

## Communication and Dissemination Strategy

### D 1.14

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## Project Information

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\*PU = Public



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## Foreword

Communication and dissemination are a core part of the EU-RISE project. They ensure that project activities, resources and results are communicated to relevant stakeholders in a consistent, understandable and effective manner. To outline the strategy related to communication and dissemination, D.1.14 'Communication and Dissemination Strategy' identifies the main objectives for communicating the EU-RISE project and disseminating its findings and results to relevant stakeholders. It also defines the means by which stakeholders will be targeted and engaged to maximise opportunities for exploitation of the project results at national European level. This deliverable will serve as a reference for project partners when implementing EU-RISE communication and dissemination activities. The document includes specific communication metrics and key performance indicators (partially outlined in the GA).

## List of participating organisations

| Participant No. | Participant Organisation Name                               | Country |
|-----------------|---|---------|
| 1 (Coordinator) | AIRBUS DEFENCE AND SPACE GMBH                               | DE      |
| 2               | DEUTSCHES FORSCHUNGSZENTRUM FÜR KÜNSTLICHE INTELLIGENZ GMBH | DE      |
| 3               | MAGELLIUM SAS   | FR      |
| 4               | AIRBUS DEFENCE AND SPACE SAS                                | FR      |
| 5               | AIRBUS DEFENCE AND SPACE LTD                                | UK      |
| 6               | SENER AEROSPACIAL SOCIEDAD ANONIMA                          | ES      |
| 7               | The Exploration Company GmbH                                | DE      |
| 8               | OIKOPLUS GMBH   | AT      |
| 9               | LIBRE SPACE FOUNDATION                                      | EL      |

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## Change Log

| Version | Date       | Description            |
|---------|------------|------------------------|
| v1.0    | 18.03.2024 | First document release |
|         |            |                        |
|         |            |                        |

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## Definitions and Abbreviations

| Abbreviation | Meaning   |
|--------------|---|
| Art.         | Article   |
| C&D          | Communication and Dissemination                 |
| DoW          | Description of Work                             |
| EC           | European Commission                             |
| EU           | European Union                                  |
| GA           | Grant Agreement                                 |
| KPI          | Key Performance Indicators                      |
| IPR          | Intellectual Property Rights                    |
| ISAM         | In-space Assembly and Manufacturing/Maintenance |
| WP           | Work Package                                    |

# 1. Introduction

EU-RISE contributes to Europe's positioning as a leader in the global space industry. The establishment of a European ISAM capacity, and defining the future space ecosystem will have a significant impact. By developing and implementing these new capabilities, EU-RISE will contribute to maintaining its competitiveness on the global stage, creating new jobs, and driving economic growth through increased investment in the space industry. The dissemination and communication activities within EU-RISE aim at maximizing the project impacts and increasing the accessibility to the ISAM market.

## 2. Communication and Dissemination Plan

### 2.1. Communication and dissemination objectives

Dissemination and communication in EU-RISE aim to emphasize the added value of the applications developed in the project. Further, more detailed objectives can be derived from this goal:

1. **Identification and mapping of relevant stakeholders:** Pinpoint decision-makers, influencers, and impacted groups to ensure all voices are heard and project goals are aligned.
2. **Elaboration and implementation of a targeted communication and dissemination strategy:** craft clear and targeted messages tailored to each stakeholder group, maximizing project reach and impact.
3. **Provision of a communication hub (project website) and social media channel (LinkedIn):** Establish a central platform for updates, resources, and engagement, fostering open communication with stakeholders.
4. **Generating awareness of the relevance of the development steps taken in EU-RISE and in-space robotics in general:** educate the public and stakeholders on the project's significance, promoting the benefits of advancements in in-space robotics.
5. **Dedicated dissemination and communication with and towards key stakeholders:** building strong relationships and maintaining contact with critical stakeholders

### 2.2. Methodology

Project partner OIKOPLUS takes the lead in Task 1.2 'Dissemination' (WP1 'Management), spearheading communication and stakeholder engagement efforts for the EU-RISE project. As outlined in the Grant Agreement (GA), OIKOPLUS is responsible for elaborating all deliverables associated with communication and dissemination tasks.

The actual work to be done, however, extends beyond these deliverables, encompassing a comprehensive communication strategy that includes the elaboration the management, coordination, and monitoring of all dissemination and communication activities (D.1.14, D1.17),

the crafting of communication and dissemination packages (D.1.15, D.1.16) and the set-up and maintenance of a project website and social media channels (D.1.18).

Numerous formats and contents for project communication are created together with the project partners, starting with the development of the general communication and dissemination strategy guided by OIKOPLUS. Collaboration exists in particular for the joint promotion of events, but also in the creation of content for communication work. All communication products developed by OIKOPLUS are initially approved by the coordinator (for practical reasons, social media content is excluded from this pre-approval process).

In addition to the activities implemented by OIKOPLUS, or jointly with other project partners, it is the task of the individual researchers involved in the project to proactively contribute to the communication work. This means that researchers and developers inform OIKOPLUS, the partner responsible for project communication, promptly about submitted and publication projects and finally curated data sets that have been made available to the public.

