D6.3

Communication Material and Tools report

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1. Introduction

POLIMI is the leader of the Work package 6 - Dissemination and Exploitation. The main aim of the WP is to disseminate the results of the project to the European stakeholders.

The dissemination strategy was planned from the very beginning within the whole consortium in order to obtain the best and largest impact on the European Community and to increase the visibility of the project both within and outside the networks that individual partners belong to. The activities were carried out with close participation of all project partners, where each partner was responsible for its country and therefore involved in assuring an ad hoc communication activity in the countries.

At the very beginning, communication strategies and tools were defined to be used throughout the project lifetime. To this aim, starting from month 1, Hubstract Srl produced an initial set of communication material and tools to be used within the first phase of the project. A second set and updated version of the communication material will be produced during the project.

The Communication material is focused on tangible and useable products. The material to be used includes DVDs or USB keys, leaflets, brochures, posters. All communication material states that the project has received funding from the European Commission.
The sharing of the expertise held by each partner is an opportunity in collaborative projects. Interaction with other related projects will be stimulated in order to exchange knowledge and experience and, if possible, consider joint dissemination activities.

2. COMMUNICATION CHANNELS

LINCOLN has developed and managed an array of project communication and dissemination channels. The present section describes each channel.

2.1. LINCOLN WEBSITE

LINCOLN website – http://www.lincolnproject.eu – is a central pillar in the communication and dissemination strategy. It is a hub for all the information about the project and its activities, events and services, and constitutes an important source of information for all stakeholder communities the project is seeking to reach. It will contain links to relevant information available elsewhere such as publications, presentations, etc.

The website is built using a well-known, modular web content manager (Wordpress). The website is fully responsive, meaning that it can be easily accessed and browsed via all commonly used devices (desktops, laptops, tablet and smartphones).

LINCOLN website is structured as follows:

- **Homepage**: a general overview of the project and also the possibility to access the information on general activity and objectives

- **The project**: information on the general context and project mission. Submenus on:
  - ✓ **Summary and structure** (work plan, work packages and organizational structure)
  - ✓ **The partners** (the description of project partners and links to their websites)
  - ✓ **The Advisory Board** (short CV of all members and links to their respective organizations)

- **Use cases:** information and figures on the three project use cases

- **Cluster Activities:** information on the networking activities and submenus with the two cluster projects:
  - ✓ **Holiship**
  - ✓ **Shiplys**

- **Communication kit:** possibility to download all the project communication material:

- **Events**: information about all events and meeting organized by the project or external events in which the project partners participate events that are relevant to the project.

- **Library:** public Deliverables, public Reports, Scientific Publications – Papers and Press Releases

The website also includes links to the social media pages opened on the main digital platforms (e.g. LinkedIn, Twitter and Facebook).

