

Communication & Dissemination plan including the Book of Style

Deliverable D8.1



**Embedded Life-Cycle Management
for Smart Multimaterials Structures:
Application to Engine Components**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854.

Deliverable D8.1

Title: Communication & Dissemination plan including the Book of Style

Due date (as planned in DoA): Month 6 – 30th, September 2021

Actual submission date: 30/09/2021

Work package: WP8 – WP Communication, Dissemination & Exploitation

Lead partner: FEUGA

Author List: Ángela Muñiz (FEUGA), Carmen Cotelo (FEUGA), Lucía Novoa (FEUGA)

Reviewed by Leader and/or Co-leader of Work Package: Nazih Mechbal (ENSAM), Asmaa Messaoudi (ENSAM)

Type: Report

Version: 1.0

Dissemination Level		
<input checked="" type="checkbox"/>	PU	Public
<input type="checkbox"/>	CO	Confidential, only for members of the consortium (including the Commission Services)

Disclaimer: *The contents of this deliverable are the sole responsibility of one or more Parties of the MORPHO consortium and can under no circumstances be regarded as reflecting the position of the Research Executive Agency and European Commission under the European Union's Horizon 2020 programme.*

Copyright and Reprint Permissions

“You may freely reproduce all or part of this paper for non-commercial purposes, provided that the following conditions are fulfilled: (i) to cite the authors, as the copyright owners (ii) to cite the MORPHO Project and mention that the EC co-finances it, by means of including this statement “Embedded Life-Cycle Management for Smart Multimaterials Structures: Application to Engine Components’ — MORPHO Project no. H2020-101006854 co financed by EC H2020 programme” and (iii) not to alter the information.”

ABSTRACT

The objective of the deliverable is to outline the strategy for communication and dissemination activities carried out during the project, describing MORPHO Communication and Dissemination Plan, including targets, strategies, and impact indicators. The aim of the document is to define what kind of message, what target audiences and tools need to be used to increase the visibility of project outcomes and what strategies need to be followed by the consortium partners to disseminate project results and increase its sustainability over time.

This deliverable has been designed in accordance with the general purpose of the project, which is to define, design and validate an innovative, robust, and environmentally friendly industrial process to manufacture, monitor during service, and recycle the new generation of intelligent, multifunctional, multi-material structures such as engine fan blades.

CONTENT

CONTENT	4
1. Introduction	6
1.1. The MORPHO project	7
1.2. Management of communication and dissemination activities	7
1.3. Language	8
1.4. Internal communication	8
2. Project visual identity	9
3. Communication and dissemination objectives	10
3.1. Target audiences (whom to disseminate to)	11
3.2. Key messages	13
4. Communication and Dissemination tools	14
4.1. Website	14
4.2. Newsletter	15
4.3. Media communication and press releases	15
4.4. Communication campaigns	16
4.5. Social Media	16
4.5.1. Twitter	19
4.5.2. LinkedIn	19
4.5.3. ResearchGate	20
4.6. Videos	20
4.7. Offline dissemination tools	20
4.8. Participation in events and papers publication	21
5. Reporting and evaluation	22
Annex 1. MORPHO Book of Style	27

Figure Index

Figure 1: MORPHO's collaborative platform	8
Figure 2: Templates available on the shared intranet.....	9
Figure 3: MORPHO's logo	9
Figure 4: Correct use of the logo and the EU emblem	10
Figure 5: Dissemination and Communication Strategy	12
Figure 6: MORPHO's landing page.....	14
Figure 7: MORPHO's Twitter profile	17
Figure 8: MORPHO's LinkedIn profile	17
Figure 9: MORPHO's YouTube account	18
Figure 10: MORPHO's ResearchGate profile	18

Table Index

Table 1: Communication and dissemination tasks and subtasks	6
Table 2: Key Performance Indicators.....	23
Table 3: Channel and target audiences	24
Table 4: Estimated number of persons to be reached by MORPHO per category Stakeholders.....	26

1. Introduction

The aim of the deliverable D8.1 “Communication & Dissemination plan including the Book of Style” is to consolidate the overall strategy of the MORPHO project: to define the goals of communication and dissemination activities, to identify the most efficient means to achieve them, and create an implementation plan. To this end, the D8.1 plan sets out the objectives, tools, materials, and channels to be used in order to effectively spread the activities carried out within the MORPHO project, as well as the different achievements to targeted audiences.

In order to have a better understanding of the Communication and Dissemination strategy developed in this document, there is a need to reinforce the difference between communication and dissemination. According to the source “EC Research & Innovation Participant Portal (Glossary/Reference Terms)”:

- **Communication** is a strategically planned process that starts at the outset of the project and continues throughout its entire lifetime, aimed at promoting the project and its results. The objective is to reach out to society and show the impact and benefits of the project.
- **Dissemination:** the public disclosure of the results by any appropriate means (other than resulting from protecting and/or exploiting the results), including by scientific publications, in any medium. The objective is to transfer knowledge & results.

The communication and dissemination activities to be conducted within this project are described in the WP8, and all the tasks and subtasks are listed in the table below.

Table 1: Communication and dissemination tasks and subtasks

TASK	MONTHS
Task 8.1 – Communication & Dissemination planning and set-up	1 - 42
Subtask 8.1.1. Communication and Dissemination plan	1 - 42
Subtask 8.1.2. MORPHO webpage construction and maintenance	1 - 42
Task 8.2 – Communication & Dissemination activities and material	1 - 42
Subtask 8.2.1 Overall communication activities	1 - 42
Subtask 8.2.2. Dissemination activities during the project	1 - 42
Subtask 8.2.3. MORPHO dissemination events	1 - 42
Task 8.3 – Advisory Board Management and Networking with EU, stakeholders and policymakers	6-42

1.1. The MORPHO project

MORPHO is an industrial research project whose ambition is to accompany the development of smart aeronautical parts, namely engine fan blades, to endow them with cognitive capabilities, and to optimise their manufacturing and their life cycle management.

MORPHO "*Manufacturing, Overhaul, Repair for Prognosis Health Overreach*" aims to design, develop, test, and validate an innovative, robust, and environmentally friendly industrial process to manufacture, monitor, and recycle a new generation of intelligent, multifunctional, multi-material parts such as engine fan blades. This process will rely on embedded sensors, data-driven hybrid twins, and machine learning algorithms to track the entire life cycle of the targeted aeronautical parts in real-time. The final goal of MORPHO is to contribute to developing standards that will enable a reliable, sustainable, agile, and cost-competitive industrialization of smart structures for aeronautics.

1.2. Management of communication and dissemination activities

Diligent management of the communication and dissemination (C&D) activities is a key element to ensure all partners working in cooperation and aligned on achieving the goals and objectives of the C&D strategy.

