



*Meet the Past Winners  
& 2017 Final Nominees*



Find all our latest news at [www.eurid.eu](http://www.eurid.eu)

Dear reader,

Coinciding with our fall issue of the .eu Illustrated, the 4th annual .eu Web Awards gala takes place on 21 November in Brussels, Belgium. In years past, the .eu Web Awards gala evenings have been so inspirational, bringing together diverse peoples from all over Europe to celebrate online success and further their ambitions to be the best of the best in the digital sphere. This year's gala is shaping up to be no different, as the 2017 .eu Web Awards final nominees are as diverse as they come, showcasing some of the best that Europe has to offer.

Here at EURid, we believe that success is a two way street, which is why we aim to build strong relationships with our domain name holders. Through the .eu Web Awards initiative, which, launched in 2014, is an online competition where .eu and .eu websites can be nominated for a chance to win a prestigious award and gain visibility, we have the chance to foster meaningful relationships with the people behind the dot.

"Here at EURid, we believe that success is a two way street, which is why we aim to build strong relationships with our domain name holders."



This issue of the .eu Illustrated aims to bring you closer to our .eu Web Awards nominees, both past and present. From Orla Diffily – 2014 winner in 'The House of .eu' category – and Zoë O'Connor's – 2016 special awards winner – emotional testimonial on reliving the .eu Web Awards gala to Marcus Platrides – 2014 most nominated website winner – hard hitting interview, this issue will provide you with an inside look at the passions and personalities of our eclectic online community.

Enjoy the read,

Giovanni Seppia,  
External Relations Manager

September 14, 2017



## EURid Working to Protect Your Online Identity

[eurid.eu/en/news](http://eurid.eu/en/news)

October 4, 2017



## EURid wins Registry of the Year at the 2017 CENTR Awards

[eurid.eu/en/news](http://eurid.eu/en/news)

October 24, 2017



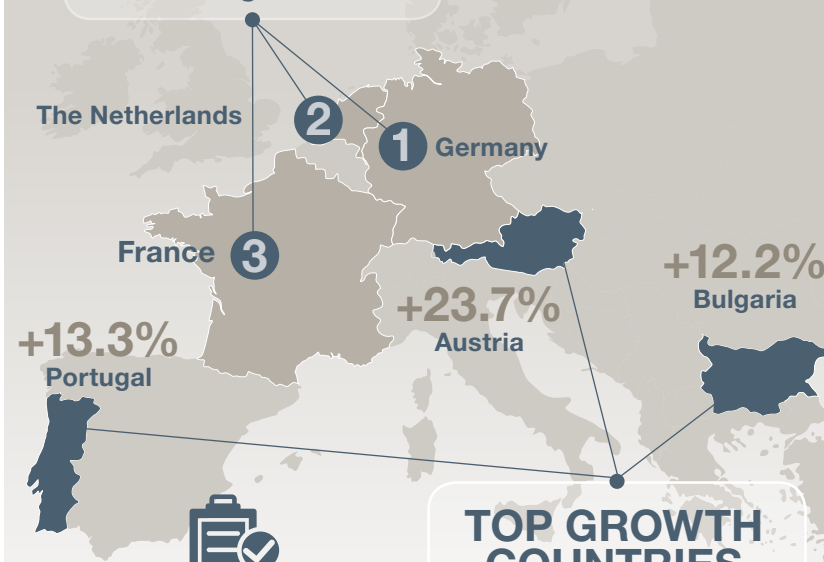
## EURid and Europol to host workshop on crossborder collaboration in fighting cybercrime

[eurid.eu/en/news](http://eurid.eu/en/news)

# 3 771 305

.eu domain names registered at the end of Q3 2017.

**TOP 3 COUNTRIES**  
for .eu domain name registrations



+13.3%  
Portugal

+23.7%  
Austria

+12.2%  
Bulgaria

**TOP GROWTH COUNTRIES**  
Q3 2017 vs Q2 2017

**207 782**  
NEW .eu REGISTRATIONS  
IN Q3 2017



**80.5%**  
RENEWAL RATE

The renewal rate during Q3 2017 was 80.5%. The average renewal rate over the past ten years is 80%.



Be part of a diverse, trustworthy, and secure online community.

**Marc Van Wesemael,**  
General Manager



## The Future of Europe, as Told by Youngsters



What will the future of Europe look like? Will we commute by hover car, or teleport to work every day? The future innovators of tomorrow sure think so!

