Communication Pack

Dissemination Level: Public

Enrique Gómez

HP

This project has received funding from the European Union's H2020 research and innovation programme under grant agreement No 691473.

“This document reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.”
Grant Agreement Number: 691473
Project acronym: ACTTiVAte
Project full title: PAn-European Clusters for Technology Transfer and new VAue chains

<table>
<thead>
<tr>
<th>Deliverable number:</th>
<th>7.4 – Communication Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliverable responsible:</td>
<td>Madrid Aerospace Cluster</td>
</tr>
<tr>
<td>Work package:</td>
<td>7 – Communication, Dissemination and Sustainability Plan</td>
</tr>
<tr>
<td>Editor:</td>
<td>Enrique Gómez</td>
</tr>
</tbody>
</table>

Author(s) – in alphabetical order

<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eugenio Fontán</td>
<td>Madrid Aerospace Cluster</td>
<td><a href="mailto:efontan@madridaerospace.es">efontan@madridaerospace.es</a></td>
</tr>
<tr>
<td>Enrique Gómez</td>
<td>Madrid Aerospace Cluster</td>
<td><a href="mailto:egomez@madridaerospace.es">egomez@madridaerospace.es</a></td>
</tr>
</tbody>
</table>

Document Revision History

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Modifications Introduced</th>
<th>Modification Reason</th>
<th>Modified by</th>
</tr>
</thead>
<tbody>
<tr>
<td>V.1</td>
<td>25/01/2017</td>
<td>First version</td>
<td></td>
<td>Enrique Gómez</td>
</tr>
<tr>
<td>V.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Abstract

This deliverable defines the communication and dissemination tools, the marketing channels and branding material the project will develop.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACKGROUND</td>
<td>4</td>
</tr>
<tr>
<td>COMMUNICATION AND DISSEMINATION</td>
<td>4</td>
</tr>
<tr>
<td>OBJECTIVE</td>
<td>4</td>
</tr>
<tr>
<td>MAIN ACTIONS</td>
<td>4</td>
</tr>
<tr>
<td>BRANDING</td>
<td>5</td>
</tr>
<tr>
<td>VISUAL IDENTITY TOOLS</td>
<td>5</td>
</tr>
<tr>
<td>PROJECT LOGO</td>
<td>5</td>
</tr>
<tr>
<td>WEB BANNER</td>
<td>7</td>
</tr>
<tr>
<td>INFORMATION TOOLS</td>
<td>7</td>
</tr>
<tr>
<td>WEBSITE</td>
<td>8</td>
</tr>
<tr>
<td>LEAFLETS</td>
<td>9</td>
</tr>
<tr>
<td>ROLL-UPS</td>
<td>11</td>
</tr>
<tr>
<td>POSTERS</td>
<td>12</td>
</tr>
<tr>
<td>NEWSLETTERS</td>
<td>12</td>
</tr>
<tr>
<td>PRESS RELEASES</td>
<td>12</td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>13</td>
</tr>
<tr>
<td>VIDEOS</td>
<td>15</td>
</tr>
<tr>
<td>WORKSHOPS AND CONFERENCES</td>
<td>15</td>
</tr>
<tr>
<td>ANNEX 1</td>
<td>17</td>
</tr>
</tbody>
</table>
BACKGROUND

ACTTiVAtte Project is an initiative that is co-funded by the INNOSUP programme of the European Union. The project aims to foster cross-sectoral innovation among SMEs from four different sectors:

- Aerospace
- Agro-food
- Health
- ICT

The project will focus its effort in setting up strategies that allow clusters to lead the engagement of SMEs in activities intended to create new services and products and therefore the generation of new value chains and emerging industries across Europe.

In this way, ACTTiVAtte Project intends to set up strategies to achieve stable growth of cross-sectoral and cross-border innovation.

Furthermore, ACTTiVAtte Project will disseminate strategies and methodologies already proven in order to facilitate cross-sectoral innovation and establish the groundwork for the creation of emerging industries across Europe.

