Deliverable No. 12.3

Dissemination toolkit

Grant Agreement no.:	825828
Project Title:	**EXpanding Platforms for Efficacious mRNA Therapeutics**
Contractual Submission Date:	31/05/2020
Actual Submission Date:	28/05/2020
Responsible partner:	P11: European Research and Project Office GmbH (Eurice)

Grant agreement no.	825828
Project full title	EXPERT – EXpanding Platforms for Efficacious mRNA Therapeutics

Deliverable number	D12.3
Deliverable title	**Dissemination toolkit**
Type[1]	DEC
Dissemination level[2]	P
Work package number	WP12
Work package leader	EURICE
Author(s)	Holger Jung, Katrin Neisius, Nina Weiler, Melanie Haupenthal, Corinna Hahn (all Eurice), Ray Schiffelers (UMCU)
Keywords	Communication material, factsheet, templates, flyer, roll-up, corporate identity, CI, poster, bags

The author is solely responsible for its content, it does not represent the opinion of the European Commission and the Commission is not responsible for any use that might be made of data appearing therein.

---

[1] **Type**: Use one of the following codes (in consistence with the Description of the Action):
    R: Document, report (excluding the periodic and final reports)
    DEM: Demonstrator, pilot, prototype, plan designs
    DEC: Websites, patents filing, press & media actions, videos, etc.
    OTHER: Software, technical diagram, etc.

[2] **Dissemination level**: Use one of the following codes (in consistence with the Description of the Action)
    PU: Public, fully open, e.g. web
    CO: Confidential, restricted under conditions set out in the Model Grant Agreement
    Cl: Classified, information as referred to in Commission Decision 2001/844/EC

Table of Contents

Table of Contents

1. Introduction

Providing information about EXPERT's goals and work as well as the results achieved in the course of the project is of utmost importance to foster the project's success. The different materials produced will help spread information to a wider public as well as to potential users, the scientific community, and various stakeholders such as SMEs, companies in the medical sector, pharma industry, nanomedicine associations and clusters, regulatory authorities, healthcare providers and clinicians.

Raising awareness about the project is better achieved if a "corporate identity" for the project is established from the start, and the way information is provided to stakeholders outside the consortium is unified. A "communication toolkit" has therefore been prepared within the scope of Work Package 12 "Intellectual Property, Dissemination and Exploitation of Results". It contains different materials to be used by the project partners for communication activities. The logo and colour scheme were designed very early so that they could be implemented right from the beginning. It is now used on the website and all communication and dissemination materials of EXPERT.

2. Description of Activities

2.1.   Corporate Identity

A coherent and well developed corporate identity has several advantages from which the EXPERT project can profit. In addition to visualizing the project's professional nature, it ensures internal and external consistency and a quick recognition when the project is presented.

A logo and a colour scheme brand the EXPERT project as a distinctive and recognizable research project.

A professionally designed project logo with a corresponding colour scheme creates a unique corporate identity of the project. The logo consists of a textual and visual part to ensure that it is better understood, recognized and remembered.

Project logo

Colour code

Light blue 84/124/190

Dark blue 29/75/152

Turquoise 0/177/170

4

2.2.   Communication Material

Based on the logo and colour codes developed and defined at project start, several communication materials have been prepared in the first months of the project's duration.

2.2.1.   Fact Sheet

The project fact sheet provides a summary of the EXPERT basic information.


2.2.2.   Presentation template

The presentation template has been developed and distributed to the partners before the Kick-off Meeting. All project presentations are to be prepared on this template.