At the 2017 .eu Web Awards gala on 21 November, we'll unveil Europe's future, as drawn by elementary school students from the European school, Brussels IV, in Brussels, Belgium. #2017euWA gala attendees will not only see the drawings first hand, but also have the opportunity to experience them, as they will be brought to life through an animated slideshow. Furthermore, some of the students themselves will be present at the #2017euWA gala to showcase their work and vision for the future of Europe!



One of the many drawings to be unveiled at the #2017euWA Gala.



## START-UP EVENTS

# 10 of the most exciting start-up events in Europe

*Every year, a plethora of conferences, summits and festivals targeting start-ups, innovative tech companies, and investors from across Europe open their doors. Since it can be challenging to navigate through the jungle of start-up conferences available, here is a list highlighting the 10 best for maximum impact.*

WRITTEN BY THOMAS OHR, EDITOR IN CHIEF OF EU-STARTUPS.COM.

01

## TechChill

February 8-9, 2018 in Riga, Latvia

TechChill offers start-ups an intimate opportunity to network with fellow start-ups, entrepreneurs, investors, and journalists. There are plenty of side events, plus it's a great chance to visit a part of the world you might otherwise never see. TechChill in Riga is hands down the leading tech and start-up event in the Baltics.

02

## 4YFN

February 26-28, 2018 in Barcelona, Spain

4YFN is a meeting point for international tech start-ups. It's the sister event to the simultaneously held Mobile World Congress. In attending 4YFN, you can expect to rub shoulders with investors, press and analysts looking for the latest success stories. You'll also have the opportunity to attend various workshops on matters such as the legal information you need to know post-seed funding and even 'speed date' a slew of journalists.

03

## Wolves Summit

April 10-11, 2018 in Warsaw, Poland

Wolves Summit is a conference for start-ups, investors, corporations and entrepreneurs from all around the world. Next year will be its 6th edition, solidifying its place as one of the biggest start-up events in Central and Eastern Europe. Wolves Summit aims to build a bridge between promising start-ups, tech companies, investors and corporations.

04

## EU-Startups Summit

April 24, 2018 in Barcelona, Spain

The EU-Startups Summit is the annual flagship event of EU-Startups.com. It connects some of the best European start-ups with investors, corporates and the media. Aside from exciting speakers, the EU-Startups Summit also hosts a big pitch competition with 15 pre-selected early-stage start-ups from across Europe.

05

## TNW Conference

May 24-25, 2018 in Amsterdam, The Netherlands

The Next Web Conference is one of the most popular tech events in Europe. It's a two-day event bracketed in a week-long festival that includes 7 stages, exhibitors and non-stop opportunities for engaging with the tech leaders, VCs, and entrepreneurs of around the world.

06

## Latitude59

May 24-25, 2018 in Tallinn, Estonia

Everyone interested in tech should visit Estonia to see how the country has transformed itself into a tech leader since the fall of communism. Latitude is a great excuse, with the tech conference encompassing a great array of future tech topics including smart cities, blockchain and digital health.

07

## Pioneers Festival

May 24-25, 2018 in Vienna, Austria

Pioneers is Vienna's leading tech festival with about 2500 participants, along with a hit list of executives, investors, and journalists, many of whom visiting from North America. If you want to expose your start-up to American minds without visiting San Francisco or New York, this is a good opportunity, especially for hardware-based start-ups.

08

## Arctic15

May 30-31, 2018 in Helsinki, Finland

The underlying premise of Arctic15 is to help start-ups close deals with investors. Compared to many other start-up events, Arctic15 a pretty good investor to start-up ratio – with an expected 300 investors and 450 start-ups. Start-ups encompass a diverse field including health and fintech, IoT, and foodtech.

09

## Tech Open Air

July 11-14, 2018 in Berlin, Germany

TOA is a festival that encompasses tech, art and science in a unique way. In attending TOA in Berlin, you can expect to meet a community of top-tier entrepreneurs, artists and scientists for three days of keynotes, pitches, live music and art installations in a bustling atmosphere. In addition, TOA hosts over 200 unique satellite events across the city.

10

## Pirate Summit

September 6-7, 2018 in Cologne, Germany

The Pirate Summit is an invitation-only conference for early-stage start-ups, investors, and corporate executives. It takes place in a unique venue in Cologne where people dress up like pirates. Ever seen someone pitch whilst walking the plank? Well, fret not because at Pirate Summit you can see that.