The comprehensive involvement of partners in project communication is based on a simple consideration: projects such as EU-RISE, whose duration is limited and whose content focus is very specific, can hardly establish their own communication channels and formats that achieve a wide reach within the project duration. The distinction commonly made in communication between owned media, earned media and paid media helps here. The project's own channels (website, social media, print formats, publications, papers, etc.) represent the core of project communication - but only achieve a relevant reach by interlinking them with channels operated by the partners (partner website, partner social media channels, etc.). The reach achieved can be increased through earned media, for example by sharing communication materials online and on social media in order to achieve a greater reach - which is already happening on LinkedIn. The use of publicly accessible platforms (YouTube, Github, etc.) also serves to increase reach. Paid media, for example the placement of paid advertisements in the media, is not envisaged in the EU-RISE project.

## 2.3. Legal frameworks; DoW

The EU-RISE project receives funding by the European Union's Horizon Europe program. All communication materials will accordingly follow the relevant guidelines of the European Commission, in particular Article 39 of [Regulation \(EU\) 2021/695](#). The EU-RISE Grant Agreement (No 101134934) contains all formal provisions for the implementation and execution of the project.

## 2.4. Internal Communication

Internal communication is the basis for an efficient and smooth implementation of the project and simultaneous maximization of the results. Regular online meetings as well as partner meetings with both, online and in-person options provide the opportunity for regular exchange beyond the work progress. The shared workspace for EU-RISE is on Google Drive, hosted by AIRBUS. All technical work packages organize themselves in a dedicated Klaxoon workspace. Also, AIRBUS takes care of an internal Email list.

All partners are requested to integrate the project communication intended for the public into their owned communication channels, e.g., websites, newsletters, etc.. They are encouraged to implement a multiplier effect and create a cluster-and-ripple impact that brings high visibility, traction, and outreach to the project. In addition, all partners are invited to proactively approach OIKOPLUS staff themselves to suggest communication services related to EU-RISE.

## 2.5. Non-disclosure, IPR and Sensitive Outcomes

EU-RISE is a two-year Research and Innovation action carried out by nine partners of which some have included sensitive background information. While the overall ambition of the project is to make data accessible and cultivate an Open Source and Open Science approach (Annex 5, GrantAgreement) for the results obtained within the project, special attention needs to be paid to the communication and dissemination of results based on information classified as “background” in accordance with Art. 16.1 of the Grant Agreement. For all knowledge and data that is not classified as ‘background’ All partners, and in particular the partner in charge of communication and dissemination is entitled to use the beneficiaries materials, documents, and information in the form of a royalty-free, non-exclusive and irrevocable licence including the use for its own purposes, distribution to the public, and editing or redrafting (see Art. 16.3 of the GA).

A specific publication procedure is foreseen for major communication and dissemination products. The procedure outlined in the Annex 5 to the Grant Agreement states that partners should be informed about communications fifteen days before publication. From the date of information, partners have 15 days to submit a reasoned objection to the publication to the project coordinator and/or initiator of a communication. Reasoned means that a beneficiary can show that its legitimate interests in relation to the results or background would be significantly harmed. If no objection is received in due time, the communication is considered approved.

## 3. Stakeholders

As is stated in the EU-RISE Grant Agreement, all Communication and dissemination focus on the respective target groups: the scientific (robotic) community, policy-makers and regulatory bodies, the space industry including LSIs and SMEs, and finally investors. This rather broad and comprehensive definition of relevant target groups became the basis for a more precise analysis

at the beginning of the project, based on the question: Who are the people that the project participants specifically envision among the stakeholders mentioned, and how can communicative messages be prepared that offer relevance and added value for these people?

In order to create a basis for this strategy, Oikoplus organized a two-part participatory workshop at the earliest possible stage of the project, inviting all partners to actively participate in identifying and defining target groups and key messages for project communication.

Communication workshop #1 was targeted at the re-definition of target groups for project communication and dissemination as well as to the development of personas within these very target groups.

Focusing on target groups and peronas, we recapitulated those already mentioned in the project proposal: **Investors, Space Industry, Scientific (Robotic Community), and Policy Makers and Regulatory Bodies**. Referring to the project proposal we presented them to the workshop participants including an outline on the potential outcomes that people linked with these target groups may be of relevance. We also pointed out that there is no such group that we believe there is no such group as the „the general public.“

After the workshop, refined personas were re-grouped in target groups. The individual personas were assigned to the 3 categories: **pioneers, enablers, and enhancers**. These three groups no longer differentiate between the groups as such, but cluster all participants in stakeholder groups from a C&D perspective.

### 3.1. Pioneers

The group of pioneers is formed by the potential end users, as well as the market actors involved in the development of space robotics. Pioneers include individual actors from the academic and private sectors with an interest in improved data collection, ministries, and agencies with established but improvable applications for space robotics, security policy actors and agencies, SMEs and start-ups interested in developing new space applications, technologies and services, NGOs, and organisations with a mandate to conduct space missions.

At the Comms workshop #1, partners identified a total of 6 people that would adhere to this group. One out of these five people was a research engineer, while the others would all seek new business opportunities. This group of people included people resident in the US and in Europe.