FEUGA, who is in charge of the communication activities, will take a lead role in preparation, production, organization, and coordination of communication tools and activities that relate to the project in general. However, C&D activities will be supported by the whole consortium as each partner is going to play a key role in implementing the strategy. Each partner is to be considered an ambassador for disseminating and communicating, as these activities are essential and pervasive throughout the project's life and integrate within all its work packages. In this way, in compliance with intellectual property rules, all partners have to report on the activities they are performing to update the website and social media channels, and to contribute to the local distribution of press releases or events organization, among others. Their contribution is expected as:

- Explanatory texts – regarding the activities they are implementing and the achieved results.
- Pictures - especially of the work conducted during the demo cases or events attendance.
- Interaction and engagement with the social networks of the project.

Contractual Obligations of the Partners

The contractual obligations of the partners in regards to communication and dissemination activities are outlined in different Horizon 2020 documents; such as the Rules of Participation, the proposal template for Research & Innovation Actions (RIA) or the respective Model Grant Agreement. The most relevant, also included in MORPHO Grant Agreement, are the following:

- Promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (Article 38 of the Model Grant Agreement).
- Disseminate results — as soon as possible — through appropriate means, including in scientific publications (Article 29 of the Model Grant Agreement).
- Ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results (Article 29 of the Model Grant Agreement).

- Take measures aiming to ensure ‘exploitation’ of the results — up to four years after the end of the project – by using them in further research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardisation activities (Article 28 of the Model Grant Agreement).
- Acknowledge EU funding in all communication, dissemination, and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure, and major results financed by the action by using the wording and criteria specified in the Grant Agreement (Articles 27, 28, 29, 38).

1.3. Language

The official language of the project is English and therefore internal and external communication will be in this language. However, to reach more audiences, press releases can be translated into the official languages of the consortium members.

1.4. Internal communication

Internal communication, as a set of actions aimed at facilitating the transmission of strategic messages within MORPHO project, is vital to ensure the consistency of key messages and their direct relationship with the external communication.

Mailing lists have been created by FEUGA to facilitate communication within the consortium. The project counts as well on an internal management platform, restricted to the consortium members. The repository and collaborative platform is a secured web access site where all MORPHO partners can share information, upload, and download documents in order to carry out the project or to achieve a common goal. It aims at reinforcing communication between partners. Through there, all partners have access to contractual documents, project contacts, reports, submitted deliverables, and all information on project meetings (agenda, PPT presentations, minutes, etc.).

The collaborative platform includes a specific section for monitoring partners' dissemination activity during the whole project, in particular regarding events participation and publications.

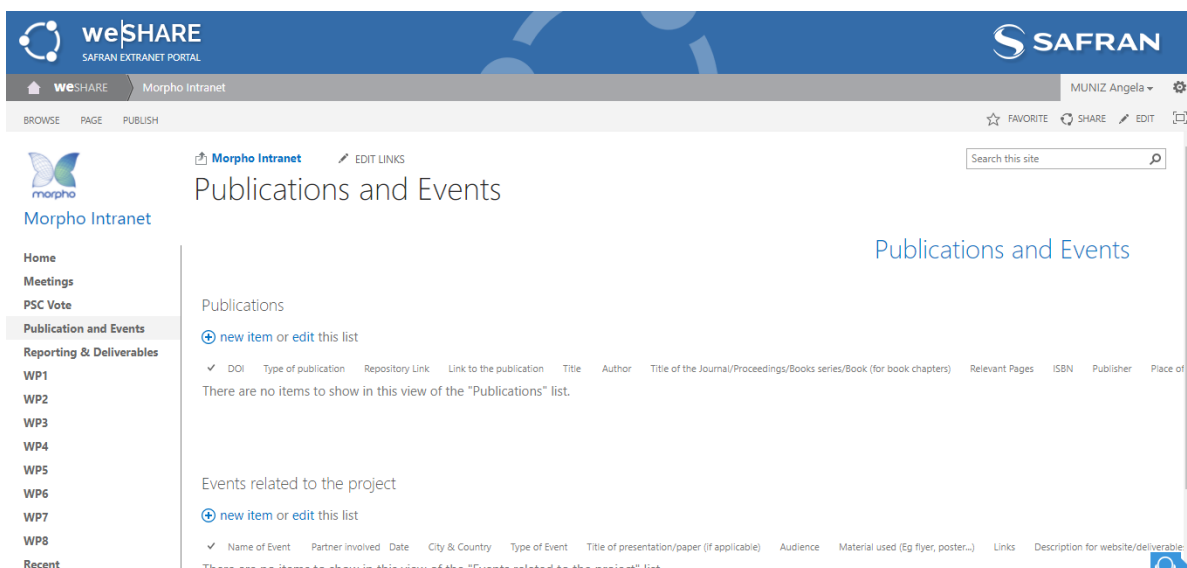


Figure 1: MORPHO's collaborative platform

Working internal templates

Another important asset in terms of communication activity within the project is to have homogeneous formats related to project deliverables, documents, presentations, or any other item eventually produced. For this purpose, FEUGA has produced different templates available for MORPHO partners for main formats: .doc and .docx (for documents and deliverables), .ppt (for MORPHO presentations). These materials are also available on the shared intranet.

Project toolbox

[+ new document](#) or drag files here







✓	📄	Name	...	Modified	Modified By
		MORPHO_Agenda_Template	...	April 14	<input type="checkbox"/> MESSAOUDI Asmaa
		MORPHO_Deliverable_template	...	April 14	<input type="checkbox"/> MESSAOUDI Asmaa
		MORPHO_Minutes_template	...	April 14	<input type="checkbox"/> MESSAOUDI Asmaa
		Morpho_Monthly Confcall Template	...	April 28	<input type="checkbox"/> MESSAOUDI Asmaa
		MORPHO_PPT_Template v3	...	April 11	<input type="checkbox"/> MESSAOUDI Asmaa
		MORPHO_Template_Attendes	...	April 14	<input type="checkbox"/> MESSAOUDI Asmaa

Figure 2: Templates available on the shared intranet

2. Project visual identity

To create a strong identity, it is of utter importance to have a logo and a “branding book”, which will serve as a consultation document for all the partners when producing communication and dissemination materials, both on-line and off-line. To ensure the consistency of the project communication, all partners should use the following visual elements (logos and document’s templates):



Figure 3: MORPHO's logo

All logo’s graphic standards are described in the MORPHO Book of Style, such as minimum dimensions of the logo, applications of the logo that are not allowed, colours (pantone, RGB, CMYK), black & white, and how

the logo should be used depending on the background formats. For further information, consult the Book of Style of the project Annex 1 of this document.

Information on EU funding — Obligation and right to use the EU emblem

All communication and dissemination materials must use the EU symbol and a clear statement that the project has received funding from the Horizon 2020 programme under the grant agreement number 101006854.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854.