COMMUNICATION AND DISSEMINATION

OBJECTIVE

The main objective is to give visibility to the full-scale application of ACTTiVAtte towards policy makers, public authorities, and local and national development agencies, associations of enterprises, research centres, and universities.

MAIN ACTIONS

To achieve this objective, ACTTiVAtte will undertake communication and dissemination sustainability actions like:

1. Communicating knowledge and results achieved in ACTTiVAtte through internal and external communication:
   a. Within the consortium partners.
   b. With the European Commission.
   c. With the stakeholders.
2. Managing the information generated by the project in a fair and transparent manner for the consortium but supporting the adequate knowledge transfer to the stakeholders:
   a. SMEs.
   b. Clusters.
   c. Research Centres.
   d. Public authorities and governments.

3. Facilitating the sustainability of the innovation eco-system created by ACTTiVAte

BRANDING

Among branding tools, we are going to consider separately the visual identity tools and the information tools (every kind of material developed to promote the project).

VISUAL IDENTITY TOOLS

The visual identity tools have been designed to distinguish the project through a clear and simple image that allows it to be easily recognised.

PROJECT LOGO

The main element of the ACTTiVAte branding is the logo. Logo was designed during the first months of the project and was finally presented at the end of 5th month.

The main logo of ACTTiVAte is the following one, and can be used in three versions (colour, grey scale, and black & white):

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>FONT</th>
<th>COLOUR CODE</th>
</tr>
</thead>
</table>

The main characteristics of the official colour logo are:
<table>
<thead>
<tr>
<th>Component</th>
<th>Font Style</th>
<th>Color Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>“ACTTìV”</td>
<td>Circo Regular</td>
<td>#4e596b</td>
</tr>
<tr>
<td>Second “A” (with arrow)</td>
<td>Circo Regular</td>
<td>#a2c9db</td>
</tr>
<tr>
<td>“te”</td>
<td>Circo Regular</td>
<td>#4e596b</td>
</tr>
<tr>
<td>On/Off symbol in the “i” dot</td>
<td></td>
<td>#ffffff</td>
</tr>
<tr>
<td>Arrow in the second “A”</td>
<td></td>
<td>#4d4d4d</td>
</tr>
<tr>
<td>Sectoral hexagons</td>
<td></td>
<td>#50a9cf</td>
</tr>
<tr>
<td>Sectoral icons</td>
<td></td>
<td>#ffffff</td>
</tr>
<tr>
<td>Inside of the middle hexagon</td>
<td></td>
<td>Blurred #37a4de → #b2d2dc</td>
</tr>
<tr>
<td>Edge of the middle hexagon</td>
<td></td>
<td>#ffffff</td>
</tr>
</tbody>
</table>

It is also possible to check out the full logo characteristics and usage at the Logo Usage Manual (see Annex 1 to this document).

Although it is the main logo, there is an additional simplified logo that the Logo Usage Manual foresees that can be also used. This simplified logo, in both colour, grey scale and black & white versions, is:

![Simplified Logo](image)

Apart from those logos, for presentations, posters and other material such as presentations and documents, an additional composition may be used. This composition is an extended version of the main logo:

![Extended Composition](image)
Finally, to complete the graphic identity, ACTTiVAtE is provided with a mark consisting in using the second “A” of the main logo. This mark has three different versions: colour, black & white and grey scale, as it is shown:

WEB BANNER
A web banner has been also designed to allow participants to link ACTTiVAtE website from their own websites, and collaborate with the dissemination of the project. This banner looks like it is shown below:

INFORMATION TOOLS
WEBSITE
A dedicated website is being developed. This is finished and tested by Madrid Aerospace Cluster team, and currently is fully operational.

The website is organized in five sections:

- “About” section: Offers general information about the project:
  - Definition.
  - Objectives.
  - Work Plan.
  - Expected impacts.
  - Deliverables.

- “Consortium” section: Lists the members of the consortium, both partners and linked third parties.

- “Funding” section: It is specifically dedicated to inform SMEs about the financing possibilities that ACTTivAte Project offers, and will be used for the promotion of the call for proposals.