### 3.2. Enablers

The second group of people to be targeted by C&D activities were linked to the group of enablers. People linked to this group support the development of standards in the sector, advocate for and negotiate legal certainty for space robotics on earth and in space, foster the

adoption of new technologies on national levels and initiate national and international cooperation and exchange programs. National and international policy-makers and programmes adhere to this group of people as well as representatives of key associations (e.g. NASA, CONFERS, ROS) do.

At the Comms workshop #1, a total of 6 profiles were assigned to the group of enablers. Three aspects stood out in the grouping. First, a clear distinction must be made between national and international interests and players. In no other group was the attribution to specific states (even within the European Union) of such high importance. Second, this is a relatively coherent group of people, not only in terms of their expertise, but also in terms of their age group. This is interesting insofar as the concept of New Space is increasingly emerging, especially with space robotics - a development that is unlikely to have played any or only a subordinate role in the years of training of the profiles mentioned. Third, there was no other group in which a similar number of people were named by their real names by the participants. Even if anonymised for further work with the personas, it is advisable to contact the relevant people as directly as possible for the further course of communication.

### 3.3. Enhancers

Finally, enhancers are valuable for the broader communication and dissemination of the results of the project. Here, the aim is to raise awareness among research institutions and relevant networks about the project-related challenges and how to overcome them. Therefore, the presentation of the project at scientific and technological conferences is of particular importance, as are publications in specialist journals. Enhancers entail also other researchers involved in innovation projects, partly funded in the context of Horizon Europe or other research and innovation funding.

At the Comms workshop #1, a total of 5 profiles were assigned to the group of enhancers. It is interesting to note that none of the profiles had already been mentioned in the context of the submission. Neither the journalist in Tech and Space nor the numerous students who, as discussed during the workshop, would also benefit from the applications developed in the project had been mentioned beforehand. Another group that had not been mentioned before are engineers who are either not professionally interested in the topic but are passionate about it or are interested in it professionally or without any particular passion. While the first two profiles mentioned are of interest for communication on the one hand and exploitation on the other, the fourth and fifth profiles mentioned allow for less concrete starting points. Compared to the other groups, the group of enhancers is perceived to be decidedly younger and, at least in terms of gender, more diverse.

### 3.4. Target groups and key messages

Communication workshop #2 was aimed for the development of key messages for a selection of personas linked with target groups. Therefore, the key messages were developed with regards to the stakeholder categories to which the single persona profiles had been attributed to.

The representation of all key messages drafted at the workshop was followed by a brief analysis on blind spots, representation and overrepresentation. The discussion did provide a reasonable source for the development of the final Key Messages to be applied in the context of EU-RISE communication and dissemination.

The preliminary key messages resulting from the workshops and discussion of results were the following.

Targeting at the audience characterized as **Enablers**:

- EU-RISE develops robotic building blocks operating with standardized OS software frameworks that make autonomous robotic in-space manufacturing a reality.
- EU-RISE revolutionizes the European Space Robotic landscape by developing robotic building blocks based on open source software solutions.
- EU-RISE develops OS solutions that empower European companies to provide high-quality robotics in the space industry.
- EU-RISE pushes the boundaries of robotics by advancing state-of-the-art building blocks needed for in-space manufacturing.
- EU-RISE develops robotic building blocks operating with standardized interfaces designed for seamless collaboration in international partnerships.

Targeting at the audience characterized as **Pioneers**:

- EU-RISE provides SMEs and scientists with the chance to explore the potential of space for their products and services.
- By using standardised interfaces and open-source software, EU-RISE enables small companies to enter the space industry and develop innovative services.
- EU-RISE streamlines the development process for space-based services by using modular building blocks, resulting in reduced time and costs.
- EU-RISE offers an advanced operating system and software framework tailored for orbital robotics, allowing users to tackle technical obstacles in the distinctive space environment.

Targeting at the audience characterized as **Enhancers**:

- EU-RISE revolutionises space, providing solutions for in-space assembly, in-orbit servicing and station robotics.
- EU-RISE provides easy-to-use software that enables young engineers to work seamlessly with flight software, making it accessible to all.
- EU-RISE is at the forefront of the integration of hardware and software building blocks for in-space robotic manufacturing, demonstrating advanced capabilities.

- EU-RISE's open source space technologies offer great opportunities for those focusing on relevant industry developments, standards and interfaces.
- EU-RISE is leading the way towards a more sustainable approach to space missions, with positive environmental and economic impacts.

Based on the target group and key message definitions developed jointly in the two workshops in a lively and animated discussion process, condensed key messages were developed in the form of mission statements, which serve as a content guideline for the development of all communication materials and also for the selection of the channels used for this purpose.