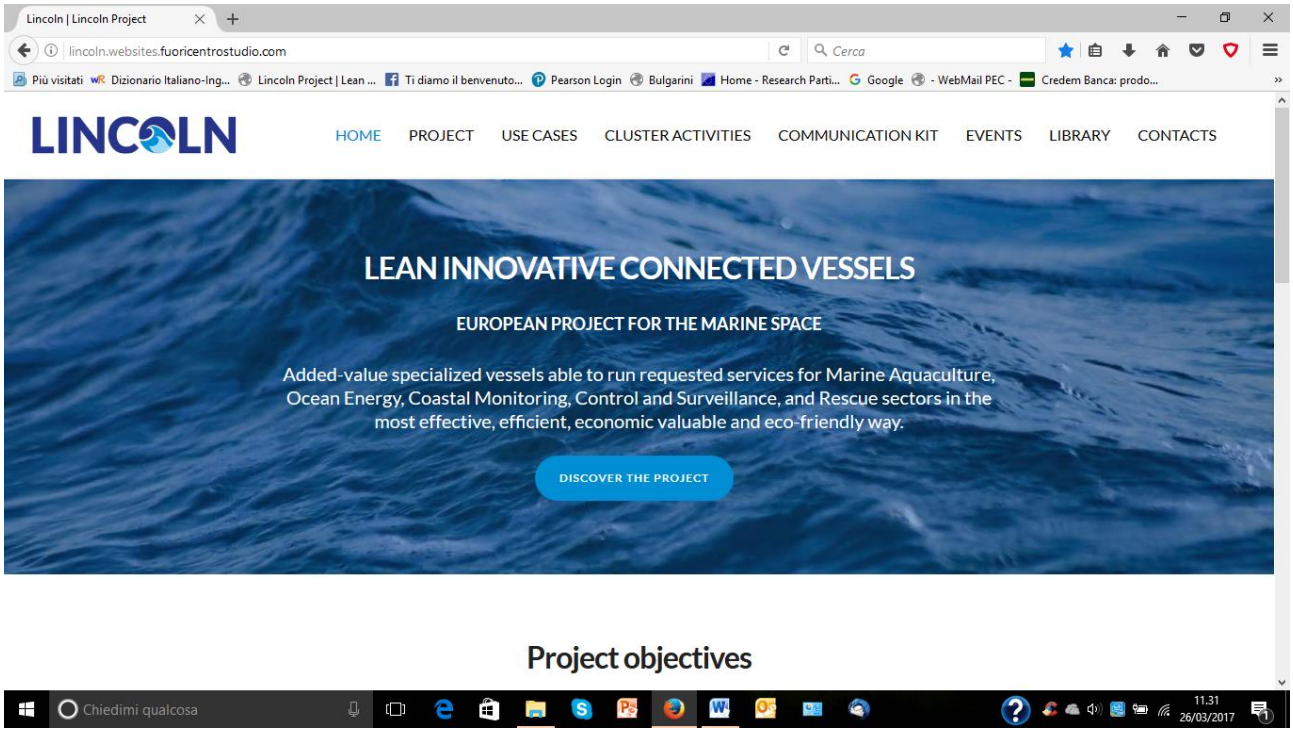


Figure 1: Screenshot of LINCOLN website Homepage

2.2. SOCIAL NETWORKS

LINCOLN takes advantage of the most used and effective social networks to support its dissemination.

Twitter:

- @lincolnh2020
- #LincolnH2020

Facebook page: Lincoln project

Social Networks will be used to report on the project's activities, and alert followers to new content on the website. Moreover, events and meeting organized by the project or external events in which the project partners will participate in and other events that are relevant to the project will be published on and communicated via social networks.

2.3. PRESS

Press articles will provide information on project progress and results, as well as contain links to public deliverables and articles and interviews for external communications. They will be made available on the project website and social media in order to improve visibility of the project.

The first newsletter was produced at the very beginning of the project, aiming at creating visibility of the project by giving an overview of the objectives and to present the partners involved:

PROJECT - OFFICIAL LAUNCH

LINCOLN is an EU Horizon 2020 research project of 36 month duration (1st October 2016 - 30th September 2019) using innovative design methodologies and tools for the development of three types of **completely new vessels concepts** through dynamic simulation model testing in the maritime sector.

In developing the three new vessels (a Multi-platform Catamaran, a Module Based High Speed Patrol Boat Platform, an Emergency Response and Recovery Vessels series for Coastal Rescue activities), LINCOLN will use:

- a lean fact based design model approach, which combines real operative data at sea with lean methodology, to support the development and implementation of the vessel concepts;
- IT customized tools to enable the acquisition and usage of field data, coming from an IoT platform;
- High Performance Computing Simulation.

The consortium is led by **Politecnico di Milano** and involves 16 partners :

- Centro Tecnológico Naval y del Mar– SPAIN
- HUBSTRACT SRL – ITALY
- TECHNOPRO – SPAIN
- BIBA – GERMANY
- HOLONIX – ITALY
- SINTEF – NORWAY
- CINECA – ITALY
- Hydrolift (HYD) – NORWAY
- Super Toys Ltd (SUP) – GREECE
- INVENTAS – NORWAY
- TOI – ITALY
- CTI – GREECE
- Balance (BAL) – GERMANY
- Aresa – SPAIN
- CETRI Ltd. – CYPRUS

On 12th and 13th October, LINCOLN partners met in Milan for the project *kick-off meeting*.

In the next days the members of LINCOLN ADVISORY BOARD (composed of external representatives from business and industry) will be nominated by the project partners.

Figure 2: first press article on official launch of the project

2.4. EVENTS

Specific events were chosen at the beginning of the project as important moments where project information and results will be disseminated. Relevant communication material will be used for this particular purpose.

2.4.1. Participation in external conferences and events

Personal contacts and presentations through attendance at relevant workshops, trade shows, technical fairs and other conferences are ranking top of the list of most popular channels used for the dissemination of project results.

