ACASIAS

Communication set

Deliverable 7.7

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1. EXECUTIVE SUMMARY

1.1. Introduction

This deliverable report describes the design and implementation of the lay-out, content and features of the ACASIAS poster, leaflet, newsletter and social media accounts.

1.2. Brief description of the work performed and results achieved

The communication set was prepared according the Dissemination Action planned within the D7.5: Dissemination action plan. The leaflet, poster, kakemono, newsletters and social network pages have been prepared according the project graphic identity set at the beginning of the project. The coordinator and project partners have been involved in reviewing and commenting the circulating draft versions in order to ensure full adequacy with the project corporate vision.

1.3. Deviation from the original schedule

The content preparation of the different communication supports was launched in October 2017 (M5). Different layout options were proposed the 14th November 2017 (M6) to the coordination team and among consortium partners for their comments and revue. Due to numerous iterations and revisions within the consortium , the D7.7 has been delayed. These communication supports have been achieved in January 2018 and the deliverable 7.7 was available with a slight delay which has no consequence on the project.

2. Work performed

The main objective of the communication set is to provide the ACASIAS consortium some means of hard supporting dissemination materials that can be handed to the wider public during specific dissemination events; refer to below sections for more detailed information.

2.1. The Leaflet

The leaflet serves as a "business card" of the project during any face-to-face meetings and will be handed out to interested parties during conferences, workshops, networking events, trade fairs, etc.

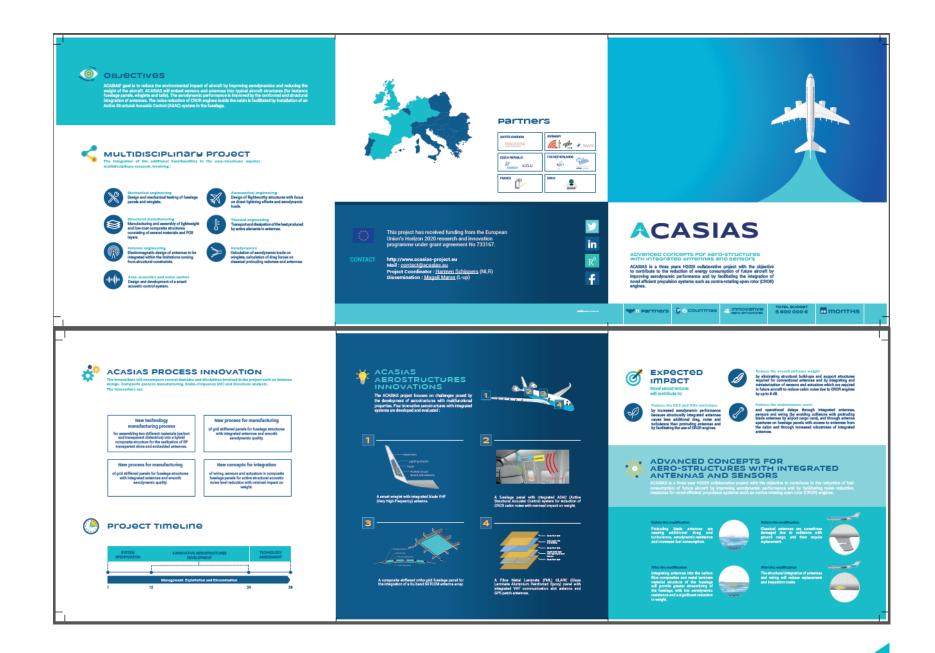
The information displayed allow technical and none technical public to easily understand the scope of the ACASIAS project.

The document is composed of 3 pages (double-sided print 21x21cm document).

The file has been made available to the consortium via the project management EMDESK platform and to general public via the ACASIAS public website.

The document will be printed by L-UP who will distribute the printed copies to all partners for their use.

The screenshots in the following page gives an overview of the ACASIAS leaflet.