**Table 3.1:** EU-RISE Key Messages.

| Enablers   | Pioneers  | Enhancers  |
|--|---|--|
| <p><b>EU-RISE: Building a Future of Autonomous In-Space Manufacturing</b></p> <p>EU-RISE delivers a revolutionary suite of open-source, standardized robotic building blocks for efficient and collaborative in-space manufacturing. This empowers European companies to become leaders in the future of space robotics.</p> | <p><b>EU-RISE: Democratizing Space - Open Your Door to Innovation</b></p> <p>EU-RISE empowers SMEs and researchers with affordable, modular robotic building blocks and open-source software, drastically reducing development timelines and costs. This unlocks entirely new possibilities for space exploration and innovation.</p> | <p><b>EU-RISE: Building a Sustainable Future in Space</b></p> <p>EU-RISE revolutionizes space exploration with its open-source, modular robotic toolkit. This empowers a new generation of engineers with accessible software and industry-leading hardware, enabling cost-effective in-space assembly, servicing, and sustainable space missions.</p> |

## 4. Project Identity

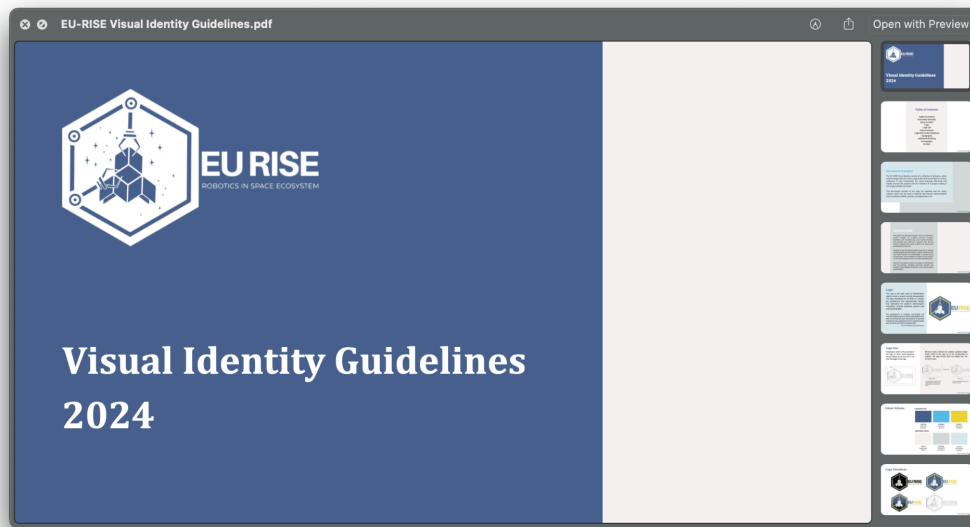
A coherent graphic identity is essential to brand the project and increase the effectiveness of communication with external stakeholders. The project brand encompasses the theme of the project and the overall culture that the consortium communicates, namely the single-minded work on cutting-edge technology to enable opportunities for the world and the European market in the context of ISAM. An effective identity allows the target audience to easily identify and recognise the EU-RISE project, its activities and outputs.



## 4.1. Project visual identity

The visual identity guideline, prepared in month 2 of the project, is a useful hands-on tool that helps maintain the uniform appearance of the project in every communicative and outreach effort taken by the project partners, ensuring cohesion and recognition of the project.

It supports the clear messaging of the project, portraying the professionalism and seriousness of the EU-RISE partnership. And also: The visual identity guideline helps prevent the partnership from wasting time resources on recreating branding elements from scratch. Everyone involved has a clear reference point that ensures a high-quality presentation across all platforms.



**Figure 4.1:** Visibility Identity Guidelines Screenshot.

In a multinational and multicultural setting, where different industry and knowledge backgrounds merge on project level, a visual identity guideline becomes even more important as it bridges cultural differences and fosters a sense of unity among diverse participants.

### 4.1.1. Project Logo

After a series of drafts and proposals for the logo design, which were coordinated and intensively discussed between OIKOPLUS and the WP1 Leader ADS, the choice fell on a logo that deliberately takes up the characteristics of a typical mission badge from space industries, but is ultimately less a mission badge than a logo due to its strong abstraction and simplification. The logo thus picks up on both the traditional visual language of space industries and the minimalism of contemporary logo design.

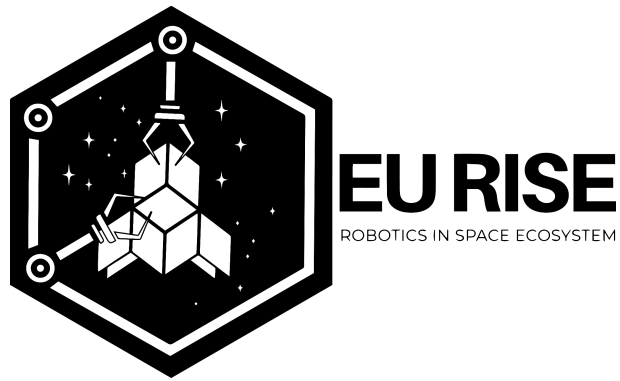


Figure 4.2: EU-RISE Logo black&white.

