

CatRIS

Catalogue of Research Infrastructures Services

Horizon 2020 CSA

WP6 Communication, Dissemination and Exploitation

Deliverable 6.3 “Print materials V1.0”

Main Author(s):

Margherita Zorgno, EurOcean

Due date of deliverable: 31.12.2019

Actual submission date: 20.12.2019

Dissemination level: PU



Funded by
the European Union

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement n°824173

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
18/12	1	Margherita Zorgno	First version
19/12	2	Ana Helman	Few corrections
19/12	3	Margherita Zorgno	Final version

Copyright © CatRIS consortium, 2019

This document contains material, which is the copyright of certain CatRIS consortium members and the EC, and may not be reproduced or copied without permission, except as mandated by the European Commission Grant Agreement no 824173 for reviewing and dissemination purposes. The information contained in this document is provided by the copyright holders "as is" and any express or implied warranties, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose are disclaimed. In no event shall the members of the CatRIS collaboration, including the copyright holders, or the European Commission be liable for any direct, indirect, incidental, special, exemplary, or consequential damages (including, but not limited to, procurement of substitute goods or services; loss of use, data, or profits; or business interruption) however caused and on any theory of liability, whether in contract, strict liability, or tort (including negligence or otherwise) arising in any way out of the use of the information contained in this document, even if advised of the possibility of such damage.

TABLE OF CONTENTS

- List of Contributors 2**
- Summary: 4**
- 1. Introduction..... 4**
 - 1.1. Project Identity..... 4**
 - 1.2. Target Audiences 4**
 - 1.3. Deliverable context and objectives 5**
- 2. Print material..... 5**
 - 2.1. CatRIS roll-up 5**
 - 2.2. CatRIS Factsheet:..... 6**
 - 2.3. Other potential print material..... 7**
- 3. Conclusions: 8**

Summary:

CatRIS Print Materials are dissemination and communication tools which represent a central part of the Dissemination Plan and Visual Identity ([Deliverable 6.1](#)), and Stakeholder engagement Toolkit (Deliverable 6.7). This document describes the printed material developed from M1 (January 2019) till M12 (December 2019), their aim and targeted audience. Additional materials will be developed as the project progresses, and they will be described in Deliverable 6.4 (due to M28). CatRIS print materials are designed following the CatRIS Visual Identity guidelines (Deliverable 6.1), and are developed within Task 6.2 – Dissemination material and electronic communication and Task 6.3 – Stakeholder outreach engagement.

1. Introduction

To ensure effective dissemination and communication of CatRIS, 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 to 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.

CatRIS print materials are developed under Task 6.2 – Dissemination material and electronic communication and Task 6.3 – Stakeholder outreach engagement.

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. Being dissemination and communication tools, print 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 by the 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 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. The guidelines of CatRIS visual identity were developed in [Deliverable 6.1](#).

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**.

1.3. Deliverable context and objectives

In support of the **Dissemination Plan and Visual Identity** (Deliverable 6.1) and **Toolkit for Dissemination and Engagement** (Deliverable 6.7), in order to strengthen the visual identity of the project, to better engage stakeholders and make CatRIS visible to a wide audience, print materials have been and will continue to be developed during the project. This deliverable describes the products that have already been developed and those that will be potentially developed throughout the project.

2. Print material

Task 6.2 – Dissemination material and electronic communication – comprises the development of several dissemination print materials (brochures, factsheets, roll-up) and branding gadget (e.g. pens, folders, notebooks), and Task 6.3 - Stakeholder outreach engagement – comprises material for engaging purposes.

2.1. CatRIS roll-up

Description: in occasion of MERIL-2 final conference, CatRIS roll-up was developed with the aim of informing the conference participants about CatRIS project and the role of the portal in fulfilling gaps and overcome barriers of the current European RIs services landscape. The roll-up was developed following the visual identity guidelines described in Deliverable 6.1, with an eye-catching design, and it shows in an infographic style what is CatRIS and why the portal it needed.

Audience: All target audience

Dissemination points: The roll-up should be exposed in conferences, events, workshops CatRIS partners are attending or organizing.

