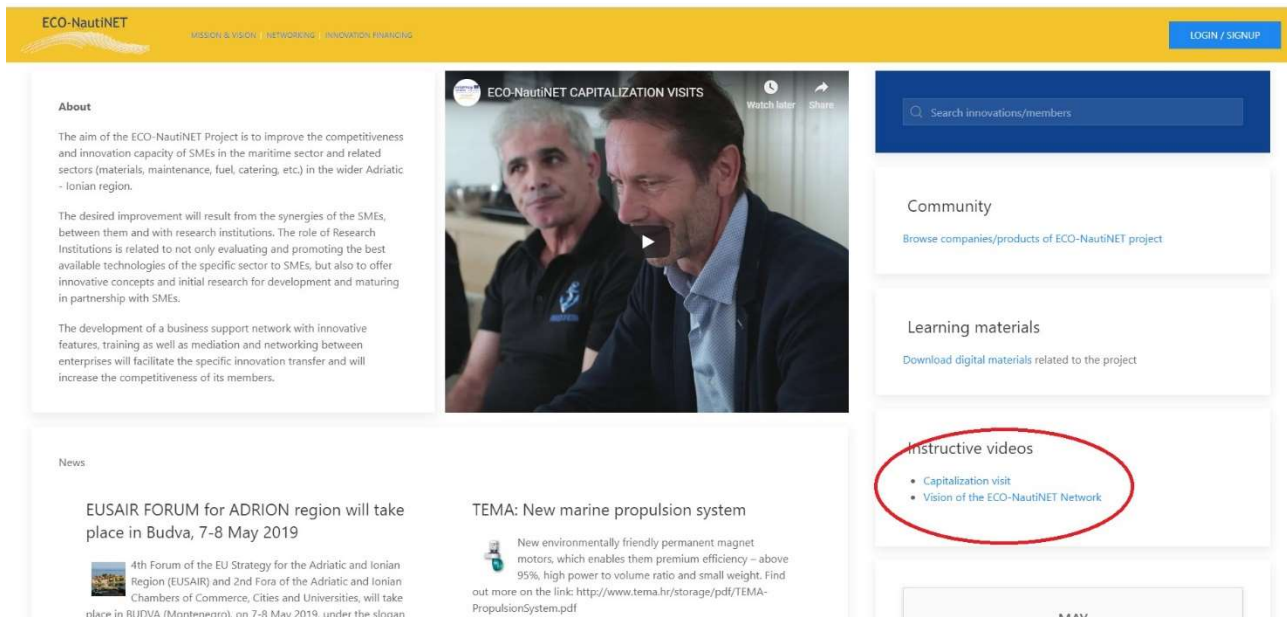


Figure 19 Instructive videos section

Homepage has a centrally placed “News” section, which brings most interesting events and new technologies from outside of the Network (Figure 20).

