D6.10
Professional communication kits – Version 2

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Call	H2020-ICT-36-2020

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Abstract	This deliverable contains the second version of the REALHOLO professional communication kit, including several materials to raise awareness of the project, but also tools to continuously inform the stakeholders about ongoing activities.
Keywords	communication kit, infrastructure, website, homepage, newsletter, internal communication

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Executive Summary

This deliverable is an update to "D6.9 Professional communication kits – Version 1", which included communication and dissemination materials which were created in the first three months and are used within the project. Additional materials, which might be created during the project, such as photos, illustrations, etc., will be presented in "D6.11 Professional communication kits – Version 3" and D6.12 "Professional communication kits – Version 4".

Chapter 2 sums up the activities, which should create awareness of the project. This includes not only the corporate visual identity, but also initial project information materials, such as parts of the project website, but also the REALHOLO announcement letter and leaflet. In comparison to Chapter 3, the mentioned material will not be updated continuously but remains the same until the end of the project. The mentioned tools, were already described in more detail in the first version of the professional communication kits.

Chapter 3 describes the current dissemination and communication activities, including the project website, social media platforms, project newsletter, podcast and videos. Those activities will be updated continuously. Further tools will be presented in D6.11.

The established environment enables state-of-the art, efficient and user-friendly collaboration and dissemination of information and provides the ideal administrative basis for the project work. The REALHOLO communication kits provide an essential benefit for all project partners as all stakeholders are able to access all project relevant information and documents.

Table of Content

List of Figures

Chapter 1   Introduction

This deliverable is an update to "D6.9 Professional communication kits – Version 1", which included communication and dissemination materials which were created in the first three months and are used within the project. The mentioned activities will be updated in "D6.11 Professional communication kits – Version 3".

Dissemination activities ensure the visibility and awareness of the project and support the widest adoption of its results among potential users. Our dissemination & communication plan prepares the way for successful exploitation by facilitating internal communication within the project from the outset. Dissemination & communication activities will be actively pursued from the beginning to the end of the project – engaging continuously with both internal and external audiences. The activities have been clustered into three main phases:

Phase 1: Awareness Creation

- Branding & corporate
  identity
- Project website
- Project information
  material

Phase 2: Continuity of information flow

- Scientific papers & articles
- Conferences & workshops
- Social media & blog
- Project information material

Phase 3: Result orientation

- Promotion of project results
- Exploitation activities
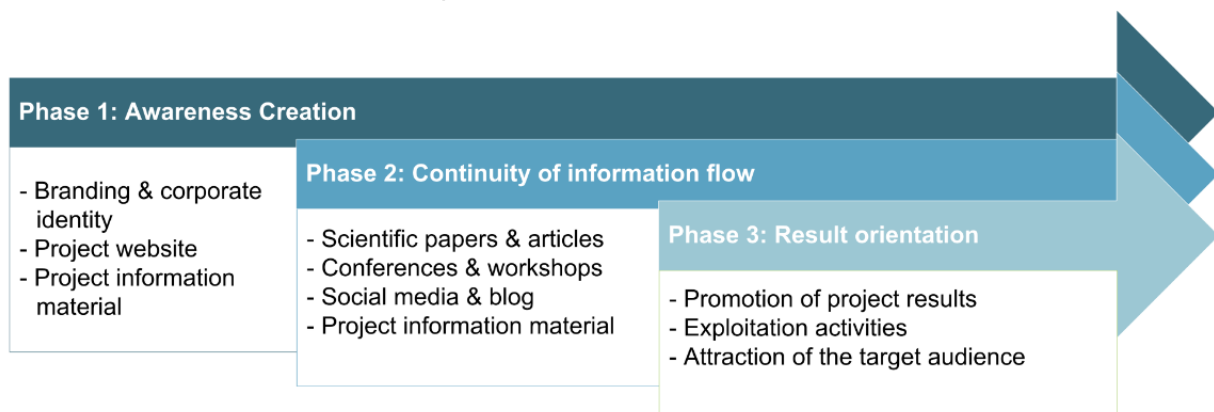- Attraction of the target audience

Figure 1: Dissemination & Communication phases

This deliverable constitutes the updated communication kits about the REALHOLO project, including suitable communication material, complemented with copyright licences for the European Commission and for Photonics21.

