



# RODEO

## Robotized Orbital Drilling Equipment and Optimized residual stresses

### Deliverable D5.2

Communication support

V1.0



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## Project information

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Project officer	Vittorio Selmin (Vittorio.Selmin@cleansky.eu)
Topic manager	Magnus Engström (Magnus.Engstrom@saabgroup.com)
Project coordinator	Alain Auffret (auffret@precise.fr)

## Document information

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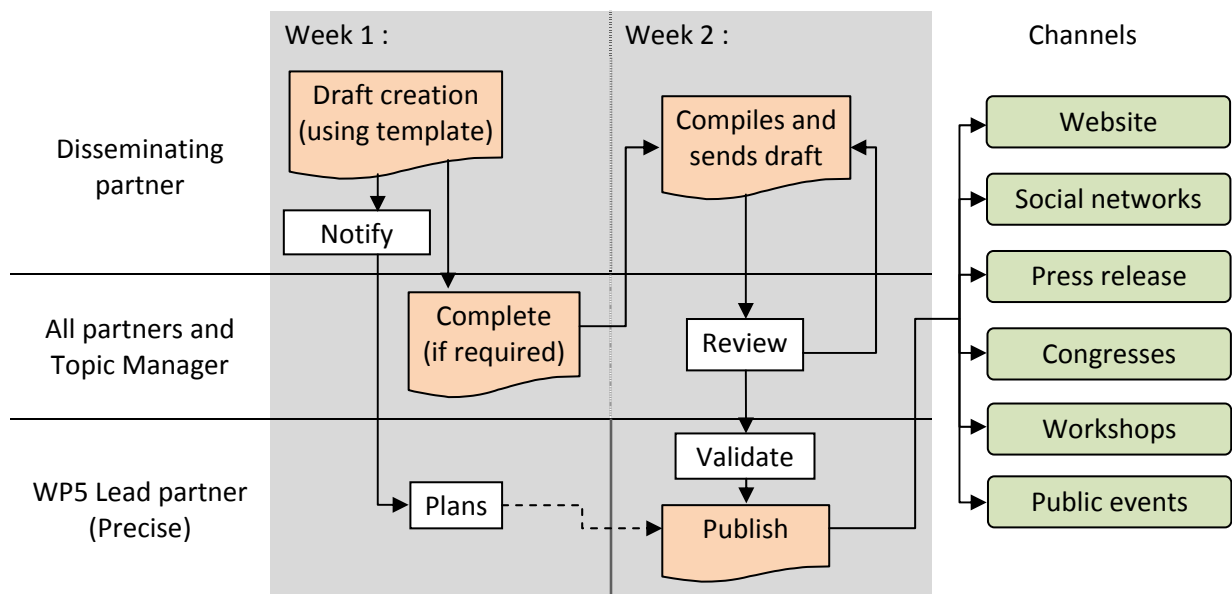
## 1. Introduction

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

It equips and complete the deliverable 5.1 (Dissemination Plan) detailing the strategy and communication plan of the project RODEO. It presents the main tools common to the members of the consortium, as well as their modalities of use, in order to ensure the best possible implementation of the communication relating to the project.

## 2. Approval process

To ensure the quality and the coherence of the messages shared, all the communication and/or dissemination activities shall be planned according to the following internal approval process :



## 3. Dissemination channels and communication support

In this section the different channels that are going to be used by the RODEO project will be described.

### 3.1. Website

The website is RODEO's main online communication tool (<https://rodeo-orbital.eu>). The information contained in the website will be reviewed bimonthly in order to pinpoint possible areas of improvement which will contribute towards the enrichment of the experience of users.



The website will be used as a platform for dissemination of information content generated throughout the project mainly through:

- An informative section about the project and the partners, which will be progressively enriched with information about the orbital drilling technology.
- An Open library section: Any interested visitors will be able to access data generated during the project, scientific publications and public deliverables in this section.
- Later a News section: Any interested visitors will be able to access the News generated regarding the main public events, milestones, curiosities and progress of the project.
- Links to the Social Network(s): The website has links available to the social network(s) of the project.



The screenshot shows the homepage of the RODEO website. At the top, there is a navigation menu with links for Home, Partners, Media, Contact, and Log in. Below the menu is a header section featuring the RODEO logo and the text "RODEO Orbital" followed by the tagline "Robotized Orbital Drilling Equipment and Optimized residual stresses".

