

DISSEMINATION KIT

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1 EXECUTIVE SUMMARY

The EU project Science2Society (S2S) aims at improving university, industry and society interfaces to boost the throughput capacity of Europe's innovation stakeholders. Many of the project deliverables are therefore directly addressed to these stakeholders and are designed to provide immediately applicable value.

This is why communication and dissemination activities of S2S aim at a good visibility of the project and bringing its activities and outcomes to the attention of as many relevant stakeholders as possible. In order to support this goal, appropriate communication materials and channels are needed. Work package 4 (and specifically the task 4.2) provides these in form of a dissemination kit in order to support the external communication and dissemination activities.

The materials included in the dissemination kit have been generated using the predefined brand design and brand elements detailed in the deliverable *D4.3 Project Visual Identity* [2]. This kit includes the following items for the first year of the project:

- Project factsheet
- Press release
- Poster
- Project website
- Project presentation
- S2S introductory video.

Additionally, the dissemination kit includes a set of templates which will be used to produce further project material in the future:

- Flyer template
- Brochure design (print and online)
- Newsletter template
- Press release template
- Word, excel and power point templates for project deliverables/presentations
- Roll up template to be used in events and trainings
- Name badges template
- Advertisement template (online and print)
- Poster template

This is an accompanying report of the deliverable D4.5 Dissemination Kit, whose nature is “*Others*”. This report provides an overview about and references to all elements of the dissemination kit. The dissemination material is described in detail in deliverable *D4.2 Dissemination and Communication Strategy, Plan and Calendar of events* [1].

It should be remarked that this deliverable does not aim to provide a report on the dissemination activities carried out during the first year of the Science2Society project, but it rather collects some of the key dissemination elements which the beneficiaries use for project branding. Further dissemination materials will be produced during the project lifecycle as more project outcomes are achieved.

Keywords: dissemination kit, visual identity, brand design, marketing activities dissemination activities.

2 OBJECTIVES

The goal of work package 4 is to ensure that the Science2Society CSA makes the expected impact by involving the right stakeholders at the right time, with appropriate information and engagement models. More specifically, the task T4.2 Dissemination and communication [4] aims at:

- Communicating about the Science2Society project and disseminate its results towards a broad range of stakeholders,
- Raising awareness about the benefits and possibilities of open innovation and science 2.0 collaboration schemes, realising the objectives and impact of the project:
- Ensuring the visibility of the project by providing appropriate communication materials and channels
- Disseminating and sharing the project outcomes at European, national and regional levels
- Promoting the significance of Science2Society results and activities (in particular to policy makers)

As part of the activities carried in this task, the communication kit has been made available to all consortium members in order to support the external communication and dissemination activities, either online or offline. This promotion material is based on the project identity [2]. When organising or participating in events related to the project's endeavours partners are already using this kit to promote the project.

The communication toolkit is already consisting of the following applications:

- Project factsheet
- Press release
- Poster
- Project website
- Project presentation
- S2S introductory video.

As the project proceeds more applications will be designed to the needs of the consortium and their dissemination activities. Hence, the dissemination kit includes a set of templates that will be used to produce future project material:

- Flyer template
- Brochure design (print and online)
- Newsletter template
- Press release template
- Word, excel and power point templates for project deliverables/presentations
- Roll up template to be used in events and trainings
- Name badges template
- Advertisement template (online and print)
- Poster template

Finally, the communication toolkit also includes a variety of mood pictures that can be used by each partner on its own. This photo material is accessible by all partners and will be supervised by Spirit Design. Texts will be developed by each partner on its own needs and will be provided to the others.

3 DISSEMINATION KIT

3.1 Traditional dissemination material

3.1.1 Project presentation

A project presentation following the graphic identity guidelines has been created in the first months of the project to support Science2Society dissemination efforts. The Science2Society project power point presentation provides a general project overview, background information, objectives, rationale, partners, pilot description and expected benefits for the stakeholders.

The can be found at the project website under the following link: <http://www.science2society.eu/content/s2s-project-presentation>

3.1.2 S2S press release

A first press release in English has been produced in order to inform relevant media (at local, national and international levels) about the launch of the project and its objectives and expectations. The press release can be found at the project website under the following link: <http://www.science2society.eu/content/s2s-press-release>

3.1.3 Project factsheet/leaflet

A general A4-format factsheet document was produced at the beginning to give a brief project overview for all external and internal stakeholders. The leaflet can be found on the S2S website, at the project website under the following link: <http://www.science2society.eu/content/s2s-leaflet>

3.1.4 Project poster

An eye-catching poster has been designed including among others the project's logo, a motto and the links to relevant project information (website and social networks). This poster can be used in workshops, conferences and other events as a presentation of the project. The poster can be found under at the project website under the following link: <http://www.science2society.eu/content/s2s-poster>.

3.1.5 Project newsletter intro

A project newsletter intro has been produced in order to introduce the project and present the objectives, pilots and benefits of the S2S projects. Results and experiences throughout the course of the project will be published in next issues. The newsletter intro can be found under at the project website under the following link: <http://www.science2society.eu/content/s2s-newsletter-intro>.

3.1.6 S2S introductory video.

A first video is available since month 12 in order to be used to promote the project and its objectives via divers channels (social media, live events, etc.). The video can be found under at the project website, more specifically in the Home page, under the following link: <http://www.science2society.eu/>.

3.2 Digital dissemination material

3.2.1 Project website

The project website, launched in May 2016, is the one-stop-shop for all actors interested in Science2Society, its results and progress and is one of the project's main dissemination tools. The website is managed through a

content management system so that the site can be kept constantly up-to-date. Further details are given in the deliverable *D4.6 Project portal with knowledge and contacts database* [3].

www.science2society.eu

3.2.2 Social networks

Accounts in Facebook and Twitter have been created in order to promote events and seek support for the Science2Society concept to the public at large:

https://twitter.com/S2S_H2020

<https://www.facebook.com/Science2Society-H2020-Project-1152690218119132/>

4 CONCLUSIONS

According to S2S Description of Work [4], the principal objective of this deliverable was to produce a set of dissemination materials used to disseminate the S2S results during the project. In this way, this report provides a list of the materials included in the deliverable D4.5 Dissemination Kit., in accordance with the provisions of the dissemination strategy defined in deliverable D4.2 [1] issued at the beginning of the project and strictly based on the graphical identity designed by SD[2].

5 REFERENCES

- [1] Deliverable D4.2 Dissemination and Communication Strategy (S2S_Deliverable_4.2_Dissemination and Communication_Strategy_Final.docx)
- [2] Deliverable D4.3 Project Visual Identity (S2S_D4.3_Project_Visual_Identity_Final.docx)
- [3] D4.6 Project portal with knowledge and contacts database (S2S_D4.6_ Project portal with knowledge and contacts database _Final.docx)
- [4] Description of Work of the Science2Society project (Grant Agreement-693651-Science2Society.pdf)

A. ABBREVIATIONS AND DEFINITIONS

Term	Definition
ATOS	Atos Spain
SD	Spirit Design
S2S	Science2Society
T	Task
WP	Workpackage