ESRIUM

Grant Agreement No. 101004181

Deliverable D6.2
Communication kit – Initial version (including website)

H2020-SPACE-EGNSS-2019-2020

ESRIUM – GA No. 101004181 EGNSS-ENABLED SMART ROAD INFRASTRUCTURE USAGE AND MAINTENANCE FOR INCREASED ENERGY EFFICIENCY AND SAFETY ON EUROPEAN ROAD NETWORKS	
D6.2 Communication kit – Initial version (including website)	
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Project partners
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Abstract
ESRIUM is a multi-national project with the common goal to increase the safety and resource efficiency of mobility on the road. The key innovation will be formed by a homogeneous, accurate and recent digital map of road surface damage and road wear. Further addressed as "road wear map", it will contain unique information, which is of value to multiple stakeholders: road operators will be able to lower the road maintenance effort by optimal planning. Further, road operators will be able to lower road wear and increase traffic safety especially for heavy vehicles: considering the market introduction of partly automated truck fleets and platoons, the precise track of these vehicles can be adjusted by communicating precise routing recommendations in- and cross-lane. Truck fleet operators following these recommendations can receive tolling benefits and increase the general safety for their vehicle fleet. Especially with the increasing levels of autonomy, systems will utilize infrastructure support to handle the requirements of the automated driving task and additional external requests. In ESRIUM, these opportunities are addressed by utilizing C-ITS infrastructure and EGNSS based localization in planning the trajectories of such automated vehicles. Key to the ESRIUM innovation is a precision localization service, which provides reliable locations of road damages and of the vehicles using the roads. Considering a European-level business-case, only Galileo may provide such a service in homogeneous quality, even at very remote locations on the European continent.

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EXECUTIVE SUMMARY

This deliverable D6.2 "Communication kit – Initial version (including website)" is part of WP6 "Dissemination, Exploitation" and is one of the outputs of T6.1 "Communication & dissemination activities". It includes a set of communication tools specifically designed to amplify the impact of communication activities and to guarantee coherent, wide and timely communication of ESRIUM concepts, objectives and solutions to multiple targeted audiences and the general public.

D6.2 supports the communication strategy outlined in D6.1 "Dissemination and communication strategy and plan". The communication kit included in D6.2 will be constantly updated and expanded throughout the project's lifetime to support the specific needs of ESRIUM partners regarding communication activities.

At the end of the project this document will be updated resulting in D6.3 "Communication kit- Final version" to include these changes.

DOCUMENT REVISION

Version	Changes to content	Author	Status	Date
0.1	Table of content	Annarita Leserri	Completed	01/02/2021
0.2	Main body	Annarita Leserri	Completed	14/02/2021
0.3	Revision by JRD	Martina Uray	Completed	19.02.2021
1.0	Ready for submission	Annarita Leserri	Draft sent to PO	25/02/2021
1.1	Integrated feedback of PO	Annarita Leserri	Final	02/03/2021

ACRONYMS USED

Acronym	Explanation
CDE	Communication, Dissemination, Exploitation
D	Deliverable
EC	European Commission
EU	European Union
H2020	Horizon 2020
KOM	Kick-Off Meeting
KPI	Key Performance Indicators
T	Task
WP	Work Package
Y	Year

SECTION 1   INTRODUCTION

1.1   Objective of D6.2

WP6 "Dissemination, Exploitation" aims at effectively spreading knowledge and information about the project's research and innovation outcomes and results. More specifically,

- it defines and implements a communication and engagement strategy for promoting the progress and outputs of ESRIUM, streamlining public dissemination and take-up of the ESRIUM concepts, tools and results within an active and structured network of stakeholders;

- it develops the necessary and impactful communication materials, tools and channels for targeted promotion to ensure mainstreaming of the projects results, its benefits and outcomes to a wide range of stakeholders at all geographical levels and relevant sectors;

- it ensures wide visibility of the project and public engagement broadening the projects acceptance/endorsement and participation of its influencers to the uptake of projects results;

- it coordinates the scientific outreach through the development of open access papers and participation in scientific and industrial events;

- it manages ESRIUM innovations in terms of products, services and business concepts,

  o by analyzing and following relevant market developments, assessing the market potential for ESRIUM solutions;

  o by developing and validating new business models based on ESRIUM outcomes;

  o by driving technical developments towards business-relevant solutions, by providing coordinated feedback on business models viability and market take-up strategies to the other WPs;

  o by developing and supporting implementation of the exploitation plans for the ESRIUM solutions and technologies based on the business plan previously developed;

  o by supporting the exploitation of knowledge assets developed in the project by the interested scientific and industry communities.

