



Topic	H2020 – INFRAIA-2018-2020
Short Title	EurofleetsPlus
Title	An alliance of European marine research infrastructures to meet the evolving requirements of the research and industrial communities
Project Number	824077
Delivery Date	M6
Deliverable No	9.3
Lead Beneficiary	EurOcean
Dissemination Level	Public

EUROFLEETS+ PROMOTIONAL AND PRINT MATERIALS



This project has received funding from the EU
H2020 research and innovation programme
under Grant Agreement No 824077



Document information	
Document Name	D9.3 - Eurofleets+ Promotional and Print Materials
Document ID	EUROFLEETS_WP9_D903_120719_V1
Revision	V1
Revision Date	12/07/19
Author	EurOcean
Security	Public

Approvals			
	Name	Organisation	Date
Coordinator			
Activity Coordinator			
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SUMMARY

The EUROFLEETS+ Promotional and Print Materials are a central part of the Dissemination and Communication Plan ([Deliverable 9.1](#)) for the project. They function in conjunction with the outputs of Task 9.2 – Develop and maintain Eurofleets+ web presence ([Deliverable 9.2](#)), e-newsletter, project identity toolkit and branding – to impart a professional quality to the project outputs and recommendations. This document describes how the project identity was conceived, the audiences for the materials being developed over the lifetime of the project and the key materials developed or in development to date. Additional materials will be developed as the project progresses.

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1. Introduction

As EUROFLEETS+ is an Integrating Activity, the dissemination is focused on results from the joint research activities to improve the infrastructure services, the enhanced access provision, and outputs of the multiple networking activities.

To ensure effective dissemination and communication of EUROFLEETS+, a dedicated Work Package – WP9 – within the EUROFLEETS+ project will have the overarching aim of developing the dissemination plan and supporting dissemination events, promoting the science of EUROFLEETS+ carried out in the Joint Research Activities (JRA), highlighting the transnational activities and their outcomes and benefits for society, including ensuring wide access to the data collected, demonstrating the role EUROFLEETS+ plays in supporting other ocean observation systems and infrastructures, informing decision-makers in European and international agencies and bodies, supporting capacity building for early-career scientists and technicians and helping to enhance wider ocean literacy.

The objectives of dissemination in EUROFLEETS+ are to:

- Garner support and buy-in for a fit-for-purpose Research Vessel capability in Europe;
- Engage stakeholders and optimise final uptake of the project's key outputs;
- Publish and promote the research results delivered through the joint research activities;
- Capture and protect intellectual property in collaboration with industry participants;
- Increase innovation potential for new products, processes and services;
- Ensure comprehensive response to TA calls and promote TA activities and results widely;
- Ensure a highly functioning EUROFLEETS+ website and portal;
- Raise awareness of training opportunities available through EUROFLEETS+;
- Raise awareness about the project's objectives, consortium, progress and benefits for stakeholders;
- Maximise visibility of the project's results and achievements;
- Enhance ocean literacy in the general public and among young people;
- Increase likelihood of social, environmental, and economic benefits.

Project Identity

Creating a strong project identity ensures that the project will be viewed in a professional light. Selecting a particular palette of colours, fonts, tone of communication and a recognisable logo helps the project to stand out and be more readily recognised by the target audiences, which include researchers and research institutes; public services; commercial operators; investment, insurance, and environmental organizations; policy makers; local communities, and educational institutes. Having a project identity is intended to convey a sense of trust, to show that EUROFLEETS+ is a competent entity and that it can be a dependable point of reference for the longer term. The identity also imparts a personality, a feeling, to the project, that should be unique and original. The advantages of a strong project identity reach beyond the positive impacts it can have on external actors, it can also have a positive effect on the project participants themselves. The project identity can influence the commitment of the partners to promoting the project and maximizing the quality outputs and performance, contributing to the overall good reputation of the project brand.

Target Audiences

It is of crucial importance to the project and its partners to disseminate its ideas and results to as

wide a community as possible – while remaining focused on the identified key target groups in order to reach the objectives of dissemination and communication.