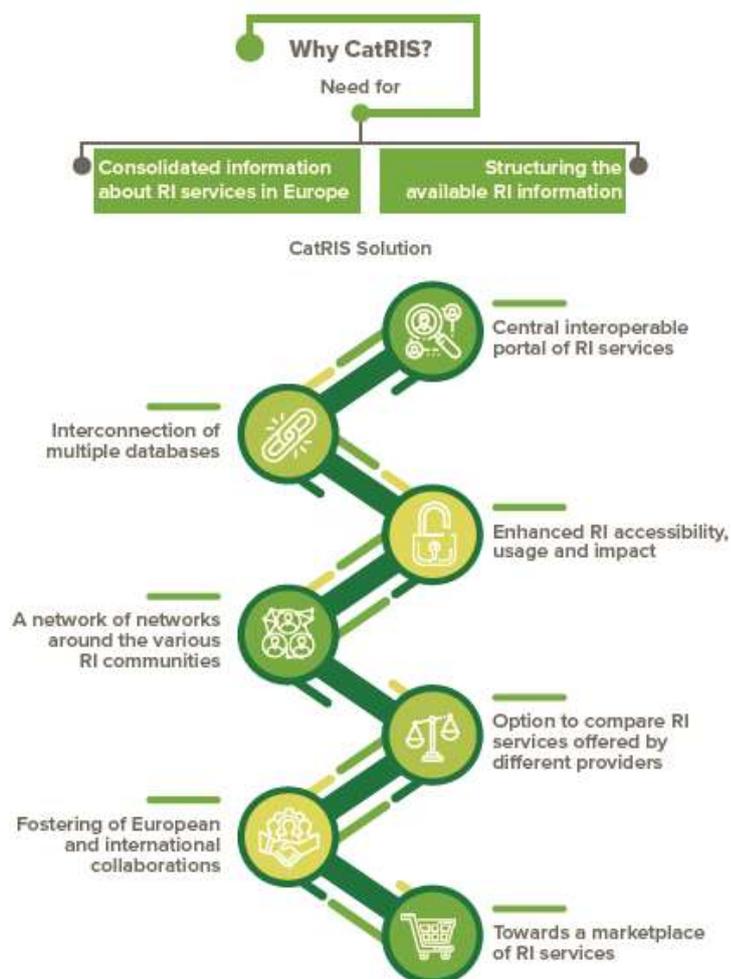


Figure 1: CatRIS roll-up

2.2. CatRIS Factsheet:

Description: An informative factsheet, booklet A5 trifold style, was developed with the aim of informing stakeholders about the benefits of joining or making use of CatRIS portal. The factsheet is part of the toolbox developed within Task 6.3 –Stakeholder outreach engagement – in order to support the stakeholder engagement process. The factsheet was developed following the CatRIS visual identity guidelines, applying the same style (colours, designs and infographic) of the above mentioned roll-up, in order to strengthen the project visual identity and create consistency in CatRIS communication. In terms of content, the factsheet clearly list the benefits of CatRIS portal, targeting the three main stakeholder groups: service providers; researchers and service users; and policy makers and funders.

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: the factsheet is supposed to be distributed in stakeholders meetings, relevant events and conferences

What is CatRIS?
 CatRIS is an open, trusted and user-friendly portal to a harmonised and aggregated catalogue of services and resources provided by Research Infrastructures (RI), Core Facilities (CF) and Shared Scientific Resources (SSR) across Europe.

How does CatRIS benefit you and the scientific community?

Service Providers:

- Improves discoverability and visibility of your services
- Helps you to attract potential users from both academic and industry
- Showcases your services in an EOSC-compatible format
- Enhances collaboration and networking
- Register your services in the portal today: portal.catris.eu and search

Researchers and Service Users:

- Helps you to discover and locate available RI, CF and SSR services and resources across all research fields
- Provides comparison of services offered by different providers
- Gives you relevant information on the access modalities, usage and specific conditions of service(s)
- Allows you to contact the service providers to request additional information and service booking
- Start navigating and interacting with the catalogue now. Give us your feedback and help us to create the best tool for your research needs. Write us at catris@eosc.eu

Policy Makers and Funders:

- Allows you to identify best practices for developing catalogues of RI & CF services
- Promotes the harmonization of service descriptions across countries and scientific domains
- Enhances RI, CF and SSR accessibility, usage, and impact
- Helps understanding the landscape of European RI services
- Allows you to review and compare RI services in different countries
- News: go through CatRIS, explore information and provide us feedback on the portal and its functionalities. Write us at catris@eosc.eu

Figure 2: CatRIS factsheet inside pages

What are the enhanced and advanced functionalities of CatRIS?

- Interoperability and interconnection with other existing catalogues
- Multiple search options via category, scientific domain or keyword
- Side-by-side comparison of services based on specific attributes
- Option to view statistics and visualization on selected services
- Direct contact to the service providers (when enabled by service providers)
- Possibility to provide user feedback
- Personalized recommendations for relevant new service

Logos: eur@cean, Science Connect, EFIS, EXT, JRC, CatRIS Catalogue of Research Infrastructure Services

Text: This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017713

Join the CatRIS community at portal.catris.eu and stay tuned for CatRIS latest news.

YOUR PORTAL for RESEARCH INFRASTRUCTURE SERVICES

Twitter: twitter.com/project_catris
LinkedIn: www.linkedin.com/company/catris
Website: catris@eosc.org

Figure 3: CatRIS factsheet - internal page, back page, cover page

2.3. Other potential print material

Description: Other printed material are planned to be developed along the project, with the aim of disseminating the CatRIS portal development and engaging stakeholders in the process.

Moreover, gadgets are important tools for reinforcing the project branding and rewording participants in events and workshops. Branding materials will be therefore developed during the campaign for the coming launch of CatRIS portal.

These possible other dissemination and branding printed materials are: USBs with CatRIS logo, including information of CatRIS benefits and instruction of how to enter information and tutorials in the portal, or how to navigate through it; CatRIS portal informative leaflet, with legacy messages;

Audience: Variable according to the material.

Dissemination points: Variable according with the material.

3. Conclusions:

The work of Task 6.2 –Dissemination material and Electronic communication – and Task 6.3 – Stakeholder outreach engagement - will continue to be intensive in the upcoming months as several efforts are planned in order to support the broad and effective promotion of CatRIS portal, the stakeholder engagement process and the RI service providers' onboarding process. New dissemination materials will be developed until the end of the project, and presented in Deliverable 6.4. All material will strictly follow the Visual Identity guidelines (Deliverable 6.1) and will ensure a good dissemination and communication to the entire range of targeting audience.