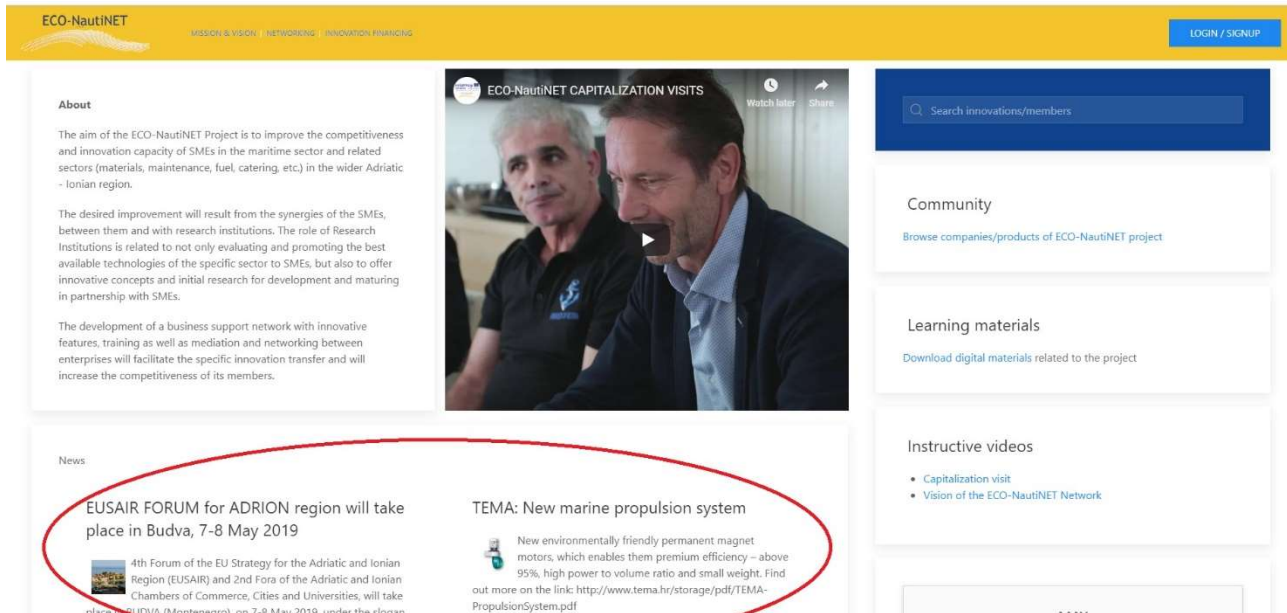


Figure 20 The News section

Also, dynamics sections about new Network members, who created a profile on the platform, and about new innovative concepts and technologies published by registered members are placed under the news section (Figure 21).

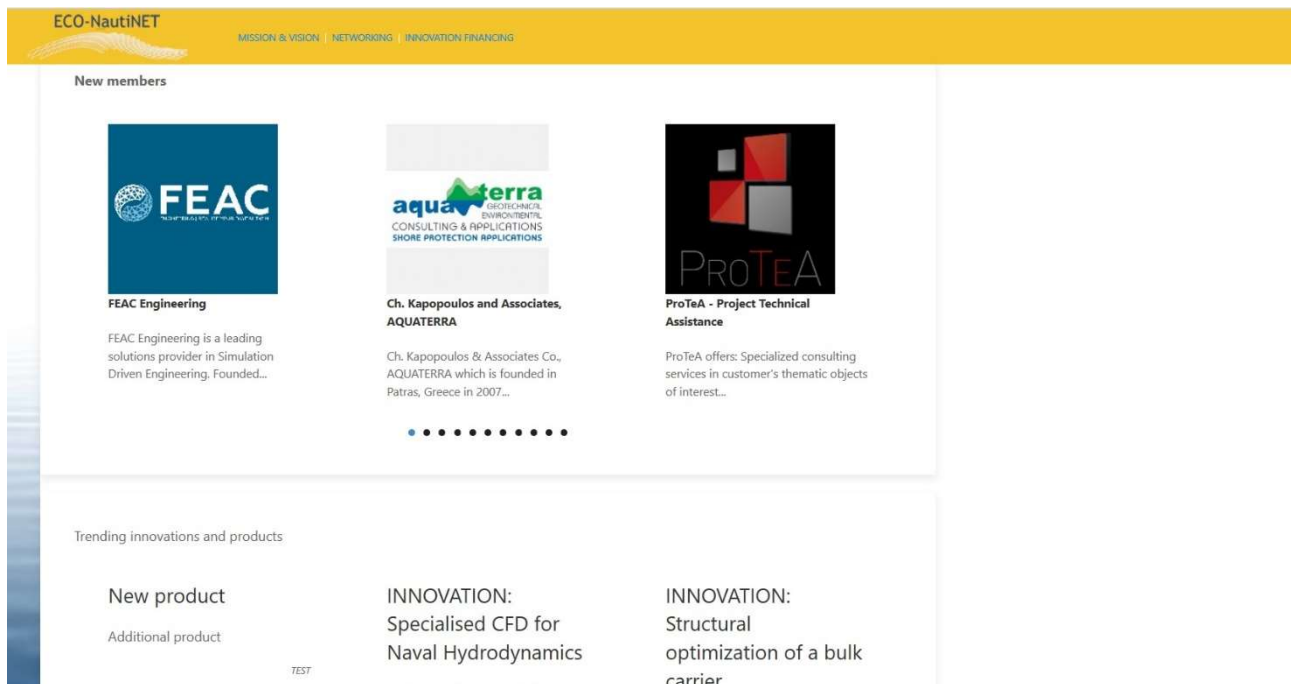


Figure 21 New members and technologies section

By clicking on the “Community” tab, users can browse through the existing profiles of network members who have their profiles approved by the brokers. Figure 22 illustrates this community section, which enables users to see all existing members on the platform.

