



Deliverable

5.3

Project Branding and Communication Materials



RESPONSIBLE INNOVATION
COMPASS



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Author(s)	Àlex Esteban, Belén Perat, Daniel García
Tel	+34 93 404 8720
Email	aesteban@fundaciolacaixa.org
Project Coordinator	a.Prof Dr. André Martinuzzi Institute for Managing Sustainability Vienna University of Economics and Business (WU Vienna) Welthandelsplatz 1, A-1020 Vienna/Austria http://www.sustainability.eu/



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1. Introduction

This document comprises the branding and communication information linked to the communication activities planned in COMPASS (710543). It defines all the materials that must be used throughout the project as well as the strategies and communication responsibilities in the dissemination of activities and results.

The current document first details the guidelines that describe the project branding specifics. These guides include all the information related to the project visual identity, intended to show a consistent appearance to stakeholders and external groups. These parameters were initially crafted in D5.2 and must be applied to all dissemination materials, deliverables and presentations. Visual identity comprises logos and templates that will be available to all partners to enable them to elaborate consistent documents displaying COMPASS (710543)-related information. A detailed description of these features is presented in the sections below.

The document then lists all the aspects within the communication strategy. D.5.2 does not include the strategy due to its preparation at early stages of the project (month 2). For that reason, this document presents the information related to the communication plan with special emphasis on target audiences and alternative approaches. These target actors are defined as SMEs, supporting organizations, academia, policy makers and Civil Society Organizations (CSOs). They are stakeholders and multipliers, engaged during the development of the project, to whom we will communicate the benefits of RI and all the opportunities and outcomes emerging from the project's activities. The communication strategy is divided between face-to-face events and digital channels. The former includes direct interactions such as interviews, RI labs or training. The latter comprises social media and online platforms that, in combination with face-to-face events, will keep stakeholders engaged and informed throughout the project. This strategy will be carefully planned so that it aligns with the main points of the developed stakeholder and multiplier engagement strategy in D5.1.

Finally, the document shows a detailed description of the communication materials. These materials will be used in face-to-face events to disseminate the project's outcomes in meetings, interviews, RI labs or the Final Conference through postcards, leaflets or roll-up banners. For the digital channels all partners will be provided with a PowerPoint presentation showing an overview of the project and its goals, as well as a brief introductory text to be included in their different digital platforms.

With the present strategy, the consortium aims at raising RI awareness in SMEs and related stakeholders, engaging them in the different activities and actions within the project. The purpose of this plan is to set the communication guidelines for stakeholders who will participate in interviews, case studies, RI labs, pilot testing and demonstration activities, leading to the co-creation of the proposed RI roadmaps in the three industrial sectors. In parallel this strategy will also provide the necessary tools to achieve the dissemination of the outcomes generated from the project.

2. Project branding

The COMPASS project (710543) has a specific visual identity that will allow consortium partners to generate uniform layouts when preparing communication outcomes. The main elements of project branding are the project’s logo and the file templates, which are in line with this visual identity. All these elements and guidelines are collated and have been made available to all partners through the project website’s intranet: www.innovation-compass.eu/intranet.

2.1. Logos and visual identity

All the different formats and variation of the logo are accessible to all project partners in the intranet section of the project’s website www.innovation-compass.eu/intranet. The use of the logo should follow the guidelines compiled in D5.2 which details all the necessary information regarding logo, fonts, communication templates and the display of acknowledgement of EU funding. Briefly, the logo must appear on all communication materials and deliverables and cannot be modified. It should maintain the proportion, colour, arrangement and location as originally defined.

At the same time, all communication documents must include an acknowledgement of funding received from the European Union, displaying the EU emblem. It must also include the following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 710543”.

Figure 1. Available logos for communication purposes.



2.2. Templates

Standardised templates for communication purposes have been generated and are detailed in D5.2. These templates will be used by the consortium partners in presentations and deliverables not subject to any other format requirement. They have been made available to all partners in customized versions in the intranet section of the project’s website www.innovation-compass.eu/intranet.