2.2.3.   Deliverables template/Word template

To give all material, particularly deliverables and reports, a uniform look, a Word/deliverables template has been created and all partners are instructed to use this for their deliverables. The template can easily be adapted to serve all other purposes of project documents.
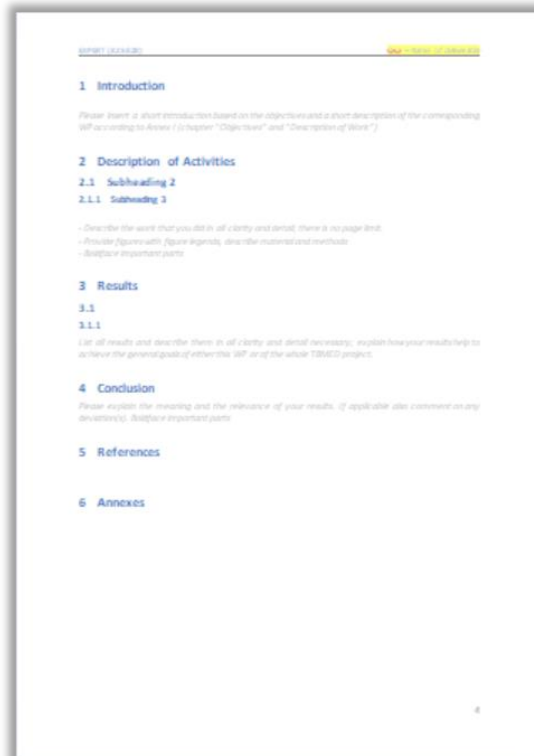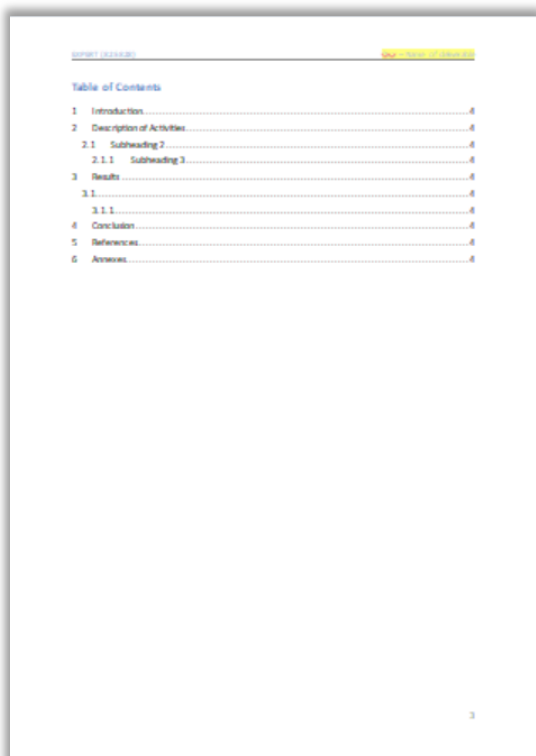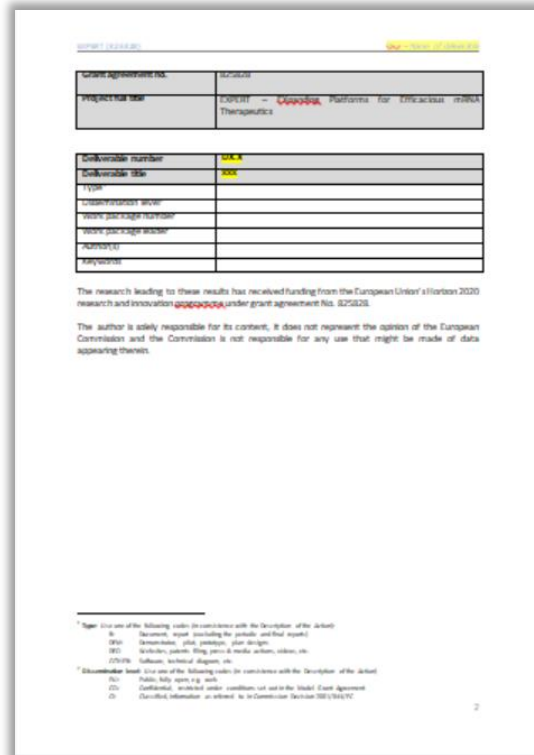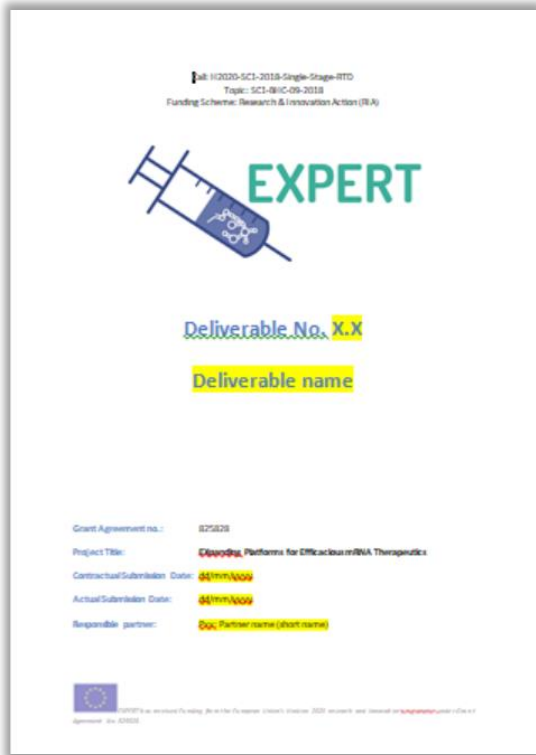
2.2.4. Poster template

