Dissemination material including brochure, poster and website

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<th>Project</th>
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<td>Davor Kozmus</td>
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<td>Communication and Dissemination</td>
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<td>CP</td>
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<td>CDTs</td>
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<td>Danube Region INCO-NET</td>
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<td>DoW</td>
<td>Description of Work</td>
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<td>DR</td>
<td>Danube Region</td>
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<td>ERA</td>
<td>European Research Area</td>
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<td>EUSDR</td>
<td>European Strategy for the Danube Region</td>
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<td>R&amp;I</td>
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<td>Science and Technology</td>
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Note: All documents mentioned in this deliverable are to be found online at project portal if not stated otherwise.
2 Executive Summary

Danube-INCO.NET follows an overall policy oriented approach to spread awareness among the key stakeholders in the Danube region (DR) and intends to become the key reference point of high quality information on R&I in the DR countries, with special emphasis on research cooperation opportunities and S&T dialogue, as well as to the progressive integration of the RTD and innovation systems of the region into the European Research Area (ERA).

The present deliverable summarises the materials prepared within the first months of project activity. Such materials have key role while supporting a professional and effective dissemination and communication campaign to best inform stakeholders on the Danube-INCO.NET objectives and achievements. This report is further complemented by the D 7.14 Report on dissemination activities and also refers to D 7.5 Communication Plan and D 7.2 Handbook on Visual Identity.

After briefly reminding on the Danube-INCO.NET communication strategy and visual Identity, the report introduces the main tools (i.e. Flyer, Poster, Roll-up, Cards, PPT template, etc.) that have been made available for the communication and dissemination purposes. It furthermore describes the main channels (portal, newsletters and social media) used for both promoting the project at a glance and for informing an audience as broad as possible that is interested in R&I cooperation and engaged in the future macro-regional development of the Danube Region.

This deliverable was firstly prepared in May 2014 and then updated end 2015.
3 Introduction

Danube-INCO.NET follows an overall policy oriented approach to spread awareness among the key stakeholders in the Danube region (DR) and intends to become the key reference point of high quality information on R&I in the DR countries, with special emphasis on research cooperation opportunities and S&T dialogue, as well as to the progressive integration of the RTD and innovation systems of the region into the European Research Area (ERA).

In order to ensure an effective CD of Danube-INCO.NET, the project consortium partners shall rely on and make full use of all its instruments and channels, with the aim to reach out as many potentially interested stakeholders as possible. The following complementing deliverables were implemented in first and following months of project activity so as to respond to the above mentioned means and objectives.

3.1 Complementing Deliverables

3.1.1 Project visual identity (D7.2)

The Danube-INCO.NET Corporate Design was developed by ZSI and Mr. Florian C. Wachmann - http://www.formfcw.com/, who was subcontracted by ZSI after evaluating several offers in the first months of 2014. **D7.2 - Handbook on project visual identity and communication material** was further developed as a reference document to be used by all project partners for the duration of the project. The report describes the Danube-INCO.NET visual identity and lists all visual identity standards (e.g. use of Danube-INCO.NET name, logo, colour codes, templates for deliverables, presentations or event agendas, etc.) which are used in the project dissemination. Please refer to D7.2 for more information on specific standards.

Material such as the project logo (see Figure 1) is provided in several formats (.jpg, .png and .eps) and is available on the project’s cloud via [this link](https://claudio.zsi.at/index.php/apps/files?dir=/Danube-INCO.NET%20shared%20team%20folder/templates%20and%20logos/Danube-INCO.NET%20logo).


**Figure 1:** Danube-INCO.NET logo

3.1.2 Communication plan and promotion material (D7.5)

Deliverable D7.5 addresses the project external communication strategy providing objectives and guidelines as well as the instruments to use. The communication plan was developed as a

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supporting tool for all CDAs in the Danube-INCO.NET project. It not only delivers the main tools and instructions for external project communication, but also points out the main objectives of the project communication and dissemination.

Principles like the main project communication tools, the projects targeted audiences, the utilization of media impact analysis, the use of on- and offline media for communication or the standards of reporting project related dissemination activities are mentioned in the communication plan which shall be updated regularly so as to continue set clear goals and indicators of communication and promotional activities for the entire project run-time.