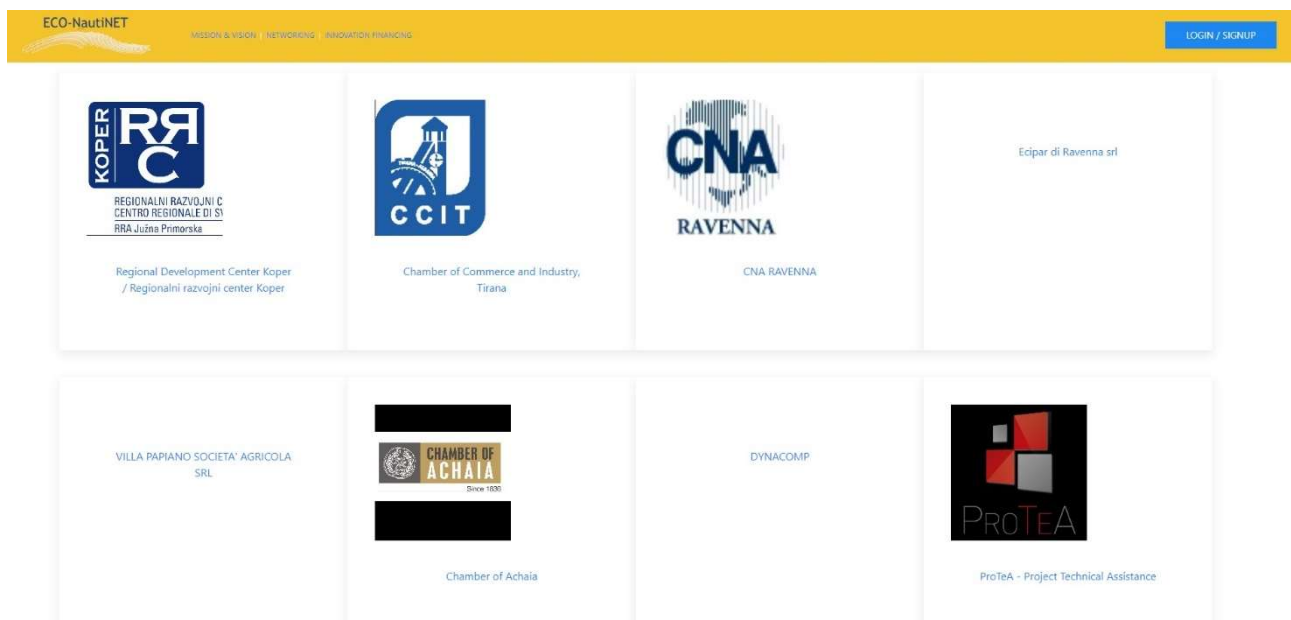


Figure 22 Community section

### General search functionality

To search through the any number of different subjects, themes and interests, general search mechanism is available for the users and is located in the upper right corner of the homepage. Results of the search bring the approved profiles and presentations of the published (and public!) products currently on the platform.

In case of search for keyword “university”, the Figure 23 brings the results in the form of presently registered companies and institutions, as well as product/innovation/technology descriptions which mention the keyword.



Figure 23 Search results: keyword "university"

In case of search for keyword “materials”, results in Figure 24 bring the institution which has interest in the field to which the keyword belongs and products which have such keyword among the interests they are declared to be addressing.