There are two available types of templates. For the preparation of deliverables, reports and project-related documents there are Word templates with uniform format and project and partner-specific logos. For presentations addressed to either internal communications or external activities, there are PowerPoint templates. These templates have also been tailored to each partner for their communication needs.

Figure 2. Available templates for communication purposes.

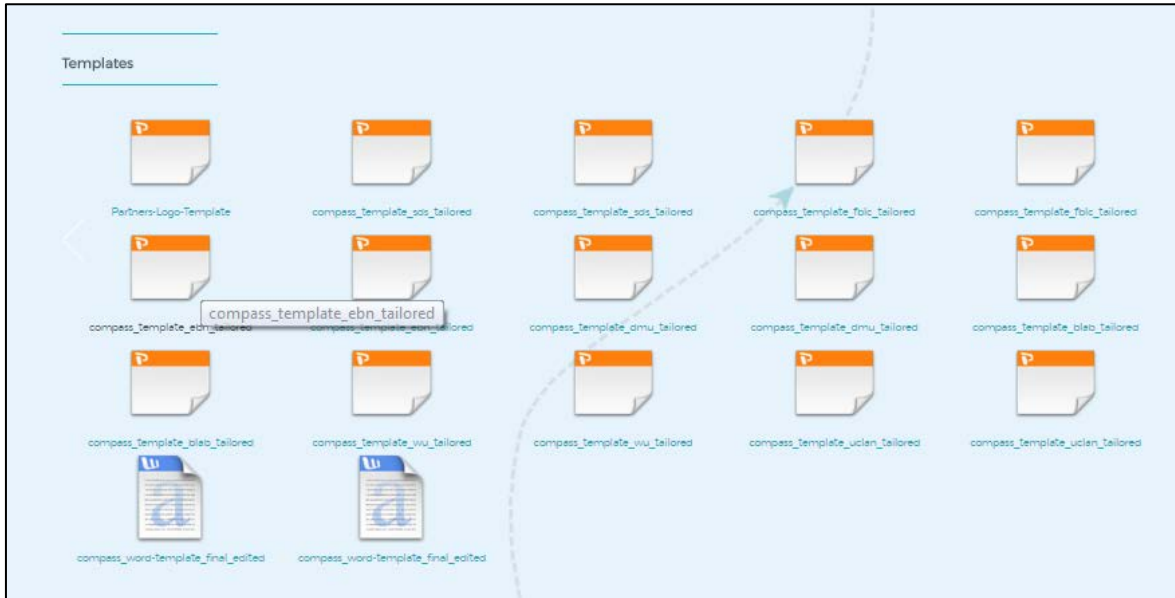
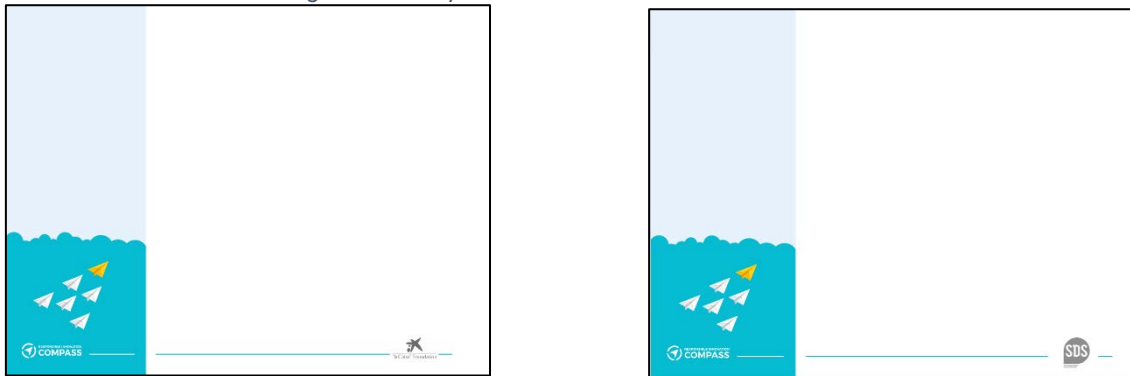


Figure 3. Examples of tailored PowerPoint slides.