Figure 4: Correct use of the logo and the EU emblem

Unless the Agency requests or agrees otherwise, or unless it is impossible, any dissemination material on any media must indicate that the project received funding from the European Union's H2020 programme. In particular, it should display the European Union flag, EU emblem, and the acknowledgement of funding.

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

Disclaimer excluding Agency and Commission responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information. A text like the following must always be included: "This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains."

3. Communication and dissemination objectives

The main objective of this task is to raise public awareness and ensure maximum visibility of the project's key facts, objectives, activities, and findings. Communication and dissemination activities in MORPHO will pave the way for an effective exploitation of the project results, both at a project level and by each of the partners integrating the consortium.

Communication activities will have two-way direction, guaranteeing not only that the project and its outcomes are outspreaded but also that the project receives relevant inputs from relevant stakeholders (policy makers, industry, research community, and other EC projects). This will be achieved by providing targeted information to multiple audiences, including media and the general public. The communication and dissemination activities are aligned with the project objectives, which are:

- To raise public awareness about the project, its results, and progress within target groups using effective communication means and tools, such as online and offline dissemination, scientific publications, and networking events.
- To engage key players in the European aviation industry on the project activities.
- To ensure transparency and visibility of the project activities to acquire the necessary support from crucial stakeholders.
- To announce and promote MORPHO events, contributing to increasing its attendance and potential engagement.

Dissemination activities will ensure a proper disclosure of the project results, making them easily available to stakeholders' groups and publics that have interest in the aviation theme. This will be achieved by the use of communication channels (website, social media, general press, etc.), but also by enabling open access to scientific publications. Hence, the communication and dissemination activities have to be oriented with a view to achieving the following objectives:

- To involve a large number of stakeholders early in the discussion of the development of smart aeronautical parts in aviation, supporting the definition of requirements, specification, and barriers for the project;
- To disseminate the fundamental knowledge, methodologies, and technologies developed in the project;
- To establish links and synergies with other aeronautic-related projects.

In order to achieve the above-mentioned changes MORPHO must:

- Generate a community of interest around MORPHO's goals.
- Build a close relationship of collaboration and knowledge exchange between all actors involved in the aeronautical field, smart manufacturing, sensor integration, structural health monitoring, and recycling of aerospace structural parts.
- Increase project awareness and acknowledgement at local/national/European and international level.
- Promote the impact and sustainability of research and development results.
- Extent the applicability and functionality of the new scientific knowledge and innovative methodologies developed within the project framework.

The focal point of the MORPHO overall Communication & Dissemination strategy is the identification and mapping of targeted stakeholders (whom to disseminate to) and the understanding of their needs and characteristics so as to tailor clear and concise messages (what to disseminate) to the different target audiences. This also comes to ensuring the use of the most appropriate and efficient dissemination channels and communication tools and drive the development of proper materials per target stakeholders (how to disseminate).

3.1. Target audiences (whom to disseminate to)

Due to the multiple uses and the actors involved, the audience for the project's outputs is diverse and will include public administrations and bodies, the research community, as well as the general public. MORPHO project communications will extend from the most technical and experienced community working on innovative manufacturing, sensor technology, numerical simulation, bonded structures, hybrid twins, prognostics and health monitoring, structural health monitoring, laser disassembly, and recycling of

multimaterials, to the general public. Thus, MORPHO will target four main stakeholders, whose characteristics are:

- **General Public/Media:** the general public is characterized by having a common environmental consciousness and a concern for sustainability. They are passengers of air transportation and will be the end beneficiaries of the improvements achieved. Therefore, even if this audience is considered not to have a scientific or technical background, it does have the capacity to judge the impact of the project in terms of increasing transport sustainability and achieving greener transportation.
- **Scientific Community/ Specialized media:** this community has a strong scientific background, enabling a critical assessment of the information provided. They have a big interest in the achievements made by the consortium as well as their future applications.
- **Policy Makers:** although not necessarily having a technical background, this audience is knowledgeable about the impact of the developed technologies into the environment, the security, and the economic sustainability of the aeronautic industry. Moreover, the regulatory barriers and the certification of industrial processes is of great interest to the project. By engaging with policy makers and regulators (national and EU); policy makers (national and EU), and national and European aviation trade associations, MORPHO will bring to the project important inputs on how to address these difficulties as well as to influence future regulations in this area.
- **Industries:** Morpho is aiming at achieving different goals for the benefit of different industries and will be mainly being targeted to Airlines, Original Equipment Manufacturers (OEMs), Maintenance, Repair & Overhaul companies (MROs), Sensor, Manufacturers System and Structures Suppliers, and IT suppliers, as they are the ones benefiting the most from the final results achieved during the project.

The main channels the project is going to use in order to interact with different audiences are described in the figure below:

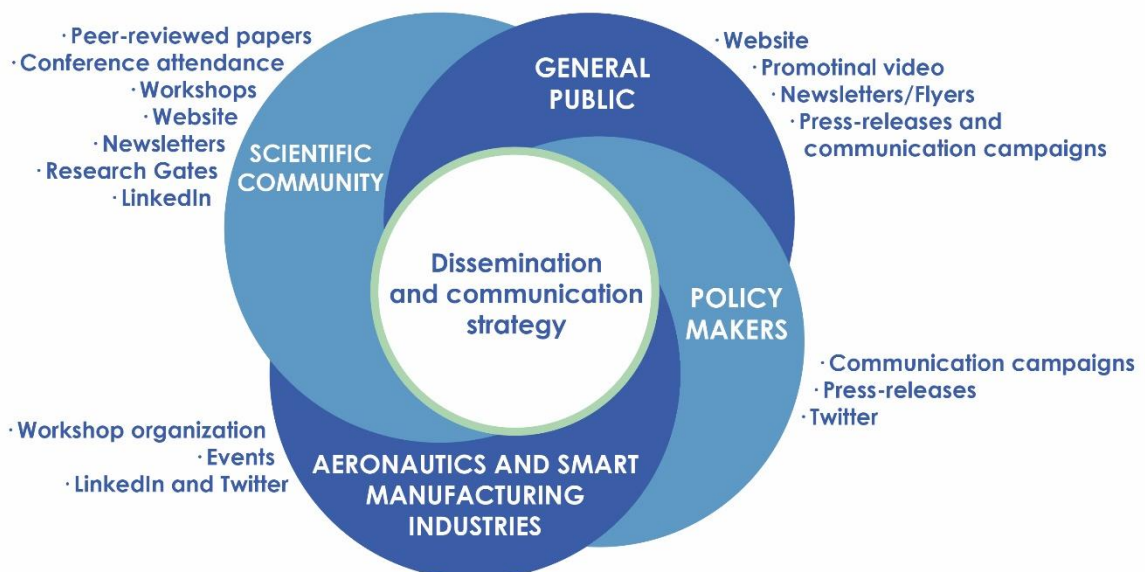


Figure 5: Dissemination and Communication Strategy

3.2. Key messages

The communication strategy will be built on the following messages targeted to different audiences, both customizing the content and selecting the right communication channels, aiming to effectively transmit the purpose of the message.