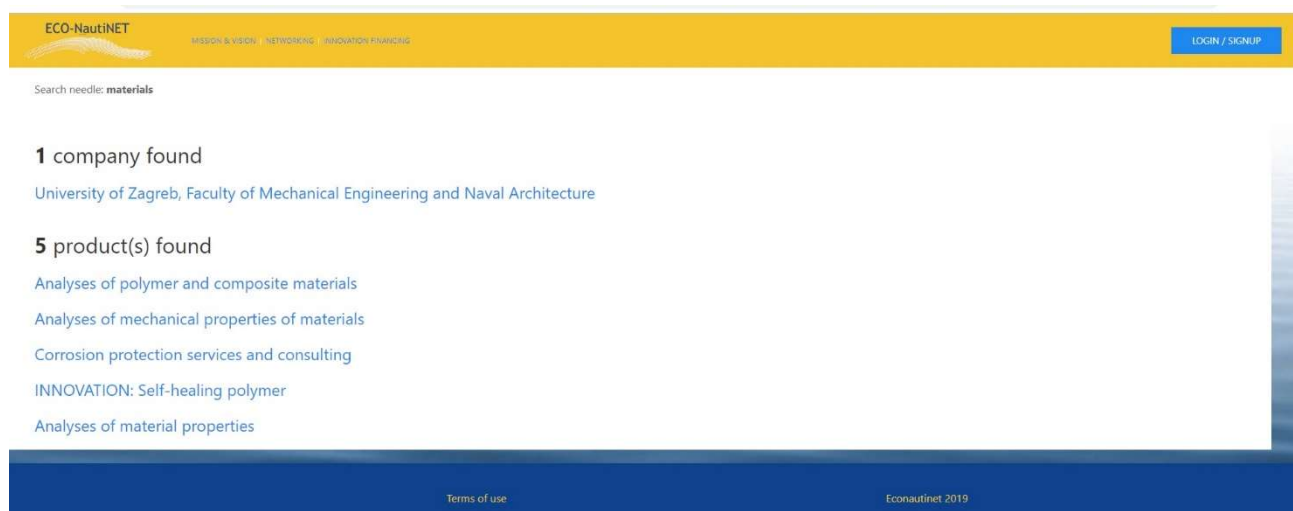
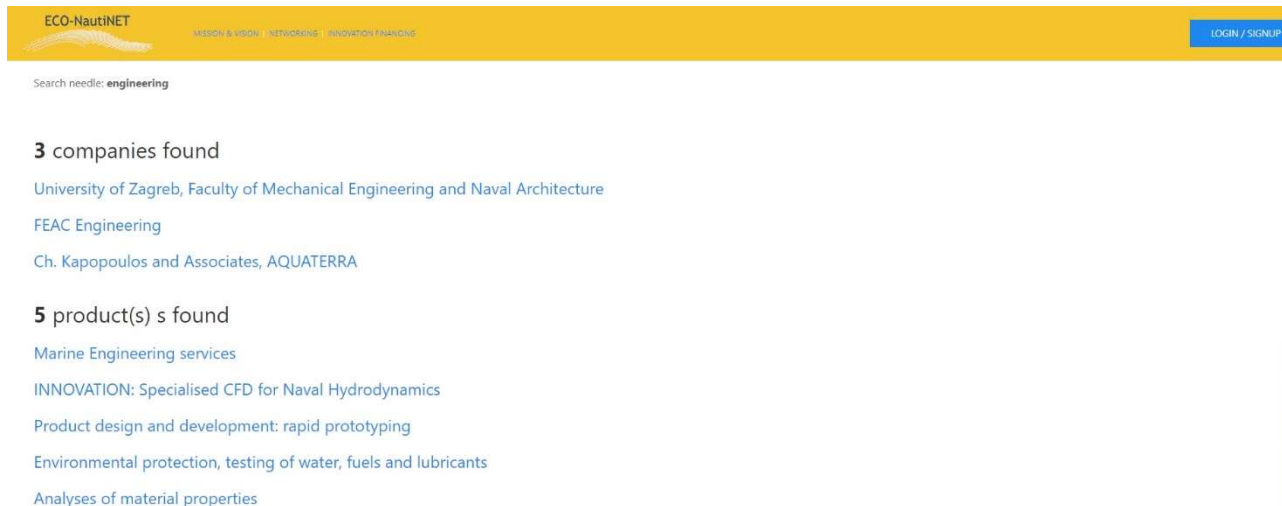


Figure 24 Search results: keyword "materials"



In case of the keyword “engineering”, we can see the largest spread of results in Figure 25, which brings back all the companies which have interest in the field of “engineering” and all the products which address “engineering” as such.