3. Communication strategy

The communication strategy of COMPASS (710543) is addressed to stakeholders and multipliers. Both groups include key actors with diverse roles that will provide the necessary input for the co-creation of final RI roadmaps. They will also be the source of vital feedback and recommendations during the development of the project and its outcomes. Influential organizations will also have an important role due to their contribution to the dissemination of the project and its results. These target audiences will be:

- **SMEs:** they are the main target of the project. These companies belong to the sectors of biomedicine (Catalonia region, Spain), nanotechnology (Belgium), cybersecurity (United Kingdom). They encompass very dynamic and innovative companies with limitations in funding and talent recruitment. They will participate in the online and face-to-face RI labs (WP2) and pilots (WP4) to generate roadmaps and recommendations.
- **Supporting organizations for SMEs:** these organizations also play a key role in the project since they are very active in engaging SMEs. They include networks, professional associations, government organizations or clusters that support SMEs and provide funding, training and networking opportunities. Their privileged situation will provide direct contact with SMEs and specific feedback in the elaboration of recommendations and dissemination of the project's outcomes.
- **Academia:** these actors will establish synergies with COMPASS (710543) based on past and ongoing projects focused on RI and Corporate Social Responsibility (CSR).
- **Policy makers:** this group will be invited to participate in the pilot testing strategy of the RI Compass (WP4). They will also be invited to participate at the project's Final Conference (WP5).
- **Civil Society Organizations (CSOs):** these organizations will be engaged to participate in the RI labs (WP2), as well as the self-check tool testing (WP4). They will also be invited to the Final Conference (WP5). Their feedback and influential capabilities will be an asset for the development of the project.

Communication with these different target audiences will take place through direct interactions, face-to-face, and via digital channels.

3.1. Face-to-face strategy

COMPASS (710543) includes face-to-face activities that will enable partners to engage multipliers and actors participating in different actions.

These events will be organised by consortium partners (internal) or other organizations (external):

- **Interviews on benefits of RI in industry:** these will include key industry representatives across Europe who will provide invaluable input for the project and contacts for future collaborations. The interviews will include 15 experts in the biomedicine sector and 15 experts from the nanotechnology sector. These interviews will build on the interview series carried out in the area of cyber-security in RESPONSIBLE-INDUSTRY.
- **Bottom-up case studies:** candidates with extensive experience in RI will provide detailed input about their own experiences in the fields of biomedicine or



nanotechnology. They may play a relevant role in some of the activities of the project (RI labs or external events).

- **RI labs:** the labs are mainly intended for SMEs although they will be open to CSOs such as supporting organisations which will actively participate in the co-creation process. The outcomes will result in specific RI roadmaps for industry in the three studied sectors.
- **Pilot testing and training:** these events will focus on identifying actual benefits of the core modules of the project for SMEs and innovation support organisations. Train-the-trainer workshops will also be set up with a selected group of pan-European innovation support organisations, including innovation agencies, Business Innovation Centres, Chambers of Commerce, cluster organisations, and other business support organisations.
- **Final Conference:** this event will ensure the highest dissemination impact of the project's outcomes among policy makers and the EU industry and CSO communities due to its location (Brussels), its content (RI roadmaps and recommendations), and the invited participants (relevant RI experts and influential organisations).

These events will have specific communication materials associated, including postcards, leaflets and roll-up banners (detailed in section 4).