3.1.3 Report on Dissemination of Danube-INCO.NET material and content (D7.14)
Deliverable report D7.14 describes the terms of use and dissemination of the results and knowledge arising from the Danube-INCO.NET project activities. It highlights the communication activities that are carried out throughout the project lifetime – but mainly within work package 7 which focuses on communication and dissemination. The D7.14 is indeed envisaged within Task 7.3 ensuring that the available project content is tailored for dissemination on the Danube-INCO.NET portal or through the e-mail newsletters, the social media as well as by means of other fora or other web-based info services suitable to contribute to bridging the gap between the public and the private research and innovation actors. In last chapters, the dissemination activities as they were reported by partners are also listed. These range from articles or press releases prepared to conference attendance or organisation.

4 Dissemination Materials and Channels
The so-called “portfolio” for the CDAs activities of the project consists of all communication instruments and channels which are used to fully implement the communication strategy of the Danube-INCO.NET and communicate with the external audience.
4.1 Danube-INCO.NET leaflet, poster and roll-up

The project leaflet provides more information also on the objectives of the project, a list of partners and an outlook on the main pillars of work and their expected results. It can also be handed out at conferences and other events without personal explanations.

Figure 2: Danube-INCO.NET flyer (front and back side)
Both the project poster as well as the 100 x 220 cm roll-up aims to create a visual identity at specific events or to mark the project area at an exhibition. Partners may also use it to promote the project locally at their offices.

Figure 3: Danube-INCO.NET poster behind project coordinator and staff and Commissioner Hahn at EUSDR Annual Forum 2014 in Vienna
4.2 Danube-INCO.NET Business Card

The project business card was conceived to advertise the project and its basic contact details (website, e-mail, social media) to stakeholders and the project target groups. It is small and provides little context information, so it is to be handed over personally. 100 business cards were distributed to each project partner already at the kick-off meeting to make it possible to establish first contacts for the Danube-INCO.NET as well as to promote the project itself, even though the project website, the leaflet and the poster were still to be developed at that time.

Figure 5: Danube-INCO.NET business card (front and back side)
4.3 Presentation and Deliverable Templates

An official Powerpoint presentation about the Danube-INCO.NET main activities and objectives is available for supporting the partners in promotion at local level or attended events. Similarly, an empty power point template was prepared for presenting the project results externally or internally and distributed to all project partners and responsible work package leaders respectively. Both are available through the file sharing platform².

![Danube-INCO.NET ppt official presentation and empty template for presentations](https://claudio.zsi.at/index.php/apps/files?dir=/Danube-INCO.NET%20shared%20team%20folder/templates%20and%20logos/templates%20for%20power%20point%20presentations)

Figure 6: Danube-INCO.NET ppt official presentation and empty template for presentations

The deliverable template is aimed at providing exact criteria in font and font size, which makes it a well-to-use example for developing further project reports and studies.

![Deliverable Template](image)

**Figure 7: Danube-INCO.NET deliverable template**

### 4.4 Danube-INCO.NET project website

#### 4.4.1 Portal Development

The Danube-INCO.NET main communication platform is available at [http://www.danube-inco.net](http://www.danube-inco.net) domain. This website was developed by ZSI with the support of an external designer (Mr. Florian C. Wachmann) with input from the partners. The first version of the website has been online since February, 17th, 2014 while the final launch was on May, 17th, 2014.

The Danube-INCO.NET portal serves as the main tool for collection, exploitation and finally dissemination of information and was implemented building up on the successful predecessor WBC-INCO.NET project platform so as to take up this good practice. WBC-INCO.NET had indeed collected thousands of entries during its run-time from January 2008 to April 2014, and had become a main receiver and provider regarding information for the S&T policies context of the Western Balkans. The contacts, networks and knowledge databases which were established during the run time of the project are of high value also for the Danube-INCO.NET and its activities thus a smooth transfer of those data retained relevant also for the target group of the Danube Region was ensured from the WBC-INCO.NET to the Danube-INCO.NET platform. This action allows Danube-INCO.NET to start its dissemination purposes with a well-developed knowledge base already while serving, at the same time, as an “archive” of the knowledge, which was compiled by the WBC-INCO.NET. This archive is not only reflected in the databases on Danube-INCO.NET, but also in the use and continuation of already existing networks from the WBC-INCO.NET.

The Danube-INCO.NET databases (News; Calls for Funding Opportunities; Calls for Papers, Jobs and Applications; Events; Projects; Organisations; Documents and a Glossary Section) are initially filled with selected entries coming from the databases of the WBC-INCO.NET.
ZSI developed an interactive web platform that meets the social and technical needs of its guests and users. It is moreover fully based on open source components:

**CMS - Backend:**

- Operating system: Debian Linux,
- Database: postgresQL,
- Programming language: Perl,
- Flexible HTML Templating system,
- Database based relations between all content types.