The key target groups for dissemination and exploitation include: **marine observation infrastructure managers** at European and international level; the **scientific and academic community**, including early stage researchers and technicians; relevant **industry players** working in the field, such as ocean sensor and equipment developers; **policy makers, decision makers**, and **funders** at national and European level, including those with responsibility for the ocean, natural resource management and research and education agendas; and the **general public including young people** at global levels. Practical measures will be taken to maximise the impact of EUROFLEETS+ through the outline plan illustrated below.

Deliverable context and objectives

In support of the Updated Dissemination and Communication Plan (Deliverable 9.1) and in order to strengthen the visual identity of the project, a series of printed and promotional materials have been and will continue to be developed during the project. This Deliverable 9.4 describes the currently (month 6) developed printed materials as well as those planned for the future.

2. Print Materials

The Dissemination and Communication Plan (Deliverable 9.1) for EUROFLEETS+ comprises several elements including print materials (brochures, factsheets, press release, policy briefs, photos), project identity toolkit (graphical image, logos, lettering, templates) and branding (e.g. pens, folders, writing pads). The purpose of these print materials is to ensure consistency in the project identity. This will reinforce the image of the project at every point of contact between the Consortium and the target audiences outlined in Section 1. This deliverable describes the products envisaged to date, those that have already been developed and those that will continue to be developed throughout the project.

Graphic Identity

Description: A logo was developed to reflect the theme and direction of the project. An original image was professionally created as the signature of our partnership and of the EUROFLEETS+ project as a whole. As the project was preceded by two others, the key elements of the logo are based on the original logo developed for the previous projects strengthening the character of the EUROFLEETS+ project branding. The three stars in the logo represents, therefore, the 3 initiatives, the 3 star is not filled-in as the project is not yet concluded. Various versions of the logo were developed for use on in different contexts and through different media (Figure 1). To accompany the logotype, lettering was also created to give a consistent look to the other print materials.

Audience: All project partners, general, all audiences.

Dissemination points: All print and non-print/online materials and all official documents prepared in all the WP. The logos are available for partners through the project sharepoint website created to share common project materials.



Figure 1 – Several option for the EUROFLEETS+ Logo

Brochure, Flyer, Roll-up and Poster

Description: While the project will prioritise electronic communications, motivated by ease of scalability and respecting the environment, off-the-shelf flyers and other printed material will also be used. An informative foldout pamphlet, Flyer, Roll-up and Poster were developed to present the EUROFLEETS+ project and its objectives to a broad audience. These materials were designed to be eye-catching, featuring photographs of all available infrastructures. In terms of content these materials contain the key principles underlying the EUROFLEETS+ approach (Figure3).

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, conferences, exhibitions, one-to-one meetings, etc.



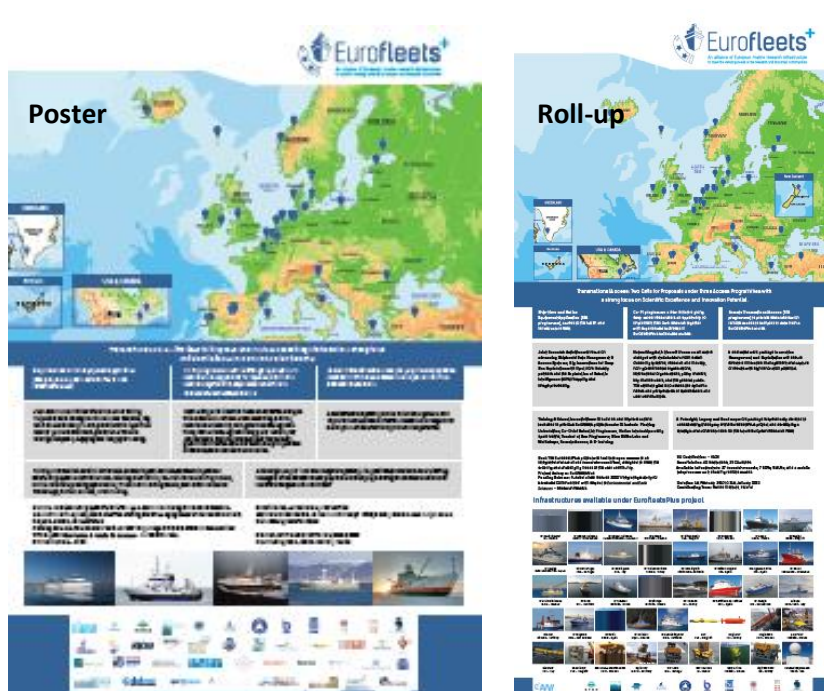


Figure 2 – EUROFLEETS+ First set of printed materials

Other potential Print Materials

Description: Further materials are also planned for the duration of the project. These materials may include EUROFLEETS+ factsheets, and elements to contribute to the dissemination of the TNA activities and Educational activities, some examples are given on Figure 3.