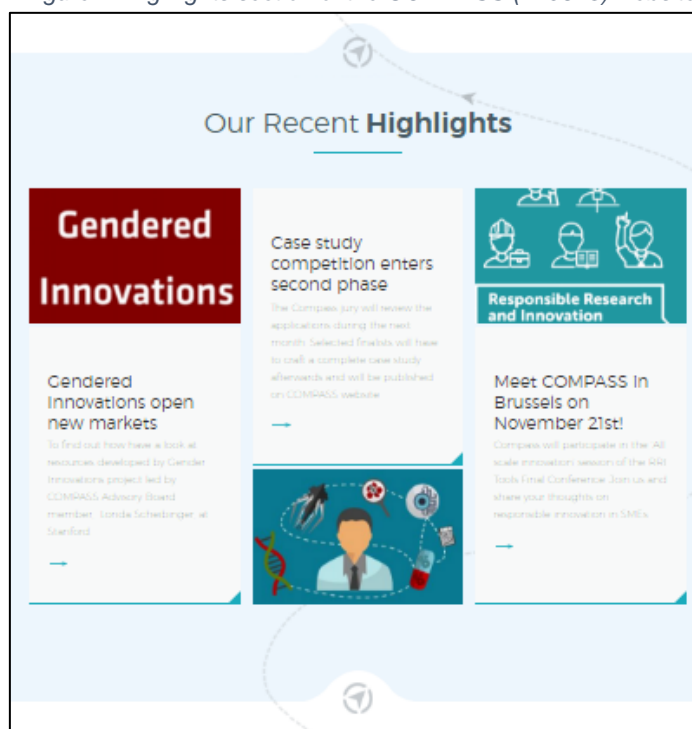
3.2. Digital strategy

3.2.1. Compass platform

COMPASS (710543) has an official web portal www.innovation-compass.eu that includes the following elements:

- A static project presentation component that includes basic project information and information about the project consortium, the case studies call, and the three studied fields (biomedicine, nanotechnology and cybersecurity).
- A separate intranet platform for internal project management and knowledge sharing purposes, including the exchange of minutes, administrative documents and visual identity templates. The intranet includes the following sections:
 - Project management: documents, presentations and minutes from project meetings, and other project management documents.
 - Visual identity: resources such as logos and templates.
 - Dissemination: presentation slide sets, press releases and blog entries.
 - Deliverables: that are focused on Ethics Requirements.
 - File sharing: shared documents among consortium members.
- A section of Highlights that is regularly (1-3 months) updated with small pieces of news regarding events and topics related to the project. This news will come from consortium partners as well as from active searches by FBLC in other online platforms and Twitter.

Figure 4. Highlights section of the COMPASS (710543) website.



The website will also present information regarding the participation of the consortium in events, interesting articles related to RI in the three fields, collaborations with other projects, information about the case studies competition, RI labs, trainings and final deliverables.

Stakeholders and interested participants will be able to communicate with the consortium and become a part of the RI community through registration on the project's website, joining social media platforms (Twitter, LinkedIn) and direct contact through the e-mail account: info@innovation-compass.eu.

As stated in D5.2, the contents of the website will be in English and traffic will be regularly monitored. Consortium partners will provide the Responsible Innovation Compass web portal URL on their respective homepages in order to disseminate the contents and outcomes of the project.

3.2.2. Newsletter

The project's platform will provide bimonthly newsletters to website subscribers. This information will be sent by email and will include extended information regarding the project's activities as well as funding opportunities, training, events or other relevant topics for SMEs.

MailChimp will be the online subscriber engagement platform used for the newsletter distribution. It is the most widely used platform and offers multiple features for styling, targeting and tracking the effectiveness of online subscriber communications. The set limit of the platform is 2000 subscribers.