This deliverable is one of the outputs of T6.1 "Communication & dissemination activities". It includes the project brochure, posters, general presentation, etc. This set of communication tools is specifically designed to amplify the impact of communication activities and to guarantee coherent, wide and timely communication of ESRIUM concepts, objectives and solutions to multiple audiences and the public.

1.2 Target audience of D6.2

D6.2 is a public deliverable providing the communication material for the consortium partners to promote ESRIUM among the targeted stakeholders as identified in D6.1. Additionally, as all public deliverables, D6.2 be freely available on the ESRIUM website.

1.3 Structure of D6.2

After this brief introduction SECTION 2 to SECTION 5 will be dedicated to the description of specific communication tools, whereas annexes will provide additional thumbnails, screenshots and templates. Finally, a conclusion is given in SECTION 6.

SECTION 2   BRAND IDENTITY

To give ESRIUM a common image towards the outside world and to coherently communicate the project with a clear and recognizable brand, a new project logo has been created (ANNEX 1) and selected by the consortium (out of three options). Microsoft Word (ANNEX 2) and PowerPoint templates (ANNEX 3) have also been created to support all project partners preparing presentations, written deliverables, etc.

All templates can be found on the ESRIUM-Cloud in the folder \Templates (available only for consortium members).

SECTION 3   PRINTED COMMUNICATION MATERIAL

3.1 Leaflet

The leaflet (ANNEX 4) visually summarizes ESRIUM's main concepts. It will be constantly updated to reflect the project evolution, so as to include new pictures and elements resulting from the projects activities and results. The leaflet includes the vision and mission of the project, its objectives and expected results, as well as the details of the ESRIUM website and links to social media channels.

The leaflet will be printed and distributed by all project partners to interested participants in events, conferences and workshops. Additionally, it will be freely accessible on the dedicated webpage (https://esrium.eu/index.php/print/).

3.2 Roll-up

The first ESRIUM roll-up banner (ANNEX 5) provides the main information about the projects challenge, proposed solution and partners involved, as well as the contacts to enable following the project activities. The banner will establish the visibility of ESRIUM during conferences, workshops and other events. It will be updated when new relevant information is available, and all versions will be freely accessible on the dedicated webpage (https://esrium.eu/index.php/print/).

3.3 Press releases

Press releases will communicate the ESRIUM achievements to press and media professionals. They will be released periodically, especially with reference to the project main events. These include, but are not limited to, the project's kick-off meeting, workshops and final event, as listed in Table 1.

Table 1: List of planned press releases

Expected timeline	ESRIUM event	Press release no.
2020	Kick-off meeting	Press release 1
2021	Workshop 1 - Hello world, ESRIUM	Press release 2
2022	Workshop 2 - Technological leap	Press release 3
2023	Workshop 3 - ESRIUM in action	Press release 4
2023	Final event	Press release 5

The first press release was distributed after the project KOM (ANNEX 6) and is freely accessible on the dedicated webpage (https://esrium.eu/index.php/press-releases/)

WP leaders are especially requested to communicate achieved results for the WP6 leader to produce press releases. However, all project members are expected to share press release with local and national press in their countries to contribute to the dissemination of project results. Details of any planned publication activities have to be communicated to the consortium in advance by the partner in charge (i.e. source, publication date, target group, etc.) as described in D6.1 (ATTACHMENT 3).

3.4 Location of printable material

All printable dissemination material as well as already published press releases can be found on the ESRIUM-Cloud in the folder \Dissemination (available only for consortium members) as well as on the ESRIUM website (https://esrium.eu/learn/).

SECTION 4   PROJECT WEBSITE

The project website (https://esrium.eu/) is the point of reference for up-to-date information on the ESRIUM activities and results and will be a central tool for disseminating information and data related to the project to different targets identified (e.g. scientists and academics, public authorities and policy-makers, industry and general public).

As ESRIUM activities yield measurable results, the project website will also serve as a repository of public deliverables, academic publications, press releases and presentations. Specific pages will be created for presenting ESRIUM results including guidelines on products, advice and recommendations; it will therefore be used as an education tool, too.