Discover the European start-up community at [www.eu-startups.com](http://www.eu-startups.com).

# Generations of .eu

DAUGHTER & MOTHER

To say that my experience at the .eu web awards was a good one would be a vast understatement. From the initial moment I found out about my nomination to the moment my head hit the pillow on that glorious night in Brussels last November, was a whirlwind of excitement and emotion.

My companion in this venture was my manager in all life matters and closet friend, my Mom. Of course, from her own tale of her .eu experience in 2014, I should have known that the whole venture would be just as fruitful as she had detailed. Since she has been with me on all my great adventures since birth (literally); I couldn't be prouder to stand alongside her as a fellow .eu award winner. Squeals, screams and smiles were the main activities of the evening for the two of us and if I could, I would relive it all again in a heartbeat.

Not only was the evening and award incredible enough in itself – but it also allowed me to further expand my readership and focus on creating more content for my growing platform. Personally, as I continue to submerge myself in the sea of social media and blogging, having a .eu site makes the dream of expanding internationally even easier. And, whenever I get disheartened, my .eu award on the mantelpiece gives me that little nod of encouragement that I need...



**ZOË O'CONNOR**

Teentimes.eu

**ORLA DIFFILY**

upfrontgroup.eu  
orladiffily.eu

I will never forget the magical night in November 2014 when my business upfrontgroup.eu won the inaugural House of .eu Award in the magnificent setting of the Natural History Museum in Brussels. I had absolutely no expectation of winning and was simply honoured to attend the evening and meet so many inspirational business professionals from all over Europe. When it was announced I had won, it was a very proud moment, not just for me, but for everyone on the team who works with me on producing so many events from fashion weeks to racing festivals. Winning the .eu Award received substantial positive coverage for my business in Ireland and directly led to many new opportunities at home and abroad.

Of course, we like to keep it in the family! The joy of winning an .eu award was only surpassed when my daughter Zoe won the Special Commendation Award just two years later. It was a moment we will both never forget!



1100  
BCE



## FESTIVAL OF THE THESMOPHORIA

*In c. 11th BCE, the festival of the Thesmophoria, honoring Demeter and Persephone, was held throughout ancient Greece. This 3-10 day festival was restricted to adult married women and combined elements of fertility and thanksgiving. Although the festival was celebrated in October in Athens, it was observed later in other areas of Greece and extended to late November. The name references Demeter, "the law-giver".*

## CONFUCIUS



479  
BCE

*In China, the iconic philosopher Confucius died on this day in 479 BCE at his hometown of Qufu having founded a philosophical-religious system still in use today.*

1694  
CE



## VOLTAIRE

*The French philosopher Voltaire was born today in 1694 CE (died 1778) whose works would influence both the American and French revolutions.*

## FIRST FREE BALLOON FLIGHT



1783  
CE

*In 1783 the first free balloon flight took place in Paris, France, lasting 25 minutes, demonstrating the principles of aerodynamics, and initiating the so-called "balloon craze" which would remain popular into the 19th century.*

1877  
CE



## PHONOGRAPH

*Today in 1877 saw Thomas Edison's announcement of his "talking machine", the first phonograph, which played back a recording of the American inventor reciting "Mary Had a Little Lamb".*

## NOBEL PRIZE



1889  
CE

*Nobel Prize-nominated Icelandic author Gunnar Gunnarsson was born on this date in 1889 (died 1975) and Nobel-prize winning author Isaac Bashevis Singer in 1902 (died 1991) both of whose works would have profound cultural influence.*

1922  
CE



## FIRST FEMALE UNITED STATES SENATOR

*In 1922, the first female United States Senator, Rebecca Latimer Felton, was sworn in on this day. Felton, a long-time suffragist and advocate for racial equality, gave a brief speech predicting a future in which women and people of all races would have a seat in government.*



## #2017euWA Final Nominees

The .eu Web Awards is an online competition, launched in 2014, where .eu and .eu websites can be nominated for a chance to win a prestigious award to be presented at a stunning ceremony in Brussels, Belgium.

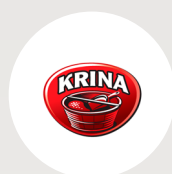
The #2017euWA provides a valuable opportunity for established businesses, private persons, and start-ups alike to network and enhance online visibility and credibility.

