



RODEO

Robotized Orbital Drilling Equipment and Optimized residual stresses

Deliverable D5.1

Dissemination plan

V1.2



KUKA

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1. Introduction

This document is a deliverable concerning the Work Package 5 (WP5 : Dissemination, communication and exploitation activities) of the RODEO project.

In the deliverable, some communication objectives are set which will enable the RODEO project to be explained to the target audiences detailed further. During the 36 months of the project, any research carried out (if not all, the most relevant) and all breakthroughs for slag recovery and reuse will be reported.

This dissemination of the advances and implementation will involve all partners of RODEO, who will be given detailed knowledge of progress during their research in order to achieve more effective communication. Throughout this document, a relationship is established between the Objectives, the Target audiences, the Communication and Dissemination Tools and the Reporting.

2. Communication objectives

All the dissemination and communication activities have been designed in order to have an impact on the segmented target audiences described in the following section.

The communication objectives are:

- **Project awareness:** The messages must try to develop the notoriety of the project in all areas. To do this, the common usage of the logo by all partners is essential.
- **Promotion of the activities:** congresses, conferences, seminars... in which some or all of the RODEO consortium members take part in presenting the project.
- **Dissemination:** Public disclosure of the progress and results (scientific and technical) of the project.
- **Search for opportunities of exploitation:** Active participation with the aim of increasing the project's exploitation of the results in same (aeronautics) or additional sectors.
- **Education:** Increasing public awareness of the scientific and industrial benefits of the project.

All these objectives are closely related with European "Communicating EU research and innovation guidance for project" handbook, which explains the importance that communicating the benefits of funded projects brings to the whole society.



3. Target audiences

After an analysis of the potential audiences of the project, its interest groups and target audience have been identified. To facilitate the development of a more effective communication strategy, the wide potential audience has been separated into the following groups according to their interests and previous knowledge in the subject:

- **Institutions:** Public, private and political institutions and other authorities. The support of these institutions is key to the successful implementation and strengthening of the project.
- **Other H2020 and CS2:** Other relevant initiatives and projects of the Horizon 2020 programme, especially within the Clean Sky 2 projects and community.
- **Scientific and educational community:** Researchers and students working in the field of mechanical engineering and metal working, especially on same or similar research lines.
- **Industrial companies:** All companies potentially interested in drilling complex stacks of materials including aluminium, in their production processes, in aeronautics or various sectors (automotive, transports, energy, ...) and their stakeholders (machining, drilling tools, ...).
- **Specialized media:** French, European and international media involved in the field of aeronautics, metalworking, machining and mechanical engineering.

Aside from the target segments listed above, we must not forget the importance of internal communication among members of the consortium that is ensured through the meetings held during the project explained in the “WP1: Management activities and project coordination” or the website of the project explained later.

4. Brand identity

The Brand identity of the RODEO project has been designed to reflect a unique, consistent and differential image and style that makes any communication from RODEO recognisable.

All the communication and dissemination tools explained in the following section use a consistent brand identity for RODEO which matches the image that the consortium of partners wishes to convey.

It is important to note that in all communications carried out, both internally and externally, the European Union logo must be shown with the following phrase: "**This project has received funding from the Clean Sky 2 Joint Undertaking under the European Union’s Horizon 2020 research and innovation programme under grant agreement No 738219**".





4.1. Logo

At the start of the project, a logo was designed aimed at advertising RODEO. Therefore, the audiences previously stated can easily identify and associate research to this logo/brand. The logo was designed with a round and dynamic look, representing the orbital combination of movements of the drilling process behind the RODEO project.

This design must be used by all partners whatever the medium on which they are working: website, brochures, documents, deliverables, graphical materials... to facilitate the identification and recognition of RODEO.



4.2. Templates

Templates have been designed for public and confidential presentations and documentation, in such a way that external and internal communications of the partners are unified. These templates ensure the transmission of a unified corporate image. This Deliverable document has been created from one of these templates.

The template descriptions are part of the Deliverable D5.2 "Communication support" and will be also available for all partners on the website of the project or, if needed, in an intranet part of the website to be developed later.

4.3. Other corporate material

As it is explained in "D5.2 Communication support", other communication materials have been created and will be developed throughout the project.

- **RODEO Website:** The website is RODEO's main online communication tool (<https://rodeo-orbital.eu/>). All the sections of the website are explained in greater details in "D5.2 Communication support". The information contained in the website will be reviewed monthly in



order to pinpoint possible areas of improvement which will contribute towards the enrichment of the experience of users.

- **Standard Powerpoint® presentation:** It will be continuously updated to incorporate the achievements of the program. This presentation will be available for all partners. It will help them to explain the project anywhere they go. This presentation will be open to adapt it to possible requirements. This presentation will be useful for the following targets or situations:
 - General public or educational presentations, like universities.
 - Meetings with interested Industrial companies.
 - Public, private and political institutions, and other authorities.
- **Project information posters design:** Designed for project advertising in customized mobile publicity exhibitor format, especially important for the conferences and workshops, these posters will increase the project and his partner's visibility, whose aim is to invite potential industries to the explained workshops.
- **Information pack for media:** Information pack for media, also called press kit, is a communication material specially designed for media and journalists. This material meets the needs of media which are one of the most important targets.

5. Communication strategy

The communication strategy may ensure that the defined communication objectives meet the identified target segments through the appropriate communication channels at the right timing.