A basic poster template has been developed for posters to be prepared. It respects the project's corporate identity while providing enough space and freedom for presenting the scientific content.
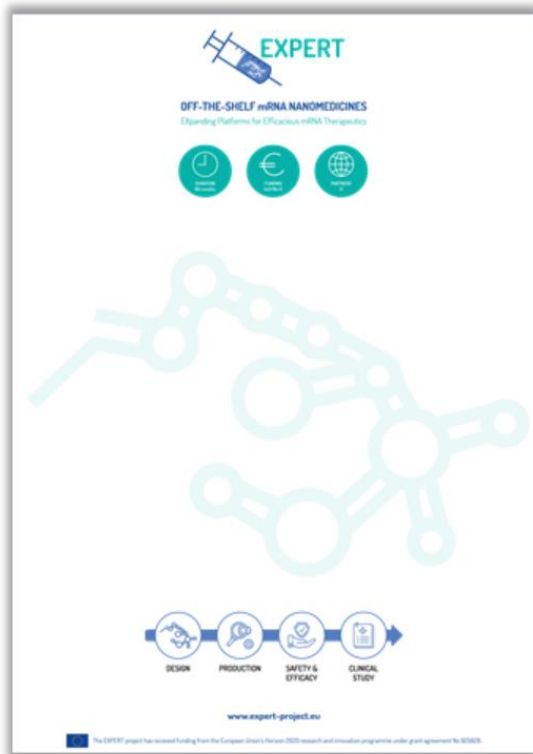
2.2.5. Notepads and bags

As additional material, notepads as well as bags with the EXPERT logo were prepared for the project to be used at different occasions, such as meetings, workshops, F2F meetings, etc.

Notepads (DIN A5)
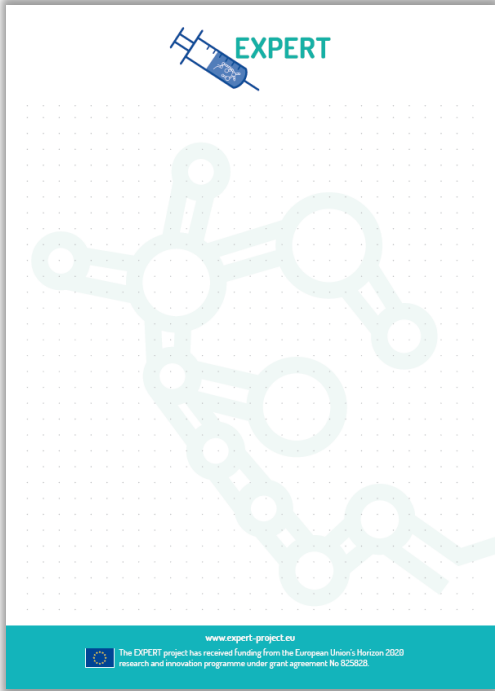
Bags

2.2.6.   Roll-up

A roll-up has been prepared for display at larger events where EXPERT will play a more prominent role, e.g. when organizing a workshop, an Open Session or when having a booth for project presentation purposes.

3. Conclusion

Throughout the project duration, the communication toolkit will be maintained and adapted to include other materials whenever the need arises. The partners have been informed by e-mail and at the meetings about the various communication materials and all templates are stored in the project's management platform for download.