- “Media & Events” section: This section gathers news and events related to the 4 sectors included in the ACTTivAte Project scope. The section is divided in five sub-sections:
  - “News”: Gather news about ACTTivAte, and also news related to the sectors involved.
  - “Press releases”: News from ACTTivAte published in other media different from this website.
  - “Events”: Holds a calendar in which are marked events about ACTTivAte, and also news related to the sectors involved.
  - “Newsletter”: Offers the possibility to subscribe ACTTivAte newsletter.
  - “Dissemination”: A digital copy of the developed material will be available in this sub-section.

- “Contact” section: Offers the users the possibility to address their questions or comments through an online form.

- The website also offers a search tool to search for specific information within the webpage.
The home page of the website looks like this:

![Website Screenshot]

All consortium partners will be responsible to actively contribute to feed the website with information suitable to be shown there. Contributions will be news and events occurred in the different poles, news that every member develop related to the project, and events such as info days or workshops celebrated within the frame of the project.

<table>
<thead>
<tr>
<th>WEBSITE URL</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://acttivate.eu/">http://acttivate.eu/</a></td>
</tr>
</tbody>
</table>

**LEAFLETS**

Two leaflets will be designed during the project.

As it happens with the website, the design of the first brochure is finished, and the current version is ending the revision so it can be sent to printing. This leaflet gives the audience a quick view of the project.

The brochure is based in the colour pattern of the logo to achieve an appearance in the line of the rest of the designs for the project, which collaborate to boost the name of ACTTiVAte Project.
The measures of the leaflet are:

<table>
<thead>
<tr>
<th></th>
<th>FOLDED</th>
<th>UNFOLDED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A5</td>
<td>A4</td>
</tr>
<tr>
<td></td>
<td>148 x 210 mm</td>
<td>297 x 210 mm</td>
</tr>
</tbody>
</table>

The current aspect of the brochure is:
The second leaflet will be published at the end of ACTTiVAtE Project and will contain the main results of the project regarding to:

- Methodologies for cross-sectoral collaboration established across different regions in Europe.
- Cross-sectoral new value chains emerged resulting from the analysis and assessment of advanced technologies among the four sectors.
- Innovation projects driven by SMEs supported by ACTTiVAtE in the frame of the call for proposals.
- Access to finance facilitated to SMEs out of the frame of the ACTTiVAtE’s call for proposals.
- Strategies to foster cross-sectoral innovation in SMEs set up during the project.
- ...

ROLL-UPS
Two different roll-ups will be designed during the project.
The design of the first roll-up is ongoing. This roll-up will show mainly the ACTTiVAte logo accompanied by the European Commission and the consortium members’ logos. Other information like website and social media profiles will be shown there. The purpose of this first roll-up is to boost ACTTiVAte Project strengthening the impact of the design and its image.

The second roll-up is foreseen to be designed to give information about ACTTiVAte’s call for proposals. Some elements will be shared with the first roll-up, such as the project logo, Consortium members’ logos and European Commission logo. Apart from this, the roll-up will contain the essential information about the ACTTiVAte’s call for proposals, and a link via QR code to ACTTiVAte website and/or the Cluster Collaboration Platform (CCP), in which SMEs interested in participate in this call can get more information.

POSTERS
Three different posters will be designed along the project. Those posters will be shown in sectoral conferences and events.

The posters will contain the following information:
- Poster 1: To be published on M16, it will inform about the granted projects.
- Poster 2: To be published on M22, it will inform about the deployment of such projects.
- Poster 3: To be published on M16, it will inform about the final results obtained.

All posters will share information such as ACTTiVAte logo, consortium members’ logos and European Commission logo.

NEWSLETTERS
An amount of six newsletters will be published on a regular basis during the project. One newsletter will be published every six months (M6, M12, M18, M24, M30), and a final newsletter at the end of the project.

Newsletters will be used to inform about ACTTiVAte progress, and will be published in the project website, and also distributed by e-mail.