Discover our success stories  
on our youtube channel:

[youtube.com/user/  
Europeanregistry](https://www.youtube.com/user/Europeanregistry)

### THE LEADERS

*An established national business that is currently in operation, possessing multiple years of experience.*



**Krina.eu**

FOOD | BULGARIA

Krina.eu is an industry leading food processing company that produces natural, high quality foods such as rice, beans, lentils and even jams.



**Getbus.eu**

TRANSPORTATION | PORTUGAL

Getbus.eu is a shuttle bus company that connects people to places and cities to airports in Portugal.



**Aquacolors.eu**

THEME PARK | CROATIA

Aquacolors.eu is the largest water park in Croatia, possessing a wide array of attractions for all ages.

### THE RISING STAR

*A start-up company that is in a process of development and finding its niche in the marketplace.*



**Muniocandela.eu**

CANDLE MAKING | LATVIA

Muniocandela.eu generates warmth and light through the creation of handmade, soy wax candles.



**Wdesigns.eu**

WEB DESIGN | BULGARIA

Wdesigns.eu is a young yet experienced design company that provides a full range of services to maximize your visual presence.



**yfos.eu**

FASHION | GREECE

Yfos.eu is an online fashion retailer specialising in handcrafted and unique clothing and accessories made in Greece.

### THE BETTER WORLD

*A website that encourages green initiatives and diffuses ecological information with regards to environmental protection.*



**Biotrem.eu**

TABLEWARE | POLAND

Biotrem.eu creates biodegradable tableware and cutlery made from natural and edible wheat bran.



**Sinfonia-smartcities.eu**

ENERGY | BELGIUM

Sinfonia-smartcities.eu represents a Smart Cities project that aims to deploy and promote largescale, integrated and scalable energy solutions in mid-sized European cities.



**Greenworks.eu**

INTERIOR DESIGN | SWEDEN

Greenworks.eu provides living walls and living furniture with the goal of improving indoor and outdoor spaces and the well-being of the people and planet.

### THE LAURELS

*An institution such as a school, a training program, a charitable organisations, etc., that promotes ongoing education/pan European projects.*



**Citizenenergy.eu**

SUSTAINABLE ENERGY PLATFORM | PORTUGAL

Citizenenergy.eu is a platform designed to encourage cross-border investment in sustainable energy and provide information on crowdfunded and cooperative based sustainable energy opportunities.



**Smr-project.eu**

SOCIAL PREPAREDNESS PLATFORM | GERMANY

Smr-project.eu is a pan-European project that supports and facilitates cities' ability to develop strategies to face extreme events and long-term stresses derived from climate change, critical infrastructures and social issues.



**Phorwater.eu**

WASTEWATER RECOVERY MODEL | SPAIN

Phorwater.eu closes the loop of phosphorous by recovering this essential nutrient from wastewater for use in agriculture.

### THE HOUSE OF .eu

*A website, or blog, that represents companies or private persons in the news, media or entertainment industry such as news portals, advertisement agencies.*



**Letthejourneybegin.eu**

FAMILY BLOG | LATVIA

Letthejourneybegin.eu is a blog run by the talented Ilze Levina, where she shares her journey of parenting while navigating different languages and cultures.



**Improvcomedy.eu**

IMPROV | DENMARK

Improvcomedy.eu is one of the leading European Improv Comedy Theatres, additionally providing training sessions for both individuals and corporations.