Chapter 2   Awareness Creation

The creation of a corporate visual identity plays a significant role in the way the REALHOLO project presents itself to both internal and external stakeholders. It expresses the values and ambitions of our project and its characteristics. The corporate visual identity provides the project with visibility and "recognisability". The following subchapters present the actions, which were taken in order to create a visual identity of the project and the initial project materials, such as the project website, announcement letter as well as a project leaflet.

2.1 Corporate visual identity

As already described in D6.9, a project logo, as well as project templates for different formats (MS-Word, MS-Excel, PS-Power Point) have been established. The project identity is reflected in all documents created by the consortium for internal as well as for external use. This consistent graphical identity will support effective communication and recognizable dissemination activities. All templates include the following disclaimer:

"The REALHOLO project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101014977. This project is an initiative of the Photonics Public Private Partnership."

2.2   Initial project information material

This section provides an overview of the used project information material. In comparison to Chapter 3, the mentioned material will not be updated continuously but remains the same until the end of the project.

2.2.1 Project Website

For the visibility of the project the project website was launched in the first month of the project. It constitutes the main communication tool, which will be used to spread all kinds of project information and dissemination materials. The design of the website is based on the colours of the REALHOLO logo. The website has been designed to provide a user-friendly and informative environment. It is based on the WordPress Content Management System, which has been configured as to allow the site to be accessed by the main public. The REALHOLO project website is available on the following link: **http://www.realholo.eu**

At each page of the REALHOLO website the disclaimer, the legal notice, the privacy policy and the feedback form are accessible (located at the bottom). The homepage provides an overview of the project, including information about the project's mission and motivation, about the objectives, a blog, the results and the technical approach (work packages) of REALHOLO.

Furthermore, the consortium is presented and each partner website is linked. Further information on the content of the website will be described in the next chapter.
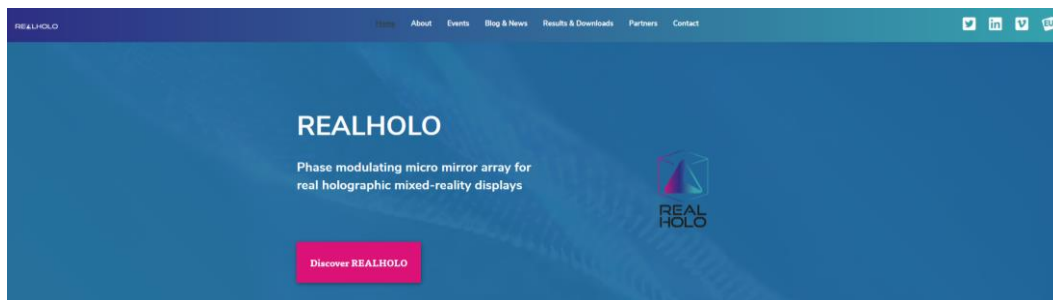

Figure 2: Project website

2.2.2   REALHOLO announcement letter

On 29th January 2021 the official REALHOLO announcement letter was published on the coordinator's website. This letter recalls the aims and objectives of the project and gives an overview about the participating partners, and lists the coordinator and the technical lead. The announcement letter can be found also on the project website: https://realholo.eu/wp-content/uploads/2021/01/REALHOLO_Announcement_Letter.pdf

