CatRIS

Catalogue of Research Infrastructures Services

Horizon 2020 CSA

WP6 Communication, Dissemination and Exploitation
Deliverable 6.4 "Print materials V2.0"

Main Author(s):

Margherita Zorgno, EurOcean

Due date of deliverable: M 28

Actual submission date: M 30

Dissemination level: PU

List of Contributors

Partner	Acronym	Partner name	Name of contact
1	ESF	European Science Foundation	A.Helman, A.Tahvanainen
2	EFIS	European Future Innovation System Centre	V.Cvijanovic, J.Angelis
3	JNP	JNP Strategy & Management Consulting	N.Vogiatzis, J.Sanchez, A.Pappas, P.Spyrou
4	EUROCEAN	EurOcean Foundation	M.Zorgno
5	CTLS	Core Technologies for Life Sciences	P.England A.Kamenskaya
6	NKUA	National Kapodistrian University of Athens	G.Papasefanatos, G.Giannopoulos
7	EKT	National Hellenic Research Foundation / National Documentation Centre	H.Georgiadis

Document Revision History

Date	Version	Author/Editor/Contributor	Summary of main changes/Status
24/06/21	1	Margherita Zorgno	First draft
25/06/21	2	Ana Helman	First Revision
29/06/21	3	Margherita Zorgno	Last version

TABLE OF CONTENTS

Summary:

CatRIS Print and dissemination material are tools representing a central part of the Dissemination Plan and Visual Identity (Deliverable 6.1), and Stakeholder engagement Toolkit (Deliverable 6.7). Due to COVID-19 Pandemic's restrictions and the absence of physical conferences and meetings, envisioned printed materials have not been developed. Online materials have been instead preferred. The printed material developed before the pandemic are described in the Deliverable 6.3.

This document describes the dissemination and legacy materials developed from M13 (February 2020) till M28(June 2021). CatRIS dissemination and legacy materials have been designed following the CatRIS Visual Identity guidelines (Deliverable 6.1), and developed in the scope of Task 6.2 – Dissemination material and electronic communication, Task 6.3 – Stakeholder outreach engagement, and Task 6.4, exploitation and sustainability plan.

1. Introduction

To ensure effective dissemination and communication of CatRIS project, a dedicated Work Package – WP6 – Communication, dissemination and exploitation - has the overarching aim of maximize project's visibility, support stakeholder engagement, raise awareness of the project within a wide audience, promote the activities, tools and outcomes of the project, and develop an exploitation plan, demonstrating the role CatRIS plays in optimising the provision and use of RI services.

Task 6.2 is dedicated to the design and production of CatRIS dissemination materials, including print materials, and electronic communication. The main objectives of Task 6.2 are to make CatRIS project known by the research, policy and industry landscape, and by the wider society, using specific communication and dissemination tools. Task 6.3 – Stakeholder outreach engagement - has instead the aim of attracting and engaging stakeholders with targeted material and strategies. Task 6.4 focuses on the development of as sustainability plan and strategy. Dissemination and legacy materials are designed under the visual identity guidelines developed within Task 6.1, and therefore follow the general aim of dissemination and communication strategy, together with CatRIS website, social media and electronic communication (Deliverable 6.5).

1.1.   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 and remembered by target audiences. Having a project identity is intended to convey a sense of trust, to show that CatRIS is a competent entity and that it can be a dependable point of reference on 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. The guidelines of CatRIS visual identity were developed in Deliverable 6.1. At the end of the project, we consider that the CatRIS visual identity is well recognised within the RI community.

1.2.   Target Audiences

It is important to the project and its partners to disseminate its progress and results to the as wide community as possible – while remaining focused on the identified key target groups, in order to reach the objectives of dissemination and communication. CatRIS catalogue aims to be populated with and by Research Infrastructures (RI) service records from across Europe; feedback from end-users are helping CatRIS to be shaped. Mainly for these reasons, stakeholder engagement has a crucial role for the success of the project. CatRIS has therefore identified specific targeted audience for its dissemination and engagement plan. Communication and dissemination target audience was identified within Task 6.1(Deliverable 6.1), while specific user and stakeholder groups for the engagement process were instead identified within task 6.3 (Deliverable 6.7).