Finally, ESRIUM participation in conferences, workshops, symposia or other relevant events fostering green, safe and smart mobility will be highlighted. Specific pages will be created for workshops organized within ESRIUM. Information will also be posted on the respective websites of the partner organizations with the aim to enlarge the number of targets and thus the impact of the project. The lingua franca will be English.

The ESRIUM website will be sustained after the end of the project for at least five years in order to provide all interested stakeholders with information on project achievements, findings and details on contact persons for further information. Similarly, the project profiles on social media will be maintained to allow the project's followers to access deliverables, presentations and publications.

Some screenshots of the project website are available in ANNEX 7.

SECTION 5   SOCIAL MEDIA

Specific profiles have been activated for ESRIUM on different social media platforms at the beginning of the project (M1):

- Twitter (https://twitter.com/Esrium_H2020) This social media will be used as the main news service of the project, posting at least weekly updates about ESRIUM activities and linking them to the wider ongoing conversation about the project-relates topics through some specific hashtags (#RoadDamageSensing, #MobileMapping, #AutomatedDriving, etc.).

- LinkedIn (https://www.linkedin.com/groups/9011218/). This social media will be used to exchange knowledge among experts inside and outside ESRIUM. This group will constantly grow as a community of stakeholders during the project's lifetime.

Some screenshots of ESRIUM profiles on social media are available in ANNEX 8.

SECTION 6   CONCLUSIONS

ESRIUM tailored a specific WP with dedicated CDE competences (WP6) to produce the necessary materials and to activate the appropriate channels and platforms to maximize the project's impact.

As a result of WP6 "Dissemination, Exploitation" and more specifically of T6.1 "Communication & dissemination activities", this document D6.2 "Communication kit – Initial version (including website)" presented all ESRIUM's communication tools specifically designed to amplify the impact and to guarantee the coherent, wide and timely communication of the project activities objectives and solutions to multiple target groups.

All partners are expected to engage in CDE activities, therefore ESRIUM's communication kit will be constantly updated to address their specific needs that might arise throughout the project lifetime. The additional materials that will be produced in the future will be uploaded on ESRIUM website and online repositories, as well as included in D6.3 "Communication kit- Final version" (M36)

SECTION 7   REFERENCES

ESRIUM (2020), Grant Agreement

ESRIUM (2021), D6.1 "Dissemination and communication strategy and plan".

ANNEX 1   ESRIUM LOGO

Figure 1: ESRIUM logo.

ANNEX 2   OFFICE WORD TEMPLATE

Figure 2: ESRIUM Word template.

ANNEX 3   OFFICE POWER POINT TEMPLATE
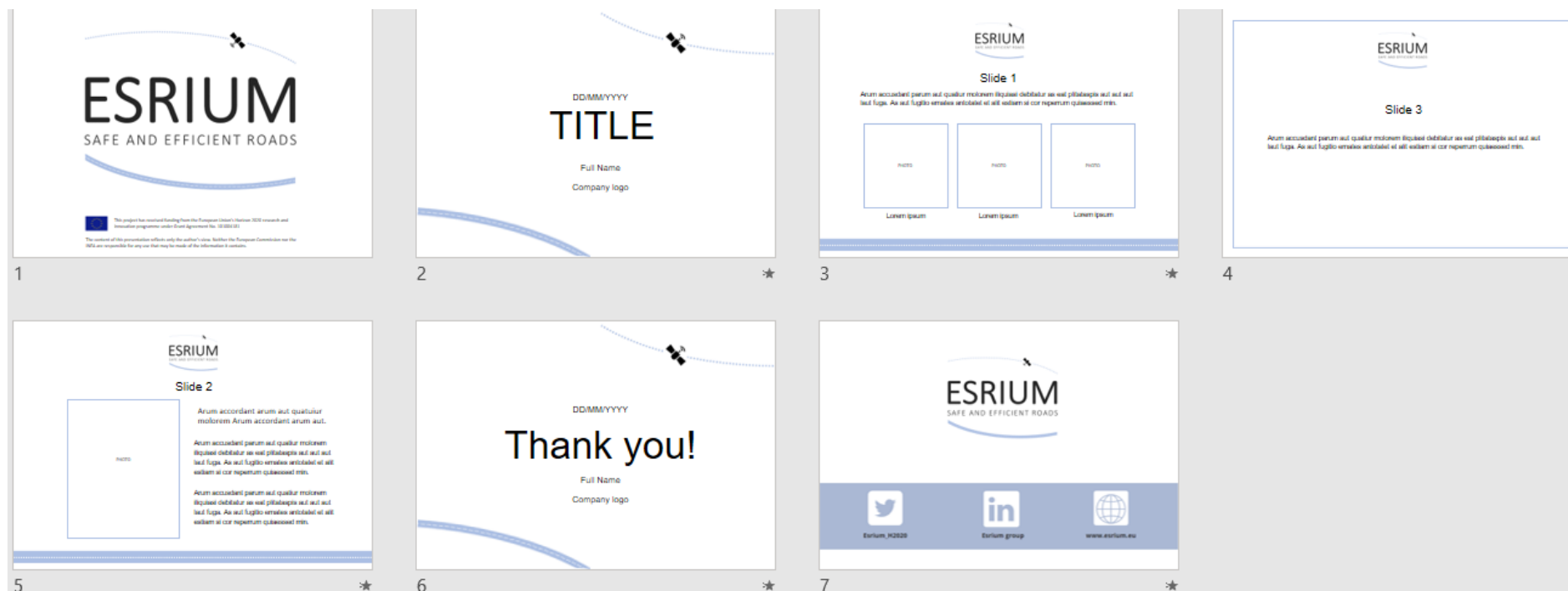
Figure 3: ESRIUM Microsoft Power Point (.pptx) template.