Figure 3: Announcement Letter

2.2.3   REALHOLO leaflet

The official REALHOLO leaflet is a four page informative and graphically appealing A4 flyer, highlighting the objectives and the work programme of REALHOLO. It can be used for distribution at conferences or certain other events in order to provide further visibility to the REALHOLO project. TEC was mainly responsible for the content and design of the leaflet and distributed it to all partners after finalisation. An electronic version of the leaflet is available on the REALHOLO website following this link: https://realholo.eu/wp-content/uploads/2021/02/REALHOLO_Leaflet_Web.pdf
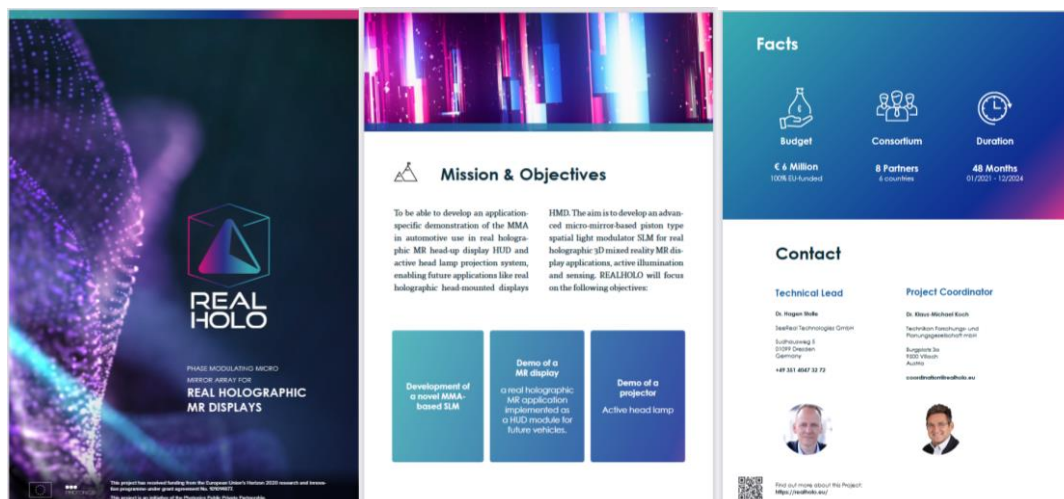

Figure 4: Leaflet

Chapter 3   Continuity of information flow

The following chapter will describe the dissemination and communication materials that are continuously updated on a regular basis. All mentioned materials are accessible and free for download on the project website (www.realholo.eu).

3.1 Project website

As mentioned in the previous chapter, the website does not only offer general information about the projects mission, motivation and technical approach, but also presents its results and dissemination activities. The subsections events, blog and news, results and downloads are updated regularly and serve the visitor with current information of the REALHOLO project.

- *Events*

    This category shows upcoming events related to the REALHOLO project.

- *Blog & News*

    The consortium members can post relevant information on this blog. The blog will also feature an image gallery by which pictures of events can be presented.

- *Results & Downloads*

    Here, visitors can see and download project publications, papers and public technical deliverables.

3.2 REALHOLO social media

Making use of the advantages of social media helps spreading project information to a large audience. As a consequence, they are valuable means to disseminate project ideas and results and have been actively used during the first 12 months of the project.

3.2.1 Twitter

Twitter is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". The REALHOLO project is available on https://twitter.com/RealholoH

Since the beginning of the project, REALHOLO published 33 tweets, including the announcement of the project website, press releases and the newsletter publication.

3.2.2 LinkedIn

LinkedIn is a social networking site for people in professional occupations or simply a social network for business. The REALHOLO group has a public account, which can be accessed via: https://www.linkedin.com/company/realholo-h2020/. Until the end of M12, the REALHOLO project has gathered 45 contacts on LinkedIn.

3.3 REALHOLO newsletter

Newsletters are an efficient communication channel in order to provide news on the project progress and to discuss ongoing topics relevant to REALHOLO for internal and external project partners, stakeholders and other interested bodies.