**frontend:**

- HTML5,
- CSS3,
- JQuery,
- WCAG Level A,
- Responsive Layout.

The Danube-INCO.NET core features are:

- Possibility to add, edit and administrate content intuitively with any modern web browser,
- Promote new content and updates on the homepage with a modern stage slider including text and images,
- User oriented design: an easy user registration-form, user profiles storing personal information, different user permissions,
- Flexible content types can be defined by the website administrator without technical support,
- Pre-defined sections/directories: news section, events section, document directory and user-friendly templates to enter content,
- Easy upload of files as attachments to the entries,
- An easy usable tag system to classify content,
- A scheduled Event Registration link,
- An Image Gallery.

The following features are available to provide connectivity and dissemination outside the web browser:

- Newsletter Integration (subscribe/unsubscribe buttons),
- Web Statistics,
- Icons – Facebook, LinkedIn and Twitter page; iCal Link (import events to your calendar application).

To supply flexible and user-oriented content inquiring, the following tools are available:

- Flexible tagging system,
- Full-text search engine that supports phrase searching, wildcard-searching and AND/OR searching (Xapian - http://xapian.org/)
  - The results that are returned are ranked according to their create date;
  - Possibility to use AND, OR, NOT, XOR in your searches;
For example, “research and innovation” will look for occurrences of these words as an exact phrase, but it is possible to search for “research NEAR innovation” to find occurrences of the words “research” and “innovation” that are within 10 words of each other. “research NEAR/3 innovation” changes the proximity threshold to three.

- If, for example, you search for “research,” you can find articles that mention “researchers” or “researching.”

Xapian currently supports stemming in Danish, Dutch, English, Finnish, French, German, Italian, Norwegian, Portuguese, Russian, Spanish, and Swedish;

- Search engine friendly URLs;
- A flexible widget system including a dynamic event calendar, a tag cloud, lists like recently added/changed or updated content (e.g. latest news, events, ...).

4.4.2 Information update and general portal maintenance

Particular attention and efforts have been reserved to the managing and editing, which comprises:

- Searching for and identifying information sources such as websites and newsletters,
- Continuous monitoring of these information sources,
- Collection of material,
- Continuous monitoring of social media channels,
- Drafting or re-editing of news, event announcements, document recaps, as well as other entries focusing on calls for funding or other opportunities, projects, etc.,
- Adapting entries to different media (e.g. a news to be shared on Facebook and twitter pages of the project),
- Mobilizing partners and external stakeholders to provide information.

The Danube-INCO.NET website presents an appealing design and practical navigation features. Its interface is user-friendly for both the public users, since information is grouped in different but easy-to-be-found categories, and for all partners’ representatives who are also in charge to provide inputs.

As a start and as previously explained, an automatic transfer from data from www.wbc-inco.net to www.danube-inco.net happened. The content migration process was extensive mostly due to the different structure of the new and old website, the complexity of the new database driven content management system with an enhanced database backend and also due to the great amount of entries in several databases on the WBC-INCO.NET website including text, images, documents, links etc. In order to transfer the content appropriately, several testing phases were completed while further improvements and inputs were received by testing persons and implemented. Some adaptation to the database structure and data migration was however necessary in order to present the information better. For example, at the new platform two separate call databases exist, namely “Calls for Funding Possibilities” and “Calls for Papers, Jobs and Applications” while WBC-INCO.NET platform offered only one repository for the calls for funding while all other pieces of information on opportunities were simply published under the News section.
Figure 9: Danube-INCO.NET backend login for project partners with widget for creation of an article item (right hand “CMS//Editor”)

Entries on the Danube-INCO.NET web portal can be made by administrators and project partners with editing rights only (not the general public). Administrators (in principle ZSI staff only) have moreover the right to change other parts of the Danube-INCO.NET such as the static pages, to edit media content of the web portal, and to assign user roles and change/add editors etc.

Public users are able (and are invited) to submit material for publishing via email to the address office@danube-inco.net.

4.4.3 Website role vis-à-vis its target groups

The Danube-INCO.NET portal generally

- coordinates and disseminates information about the project activities and achievements,
- acts as a newsroom providing information related to the current R&I policy, programme and implementation activities, novelties and dynamics in and concerning the Danube Region.