The main content area is titled "RODEO Project" and includes a search bar. The text describes the project's objective: "The main objective of the RODEO project is to propose lightweight robotized orbital drilling equipment as well as appropriate cutting tools and operating conditions, to enable to drill tightly spaced small diameter holes in aluminium with the control of induced residual stresses."

Below this, it states "This will be accomplished by:" followed by a list of five bullet points:

- modelling the phenomena involved in orbital drilling that impact residual stresses
- developing a combined drilling and burnishing tool and associated operating conditions to attain required residual stresses
- pursuing the development of a high-speed orbital drilling unit (existing in the consortium) capable to drive the tool in the prescribed conditions
- integrating the developed orbital drilling unit on a lightweight industrial robot
- defining the operating conditions of the lightweight robot to be used to ensure the drilling operation

Further down, it mentions that RODEO has been launched to respond to a Call for Project from the [European Clean Sky 2 Joint Undertaking](#). It also notes that Clean Sky is the largest European research programme developing innovative, cutting-edge technology aimed at reducing CO2, gas emissions and noise levels produced by aircraft. It is funded by the EU's Horizon 2020 programme, with Clean Sky contributing to strengthening European aero-industry collaboration, global leadership and competitiveness.

On the right side of the page, there are sections for "Recent Posts" (with a link to "Hello world!") and "Categories" (with a link to "Uncategorized"). At the bottom right, there is a smaller RODEO logo and a text box stating: "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". Below this text are the logos for Clean Sky2 and the European Union.

Fig : Website homepage



### 3.2. Social networks

The objectives of the social network(s) in the RODEO project are:

- To bring research carried out to the general public.
- Maintain closer relationships with the target audiences.
- Centralizes (public) discussions and communication between partners.
- Alternative channel to mailbox for suggestions, doubts, complaints...

Social networks will serve as a channel for the mass distribution of the news published on the website and to advertise events that will be attended by members of RODEO. Aside from the communication and dissemination of the content generated by the RODEO project, the partners will be able to share the related content generated by other social accounts.

The social network which were considered to be the most in tune with RODEO's target audience is LinkedIn (<https://www.linkedin.com/company/rodeo>). As the project progresses, other needs are detected, other social networks and platforms could be added, such as Twitter, Facebook or YouTube.

### 3.3. Press releases

From all the content generated by the RODEO partners during the project, the significant breakthrough accomplishments and events will be identified by Precise and sent to online and offline communication media. A press release template will be used for a uniform Brand identity of RODEO but also to ensure conformity with the contractual rules of the Communication on a project funded by Horizon 2020 of the EU.



Fig : Template of press release



### 3.4. Email signature

A simple email signature, directing to the project's website, is available to all participants and partners.

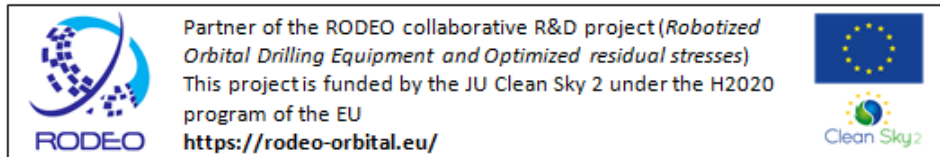


Fig : Email signature

### 3.5. Congresses

RODEO partners will take part in different congresses, some of which have been already identified. Diverse visual corporate material, created ad-hoc, will be used at these and other events, such as Powerpoint presentation and template or posters aimed at increasing the visibility of the project and consolidating the Brand identity of RODEO.



Fig : Template of Pwpt presentation



### **3.6. Workshops**

At least one Workshop will be held by RODEO at the end of the project in order to bring together the partners of the RODEO project with potential end-user industrial companies and academic experts of the scientific community.

The objective of this Workshop is double:

- To provide knowledge and disseminate the results obtained during the period of the project to specialists and stakeholders.
- To make face to face contact with potential end-users in order to boost the technology transfer and the exploitation of the results obtained.

### **3.7. Public events**

In order to disseminate the work that it is being done in the RODEO project, different public events will be attended in order to explain in a non-expert friendly way the main objectives, results and benefits of the project.

A first public presentation of the project is planned during the Paris-Le Bourget International Aeronautics and Space Show, which will take place from 19 to 25 June 2017.