Key messages and content will be defined and customized according to several criteria, geographical location, knowledge, and interest in the subject of the project. For dissemination actions, a more scientific and technical language will be used, while for communication actions, a non-specialised and easy-to-understand language will be used.

Several targeted-oriented key messages have been defined to reach MORPHO goals:

- **General public/Media/Policy makers:**
 - The MORPHO project will contribute to achieving a safer, efficient, and environmentally friendly air transport, pushing towards a sustainable eco-friendly manufacturing.
 - MORPHO will contribute to the development of high-value manufacturing technologies to secure the competitiveness of the European supply chain and affirm Europe's global leadership in high-efficiency manufacturing.
 - MORPHO will make it possible to offer aeronautical products and services at competitive costs and in line with the concepts of the circular economy.
- **Aeronautic industry:**
 - MORPHO will industrially promote the deployment of smart engine fan blades by adopting a cognitive paradigm for their manufacturing, health monitoring during service, and recycling.
 - MORPHO will develop manufacturing, maintenance, and life-cycle management solutions, allowing for a reliable, competitive, and certifiable use of these smart structures and will promote the adoption of smart structures toward the industry.
 - MORPHO developments expect to lead to 5 to 10% increase in production yield and a reduction of 50% of Turn Around Time.
- **Recycling industries**
 - MORPHO proposes to develop an original concept for disassembling, reuse, and recycling. This concept is based on an intelligent use of the cognitive capabilities (data from sensors and digital models) to feed two dedicated technologies: laser induced for disassembly and pyrolysis for recycling.
- **Scientific community**
 - MORPHO will push forward knowledge and innovation in areas of the project such as Advanced Resin Transfer Molding (RTM) manufacturing process, Dielectric sensors for RTM process monitoring, Embedding fiber Bragg gratings Sensors in RTM process, printed sensors and electronics for Structural Health Monitoring and manufacturing, Prognostic and Health Monitoring Methodology or Laser-induced disassembly process & catalytic cracking technology for recycling.

4. Communication and Dissemination tools

MORPHO will create and make use of various communication channels/tools, including online, offline, and face-to-face, to achieve an efficient and effective interaction with the different stakeholders.

The main efforts will be directed towards online communication, understood as any actions done on the internet. It allows to personalise the communication, targeting the different audiences of the project, and it can be easily measured. Digital channels also allow us to post, plan, and schedule months ahead.

The offline communication materials will complement the communication strategy. For instance, printed materials will be ready to reinforce the communication strategy when attending events and fairs. This combination of channels and tools will allow the project to develop a brand strategy better targeted, as well as more efficient. The different channels and tools that the project will use are detailed below.

4.1. Website

The MORPHO's website (<http://morpho-h2020.eu/>) has already been created. It includes the main information on the project and will be frequently updated to keep the visitor informed of the progress and achievements made.

The website will play a key role in the project, acting as MORPHO showcase. Its content will be fed not only with records of information about demo cases and technical aspects of the project, but also news, videos, and photos. It must be social and communicative. All partners will be requested to deliver content for the website.

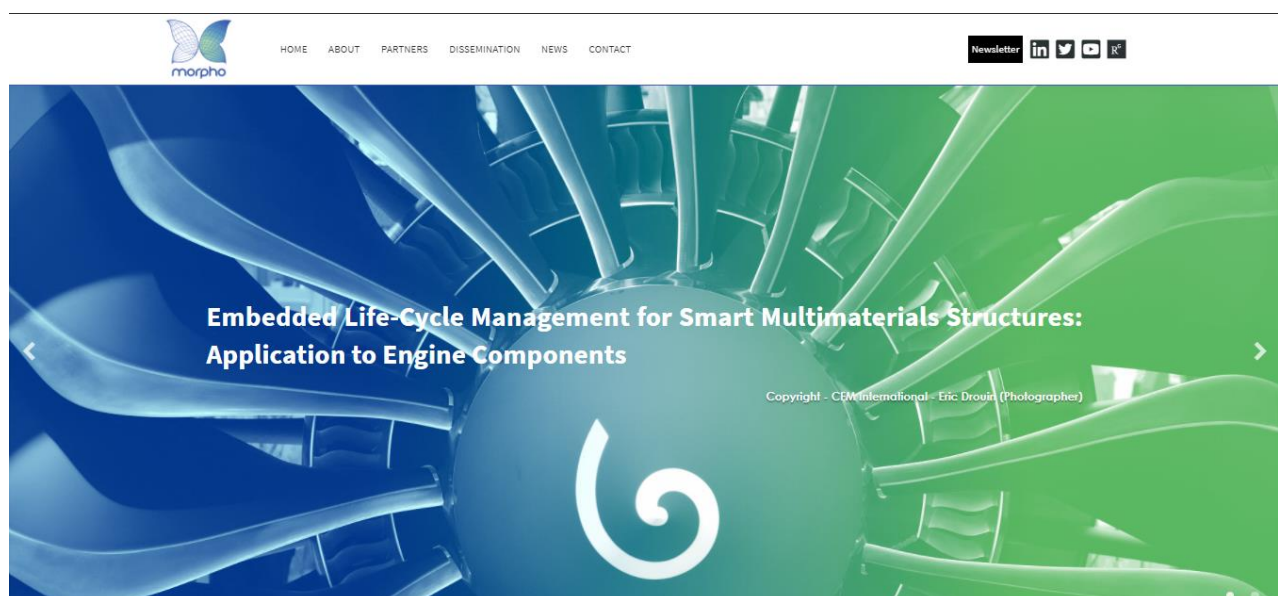


Figure 6: MORPHO's landing page

Thus, among other contents, the website information includes:

- Main information about the project (project overview, work packages, objectives, and expected impact).
- Information about the consortium and the advisory board of the project.
- Links to the project social networks targeted to stakeholders (ResearchGate, Twitter, LinkedIn, and YouTube).
- A dissemination section containing publications, conference proceedings, and journal articles to consult and be downloaded. The project's promotional materials will be also included in this section. All deliverables marked as public will be available to be downloaded also in this section of the website.
- News section: it will be regularly updated - in collaboration with partners - with the project progress, interaction with other networks, Success Stories, general news, etc.
- A contact section, so that stakeholders can contact the consortium to obtain further information on the project.

All contents will be relayed through the MORPHO communication channels to further support active user engagement. Apart from MORPHO's own website, the partners will be also engaged to disseminate the project through their corporate websites.

After the project's conclusion, the web site will be online for 2 more years, during which the materials and results of the project will be available for Project Participants and for the public.