The screenshot shows the ECO-NautiNET website interface. At the top, there is a yellow navigation bar with the logo and links for 'MISSION & VISION', 'NETWORKING', and 'INNOVATION FINANCING'. A 'LOGIN / SIGNUP' button is on the right. Below the navigation bar, a search bar contains the text 'Search needle: engineering'. The results are divided into two sections: '3 companies found' and '5 product(s) found'. The companies listed are 'University of Zagreb, Faculty of Mechanical Engineering and Naval Architecture', 'FEAC Engineering', and 'Ch. Kapopoulos and Associates, AQUATERRA'. The products listed are 'Marine Engineering services', 'INNOVATION: Specialised CFD for Naval Hydrodynamics', 'Product design and development: rapid prototyping', 'Environmental protection, testing of water, fuels and lubricants', and 'Analyses of material properties'.

Figure 25 Search results: keyword “engineering”

## 2.5 E-Learning section and useful information

E-learning section contains instructive materials (presentations, templates, documents and videos) which address the network building and user guides for the use of platform. Also, it is a “living” section, which will be updated with new materials.

To go to the e-learning section, user needs to click on the link marked in the Figure 26.

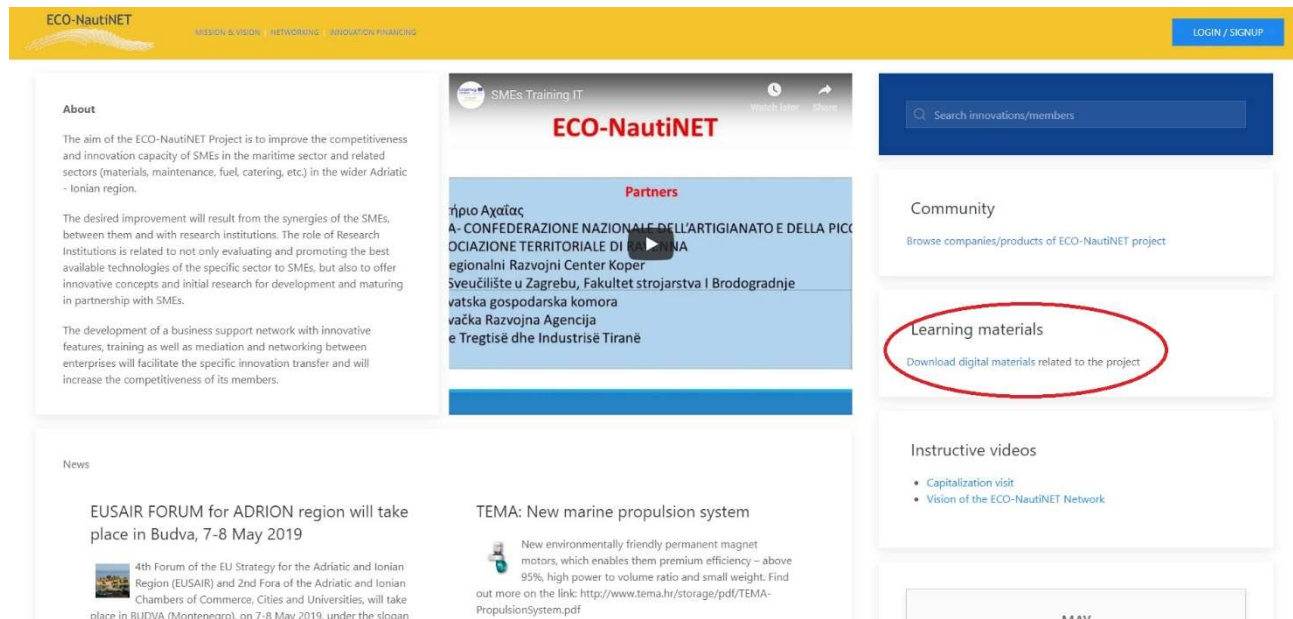


Figure 26 Go to the e-learning section

Once the user opens the e-learning section, they encounter the materials for various training, including the training of “Angels of change” in ECO-NautiNET Network, divided into various chapters:

Training programme and materials for distance learning of tutors and facilitators of the network

What is a network? Why creating it? Which are the advantages and fields of application?

BMC - The Business Model Canvas to build a network: theory and tool

Planning a platform for ECO-NautiNET network

Our experience of the training of tutors and facilitators

Presentation of best practices and experiences of networks

Also, this section includes internal guides for the use of functionalities of the platform and grows with new materials about innovation and product development. The view of this section is given in Figure 27.