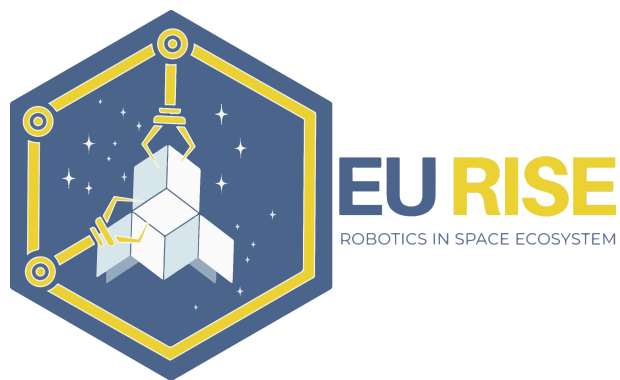


Figure 4.3: EU-RISE Logo colored.

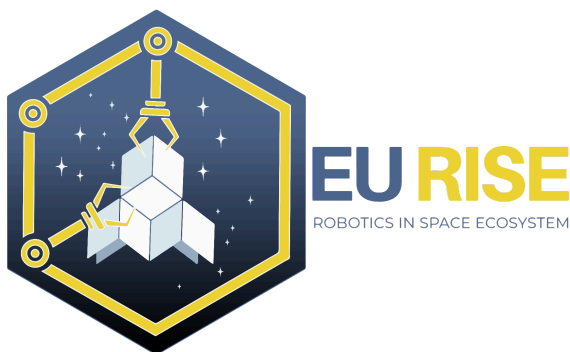
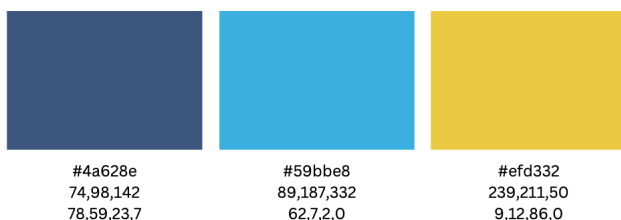


Figure 4.4: EU-RISE Logo colored with gradient.

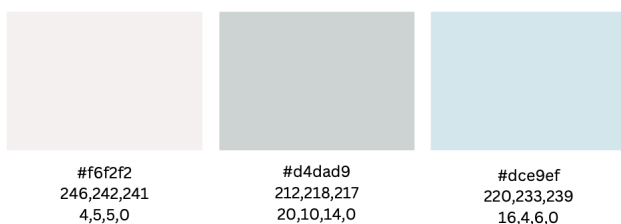
### 4.1.2. Color Scheme

To create a uniform appearance with recognition value for all publications and visibility tools in connection with EU-RISE, an eye-catching color scheme was developed. Emphasis was placed on independence, as the color scheme stands out from the visual identities of the participating project partners, but also from other projects in the space sector. The space sector is dominated by the colors black, blue and metallic tones. A color palette was deliberately chosen for EU-RISE that stands out in this environment and provides a certain conspicuousness and includes prominent accent colors.

#### Leading Colours



#### Secondary Colours



**Figure 4.5:** EU-RISE Color Scheme.

### 4.2. EU logo

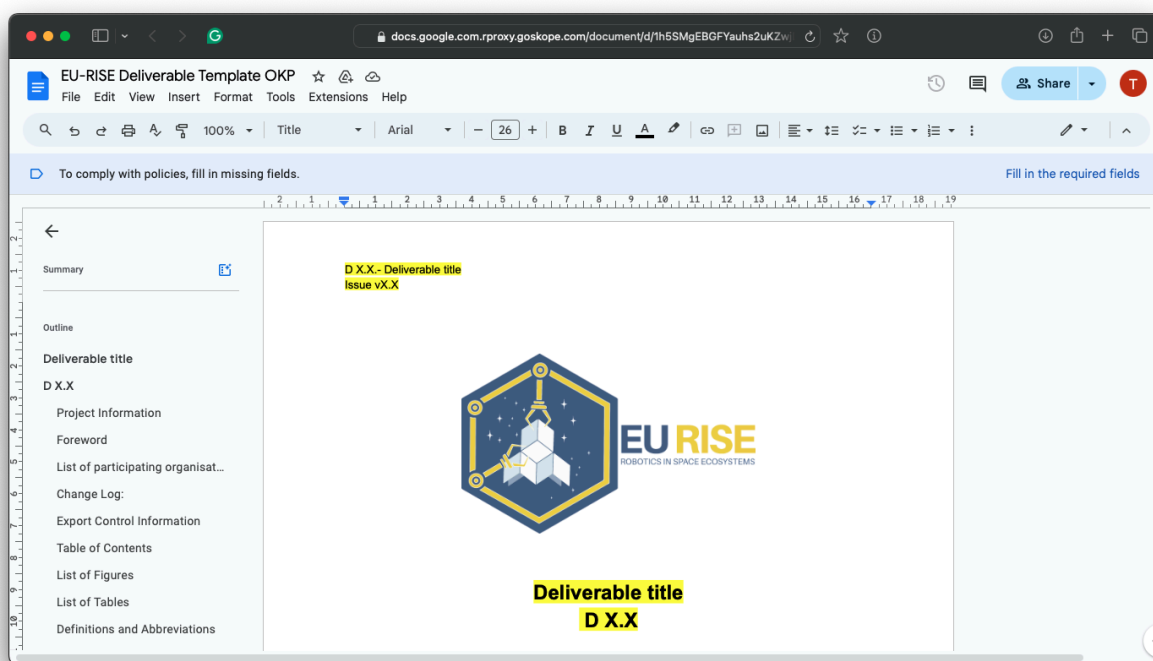
Following the Visibility Guidelines of the EU Horizon Europe program ([https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility\\_en](https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en)), the project's EU funding will always be shown transparently in conjunction with the logo provided for this purpose.