4.2. Newsletter

To increase the impact of the project, there will be a newsletter containing the main news and information about the project. The MORPHO newsletter will be issued at the end of every year, making a total of 4 newsletters with relevant information about the project status and related activities. The newsletter will be made available on the project website, and subscribers will receive it automatically. In addition, the newsletter will be circulated through social media, such as LinkedIn and Twitter. Past numbers of the newsletter will also be accessible through MORPHO's webpage.

The MORPHO Newsletter will list, in an attractive way, the information on the progress of the project implementation, as well as news, technical articles, outcomes, and breakthroughs. In this sense, the newsletter will be issued to present the latest results of the projects, success stories, news from the partners, upcoming events, events where project consortium members assist, etc.

The website of the project will include a subscription form for those visitors willing to keep updated and social media will also be a tool to gain more newsletter subscribers. Partners will contribute to creating the content of each newsletter and will also send the subscription form to their network to build up the project audience.

4.3. Media communication and press releases

Press releases will be produced as relevant pieces of news. The project's objectives and expected results will be presented through press releases as well as the final results. They will especially target both local and European specialized media.

The content of each publication will be agreed by all members of the Consortium.

- At least 1 press release per year is expected. Press releases can be aimed at regional, national or international media.
- FEUGA will propose contents of press releases and produce them in English. Then, in collaboration with partners, can be translated to the other languages of the consortium to increase the impact.

Examples of media the project is willing to target are: Air Transport World; Aero Times News; AeroBuzz.fr; aeronewstv; AeroNewsX; aeroTELEGRAPH; AeroWeb-fr.net; Airline Trends; Airlines.de; AirplaneGeeks; AMD Magazine; AV web; Aviación Digital; Aviation 24.be; Aviation Business News; Aviation Explorer; Aviation for Aviators; Aviation International News; Aviation Times; Aviation Waste; Composites Press; CompositesWorld; euronews; Flying Magazine; GreenAir Online; Horizon the EU Research & Innovation Magazine; Interesting Engineering...

4.4. Communication campaigns

Communication and dissemination of the project's achievements will be reinforced with web and social media campaigns. In particular, campaigns will be timed to coincide with the celebration of the following dates:

- World Engineering Day - March, 4th
- Aviation Maintenance Technician Day - May, 24th
- World Environment Day - June, 5th
- European Week for Waste Reduction – November, 20 to 28th

On the above-indicated dates at least a post for the web and social media will be prepared. Videos and press releases will be part as well of the campaigns depending on the results achieved at that particular moment. This activity will allow MORPHO project to join forces and form partnerships to deliver messages more effectively. The press will be more receptive to print and publish the outputs of the project.

4.5. Social Media

MORPHO aims to have a strong presence in social media, enhancing its reach-out to target audiences and broad public, and ensuring an active interaction with them.

Social networks will be managed by FEUGA and used as a tool to enhance awareness with the target audience. All the partners will actively engage with the different social media platforms in which the project has a presence to serve as amplifiers and help the project be more notorious.

After analysing the variety of social media platforms, the ones that best suit the purpose of the C&D strategy have been chosen:

- **Twitter.** The account of the project is:
 - <https://twitter.com/MorphoH2020>
 - [@MorphoH2020](https://twitter.com/MorphoH2020)



Figure 7: MORPHO's Twitter profile

- **LinkedIn.** The LinkedIn account of the project is:
 - <https://www.linkedin.com/company/morpho-h2020/>

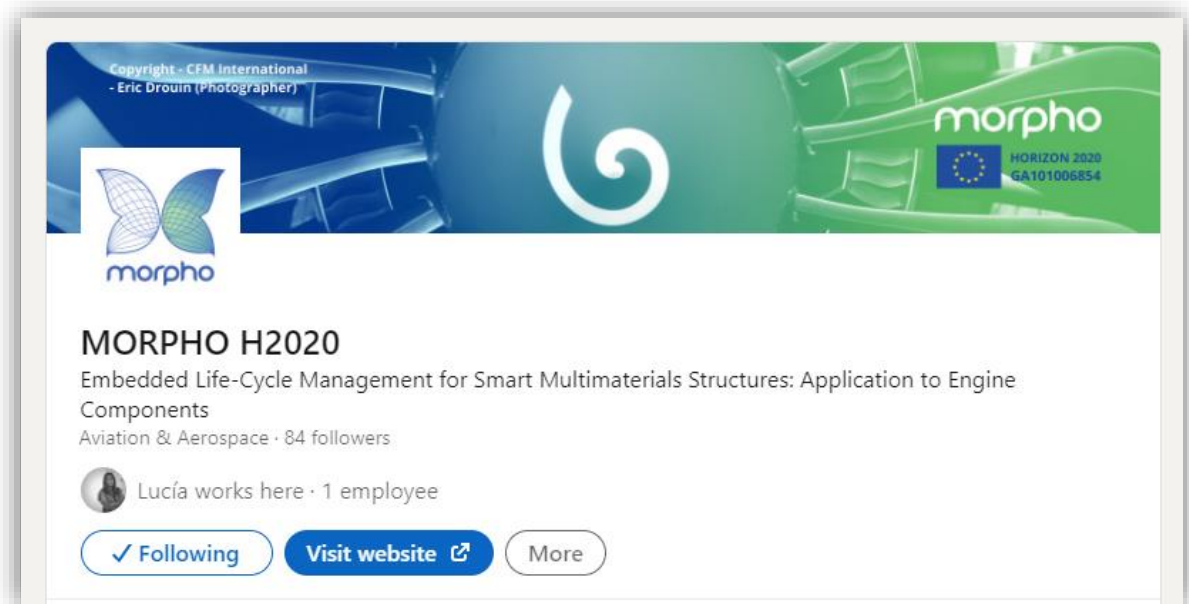


Figure 8: MORPHO's LinkedIn profile

- **YouTube.** The YouTube account of the project is:
 - https://www.youtube.com/channel/UC_h3JZ-HyGhA3I7AnhWkuNA