Networking remains a crucial way to share and exchange professional experiences and keep informed about latest research developments. A calendar of such relevant events (including cross-cutting topical workshops or events, other initiatives or by other EU and non-EU projects dealing with similar technologies) has been set up in D6.2 (Dissemination and exploitation plan).

2.4.2. Organization of the final conference

A final project conference will be organized, with the main aim to involve industrial users and potential prospect. The conference - in the form of open workshop - will be organized in the last 3-6 months of the project. A convenient location will be chosen, also considering existing fairs and events. Communication material will be used during the conference and disseminated to a wide audience.

3. COMMUNICATION MATERIAL

3.1. PROJECT IDENTITY

The first communications activity deployed was the creation of a dedicated project identity. To strengthen the project image and achieve effective communication, a set of templates for the main project documents have been developed, such as:

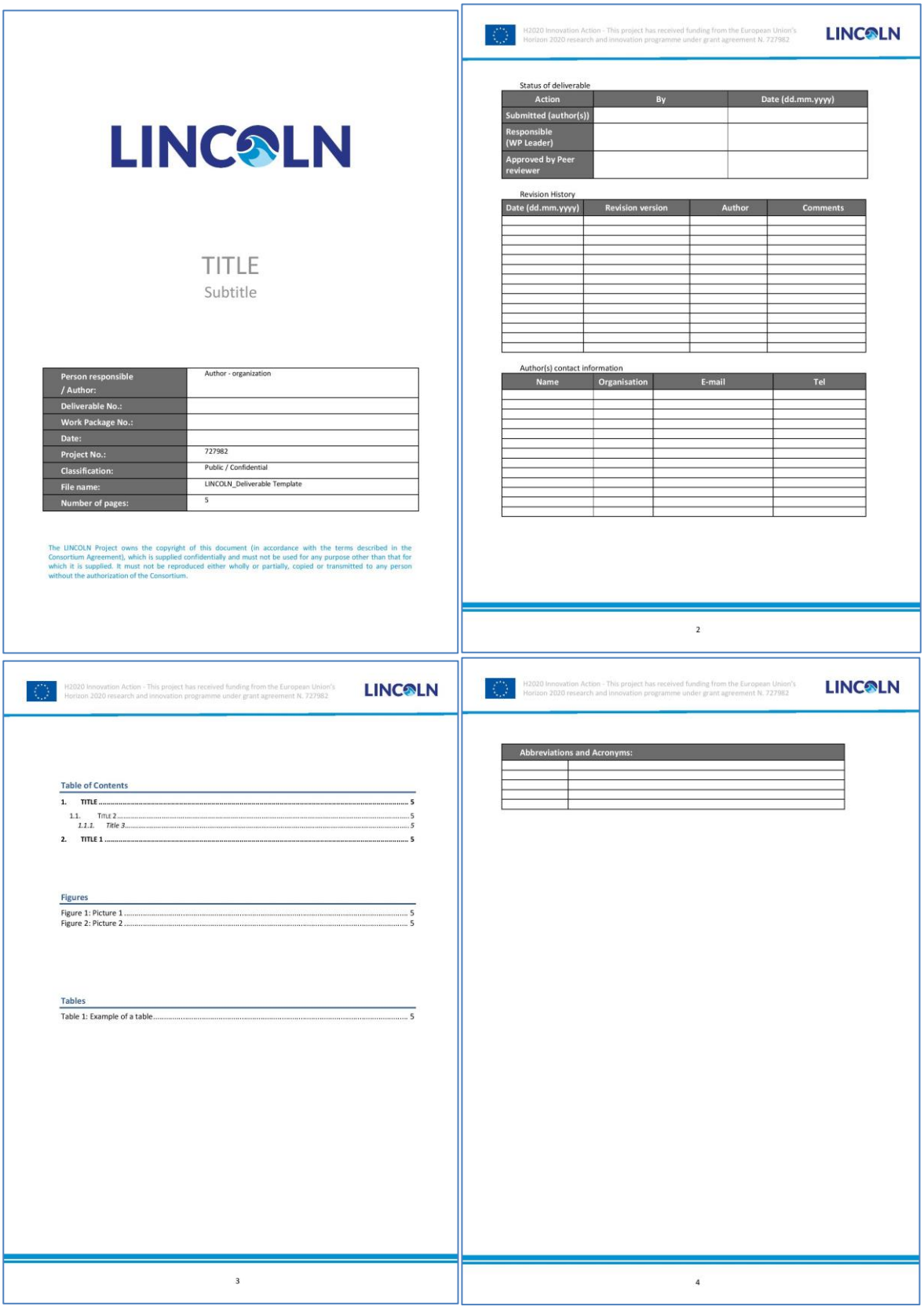
- ✓ LINCOLN Logo (in various versions)
- ✓ Deliverable template
- ✓ PowerPoint template

3.1.1. Logo

The project has adopted a logo. The logo design was inspired by the key issues facing the project while it indicates the project acronym (e.g. ocean energy and waves).