2.2. The poster

The poster serves as a support during conferences, workshops, networking events, trade fairs, exhibitions etc. The main intention of the poster is to provide a snapshot of the project, its context, objectives and expected outcomes. The format of the poster is 80*120 cm.

The targeted audience is mainly scientists, technical and industrial public.

The file has been made available to the consortium via the EMDESK platform and to general public via the ACASIAS public website.

As for the leaflet, this document will be printed by L-UP who will distribute printed copies to all partners for their use.

The screenshot below shows the ACASIAS poster.

ACASIAS	
Advanced Concepts for Aero-Structures with Integrated Antennas and Sensors	
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ACASIAS INNOATIONS The ACASIAS project focuses on challenges possibly the development of sers-structures with multihusticeal capabilies. Four innovative sero- structures with integrated spliters are developed and evaluated:	
ACASIAS In a nutshell	MULTIDISCIPLINARY Project The integrate of the additional functional constitution to the additional functional constitution of the additional functional
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Partners	August and a second secon

2.3. The Newsletter

The Newsletter will allow spreading information on the progress of work made within ACASIAS, the results achieved, participation of the consortium partners in conferences and trade fairs.

2.3.1. Content

The objective of the public newsletters is to regularly keep the targeted audience informed about the progress made in the ACASIAS projects and about the achieved results. The newsletters will respect the ACASIAS graphical identity while emphasising the core results.

The structure of the ACASIAS newsletters are defined as follows:

- Welcome and introduction;
- Word from the coordinator(s);
- News section and major events as prioritised in the ACASIAS "Get Together" file: the objective is to share information on the events of interest for the ACASIAS community;
- Progress per WP: the objective is to present the progress made within the project in an attractive layout while incorporating images illustrating the work performed and results achieved;
- Interviews (Optional): the objective is to acquaint the public with the consortium partners and the cooperation they develop to achieve the project objectives.

This structure will be adapted depending on the project news and activity.

2.3.2. Diffusion list

The Newsletter aims to target a wider public since it will be distributed to the consortium, EC and INEA communication services, LinkedIn, website subscribers and contacts identified and communicated by the consortium partners. It will also be uploaded on the project and partners' websites.

The diffusion list of the newsletter has been built with:

- Individual subscriptions on the public website;
- Contacts provided by the consortium partners and INEA.

The diffusion list will be constantly updated in order to increase the network. The ACASIAS partners will promote the newsletter during dissemination events (conferences, workshops, trade fairs).

L-UP will also request the Project Officer to provide e-mail addresses of people potentially interested in the ACASIAS activities (e.g. related past and running EU-funded projects).

Finally, the newsletter will be available on the website. Its content will feed the "Outcomes" section of the website.

2.4. Social Networks

Specific ACASIAS account have been created in the social network LinkedIn, Facebook and Twitter. It will be accessible both to individuals (researchers, engineers) and to organisations, with the aim to directly activate networking and communication around ACASIAS.

The different ACASIAS weblinks are:

- Facebook: <u>https://www.facebook.com/Acasias-120113045374698/.</u>
- Twitter: <u>https://twitter.com/Acasias_Project.</u>
- LinkedIn: <u>https://www.linkedin.com/in/project-acasias-332805151/.</u>

The aim is three-fold:

- Build up an "ACASIAS community" within and beyond the ACASIAS consortium;
- Display and release via a dynamic channel information contained in the newsletters and in the section "News and Events" of the website;
- Attract young researchers and engineers with an adapted communication and exchange channel, using the social network as "user forum" around the ACASIAS research topics.

The layout of these accounts has been created accordingly with the ACASIAS graphic identity and logo. The pages contain a short description of the project and will be regularly fed with news and results of the projects.

3. CONCLUSIONS

Leaflet, posters and Kakemono have been successfully achieved and printing of these materials is launched. Newsletter n°1 is available with all interested stakeholders' inputs. These materials are available via the ACASIAS website as well as the paper supports for distribution to the interested parties (scientific and technical conferences...).