The communication strategy of the RODEO project has been developed to achieve a consistent information flow from the project to all the target segments identified in the previous section of this document, avoiding disparate messaging efforts. Ultimately, it will allow the partners of the project to create and distribute appropriate information.

A first attempt in the definition of all the communication actions planned for the entire duration of the project has been done but this planning will be updated and is open to modifications provided by all the partners of the RODEO project to improve it.

In order to get updated information about interesting new communication actions from all the partners, Precise (Project coordinator and WP5 Lead beneficiary) will send a quarterly reminder asking for new communication activities planned or detected by the partners.

The information received will be considered to update the communication planning shown below:



Provisional Communication planning

| ACTIVITIES | Year 2017 | | | | | | | | | | | |
|----------------|-----------|-----|-----|-----|-----|----------------------|-----|-----|------|-----|-----|-----|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |
| Congresses | | | | | | | | | | | | |
| Public events | | | | | | Le Bourget 2017 (FR) | | | | | | |
| Workshops | | | | | | | | | | | | |
| Press releases | | | | | | | PR1 | | | | | |
| Soc. networks | | | | | | | | | | SN | | |

| ACTIVITIES | Year 2018 | | | | | | | | | | | |
|----------------|-----------|---------------------|-----|-----|-----|-----|-----|-----|------|-----------------|-----|-----|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |
| Congresses | | | | | | | | | | | | |
| Public events | | JEC World 2018 (FR) | | | | | | | | SAE Conf. (GER) | | |
| Workshops | | | | | | | | | | | | |
| Press releases | | PR2 | | | | | | | | | | |
| Soc. networks | | | | | | | | | | SN | | |

| ACTIVITIES | Year 2019 | | | | | | | | | | | |
|----------------|-----------|-----|-----|-----|-----|----------------------|-----|-----|------|-----|-----|-----|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |
| Congresses | | | | | | | | | | | | |
| Public events | | | | | | Le Bourget 2019 (FR) | | | | | | |
| Workshops | | | | | | | | | | | | |
| Press releases | | PR3 | | | | | | | | | | |
| Soc. networks | | | | | | | | | | SN | | |

| ACTIVITIES | Year 2020 | | | | | | | | | | | |
|----------------|-----------|---------------------|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |
| Congresses | | | | | | | | | | | | |
| Public events | | JEC World 2020 (FR) | | | | | | | | | | |
| Workshops | | Final Workshop | | | | | | | | | | |
| Press releases | | PR4 | | | | | | | | | | |
| Soc. networks | | SN | | | | | | | | | | |



6. Communication and dissemination content

A simple yet effective workflow has been designed to allow all the partners to collaborate with the creation of content that will be shared in the communication channels described in the next section.

Every quarter beginning, Precise (WP5 Lead beneficiary) will send a reminder email to all the partners of the RODEO project to collect the different kind of content that has been generated during the previous month:

- **News:** Relevant activities, milestones and curiosities of the RODEO project itself or activities related to orbital drilling carried out by the partners of the project.
- **Future planned Event or Congress:** participation to congresses or events involving preliminary communication through appropriate and selected channels, it will be necessary to collect suitable information in advance.
- **Summary of past Event or Congress:** Once the Congress or the Event has been done, information about it will be collected to generate content for the different communication channels.

Once the reminder has been sent, the procedure will include the reception of the completed template(s), formatting and verification, sending to all partners including the Topic Manager for review and validation, diffusion to the appropriate Communication Channel(s).

7. Communication and dissemination channels

To achieve the strategy explained in the Communication strategy section, the main tools that are going to be used to approach each of the target segments have being defined according to their characteristics, and are shown in the figure below:

| | Website | Social networks | Press Releases | Congresses | Workshops | Public events |
|----------------------|---------|-----------------|----------------|------------|-----------|---------------|
| Institutions | | | | | | |
| H2020 and CS2 | | | | | | |
| Scientific community | | | | | | |
| Industrial companies | | | | | | |
| Specialized media | | | | | | |

The different channels that are going to be used by the RODEO project are described in detail in the Deliverable “D5.2 Communication support”.



8. Reporting

Web analytics results, published news, as well as reports from the social networks will be presented at the General Assemblies of the project in order to assess the targets reached and, if necessary, to reinforce the strategies.

All the communication activities will be accounted for in the Mid-term and Final reports.

Different KPIs are defined to assess the success, or lack thereof, of each action.

- KPIs of the website
 - Number of single users on the site
 - Popular web pages and browsing flow
 - Number of Information requests received
 - Number of links from other websites
- KPIs of the press releases
 - Number of publications in media (press or media impact)
- KPIs of the social networks
 - Number of followers
 - Number of publications, shares and comments
- KPIs of the congresses and workshops
 - Number of participants
 - Number of publications (scientific, patents, articles ...)

9. Conclusion

The consortium is aware of the importance of efficient transfer from science developed in laboratories into innovative use on the production floor. Due to its innovative character, this Research and Innovation Project is likely to produce original results that will be exploited through scientific communications and/or patents.

The main Strategy, Objectives, Target Audiences, Communication Channels and Reporting actions that have been described above should be adapted to optimize the communication and dissemination activities of the RODEO project.

Nonetheless, the Communication Plan may be regularly adapted to the project and to the strategic changes of the latter. This is a living document which can be updated. The methodology applied to the communication and dissemination activities (planning, execution, control, identification of improvement areas) ensures the continuous improvement of the results during the project.