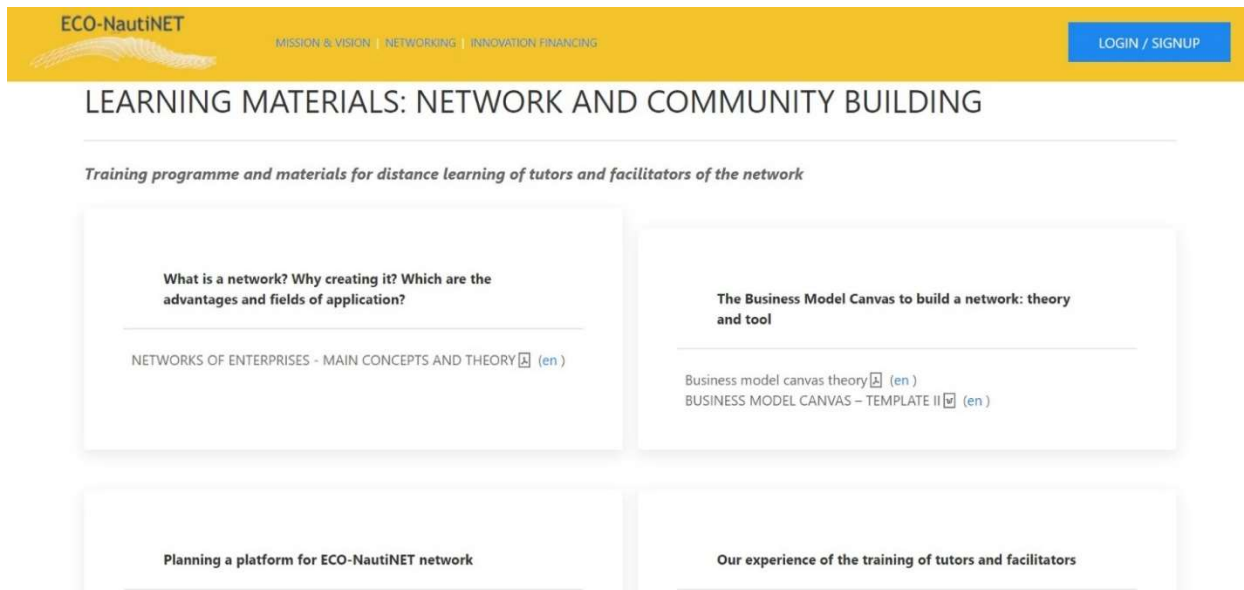


Figure 27 Learning materials section

To download the materials available in their own language, users need to click the link of the appropriate language, as presented by Figure 28.