**Figure 4.6:** EU fund mention logo.

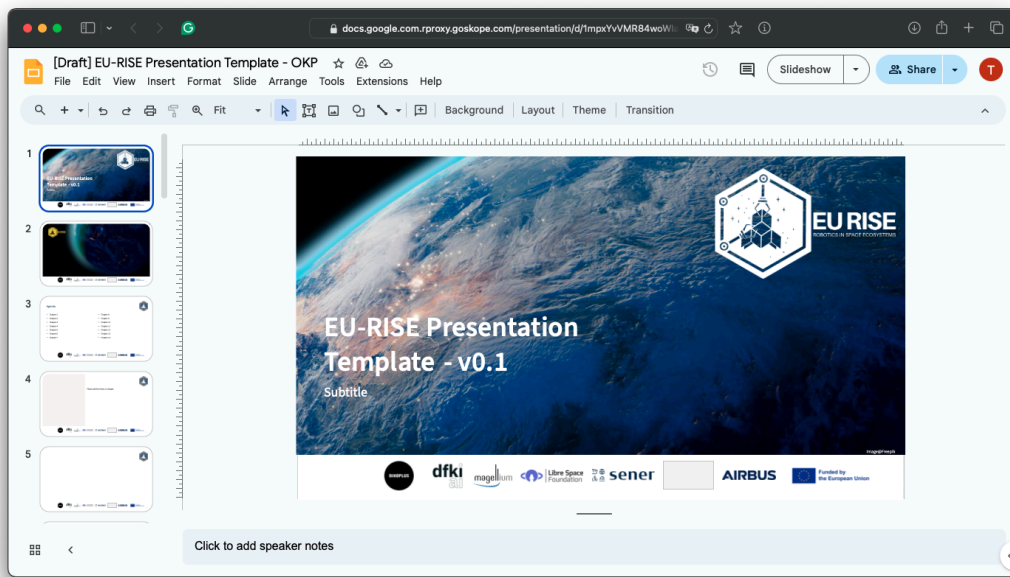
### 4.3. Templates

To facilitate the internal working communication of the EU-RISE consortium, the project coordinator ADS provides the members of the consortium with access to a shared Google Workspace. In this 'project cloud', documents can be edited together and files and data can be managed.



**Figure 4.7:** Document Template Screenshot.

To ensure a uniform appearance of the project documents produced, document and presentation templates (Google Docs, Google Slides) were prepared by OIKOPLUS and made available in the EU-RISE Google Workspace. The templates enable all participants in the consortium to produce documents and presentations with a uniform visual and structural appearance, with a very high level of user-friendliness and intuitive usability.



**Figure 4.8:** Presentation Template Screenshot.

## 5. Communication and Dissemination Plan

The following section of the deliverable report provides an overview of the communication and dissemination measures planned during the course of the project.

## EU-RISE Communications Timeline

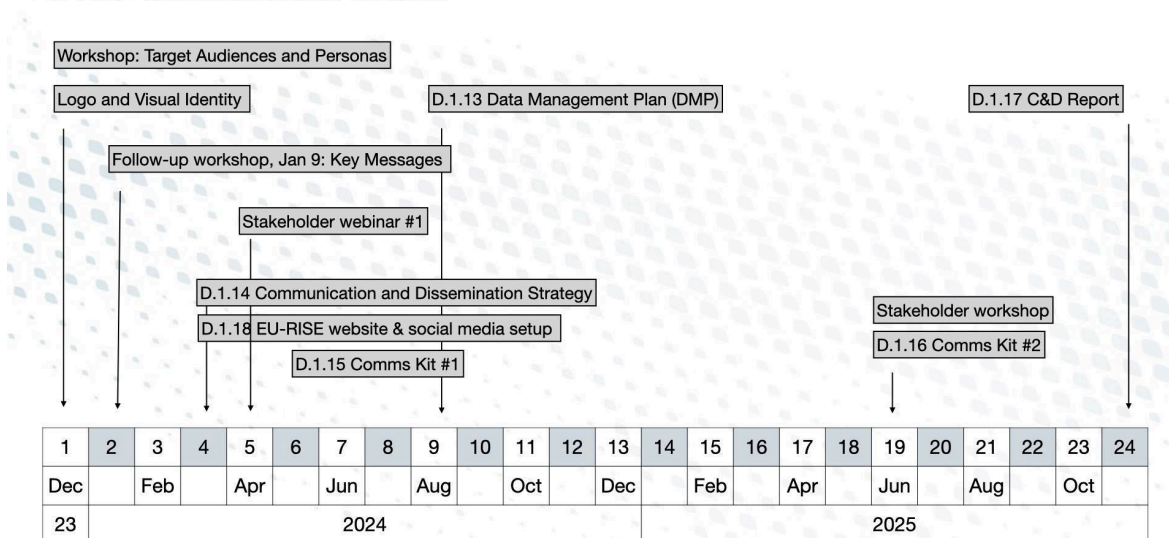


Figure 5.1: EU-RISE Communications Timeline.