ANNEX 4   LEAFLET THUMBNAIL

Figure 4: ESRIUM leaflet.

ANNEX 5   ROLL-UP THUMBNAIL

Figure 5: ESRIUM roll-up thumbnail.

ANNEX 6   PRESS RELEASE

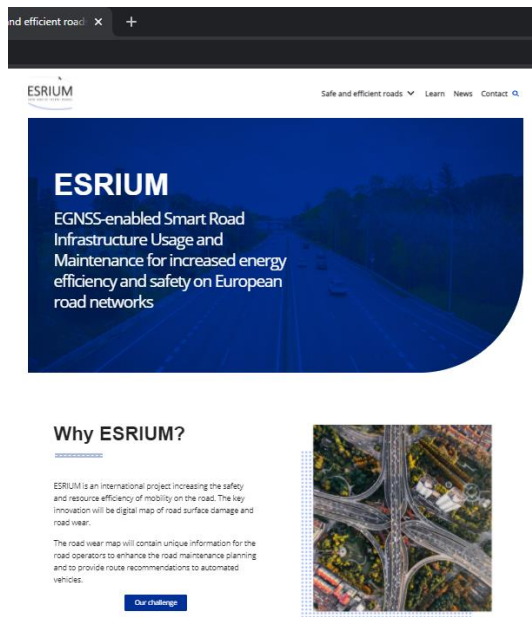*Figure 6: ESRIUM KOM press release.*

ANNEX 7 WEBSITE SCREENSHOTS

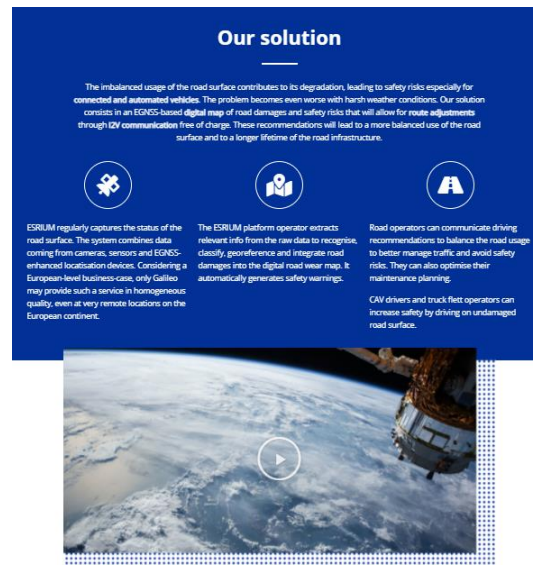*Figure 7: ESRIUM website screenshots – Homepage.*