Figure 3: Project LOGO

3.1.2. Deliverable Template



LINCOLN

TITLE

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H2020 Innovation Action - This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 727982

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H2020 Innovation Action - This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 727982

Abbreviations and Acronyms:	

Figure 4: DELIVERABLE template

3.1.3. PPT. Presentation Template

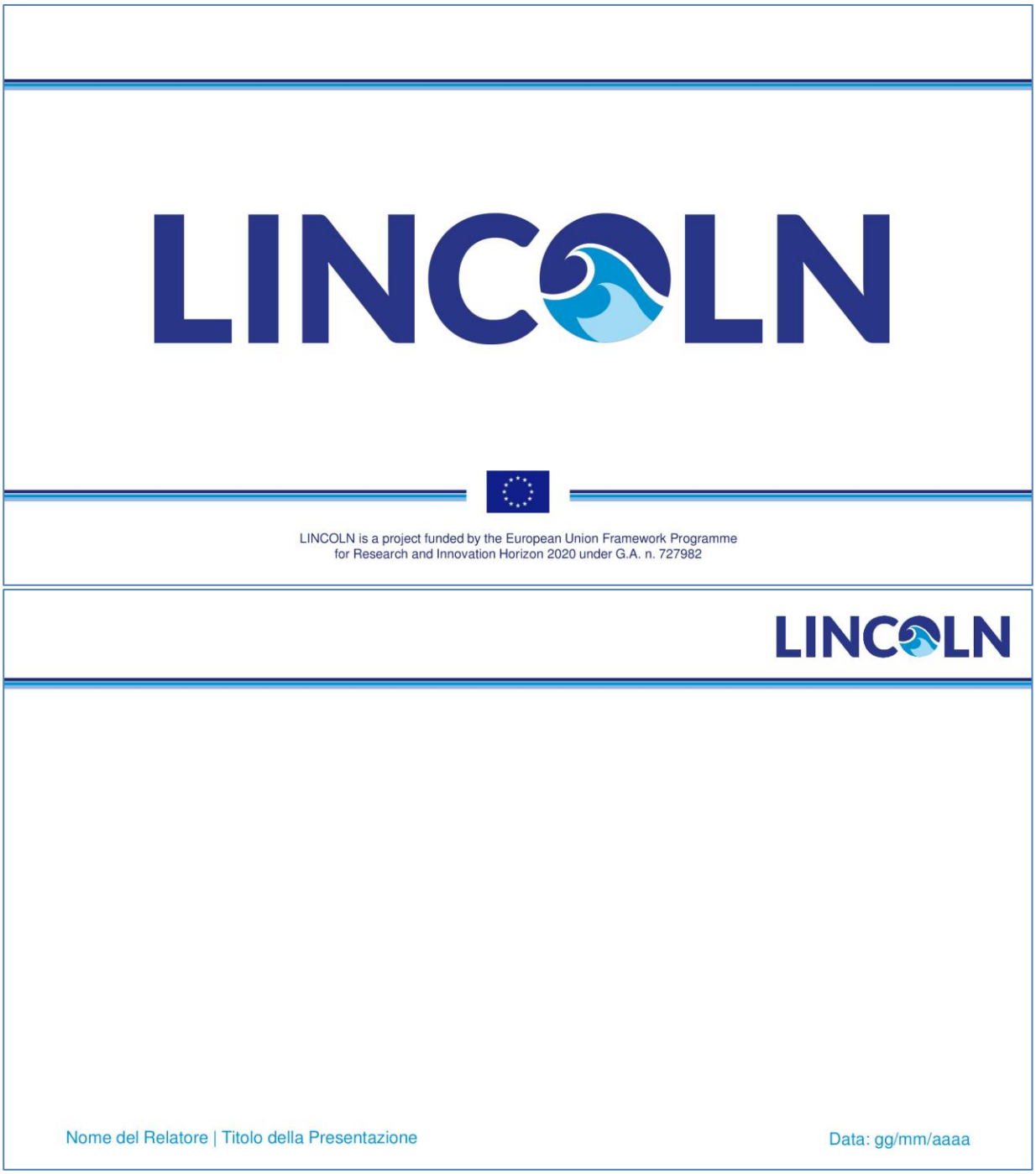

Figure 5: Power Point PRESENTATION template

3.2. COMMUNICATION KIT

A set of communication material was produced at month 6. During the second phase of the project part of the material will be updated and a second version made available.
The release of the Communication Kit comprises:

- ✓ The Flyer
- ✓ Two roll ups (one generic and one with more technical details)
- ✓ The Poster

3.2.1. LINCOLN Flyer

LINCOLN will privilege online communication since it will provide a better scalability and possibility of updates while respecting the environment. Nevertheless, off-the-shelf flyers and other printed material were prepared.
A project flyer was produced at in initial stage of the project:
This first version (see figure below) was prepared in November 2016 to inform all relevant public and stakeholders about the project activities and objectives. The flyer will be used for conferences and workshops but an electronic version will be downloadable by LINCOLN website.

Figure 6: LINCOLN FLYER first release pag 1

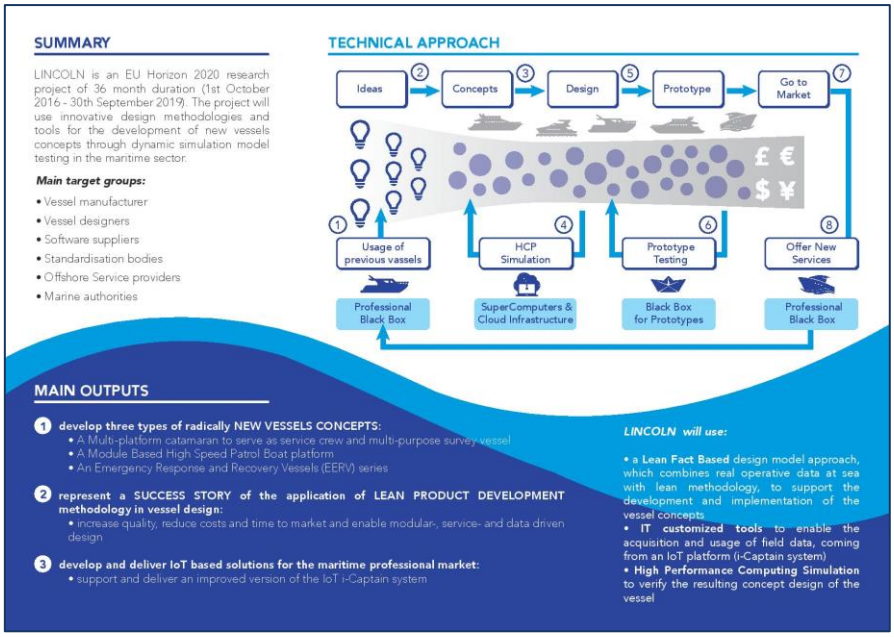

Figure 7: LINCOLN FLYER first release pag. 2

3.2.2. LINCOLN Roll ups

Two roll-ups (each are two meters high and 85 centimeters wide) were produced during the project life. An initial and more general version was designed in December 2016. The dimensions of both roll-ups can be adjusted, if required, and they can be used for displays at press conferences, workshops and similar events.