The key target groups for dissemination, engagement and exploitation include**: research infrastructures, Core Facilities and Shared scientific resource managers and owners** at European and international level**; researchers and RI users from both industry and academic community**; **policy makers**, **decision makers**, and **funders** at national and European level, that hat want to optimize the allocation of resources in order to fulfil policy objectives; **general public.**

2. Online dissemination materials

Due to Covid-19 Pandemic and the consequent absence of physical events, online dissemination materials have been developed with the aim of increase the visibility of CatRIS via Social Media channels and the website and engage specific target audience.

2.1.   CatRIS Video – Service providers

Description: one minute video presenting CatRIS and its benefits has been developed in M20 specifically targeting service providers, who are invited to add their service in the CatRIS portal.
Audience: Research Infrastructures service providers
Dissemination points: CatRIS Social Media (Youtube, Twitter, Linkedin), CatRIS website, presentations at meetings and conferences.

Figure 1 CatRIS Video targeting Service Providers

2.1.   CatRIS Video – End Users

Description: one minute video presenting CatRIS and its benefits has been developed in M26 specifically targeting end users, who are visit CatRIS and find the research tools they need.
Audience: CatRIS end users (researchers from both Academia and industry)
Dissemination points: CatRIS Social Media (Youtube, Twitter, Linkedin), CatRIS website, presentations and meetings,

Figure 2 CatRIS Video targeting end users

2.2.   CatRIS GIFS

Description: ten GIFs have been developed to be used in CatRIS Social media for engaging the targeted audience, each of them showcasing messages specifically created to be appealing for the type of stakeholder targeted. The GIFs have been supporting a social media stakeholder engaging campaign. Five GIFs have been developed targeting Service Providers, and other five targeting CatRIS End Users and Policy Makers. The GIFs targeting Service Providers have been divided into five general science fields represented in CatRIS Portal (Biological science, Biomedical science, Engineer and Technology, Environmental Science and Social Sciences and Humanities).
GIFs are listed below, using the links to the CatRIS Twitter account where they have been used:

GIFs targeting End Users:
-    https://twitter.com/project_catris/status/1407333391574392838
-    https://twitter.com/project_catris/status/1404778210701811714
-    https://twitter.com/project_catris/status/1402928714191679492
-    https://twitter.com/project_catris/status/1399659298658131970
-    https://twitter.com/project_catris/status/1409820101008891906

GIFs targeting Service Porviders:
-    https://twitter.com/project_catris/status/1329400723054989316
-    https://twitter.com/project_catris/status/1324644900621684736
-    https://twitter.com/project_catris/status/1322117153731059717
-    https://twitter.com/project_catris/status/1319261290938990593

Audience: Research Infrastructures service providers and CatRIS end users (researchers from both Academia and industry), Policy Makers and funders
Dissemination points: CatRIS Social Media (Twitter, LinkedIn)

2.3.   CatRIS ID card:

Description: CatRIS ID Card is a short visually appealing online report which intends to present CatRIS in a simple and straightforward way, useful to give an overview of the overall role and importance of the portal and its benefits for the research community.
Audience: research infrastructures, Core Facilities and Shared scientific resource managers and owners; researchers and RI users from both industry and academic community; policy makers, decision makers, and funders
Dissemination points: CatRIS website, newsletters, Social Media, any electronic communication channels.
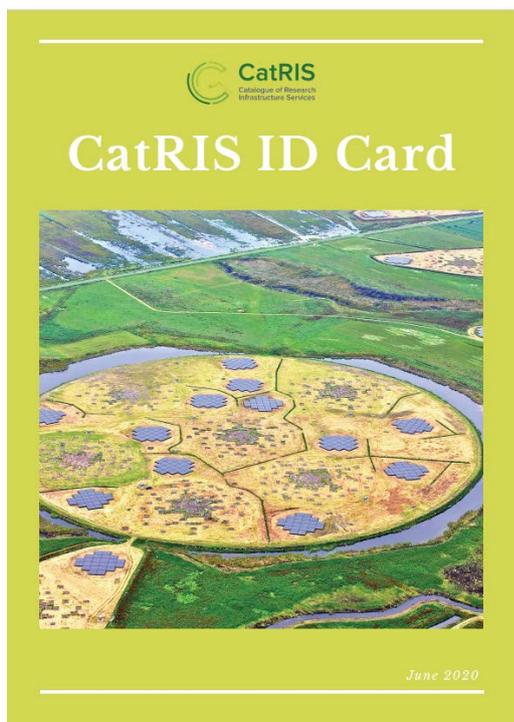