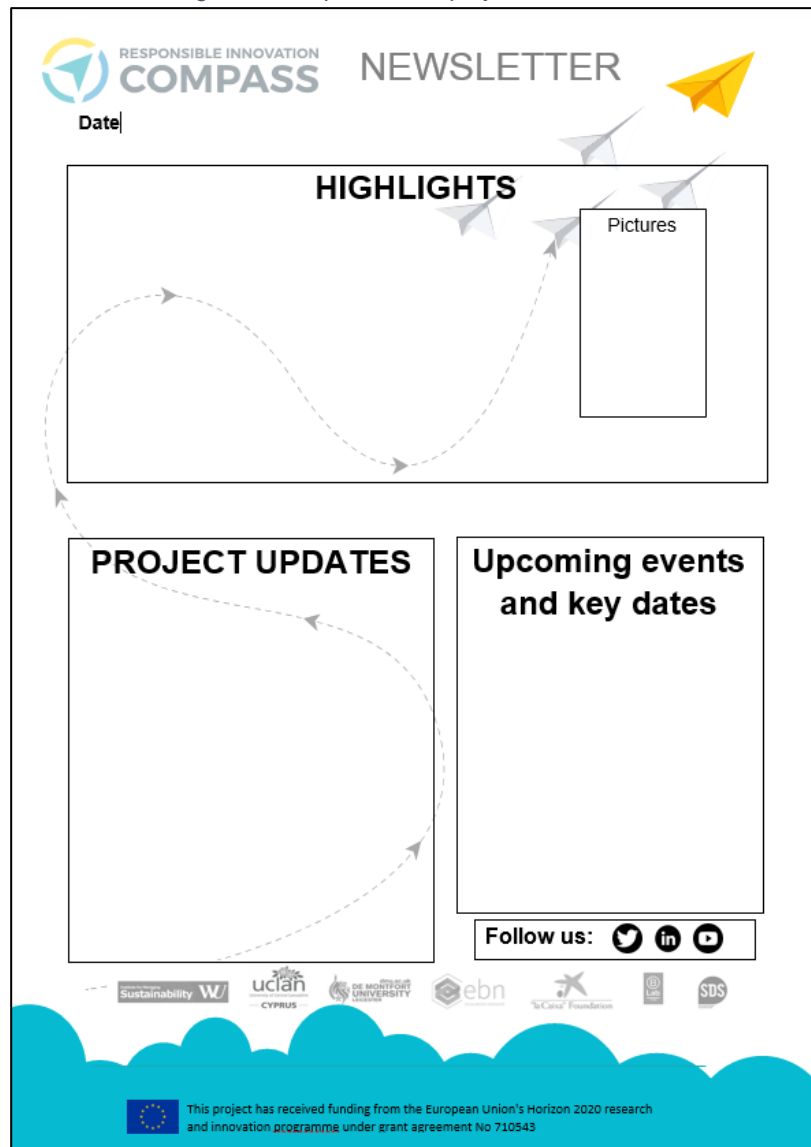
The contents of the newsletter will be divided into several sections with corresponding links:

- Highlights with latest news on topics related to the project and RI: training, funding opportunities and collaborations.
- Project updates to inform subscribers of new reports, deliverables and outputs from the project.

- Upcoming events that can be internal or external to the project.

It will include also links to the project's social media platforms (Twitter, LinkedIn, YouTube).

Figure 5. Template of the project's Newsletter.



3.2.3. Twitter

Twitter will become the main social media channel for the diffusion of the project's contents and the engagement of stakeholders and multipliers. The account of the project is [@innocompass](https://twitter.com/innocompass) and it informs followers about activities, project reports, funding opportunities, events, etc.

The current number of followers is 90 although we estimate an increase by the end of the project (to at least 500 followers) given the substantial traffic that exists around innovation and business topics. The COMPASS (710543) account is currently following more than 130 Twitter accounts of key actors in RI and R&I&D in Europe. Some of those profiles are listed below:

- **SME support organizations and other influential associations** in close contact with SMEs and innovation in biomedicine, nanotechnology and cyber security: @BCorpEurope, @Pime_al_dia, @Proyecto_CCe, @Leitat, @ICONO_FECYT, @META_Group, @CataloniaBio, @ncsc, @Cotec_Innova, @DutchStartmap, @Pimec, @NanoOrbitNews, @asebio, @fosterscience, @accio_cat, @EBAN_org, @biocat_en, @ecso_eu.
- **EU innovation-related players:** @SATORI_EU, @EITeu, @Watify, @eu_prisma, @EnRRICH_EU, @FoTRRIS, @INCOBRA1, @ESHorizonte2020, @EU_EASME, @ERRINNetwork, @KARIM_Network, @HEIRRI, @RRITools.
- **Academic actors:** @VTI_TUdelft, @CNB_CSIC, @wu_vienna, @FECYT_Ciencia, @CSIC, @DMU_CCSR, @IRBBBarcelona, @the_prbb, @ccupf.