Audience: Variable according to the situation.

Dissemination points: Variable according with the material, audience and situation.



EUROFLEETS+ ACCESS PROGRAMMES:

SEA - Ship time and marine Equipment Application:

- Access to research vessels and/or marine equipment through a classic call for proposals
- A minimum of 2 calls, with "Ocean" (opening end of June 2019) and "Regional" (opening September 2019) vessels and marine equipment

CO-PI programme:

- Aimed at early career researchers to implement their own research together with the SEA calls. Access of 2-3 days, attached to an Eurofleets+ cruise
- Running call, opening autumn 2019

RTA - Remote Transnational Access:

- Remote access to samples or data from a Eurofleets+ vessel
- Running call, opening autumn 2019

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EUROFLEETS+ EDUCATION AND TRAINING ACTIVITIES:

Floating University programme:

- Combined theoretical lectures and lessons with practical on board training on multidisciplinary marine sciences related topics
- 5 Floating Universities open to Post graduate and PhD students (1st in February 2020, call in October/November 2019)

Access and Exchange programme:

- Marine Internship: offers seagoing placement for students of marine related sciences and technologies on board Eurofleets+ Vessels using spare berths
- Teacher@Sea: in collaboration with GIFT EGU programme, offers opportunities for primary and secondary school teachers to participate in Eurofleets+ TA cruises to bring marine sciences into classrooms

Blue skills LABS programme:

- Dedicated training courses to enable young scientists to fully utilize the possibilities offered by new technologies and instrumentation
- 2 Rov Labs at MARUM (1st in November 2019)
- 2 Robotic Labs at Univ. of Goleborg (1st in July/August 2019)
- 2 Seismic Labs at OGS (1st in summer 2020)

Blue Skills webinars programme:

- Eurofleets+ TA proposal development: a series of webinars to support scientists and emerging researchers in developing Eurofleets+ TA proposals, including training on FAIR (findable, accessible, interoperable and reusable) data management and training to prepare a data management plan based on EARS requirement
- Research Infrastructure Management: a series of webinars delivered to marine sciences related Staff by RV managers. Provide skills and competences to manage RV infrastructures and fulfill logistical requirements of scientific operators. A session will be devoted to the installation of Eurofleets data management suite (EARS)

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Figure 3 – EUROFLEETS+ dedicated TNA and Training Activities Teasers

3. Promotional Materials

Giveaways

Description: As EUROFLEETS+ will take part in several relevant events with exhibition areas. The project has developed some products to reinforce the branding and raise interest in such events (Figure 4).

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, conferences, etc.



Figure 4 – EUROFLEETS+ First set of promotional materials

Video

Description: An informative movie will be made to present the activities of a TA cruise. Video material can be powerful for engaging an audience and transmitting key messages quickly.

Other video content is also planned regarding Floating Universities. All videos will be available on EUROFLEETS+ YouTube Channel: <https://bit.ly/2XkA9o0>.

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, conferences, exhibitions, etc.

Corporate Materials

Description: Corporate materials are also planned to be developed and delivered on the core activities of the project, namely, during the Training and Access Programmes to reinforce the image of the project.

Audience: Project partners, Training Activities Participants, TNA Participants.

Dissemination points: All stakeholder meetings, conferences, etc.

4. Conclusions

The EUROFLEETS+ Promotional and Print Materials are a central part of the Dissemination strategy for the project. They function in conjunction with the products of Task 9.2 – Develop and maintain Eurofleets+ web presence ([Deliverable 9.2](#)), e-newsletter, project identity toolkit and branding – to impart a professional quality to the project outputs and recommendations. To date, the core print materials including a brochure, Roll-up, Posters, Flyers, Giveaways and branding material have been conceived and developed.

The work of WP9 will continue to be intensive in the upcoming months as several efforts are planned in order to support the broad and effective promotion of various EUROFLEETS+ driven activities.