



Communication Pack #1

D 1.15

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Foreword

This comprehensive Communication Pack has been meticulously curated to facilitate the dissemination of project-related information through a variety of channels. The included resources, ranging from social media assets to press materials, are designed to empower EU-RISE project members to effectively engage with target audiences, highlight accomplishments, and cultivate heightened awareness of the project's significance.

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 AEROESPACIAL SOCIEDAD ANONIMA	ES
7	The Exploration Company GmbH	DE
8	OIKOPLUS GMBH	AT
9	LIBRE SPACE FOUNDATION	EL

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v0.1	21.08.2024	Creation of draft template
v0.2	23.08.2024	Final check and minor changes before submission to coordinator
v1.0	17.02.2025	Includes remarks from EC reviewers

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Definitions and Abbreviations

Abbreviation	Meaning
D	Deliverable
V	Version
WP	Work Package

1. Introduction

Two communication kits are planned over the course of the project - one in month 9 (D1.15, August 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.

The contents of communication pack #1 was outlined under section 5.4.1 in D.1.14 'Communication and Dissemination Strategy.' All work described in this Deliverable has been carried out in WP1.

By effectively utilizing these communication tools, the project consortium can enhance its visibility, engage with stakeholders, and communicate its achievements to a wider audience.

2. Content of the Communication Pack #1

2.1 Social Media Shareables for Project Channels and Partner Channels

Resource: <https://oikoplus.faircloud.eu/s/A83PqPTcjFSymgG>

These are pre-designed, ready-to-use graphics and text snippets tailored for various social media platforms by the project beneficiaries on their individual channels (e.g., Twitter, LinkedIn, Instagram, Facebook) as well as on the EU-RISE channels. They include images, short videos, quotes, and key messages about the project. These shareables can be used to:

- Increase project visibility and reach
- Engage with target audiences
- Generate interest and discussions
- Drive traffic to the project website or other relevant platforms

2.2 Edited Stakeholder Workshop Recording (Video)

Resource: <https://www.youtube.com/watch?v=o44xF7Jz5yg&t=27s>

A professionally edited video capturing the key moments and insights from the stakeholder workshop. This video can be used to:

- Share project progress and achievements
- Showcase stakeholder involvement and support
- Generate interest in the project's goals and outcomes

- Provide valuable content for the project website and social media

2.3 EU RISE Mission Badge Stickers and Sew-On Patch

Resource: <https://oikoplus.faircloud.eu/index.php/f/823494>

The design of the mission badge, which picks up on the EU-RISE logo, deliberately takes up the classic look of mission badges from the aerospace industry. These physical items that can be used to:

- Enhance project branding and identity
- Create a sense of community and belonging among project partners and stakeholders
- Serve as promotional items at events and conferences
- Reward project participants or partners

2.4 EU-RISE Flyer

Resource: <https://oikoplus.faircloud.eu/s/gtcFmoiT8jZDQHf>

A concise, visually appealing document providing an overview of the project, its objectives, and key outcomes. It can be used to:

- Distribute at events and conferences
- Share with potential partners and stakeholders
- Provide a quick and easy-to-understand project summary

2.5 EU-RISE Poster

Resource: <https://oikoplus.faircloud.eu/s/mCpFLRQMeC8YAPe>

A larger format visual representation of the project, highlighting key information and showcasing project results. It can be used to:

- Display at exhibitions, conferences, and project events
- Distribute to potential partners and stakeholders
- Create a strong visual impact and project awareness

2.6 Press folder (PR, Interview, Visuals)

Resource: <https://oikoplus.faircloud.eu/s/tbZLJZD783Kp72Y>

It contains a collection of materials designed for media outreach, including:

- Press releases: Announcing project milestones, achievements, and news
- Interview materials: Key messages, talking points, and background information for interviews
- High-resolution images and videos: Visual assets for media use
- Project factsheets: Concise summaries of project information

In order to send the content materials in printed form in a representative manner and in combination with the poster and stickers, different and - depending on the recipient - customised print contents can be enclosed in a designated folder.

The press folder can be used to:

- Generate media coverage and increase project visibility
- Build relationships with journalists and media outlets
- Manage media inquiries effectively
- Control the project's messaging

3. Conclusion

The communication materials provided in this Communications Pack are intended to help the members of the EU-RISE project consortium to communicate about the project on their respective channels in the most appealing and informative way possible. The use of the materials on the project's LinkedIn channel so far has fortunately shown that the materials have met with public approval.