## 5.1. EU-RISE website



Figure 5.2: EU-RISE Website screenshot.

A detailed description of the EU-RISE website can be found in Deliverable Report D1.18, submitted in month 3 of the project.

## 5.2. Social Media/LinkedIn

A detailed description of the EU-RISE social media channels and activities can be found in Deliverable Report D1.18, submitted in month 3 of the project.

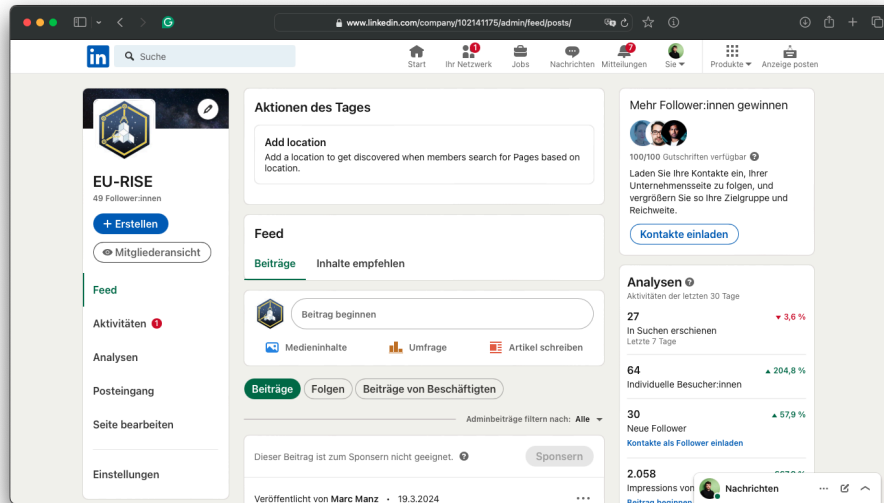


Figure 5.3: EU-RISE LinkedIn page screenshot.

## 5.3. Stakeholder Webinars and Workshop

EU-RISE will facilitate two public stakeholder webinars, and an on-site workshop at the implementation review meeting Bremen.

### 5.3.1. Stakeholder Webinars

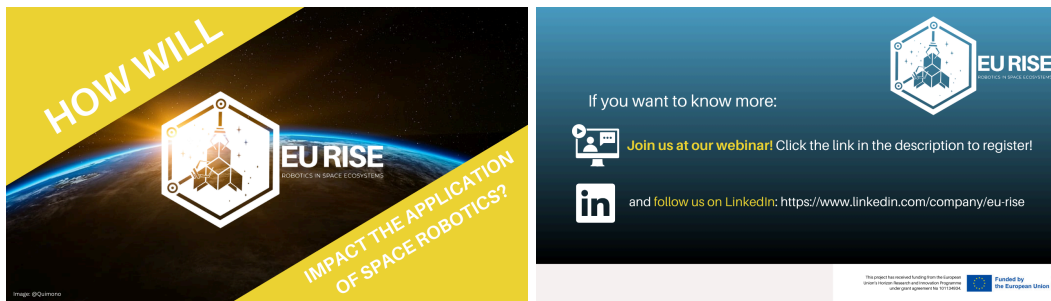
The first stakeholder webinar, which is intended to address all of the target groups described above, will take place on April 9, 2024, i.e. in month 5 of the project. Initially, the plan outlined in the project proposal was to hold one webinar in each of months 3 and 6. However, it turned out that a webinar in month 3 - in a project phase in which key communication decisions, such as those for the logo and the website, had not yet been finalized - would simply have been too early in terms of the project's presentability to external stakeholders and target groups.

The stakeholder webinar #1 in month 5 should fulfill the following communicative purposes:

- Introduction to the relevant EU strategies for future space ecosystems
- Overview of the EU-RISE objectives and work program
- Insight into the specific ISAM technologies that play a role in EU-RISE
- Exchange and networking with interested external stakeholders, experts and the interested public

The webinar, which is already being advertised on the EU-RISE website and on LinkedIn, and for which interested parties can register free of charge via the Eventbrite event platform, will be streamed live via YouTube and implemented by Oikoplus, with the participation of EU-RISE partners as speakers. The content of the webinar is planned as follows:

- 16:00 Introduction (OKP)
- 16:10 Europe's Vision for future space ecosystems
- 16:35 The EU-RISE project at a glance
- 16:55 Focus: In-space servicing, assembly, and maintenance robotics
- 17:10 Q&A Session



**Figure 5.4:** Stakeholder webinar online advert.

In a subsequent stakeholder webinar #2, facilitated at a later stage of the project, relevant aspects of the EU-RISE work program will be discussed in greater depth. It will then be possible to address and invite a more specific target group. For example, a webinar structure that introduces the aspects of Future Space Robotic Services, Future Space Logistics, Future Space Receiving Services and Open Source in Future Space Ecosystems is conceivable.