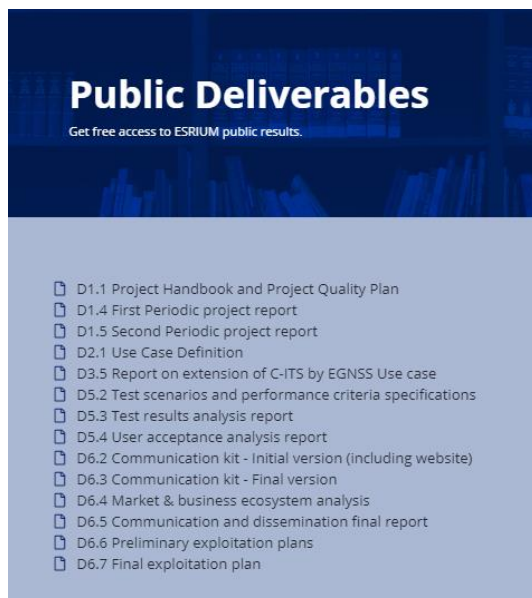*Figure 8: ESRIUM website screenshots – Our solution.*

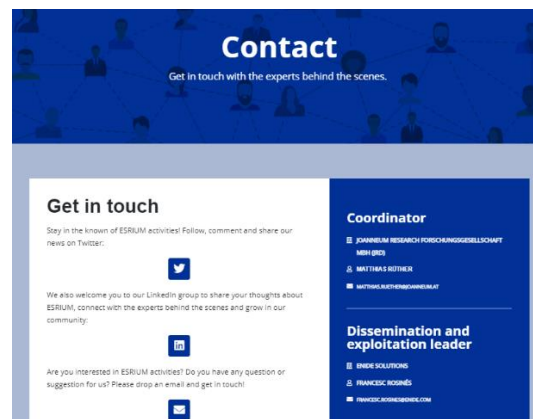*Figure 9: ESRIUM website screenshots – Public Deliverables.*

Figure 10: ESRIUM website screenshots – Contacts.
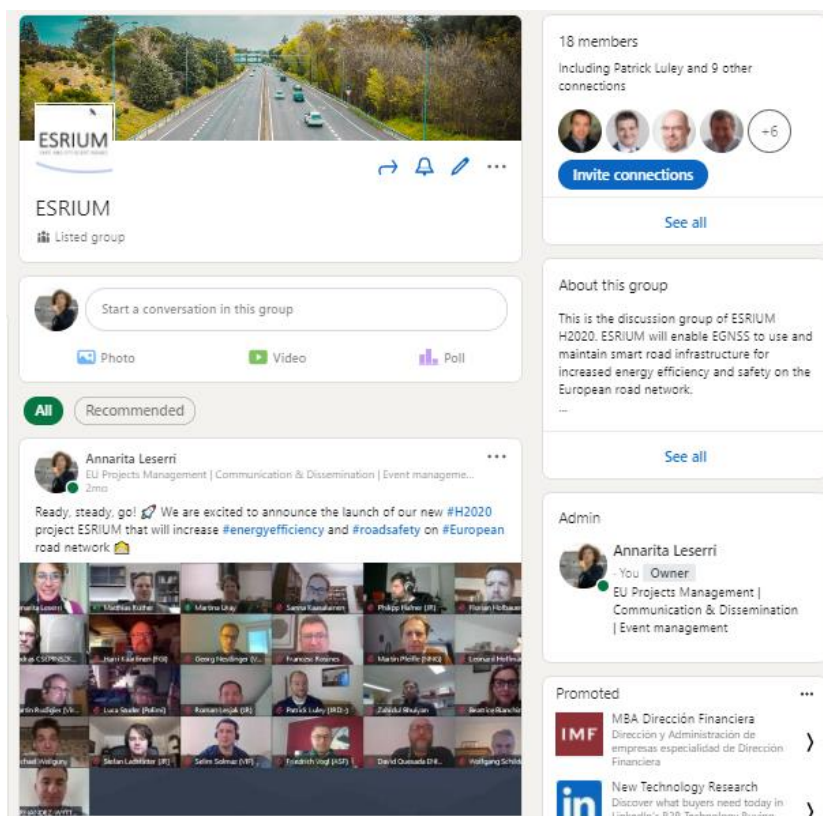
ANNEX 8 SOCIAL MEDIA SCREENSHOTS

Figure 11: ESRIUM profile on Twitter.

Figure 12: ESRIUM group on LinkedIn.