The dissemination of the information will be performed by tweeting relevant information obtained from selected sources and also retweeting pieces of news from other accounts. There will usually be 1-3 tweets per day during the work week distributed as shown in Table 1. Live tweeting will also be possible when consortium members participate in relevant events, enabling direct interaction with other members of the RI community.

Table 1. Communication plan and contents of the project Twitter account.

Type of content	Monday	Tuesday	Wednesday	Thursday	Friday
Project updates (news, activities, Deliverables, platform updates, RI labs news...)	XXX				
Upcoming events		XXX			
Training opportunities		XXX			
Funding calls	XXX				
Innovation news			XXX		
Recommended resources				XXX	
Sector info (nano, biomed, cyber)					XXX
Activities / news from supporting orgs		XXX			
Highlight SMEs involved in Compass	XXX				
EU projects information				XXX	



3.2.4. YouTube

Selected videos produced during the course of the project will be uploaded to WU YouTube channel so that all the relevant information regarding the progress of the project (meetings, RI labs, training, etc) are available for all the interested audiences. The project website will contain a direct link to WU Youtube Channel.

3.2.5. LinkedIn

The project will participate in existing innovation groups with close interests. Developments and results from the project will be disseminated through these groups, allowing beneficial discussions and interactions with stakeholders and influences who can participate in the project or provide key input. Some of the discussion groups of interest are:

[EBN group](#)

[Friends of Certified B Corporations Group](#)

[RRI tools](#)

[KARIM Network](#)

4. Communication materials

The communication materials were designed and developed by 99Designs. The company requires a document with brief instructions regarding the design and purpose of the materials. Afterwards, they launch a design contest among their community of more than 1000,000 designers distributed around the world. The customer then provides feedback on submitted designs until a final one is selected.

These materials will be used in face-to-face events to disseminate the project's outcomes and improve its visibility. These events will comprise external and internal meetings, interviews, RI labs, pilot testing, training and the Final Conference.

4.1. Postcards

The postcards will be used to invite prospective stakeholders to participate in the project's activities and also to keep them informed about the project's progress.

At the second project meeting, each partner received a first batch of 250 postcards to be distributed at conferences, workshops and other events with related topics in the three studied fields. Additional postcards will be printed during the course of the project as needed.

There may be slight changes in the design as the project progresses to adapt to new requirements arising as further steps are taken.

Figure 6. Postcard with description of the project's activities.



4.2. Flyer / leaflet

A summary of key information regarding COMPASS (710543) will be presented in the flyer / leaflet format. This document collects introductory information about the project, the target audience (SMEs and related organizations), the three sectors involved (biomedicine, nanotechnology, cybersecurity) and the regions participating in the RI labs. The document also shows a brief description of the goals of the project and how interested companies can become an active part of the activities and actions of the project. We expect future changes to the content as the project progresses and new topics and observations arise.

This document can be distributed at the RI labs and other related external events to introduce the project to prospective stakeholders.

Figure 7. Information displayed in the COMPASS (710543) Flyer

COMPASS

On course to responsible innovation

COMPASS is an EU-funded project that guides small and medium-sized enterprises (SMEs) to manage research, development and innovation in a responsible way.

The COMPASS project will create the Responsible Innovation Compass, a user-friendly portal to support SMEs in applying responsible innovation, facilitate partnerships with other stakeholders, and boost social acceptance of their developments.

COMPASS will engage SMEs in developing common roadmaps and tools for integrating and applying Responsible Innovation in three highly innovative sectors:

Nanotechnology	Biomedicine	Cybersecurity
-----------------------	--------------------	----------------------

Who is COMPASS for?

- **SMEs**
- **Innovation support organisations**
- **Policy makers working on innovation**

What does COMPASS offer?

- **Inspiring case studies**
- **Roadmaps and self-check tools for SMEs**
- **A one-stop portal for responsible innovation**
- **Policy recommendations**

Set your course for responsible innovation!