### 5.3.2. Stakeholder Workshop

The communication and dissemination plan also provides for a stakeholder workshop to be held as part of the Implementation Review Meeting in Bremen (month 19). This workshop will include two roundtable discussions on strategic developments in the field of robotic devices in space ecosystems.

## 5.4. Communication Kits

Two communication kits are planned over the course of the project - one in month 6 (D1.15, May 2024) and one in month 20 (D1.16, July 2025). They are intended to enable the partners involved in the project to actively communicate about the project themselves through visibility tools and communication materials, and to use their own existing channels for this purpose.



#### 5.4.1. Communication Kit #1(D1.15)

The first communication kit (May 2024) will include the following communication materials:

- Social Media Shareables for Project Channels and Partner Channels
- Edited Stakeholder Workshop Recording (Videos)
- EU RISE Mission Badge Stickers and Steam On Patch,
- EU-RISE Flyer
- EU-RISE Poster
- Press folder (PR, Interview, Visuals)

#### 5.4.2. Communication Kit #2 (D1.16)

The second communication (July 2025) kit will include the following communication materials:

- Short explainer video
- Social Media Shareables for Project Channels and Partner Channels
- Press folder (PR, Interview, Visuals)

### 6. Conferences, Congresses, and Journal Articles

The diversity of the EU-RISE consortium allows the use of combined forces to disseminate the project's objectives and results across different networks. In order to properly address highly specialised audiences and enable in-depth transfer of knowledge, EU-RISE relies on the commitment and active participation of its partners in conferences and congresses, as well as the publication of scientific articles in peer-reviewed journals. These activities will help to reach key audiences in all market segments covered by ISAM. A non-exhaustive list of Academic Congresses and Conferences, Academic Publications and Journals and Professional Exhibitions and Conferences for the dissemination of results is given in the lists below.

#### 6.1. Academic Congresses and Conferences

- ESA Symposium on Advanced Space Technologies in Robotics and Automation (ASTRA)
- IEEE Aerospace Conference
- International Astronautical Congress (IAC)
- International Conference on Autonomous Agents and Multiagent Systems (AAMAS)
- International Conference on Space Operations (SpaceOps)
- Robotics and Automation in Space (i-SAIRAS)

#### 6.2. Academic Publications and Journals

- Acta Astronautica
- AI Communications
- Computers & Operations Research
- European Journal on Operation Research (EJOR)
- International Journal on Planning and Scheduling (IJPS)
- Frontiers in AI and Robotics

- Operations Research

### 6.3. Professional Exhibitions and Conferences

- European Aviation Congress
- EU Space Week
- Industry Space Days
- Space Tech Expo
- SpaceTech and Digitalisation
- Space2Business
- International Space Convention

## 7. Monitoring and KPIs

To bolster communication and dissemination efforts on partners', OKP will take care of circulating a shared C&D tracking form to all beneficiaries every six months. Within that form, partners report their respective activity/event, details of that very activity, as well as respective stakeholders engaged.

To track the project's progress and impacts throughout its duration, OKP has created a KPI dashboard breaking down specific KPIs for all of the communication and dissemination means. The achievement of respective target goals sets the basis for evaluation in D.1.17 'Dissemination and Communication Report'.

**Table 7.1:** EU-RISE Communication & Dissemination KPIs.

| C&D Measure  | Month | KPI   | Status                    |
|--|-------|---|---------------------------|
| Communications Workshop #1 (Target Groups, Personas) | 1     | 15 personas developed                         | Complete; target achieved |
| Communications Workshop #2 (Key Messages)            | 3     | 15 key claims developed                       | Complete; target achieved |
| Visual Identity                                      | 3     | 1 logo developed: project claims              | Complete; target achieved |
| Stakeholder webinar #1                               | 5     | 15 participants                               | In preparation            |
| Stakeholder webinar #2                               | 19    | 15 participants                               | In preparation            |
| EU-RISE website (eu-rise.space)                      | 3     | 3500 visitors                                 | Ongoing                   |
| EU-RISE LinkedIn Channel                             | 3     | Regular postings, growing number of followers | Ongoing                   |

|   |      |  |                |
|---|------|--|----------------|
| Communication Kit #1 (D1.15)                                  | 6    | 1 leaflet, 1 poster, 1 banner, 1 presentation template, 1 project description/fact sheet               | In preparation |
| Communication Kit #2 (D1.16)                                  | 19   | 1 explainer video, press folder, social media shareables   | /              |
| Scientific conferences  | 7-24 | 4 papers accepted  | Ongoing        |
| Scientific papers   | 7-24 | 1-2 manuscripts submitted to Scientific journals   | /              |
| Datasets/ Algorithms shared on public repositories            | 7-24 | 1 combined dataset per technical WP (incl. meta description) to be published on an open repository     | /              |
| Professional Exhibitions and Conferences                      | 7-24 | Participation at 2 International Exhibitions and Fairs   | /              |
| Stakeholder Workshop at the Implementation Review in Bremen   | 19   | 2 roundtable discussions on strategic developments in the field of robotic devices in space ecosystems | /              |
| Final presentation and press conference (incl. press release) | 24   | 1 Final presentation of project results at the meeting in Bremen.                                      | /              |