PRESS RELEASES
Five press releases will be published during the project. The first one will present ACTTiVAte itself and send the message that the European Commission co-finances the project.

Another three newsletters will be prepared and disseminated on M13, M19 and M30, coinciding with the project milestones.

At the end of the project, a final newsletter will present extraordinary results of the project with major impact on SMEs.

SOCIAL MEDIA

Social media profiles have been created. Finally, a LinkedIn, Twitter and Facebook were selected to be used. Instagram was rejected because it is not so professional- oriented as LinkedIn, and it does not reach as much people as Twitter and Facebook do.

Initially, great efforts have been dedicated to Twitter profile, in which ACTTiVAte has been very active. Currently, ACTTiVAte have 61 followers, and 106 tweets have been published. This is the appearance of the main page of ACTIVate’s Twitter profile:
ACTTiVAtе’s Facebook profile has 10 followers nowadays. It is not expected to have a great amount of followers on Facebook, due to not many people use it as for professional issues. On the contrary, the majority of people use Facebook for leisure purposes. However this number is expected to grow.

This is the appearance of the main page of ACTiVAtе’s Facebook profile:

Finally, LinkedIn group currently have 7 followers, but in this case it considered to reach a higher number of followers during the project.

This is the appearance of the main page of ACTiVAtе’s LinkedIn group:
Taking into account that the project has been running only for 8 months, the objective of reaching 200 followers in the social media seems to be feasible, as it has been completed in a 39% in only the 22.2% of the project duration.

VIDEOS
One-minute length videos, all of them focused on “testimonies” will be published along the project. Those videos will be disseminated through the website and the social media. The purpose of the videos is to encourage the audience to get familiar with ACTTiVAtе project, and also to inform of project progress or the most important milestones.

WORKSHOPS AND CONFERENCES
Consortium members will attend congresses, conferences, workshops and different events related to the sectors involved in the project. Apart from this, ACTTiVAtе will organize special conferences and workshops, all of them oriented to fulfil the objectives of the project. Examples of this kind of workshops and conferences are:

- Round of investors.
- Training sessions for SMEs intended to deliver mentoring and coaching.
At the end of the project, a final conference will be organised in Brussels. This conference is expected to be a key element of the communication strategy. There, ACTTiVAtE project’s consortium will present the results of the project, bringing special attention to the SMEs’ funded projects and their results or progress. The project’s final conference will aim to impact the greatest number of influencers and stakeholders of ACTTiVAtE.
ANNEX 1

Here is copied the Logo Usage Manual
This manual includes the ACTTiVAt e project identity elements in terms of corporate image uses.

Should be used as a reference in any doubt which may arise at the time of application. The visual identity of the project reflects its values and entity.
Usage rules

The logo must be identifiable, readable and visible in any editorial product, media, advertising, web pages, etc.

The logo cannot be modified, supplemented or altered without the project or designer permission. Should be printed in full form keeping its proportions and chromatic unity.
The logo can be used in full form, in only typography version or in the isotype form included in the design.

It should be left a minimum space of 5 mm on each side of the logo in any of its versions and in the isotype as well.
Usage rules
Here are exposed the logo an isotope variants accepted for use

Usage rules

original

Gray scale

Black and white
Here are exposed the logo and its variants accepted for use.

Usage rules

- Original
- Gray scale
- Black and white
For vertical display the logo is used without the icons (in any of its versions) as it is display below.
For covers, presentations, posters, etc, this composition may be used also.
The typography used for the logo is Circo regular.

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
```

For four-color printing the Pantone indicated here will be used. For the rest of media, will find chromatic information on this page.

---

**Usage rules**

- **Black and white colors should be used at 100% of its chromatic values.**

---
The logo and isotype use in not white or black background color should be used when the correct vision and no loss of identity is guaranteed.

Neither the logo nor the isotype may be used misshapen or disproportionate.

The interaction with other logos will be made in proportion to these samples.
Usage rules

Logo improper uses samples.
The full logo minimum size of use is 5.1 cm width for 1.51 cm height. The isotype minimum size is given by the logo minimum size.