Figure 3 CatRIS ID Card (https://project.catris.eu/multimedia)

3. Legacy materials

Legacy materials have been developed for supporting the CatRIS sustainability plan and strategy, and to be used after the end of the project to keep promoting the portal and encourage its use. The legacy materials present different scenarios for the sustainability of the Portal.

3.1.   CatRIS Marketing Strategy

Description: an external service has been contracted in order to develop a specific digital

marketing strategy, considering the CatRIS portal as a product. The report included: an audit of Owned Media, analysis of Target Audience Profile, development of Digital Marketing Strategy, and a Sustainability Strategy for CatRIS. This report is being used internally to analyse the sustainability alternatives of CatRIS after the end of the current project, its potential and to understand the most effective strategy to target each specific stakeholder. Part of the report has been used for the development of other materials (such as presentation and CatRIS summary report, called CatRIS Outlook).

Audience: the report is being internally used and restricted to CatRIS consortium

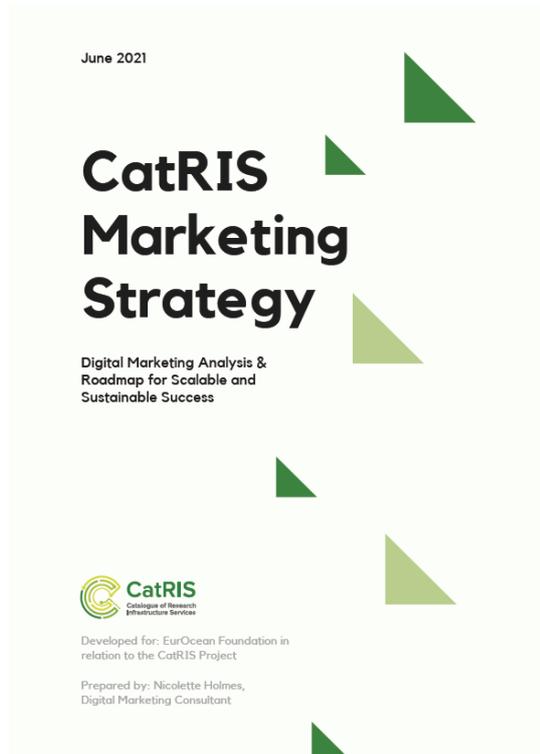**Dissemination points:** CatRIS website, newsletters, Social media, for any electronic communication channels.

Figure 4 CatRIS Marketing Strategy

3.1.   CatRIS Outlook Report

Description: a final report, called CatRIS Outlook Report, presented in a visually appealing way CatRIS, its benefits, achievements, statistics and possible future use of the Portal has been developed to be used as "marketing" material after the end of the current project, to support the sustainability plan (D6.1).

Audience: research infrastructures, Core Facilities and Shared scientific resource managers and owners; researchers and RI users from both industry and academic community; policy makers, decision makers, and funders

Dissemination points: CatRIS website, newsletters, Social media, any electronic communication channels. The report can be eventually printed, and used in future physical conferences and meetings.

4. Conclusions:

Covid-19 Pandemic restrictions have affected the plan for the development of printed materials to be used in physical conferences and meetings. Online materials have therefore been developed, which have anyway an effective role in promoting CatRIS and engage stakeholders. The materials developed, especially the legacy ones, can be used after the end of the project, to keep promoting CatRIS portal, its benefits and support the different future scenario of the portal sustainability.