Communication Pack #2
D 1.16

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Project Information

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[1] The document is available to the public.

Foreword

This second comprehensive Communication Pack has been curated to facilitate the communication and dissemination of project-related information through a variety of owned and earned project 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

Change Log:

Version	Date	Description
v1.0	31.07.2025	Final check and minor changes before submission to the coordinator
V2.0	04.08.2025	Update of the export control information and figure captions

Export Control Information

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This document contains Technical Information**:**
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Section 2

I confirm the document does not contain Technical Information and is **"Not-Technical"**.
Name: Marko Jankovic
Date: 04.08.2025

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3c. Technical Rater Information

This document has been assessed by the following Technical Rater:
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Table of Contents

Definitions and Abbreviations

Abbreviation	Meaning
D	Deliverable
V	Version
WP	Work Package

1. Introduction

Two communication kits were planned over the course of the project - one in month 9 (D1.15, August 2024) and one in month 20 (D1.16, July 2025). As outlined in the Communication and Dissemination Strategy of the project (D1.14) they were intended to enable the partners involved in the project to actively communicate about the project in their owned channels through visibility tools and communication materials.

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

With the aim of providing a clear overview of the contents of both communication packs, the contents of the first pack, which have already been documented in D1.15 (Comms Pack #1), are listed here first, followed by the contents of the second comms package.

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. Content of the Communication Pack #2

3.1 A short explainer video

Resource: https://www.youtube.com/watch?v=XSgy5FF4F3c

The video explains the mission of the EU-RISE project in the brevity of an online video (2:22) and shows the connection between the different tasks undertaken in the consortium and how they interlock.

3.2 Social media shareables

Resource: https://oikoplus.faircloud.eu/s/HFk2jqd3GTKEc8y

When creating the social media shareables, the decision was made in favour of moving image formats that combine interview sequences and supplementary material (visualisations and renderings of the developed technologies). The idea was to give the technology project human faces by including video interviews and to put the (young) developers involved in the foreground in order to draw attention to their work and the project on social media. Based on a video shoot in Munich in February 2025, 15 short videos were created that explain the project from different perspectives within the consortium.

In addition, a video was created that goes into more detail about the **E-2-E demonstration**, which is being developed as a central project result. A short video was also created for use on

ADS channels, as well as a video that was shown on event screens at the **SpaceTech Expo 2024** in Bremen. Another video focuses on **the project's open source approach**.
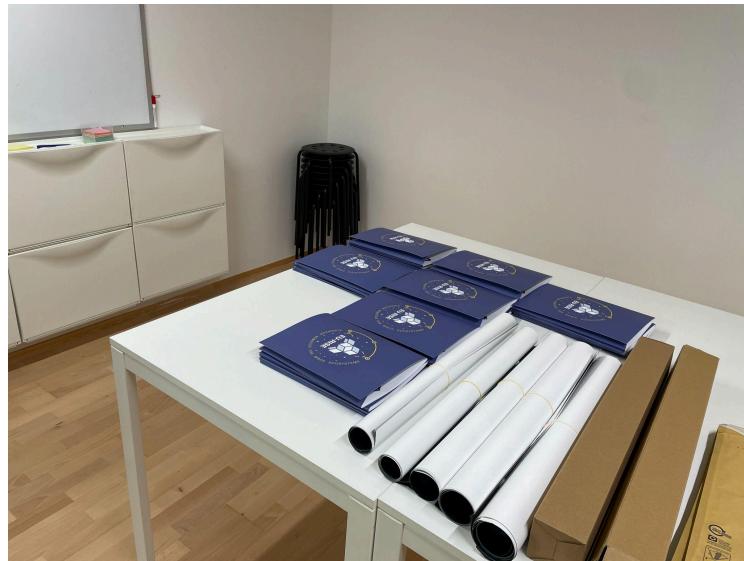
3.3 Press folder

The revised version of the EU-RISE press folder 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

Figures 1 and Figure 2 show the Press Folders as they were prepared for shipment to the consortium members.

Figure 1: Content of a press folder.

Figure 2: Press folders and posters ready for shipment to consortium members.

4. Conclusion

The communication materials provided in this Communications Packages 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.

The short videos in particular, which centre on the members of the EU-RISE development team, achieve a high reach and are widely shared and distributed by the members of the consortium.