In September 2021, the 1st newsletter issue has been published. It included some main project information and with focus on the results of the first 6 project months. The newsletter has been

uploaded in the corresponding section of the REALHOLO website and was also posted via the project's Twitter and LinkedIn account to catch further public awareness: https://realholo.eu/wp-content/uploads/2021/09/REALHOLO_Newsletter_issue_01.pdf.

The next newsletter is planned to be published beginning of 2022, providing further information of the project progress, as well as insights in the project results after the first project period.
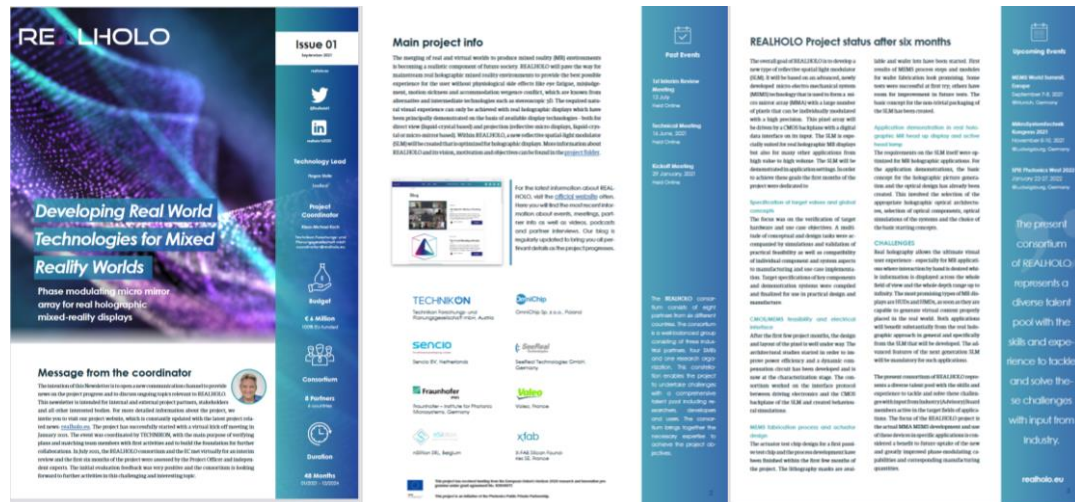

Figure 5: Newsletter Issue 1

3.4 REALHOLO podcast and videos

During the first year of the project, the Technikon media team recorded the 1st Podcasts with the technical lead of the REALHOLO project. The podcasts give people and insight into the REALHOLO project, the main challenges and first results: https://realholo.eu/realholo-podcast-episode-1/

Another way to create awareness for the topic is making and publishing a video. TEC produced already one and another one is in preparation. One project teaser summarizing the general idea of REALHOLO and one video explaining what REALHOLO will enable and how society can benefit. The videos are hosted on the platform "vimeo":

- Project Teaser: https://vimeo.com/497188901
- Explainer Video: *coming soon*

Figure 6: REALHOLO video

Chapter 4   Summary and conclusion

This document provides an update of the REALHOLO professional communication kits and is an update of the initial "D6.9 Professional communication kits – Version 1".

First, the actions, which were taken in order to create a visual identity of the project and the initial project materials, such as the project website, announcement letter as well as a project leaflet are presented and described in Chapter 2. In comparison to Chapter 3, the mentioned material will not be updated continuously but remains the same until the end of the project. Afterwards, the continues information materials are presented, including certain sections of the project website, social media platforms, and the project newsletter.

Since the first version of the professional communication kits (D6.9), which was submitted three months after the project started, various updates have taken place:

- The REALHOLO website has been kept up-to-date with all current activities
- Ongoing care of the Social Media accounts
- Establishment of the first REALHOLO Newsletter
- Recording of first podcast
- Explainer video production

The REALHOLO communication kits provide an essential benefit for all project partners. All project partners are able to access all project relevant information and documents. The dissemination and communication activities will be updated in "D6.11 Professional communication kits – Version 3" in M30.