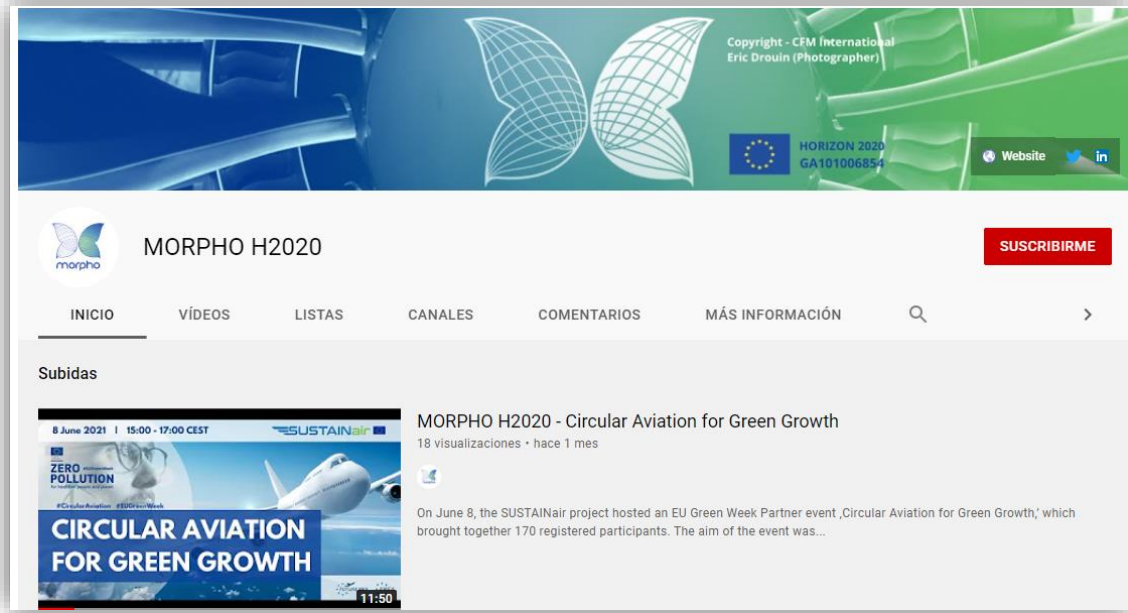


Figure 9: MORPHO's YouTube account

- **ResearchGate.** The ResearchGate account of the project is:
 - <https://www.researchgate.net/project/MORPHO>

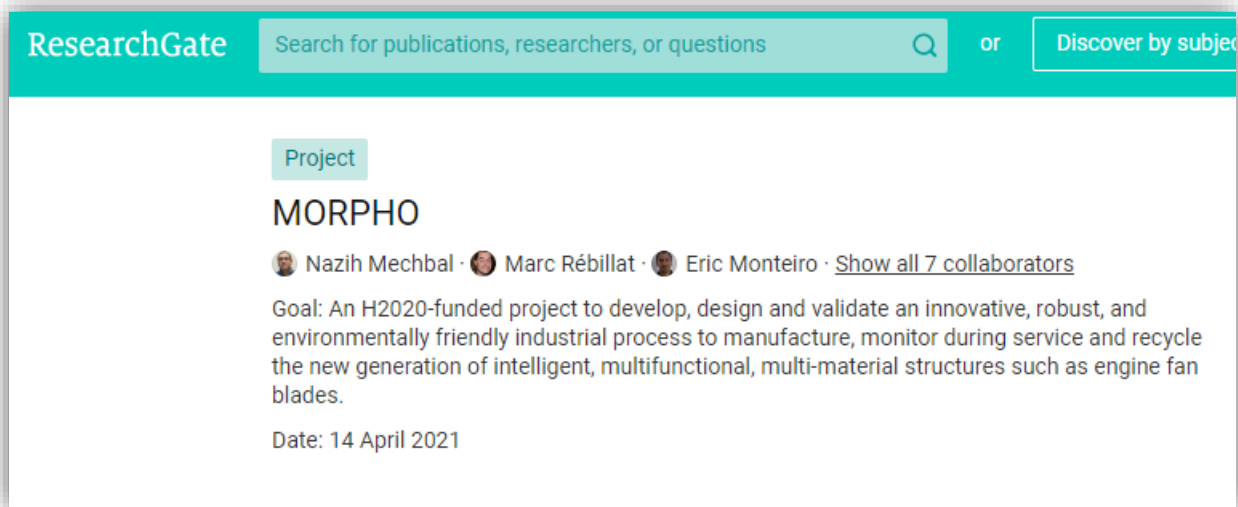


Figure 10: MORPHO's ResearchGate profile

The MORPHO social media profiles have been created to spread news and increase awareness over the project, especially for the public in general and at the same time, to draw the attention of academics and specialised media. The social media channels have been created and active since April 2021 and will be exploited in the first place for disseminating own research. This will include reports, deliverables, articles, surveys, events and other outreach activities.

To brand building, increase outreach, and capitalise on existing trends with the right audience, the following hashtags have been identified:

- **Brand:** #MORPHOH2020 #MORPHOProject #MORPHOresults #CollaboratetoInnovate
- **Program related:** #H2020 #innovation
- **Project related:** #SustainableAviation #GreenMobility #aviation #aircraft #circulareconomy #composites #sensors #engineering
- **Trends to follow and contribute to:** #TechTuesday #Destination2050

4.5.1. Twitter

Twitter is proved to be a channel for raising awareness among wide audiences. It will be used for a big scale bidirectional communication with all the audience present on this social media, but focusing on a more technical audience.

The Twitter account of the MORPHO project will be updated with news and project advances, as well as with relevant news related to the project topics. This social media channel will be crucial on Events, Conferences or Workshops to broadcast MORPHO's role on these scenarios and attract followers through real-time information.

Partners are also invited to generate content related to the project from their Twitter accounts. It is also recommended that partners retweet those tweets sent from the profile of the project in order to serve as amplifiers.

- Objective: Increase awareness of the Project and its progress / create a network
- Audiences: Public, scientific community.
- Message: Information about Congress & Workshops, reports on achievements, share documents, articles & reviews.
- Type of content: Infographics, videos, links, news, documents.
- Content producers: All the members in the consortium, stakeholders, leaders, scientist...

4.5.2. LinkedIn

LinkedIn is the world's largest professional network on the internet to connect, share, and learn. MORPHO will use this network to reach a business and scientific audience. It will be the scenario to share news and articles about the progress and outcomes of the project.

- Objective: Disseminate the progress of the project among the scientific community and professional stakeholders / attract knowledge and generate awareness.
- Audiences: Scientific community, professionals from related areas.
- Message: Achievements reached along the project to help end-users understand the state of the technology and keep updated on the advances of technology.
- Type of content: Infographics, pictures, videos, links, news, documents.
- Content producers: All the members in the consortium, stakeholders, leaders, scientist...

4.5.3. ResearchGate

ResearchGate is the professional network for scientists and researchers. Over 20 million members from all over the world use it to share, discover, and discuss research. The ResearchGate portal of the project has been set up to share the project achievements with the scientific community.

- Objective: Disseminate the scientific results of the project and engage with other researchers working in similar themes.
- Audiences: Scientific community.
- Type of content: Papers, scientific conferences and presentations.
- Content producers: All the members in the consortium.

4.6. Videos

Video is a very powerful tool, that could answer several objectives, such as to raise awareness, to engage, to promote the project solution... Video content generates more engagement than other content types and typically performs best with most algorithms, based on the fact it captures a viewer's attention for longer. Thus, the MORPHO project will make a strong bet on this type of content.