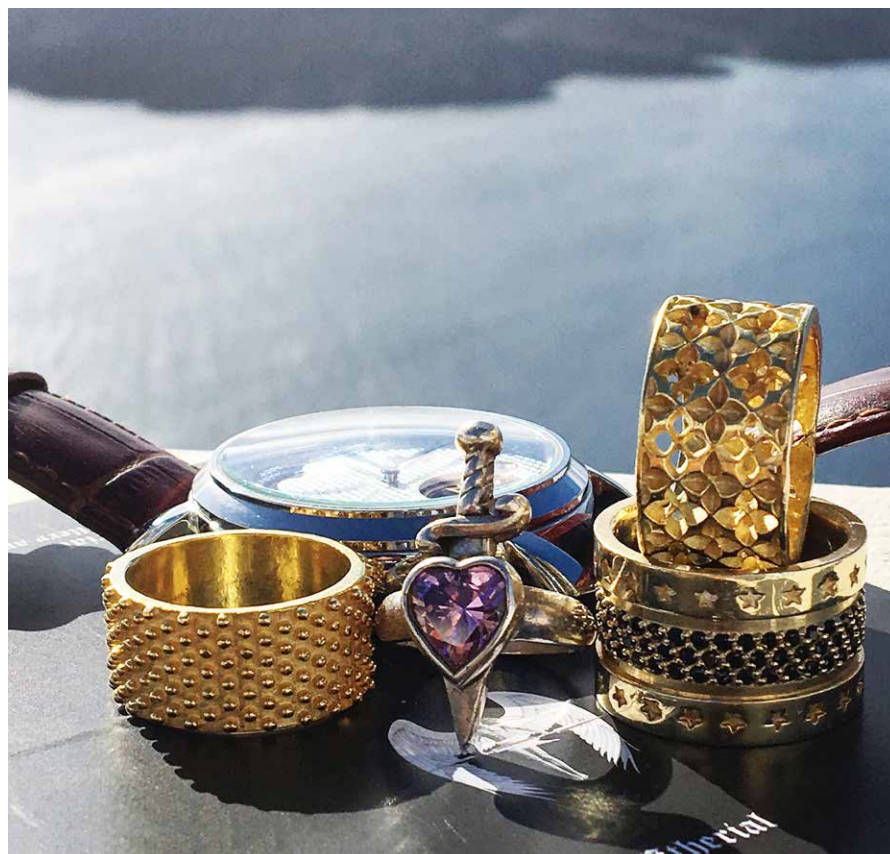


**Dourfestival.eu**

MUSIC FESTIVAL | BELGIUM

Dourfestival.eu is the biggest music and touristic event in Wallonia, the French-speaking part of Belgium.





# Etherial.eu

*Etherial is an industry leading luxury jewelry brand influenced by rock culture, embodying the spiritual balance between light and dark in their work. Established in 2006, they are based in the capital city of Cyprus, Nicosia – where their Flagship store was opened. Etherial's products include rings, necklaces, bracelets, cufflinks, earrings and key rings.*

## How has winning the .eu Web Awards initiative in 2014 contributed to your growth as a company?

Being considered as a nominee for such a prestigious event as the .eu Web Awards initiative was a privilege and honor in and of itself, let alone being a distinguished winner in one of the categories. As far as its contribution towards our growth, winning the "Most Nominated Company in Europe" award in 2014 has most certainly had three major effects.

It created profound awareness for Etherial both on an international and especially on a national level. Prior to winning the award, we used to be solely an export company, operating only one Flagship store in the capital of Cyprus, Nicosia, with 90% of our income coming from exports. One year after the award, due to the local publicity that the Web Awards initiative created, we opened three more stores around Cyprus to meet the increasing demand for our products.

It boosted consumer confidence in our business, resulting in an increase in sales in 2015 along with more local and international recognition. In addition, having received the award from EURid, Etherial reached new consumers, which helped to develop a diverse European client base.

It enhanced Etherial's image and, above all, the potential of Cypriot companies, especially in 2014, which was a time of economic crisis in Cyprus. The media and gov-

ernment's response towards our victory was taken very positively, even being used as a success story to show support for young entrepreneurs, startups, and aspiring businesses in Cyprus.

## As a company with a global influence, how has the .eu TLD (top-level domain) benefited your market position?

Firstly, as a European citizen and CEO of a company based and operating in the EU, I have always been a strong and passionate believer in the power and prestige the .eu TLD could offer. As children, many of us grew up with the impact of what I call the 'Made in Italy' effect that clothes had on branding and consumer trust. If it had the 'Made in Italy' tag, the clothes were certainly more expensive and most certainly of higher quality than clothes without it. This, in turn, gave rise to what we consider today as clothing super brands. Similarly, the .eu TLD possesses the same effect – A prestigious, trustworthy, responsible, reliable, dependable, and respected platform for any entrepreneur with a decent product to project their business or brand to the world.

According to Eurostat, in 2016, 85% of European households had access to the internet from home. This share has been gradually increasing year by year. Therefore, if market positioning refers to the process of establishing the image or identity of a brand or product, then I can say with absolute confidence that the .eu 'Made in Europe' effect has had a profound impact on consumer trust and confidence in our brand.