- **Tell us your story in the case study competition**
- **Co-create roadmaps at responsible innovation labs**
- **Test the roadmaps and tools, and receive free consultancy**

Case study competition: 2016

Roadmaps: 2017-2018

Testing tools: 2018-2019

4.3. Roll-up banners

This communication material will be present at any project-related event, including internal meetings, workshops, RI labs or conferences. The roll-up banner contains the project logo and an acknowledgement of EU funding / disclaimers.

The roll-up poster will be permanently located in WU and available for all partners participating in project events, to be used at their convenience.

Figure 8. Roll-up banner designed for project-related events.



4.4. Standard project presentation

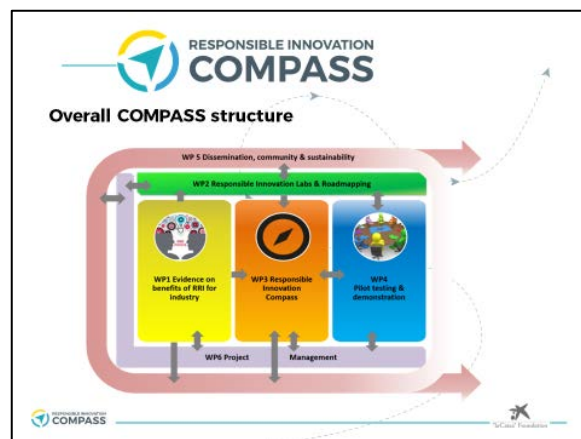
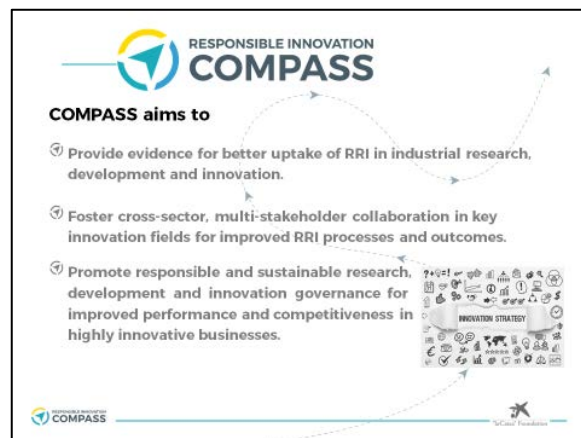
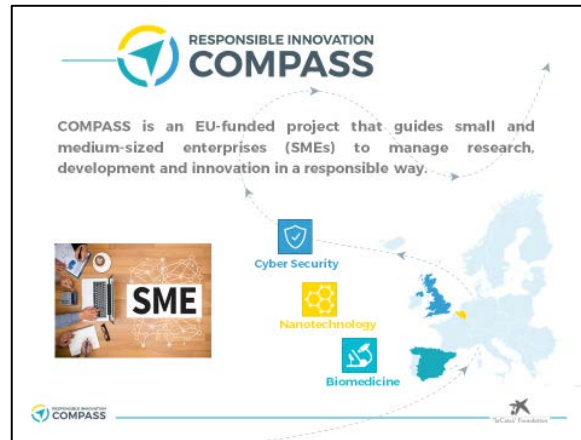
This PowerPoint presentation describes the key points of the project in a visual and summarised format. The presentation is divided into the following sections:

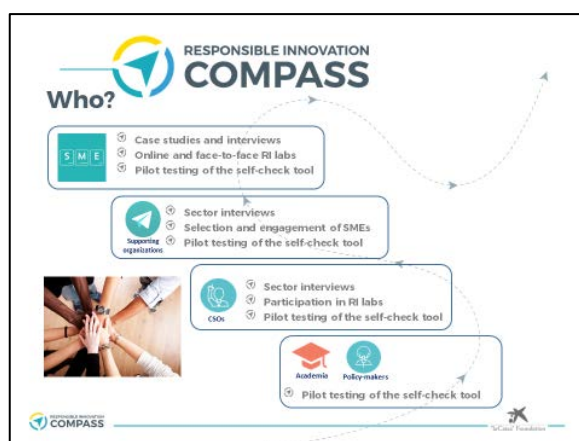
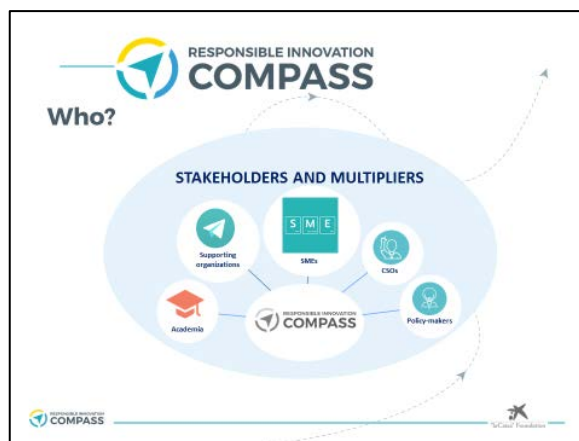
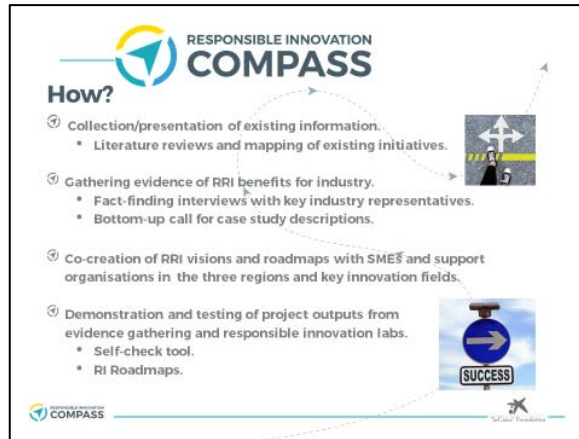
- **Introduction:** an overview of the project, the three innovative sectors studied, and the consortium members.
- **Project structure:** the different work packages and how they are embedded within the project organization.
- **How?:** a brief outline of how the project will achieve the proposed goals.
- **Who?:** a list of the target audiences (stakeholders and multipliers) who will actively participate in the activities of the project or in dissemination activities.
- **Why?:** details a set of incentives for SMEs to participate in the project.
- **Project objectives:** all the outcomes that will result from the development of the project.
- **Call for action:** information about how to engage in the different project activities.

This presentation will be available to all consortium members via the project intranet.

Figure 9. PowerPoint presentation displaying the key points of COMPASS (710543)









 RESPONSIBLE INNOVATION
COMPASS

COMPASS objectives

- ✔ Provide visions of successful implementation of RRI in three European key innovation fields.
- ✔ Provide businesses with tailored information and roadmaps to implement RRI in their specific innovation field and region.
- ✔ Provide SME support organisations with the means to co-create visions and roadmaps for RRI in other innovation fields.

 RESPONSIBLE INNOVATION
COMPASS

Set your course for responsible innovation!

- ✔ Tell us your story in the case study competition
- ✔ Co-create roadmaps at responsible innovation labs
- ✔ Test the roadmaps and tools, and receive free consultancy

Case study competition: 2016
Roadmaps: 2017-2018
Testing tools: 2018-2019



THANK YOU!

 RESPONSIBLE INNOVATION
COMPASS

www.innovation-compass.eu
info@innovation-compass.eu





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 710543



4.5. Website text

As part of the communication strategy of COMPASS (710543), consortium partners will be provided with a brief summary of the project to be included in their own websites. The text will be available via the project intranet (www.innovation-compass.eu/intranet) and will read as follows:

COMPASS is an EU-funded project that guides small and medium-sized enterprises (SMEs) to manage research, development and innovation in a responsible way.

The COMPASS project will create the Responsible Innovation Compass, a user-friendly portal to support SMEs in applying responsible innovation, facilitate partnerships with other stakeholders, and boost social acceptance of their developments.

COMPASS will engage SMEs in developing common roadmaps and tools for integrating and applying Responsible Innovation in three highly innovative sectors: Nanotechnology, Biomedicine and Cybersecurity.