The chosen channel for the public storage of the project videos is YouTube, for then being shared on social media channels and website. The MORPHO account has been already created, and the profile is active since April 2021.

To give content to the channel, FEUGA will produce two general videos, one at the project's launch, and another one at the end of the project.

The first video is to present the MORPHO concept together with its main advantages and innovations. It will be prepared during the first year of the project. The second video will be prepared in the last year of the project and will include the demonstration set-up and the most significant results and conclusions achieved by the consortium.

Moreover, other short videos will be produced throughout the lifetime of the project, summarizing online and offline events and explaining different key aspects of the project.

4.7. Offline dissemination tools

Offline methods are the best way to reach certain audiences. Visual materials will be prepared to make concepts and benefits instantly recognizable for a wide-audience which, if we manage to capture their attention, will then be redirected to other channels to learn more about the project. FEUGA will coordinate the production of dissemination materials and the WP leaders will provide the technical contents.

The production of a number of brochures, posters, and roll-ups will widen the public reached by the communication activities, allowing other potentially interested stakeholders and the general public to be informed about MORPHO project.

We envisage having a brochure that will focus on the main information about the MORPHO project, presenting its objectives and scheme. The brochure will exist in electronic form to be forwarded via e-mail and downloaded on the website; furthermore, there will be printed versions to be used for conferences and

live events. When preparing the brochure, special attention will be given to an appealing and clear language and a friendly design, representing the project via nice pictures and key visuals. The information included in the brochure will be adapted to additional formats: posters and rollups. These elements will be printed and available for partners to be used in specific dissemination actions, events, or workshops promoting the project.

Other materials like infographics (covering use-cases methods and results) will be elaborated to contribute to communicate the diverse work conducted under the project.

4.8. Participation in events and papers publication

Project partners will be encouraged to present their achievements in related conferences, workshops, summits, meetings, and exhibitions. The participation in events and the organization of workshops would allow the project to interact with other similar projects and initiatives, and take advantage of these synergies.

- **Publication of peer-reviewed papers:** to maximize the impact on the scientific community, the consortium will publish relevant scientific results in peer-reviewed journals such as the Journal of Intelligent Material Systems and Structures; Engineering Applications of Artificial Intelligence; Structural Health Monitoring; Journal of Intelligent & Robotic Systems; Smart Structures and Systems; Mechanical Systems and Signal Processing, among others. The MORPHO consortium plans to publish or have confirmation of acceptance during the project time frame, of more than 10 papers in scientific journals. Efforts will be undertaken to ensure publication with Gold Open-Access (immediate, or at least after a short embargo period), which is the selected dissemination route for the project. All scientific publications will either be deposited via OpenAIRE in the lead authors' institutions repositories or, if such a repository does not exist, in the centralized, EC-supported, Zenodo repository or the recently launched Open Research Europe (ORE).

Open access to scientific publications

Partners must enable 'Green' Open Access (free online access for any user) to all peer-reviewed scientific publications relating to its results, in accordance with H2020 regulations:

- Deposit a machine-readable electronic copy of the published version/accepted final peer-reviewed manuscript in a repository as soon as possible or on publication at the latest. Add research data needed for validation of the presented results. Where possible, the version deposited should be identical to the published version (in layout, pagination, etc.);
- Ensure open access to the deposited publication at the latest: on publication if an electronic version is available for free via the publisher, or within six months of publication in any other case.
- Ensure open access to the bibliographic metadata that identifies the publication in a standard format and including:
 - The terms "European Union (EU)" and "Horizon 2020"
 - The name of the action, acronym and grant number
 - The publication date, the length of the embargo period (if applicable)
 - A persistent identifier

- **Participation and presentations at international scientific conferences** are also considered to be a core dissemination activity as they enable presenting the latest results of the project while networking with other members of the scientific, governmental, and industrial communities. Relevant conferences are, amongst others, ECCOMAS thematic conference on smart structures and materials; Engineering Applications of Artificial Intelligence; Structural Health Monitoring; and International Workshop on Structural Health Monitoring (IWSHM). The consortium is aiming at participating in 20 presentations in conferences throughout the project's life.

- **Organization of workshops and events:** these activities are excellent opportunities for communication, networking, and sharing knowledge. Events and workshops will be organized to ensure a reliable dissemination of the project's advances and use cases implementations. Specific workshops will be open-public, aiming to raise general interest for the advances as well as on the project itself, and seeking for further interested stakeholders. These events will be mostly organized during the project in-person meetings. The partners in charge of the corresponding project meeting will organize the workshops, with FEUGA's help and all the partner's implication and publicising to ensure external participation. At least the following workshops will be organized:
 - Mid-term dissemination events: open-public presentation of MORPHO project (M24, FEUGA).
 - MORPHO workshops: a half-day workshop will be organized per use-case participating in the project (3 in total) during the last half of the project, to disseminate the developments and gather stakeholders' interests in the project from the involved industrial sectors.

- **RRI activities:** MORPHO partners are committed to Responsible Research and Innovation and they will participate in activities related to open science and public engagement: from exhibitions to schooling activities (at least 3 during the project's execution). These activities will seek to increase the social engagement in aeronautical and composite research and innovation (R&I) across the European Union, with the purpose to share knowledge, experience, and recommendations with other stakeholders and motivate a wider application of such technologies and practices in our region.

- **MORPHO Final Conference** will be organized by ENSAM, preferably in a framework event at EU level in Brussels (such as the EU Industry Week, EU Transport Research Arena, EU Sustainable Energy Week, etc.), to ensure wide participation and impact. General results and demo cases will be showcased during the conference.

5. Reporting and evaluation

Communication activities will be monitored according to a set of quantitative and qualitative success indicators. The evaluation of communication activities will determine the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis will help the project to better understand facilitators and barriers of a successful communication and will serve to refine the communication activities accordingly. A set of KPIs (Key Performance Indicators) has been specifically defined to monitor the successful deployment in terms of efficiency and effectiveness of dissemination activities. These indicators comprise:

Table 2: Key Performance Indicators

Indicator	Source & methodology	Partner responsible
Number of visits to morpho-h2020.eu	Google Analytics	FEUGA
Accumulated number of brochures distributed	Registry of dissemination activities	All
Accumulated number of content views of the YouTube channel	Youtube Analytics	FEUGA
Accumulated number of subscriptions to the YouTube channel	Youtube Analytics	FEUGA
Accumulated number of followers on Twitter	Twitter Analytics	FEUGA
Accumulated number of followers on LinkedIn	LinkedIn Analytics	FEUGA
Accumulated number of followers on Research Gate	Research Gate Analytics	FEUGA - ENSAM
Accumulated number of subscribers to the project newsletter	Mailchimp Analytics	FEUGA
Average percentage of readers of the project newsletter	Mailchimp Analytics	FEUGA
Accumulated number of press releases distributed	Registry of dissemination activities	All

To facilitate an accurate monitoring and assessment of communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. In this sense, there is available in the project intranet a section to report every communication activity or publication (articles, publications on blogs, etc.) made by each consortium member.