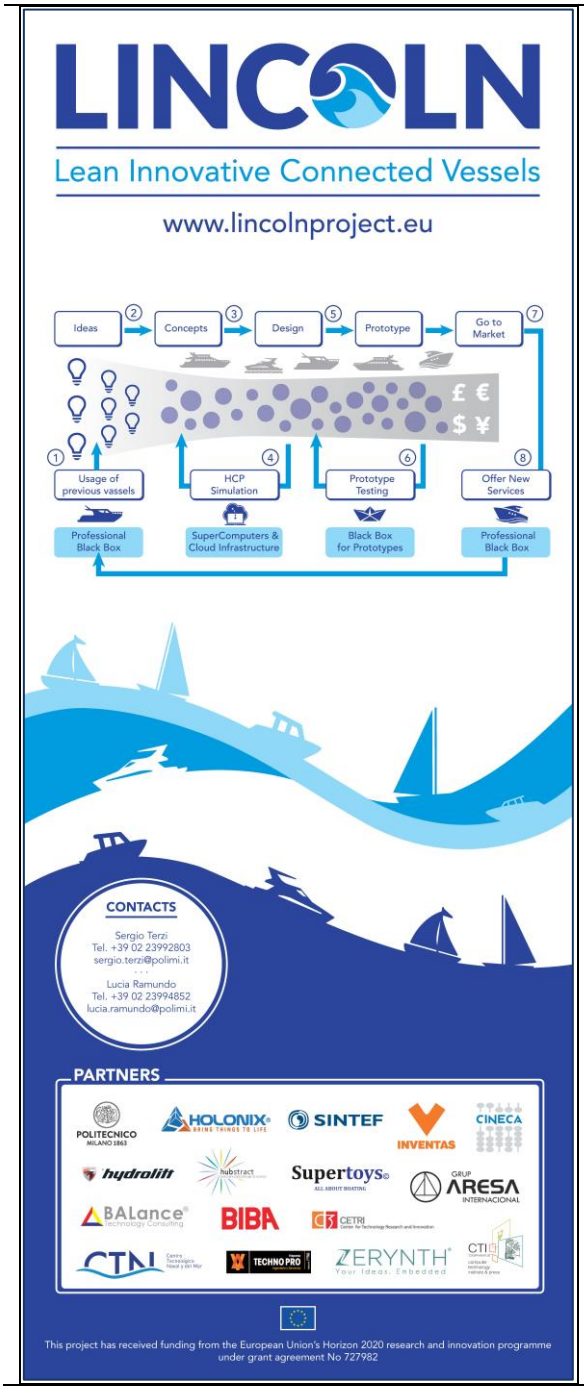

Figure 8: **LINCOLN generic roll up – first release**

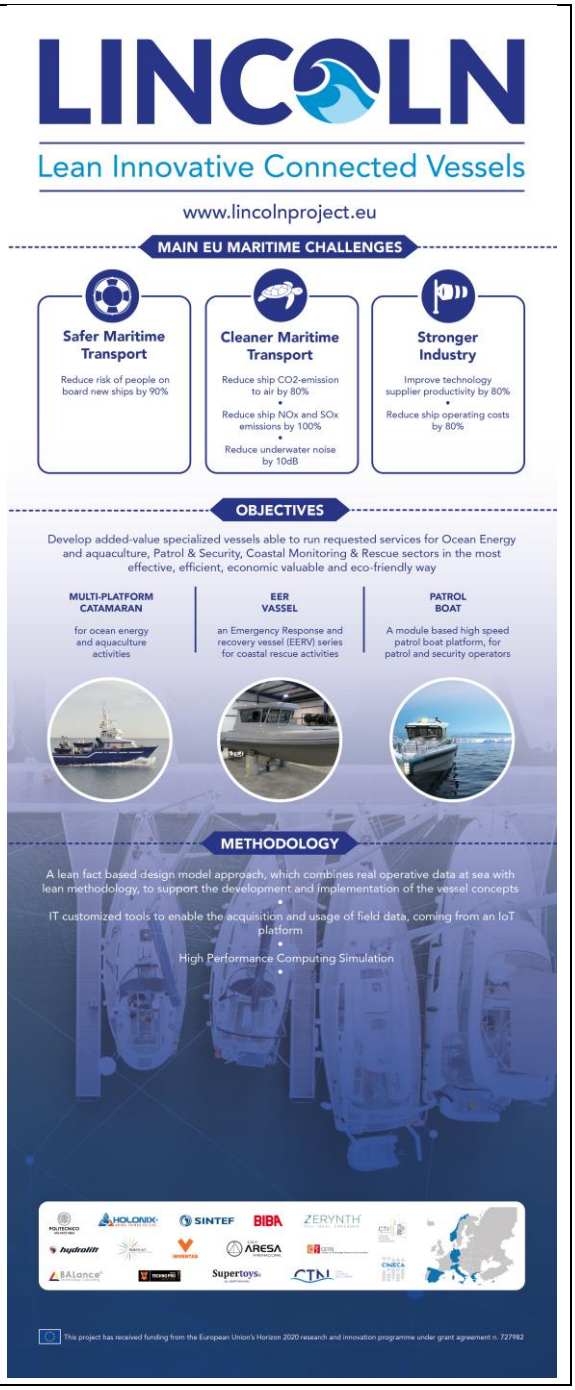

Figure 9: **LINCOLN Technical roll up – first release**

3.2.3. Poster

Figure 10: LINCOLN Poster first release