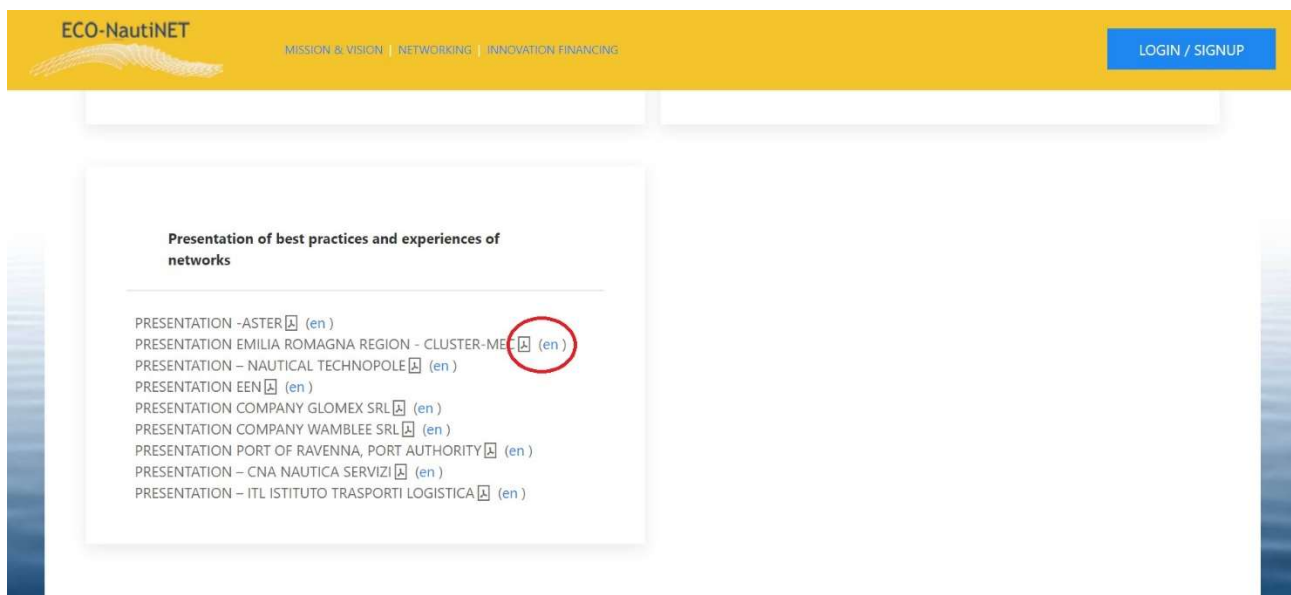


Figure 28 Downloading the materials

## 2.6 News publication

Brokers and Business Support Organizations (BSOs) can publish news to the platform's homepage. This is performed by clicking the “news” tab and then “add new” button, as shown in Figure 29.

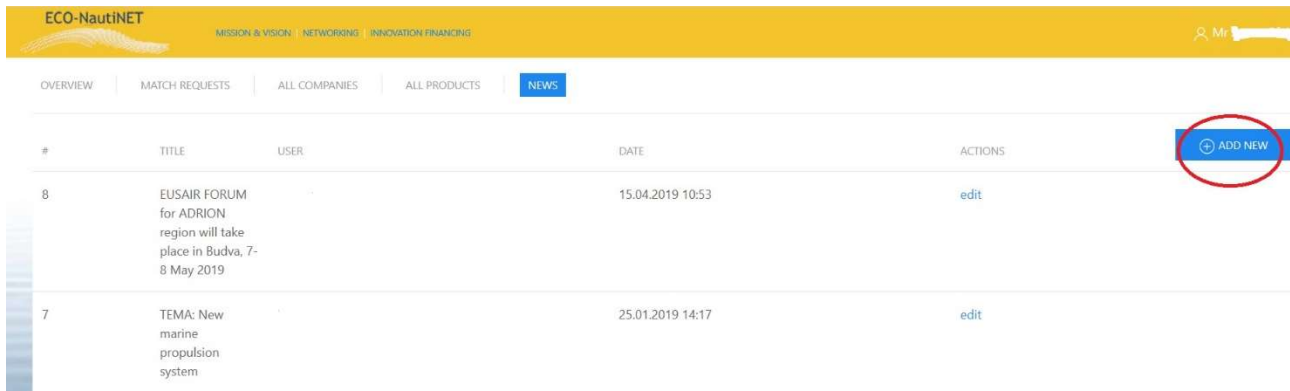


Figure 29 News publication

In order to create a new published news, Brokers and BSOs have two sections of information on disposal, as given in Figure 30. They need to input Title, type of the news, short and long description, which will vary on the homepage (short) and after the users click on the news (long) in section 1. In section 2, users can upload the figure that will accompany the news on homepage and in the view when the news are being opened by the users.

**Section 1:**

Title:

Type:

Short text (displayed on the news list - up to 256 characters with spaces):

Long text:

**Section 2:**

Figure 30 New news publication

## 2.7 Asking for help

In any previously mentioned section of the platform, users always have on their disposal, in the lower right corner of the screen, the “Ask for help” button, which expands into the console shown in Figure 31.