# Bepark.eu

*Bepark, 2015 .eu Web Awards winner in “The Rising Stars” category, is a Belgian company focused on facilitating and optimizing the search for parking spaces across Europe. Through their user friendly app and company value system based on simplicity, mobility, accessibility, reactivity, and technology, Bepark aims to ease your life on the road.*

## How has winning the .eu Web Awards initiative in 2015 contributed to your growth as a company?

BePark was more than honoured to win in the “Rising Stars” category at the .eu Web Awards gala in 2015. It not only played a significant role in enhancing our brand awareness, but also had a solid impact in terms of company growth.

Back in 2015, winning the award opened up many opportunities, including trying new online marketing options, which really helped drive traffic to our web-site, bepark.eu, resulting in new leads as well as more conversions. In addition, all of the online content created as prize for BePark contributed to an effective brand promotion, and increase in brand awareness as a result.

The .eu Web Awards has always been supportive to young start-ups. Bepark, as one of the beneficiaries of this great competition, will continue on its mission of facilitating people's mobile life across Europe!

## What piece of advice would you give to other European start-ups?

Our advice would be to stay out of your comfort zone and embrace every failure that comes your way. The beginning is always tough for start-ups, with many ups and downs. When facing adversity, however, don't back down. Instead, remain optimistic and channel the resourceful mindset you'll need to combat any difficulties that come your way. We believe that every company makes mistakes and fails in some way. The way forward is to embrace the failures, learn, and grow from them.







01



02



03



04

- 01 The #2016euWA winners celebrate their victory!
- 02 #2016euWA Gala attendees enjoying their meal with a special guest...
- 03 EURid External Relations Manager, Giovanni Seppia, and CEO, Marc Van Wesemael, in discussion with #2014euWA winner, Orla Diffily, and #2016euWA winner, Zoë O'Connor.
- 04 Overhead view of the #2016euWA Gala at the Museum of Natural Sciences in Brussels, Belgium.



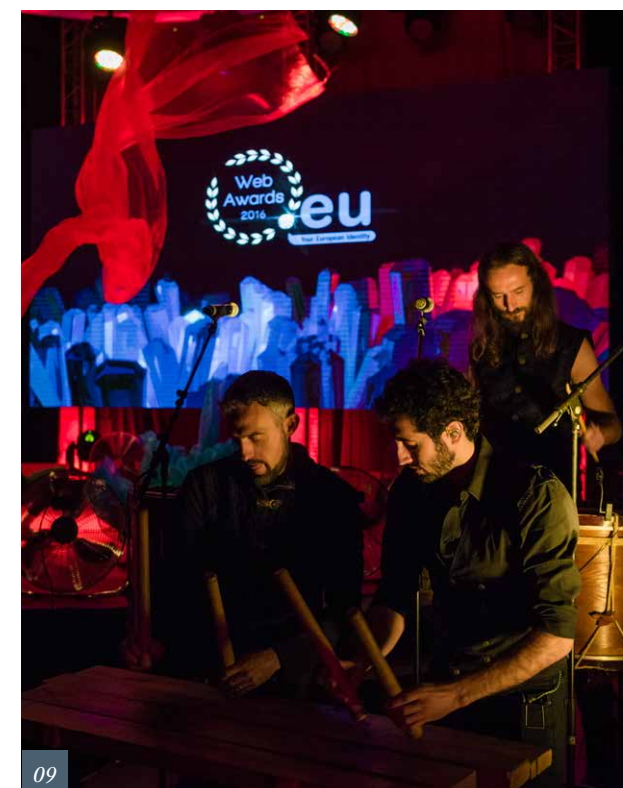
05



06



08



09



07

- 05 Emily Taylor, chair of the #2016euWA jury, presents the winners.
- 06 #2016euWA attendees discussing with EURid External Relations Manager, Giovanni Seppia.
- 07 Director of Energy Policy in DG Energy, Megan Richards, and chair of the #2016euWA jury, Emily Taylor, receive awards for their efforts towards the .eu TLD.
- 08 Do you believe in magic?
- 09 Basque group, Kalakan, performs at the #2016euWA.
- 10 Zoë O'Connor accepts her award alongside Italian tennis star, Fabio Fognini, and #2016euWA host, Sally Bundock.



10



# Your domain name, your identity, your .eu

## Why Register One of Our Extensions?



Show your European pride with one of our extensions.



We work tirelessly to ensure the most trustworthy, stable and secure online space available.



Show your customers that you possess a cross-border presence and are in accordance with European law.



We offer state of the art features like Registry Lock and DNSSEC and continuously seek to evolve in an ever-growing industry.



Visit [www.eurid.eu](http://www.eurid.eu) and register your .eu today.