The main target groups for the website can be identified as: stakeholders on different levels of policy making and policy delivery, financing institutions / agencies who are active in supporting projects in R&I, research managers and research administrators, representatives of companies and institutions which carry out research and innovation and aim to internationalise their activities in this respect, multipliers and multi- and international organisations active in the Danube Region and more particular in the EU Strategy for the Danube Region, and also researchers and innovators themselves as well as some kind of “interested public”, like for example students. As representatives of one or the other group (e.g. research organisations, business advisory services, companies, NCP organisations, ministries and the EC JRC) all project partners are a special subset of this target group.
For all these groups, the website’s main function is to provide reliable and timely information/knowledge on the key topics of common interest on a user-friendly platform.

The Danube-INCO.NET web portal serves the project partners with different purposes: firstly the project partners should rely on the website as for any information about the project (with additional documents provided in the cloud). Secondly, partners are advised to consult the databases for information on organizations, projects, call for funding opportunities etc. in the region – and provide missing aspects. The web portal is indeed the main information source about and around the project and R&I activities in and for the Danube Region.

Please refer to D 7.14 for more information on changes carried out within the portal as well as all statistics throughout the project lifespan.

4.5 Danube-INCO.NET further materials and channels

To foster the sustainability of main project outcomes as well as to increase the visibility and promotion of main services offered by the project, some additional materials were and are to be made available during the project duration. For more information on these other materials it is recommended to read the D 7.14 well depicting the materials’ availability and exploitation. Materials can also been found at project portal under “project results”.

Firstly, brochures can be prepared out of main project deliverables depending on the author interest (i.e. that summarizing the results of the analysis of co-patents and co-publications in the Danube Region D 4.16). Secondly, some promotional cards (9 x 21 cm) were designed, to provide brief but also comprehensive information or key messages on specific topics, to be handed out at events. Below you can find the brochure as well as the cards currently available. In order to enlarge the dissemination of the project activities, the Danube-INCO.NET project sends out media releases. Media releases are planned on those occasions, whenever a project activity like a publication, an event, an achieved milestone etc. is of significant interest for broader public circles.

A newsletter service was also started in May 2014. Together with the portal, this service can be considered the most important information channel exploited by the project. On a bi-weekly basis, all latest R&I dynamics related to the Danube Region, in terms of news, event announcements, calls, documents, etc. recently published on the Danube-INCO.NET portal are conveyed and sent out via the official project bulletin. The first Newsletter issue was sent on 28.05.2014.

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4 For instance a media release was sent out on the February, 24th to inform about the successful start and kick-off event of the Danube-INCO.NET. The media release was distributed by the project leader ZSI to all project partners, containing the request to forward it to their local and national media.
Figure 10: Danube-INCO.NET bi-weekly newsletter

Nowadays the use of social media is a must to reach a community as broad as possible. Also for R&I coordination and support projects, social media appearances play a significant role in sharing information about their activities and results. In order to pass from monologue to dialogue, to reach new and different types of audience with less interest in conventional channels and also to create more ownership of the project and its actions among the community, the Danube-INCO.NET project decided to exploit social media and established different social media appearances:

- On Facebook: https://www.facebook.com/danube.INCO.NET
- On LinkedIn: http://www.linkedin.com/groups/DanubeINCONET-7447716
- On Twitter: https://twitter.com/Danube_INCO_NET
5 Conclusions and Recommendations
Danube-INCO.NET can boast a solid communication and dissemination infrastructure suitable to reach the project’s objectives, to contribute to bridging the gap between the research and innovation actors in the region as well as to mobilise a consistent segment of the stakeholder community in the DR region and beyond.

The project dissemination infrastructure is dominated by the web-platform www.danube-inco.net and a correlated newsletter that is sent to more than 11,000 subscribers on a bi-weekly base as well as by other public interfaces such as the Facebook, Twitter and the LinkedIn profiles. The communication instruments and materials (such as the project brochure, the website, the newsletter, the social media profiles, the databases and the different reports and deliverables) are considered and are analysed according to the standards set in the “D7.2 Handbook on visual identity” as well as the objectives and guidelines depicted in the “D7.5 Communication Plan”. The latter document not only delivers the main tools and instructions for external project communication, but also points out the main objectives of the project communication and dissemination. The present D7.6 illustrates the dissemination material including brochure, poster and website, complementing D7.5 and D7.2. After the first year of implementation, these activities have led to the development of the first version of D7.14, the report on dissemination of project material and content following the Communication Plan. All materials are available online at project portal.