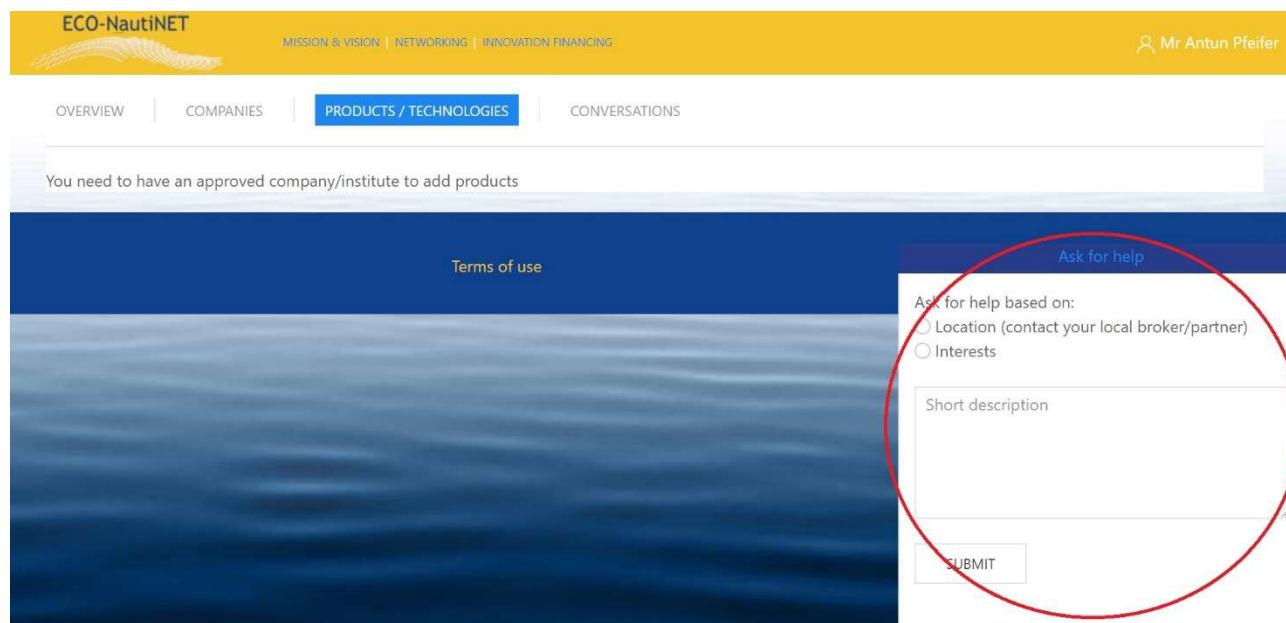


Figure 31 Ask for help

After the user clicks on “submit” button, Brokers will receive an e-mail with the content shown in Figure 32, with details needed to contact the user.

Dear ECONAUTINET admin,

New message from Mr Pfeifer ( **An e-mail that was used on signup** ):

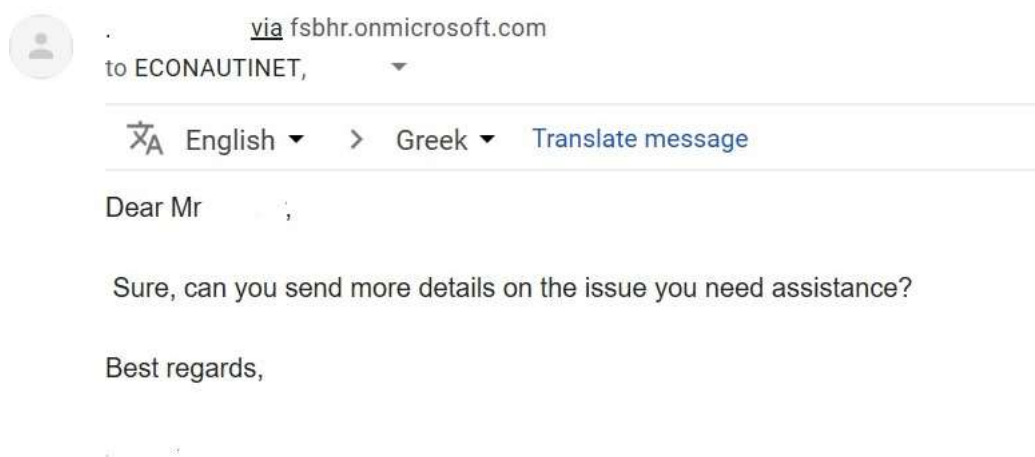
\*\*\*\*\*

Can you assist with the profile? I have a question...

\*\*\*\*\*

Figure 32 E-mail from the user asking for help

After the response of Brokers is sent to the user’s e-mail, they can expect an e-mail from [econautinet@fsb.hr](mailto:econautinet@fsb.hr) address (similar to Figure 33).



*Figure 33 Response to users*