- All partners should register the activities in the dedicated private area of the website.
- All partners should save evidence of the activities conducted.
- Duly communicate activities and tools being used for C&D purposes.
- Duly report the activities and the relevant information (for instance: size of exposed audience) to facilitate their assessment.
- All partners should save evidence of the activities conducted.

An Intermediary and Final Report on Communication and Dissemination activities will be produced, but the activities will be regularly monitored and internally reported during each consortium meeting.

The table below shows the Key Performance Indicators (KPI) as well as the target numbers for the achievement of successful communication activities presented above. Scores are expected to increase throughout the project's implementation thanks to cross posting, references, and links between the project and related websites.

Measuring the effectiveness of this communication strategy is a precursor to identifying next steps and supplemental communication activities. The goal in this section is to lay out how communications success will be measured.

To evaluate the communication efforts, the following annual target values and indicators will be collected:

Table 3: Channel and target audiences

Channel / activity	Target audiences	Key performance indicators	Objectives
Website	All	Nº of visitors	1000 visitors/month in the last year of the project
		Nº of posts published (including news)	> 100
Social media - LinkedIn	All	Nº of members	100 members
		Nº of post	200 posts
Social media - Twitter	All	Nº of followers	200 followers by the end of the project
		Nº of tweets	At least 1,000 tweets by the end of the project
		Nº of tweets marked as favourite	At least 500 tweets marked as favourite or retweeted
Social media - YouTube	All	Nº of visits on YouTube	At least 1,000 visits on YouTube by the end of the project

Newsletter	All	Nº of subscribers	At least 100 subscribers
		Openings	At least 30% of openings per newsletter
Press releases	All	Nº of reached people	Around 5,000 people reached
		Nº of press releases	Minimum 1 press release in general media in each country
		Nº of people reached	Around 1,000 people reached by country per press release
Technical articles	Researchers, Students, Public institutes, Policymakers	Nº of articles and conferences	At least 12 articles in scientific journals and 20 presentations in conferences throughout the projects life
		Nº of people reached	Around 500 people reached by country per article
Communication materials	All	Nº of leaflets disseminated	At least 100 leaflets per country in which the diseases are present
		Nº of poster printed	At least 1 per partner
Events and workshops	Multipliers, Private partners, Researchers, Public institutes, Policy makers	Nº of attendees	Minimum 70 participants
		Nº of events external events in which the project was presented	At least 5 events organized by the consortium members, including the final

The following table states the estimated number of persons per category – Scientific, Industry; policy makers; general public and media – to be reached by MORPHO communication and dissemination activities at the end of the project.

Table 4: Estimated number of persons to be reached by MORPHO per category Stakeholders

Category	Source & methodology
Stakeholders	>200
Scientific Community	>250
Industry	>200
Policy makers	>30
General Public	>300
Media	>100

Annex 1. MORPHO Book of Style

BOOK OF STYLE





Consumers often think that a branded article is preferable to a generic one, even though they both look alike. But, what is a brand? Branding is what stays in the minds of consumers. For this reason it is safe to say that our target has a good image of our brand, the image the company wants them to have... and a name and visual identity, a recognized brand can elevate the perceived quality of a product or a service. In addition, the use of a coherent image reflects our brand loyalty. Visual identity is one of the most important aspects of the brand. The care, normalization and homogenization of the visual identity of our company will allow us among other aspects:

- Strengthen our good reputation.
- Promote fidelity.
- Ensure quality.
- Inspire a reassertment submission and belong to an imaginary group with shared values.

Given this scenario, we need to be aware of the need to care for the brand, and by extension, the visual identity of the project. These indications are a tool to achieve excellence in the use of your brand: MORPHO, avoiding deviations in the different uses.



TABLE OF CONTENT

CORPORATE LOGO.....	3
CORPORATE TYPOGRAPHY	7
CORPORATE COLOR SYSTEM	9
INTEGRATION WITH THE EU EMBLEM.....	11
APLICATIONS.....	13



CORPORATE LOGO



THE FULL LOGOTYPE

The MORPHO Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type.

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.



LOGO VERSIONS

The use of the chromatic corporate logo is preferred, but on certain occasions, it is allowed to use the monochrome or without gradients variants.

Also, depending on the background, the name of the brand may be used individually, functioning as a wordmark.



D8.1– Communication & Dissemination plan including the Book of Style

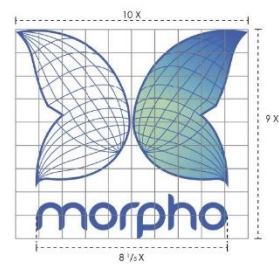


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854.

LOGO CONSTRUCTION

The proportions of the MORPHO logo should always remain unaltered.

The illustration shows the dimensional relationship between the sign and the logo that is calculated based on the "x" dimension, which corresponds to the logo width divided by 10.

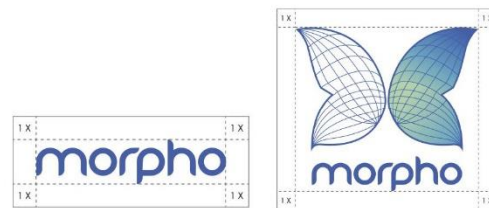


Logo construction

LOGO PROTECTION ZONE

It refers to the visual zone around the logo which must not be broken by any type or graphic element.

The "x" dimension determines the unit of measure that ensures the correct proportion of the trademark. It should be increased when possible to separate the logotype from the rest of the image.



Logo protection zone

APPLICATION ON A BACKGROUND

The background will be generally white. In case of using other background or pictures, the white version of the logotype should be placed.



Application on dark and clear image

MINIMUM SIZES

The logotype should not be used in small sizes, as a general rule, the logotype should not be inferior to 2.7 cm width and 2.1 cm height on a A4 sheet.



Application on corporate background



Do not invert the composition



Do not alter the logotype style



Do not change size relationship between the logo and logo type



Do not add any kind of effects like a drop shadow to the logo

INCORRECT LOGO APPLICATIONS

The integrity of the logo should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form.

The illustrations to the right describe some, but not all, of the more common misunderstandings and inappropriate uses of the logotype.



Do not change the orientation of the logo by rotating it any way



Do not stroke the logo



CORPORATE TYPHOGRAPHY

D8.1– Communication & Dissemination plan including the Book of Style



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854.

Danube pro

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()i¿?

CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()i¿?

CORPORATE TYPOGRAPHY

The typeface used to create the logo is Danube pro.

Century Gothic typography will be used as a tool to communicate the needs of the project both internally and externally.



CORPORATE COLOR SYSTEM

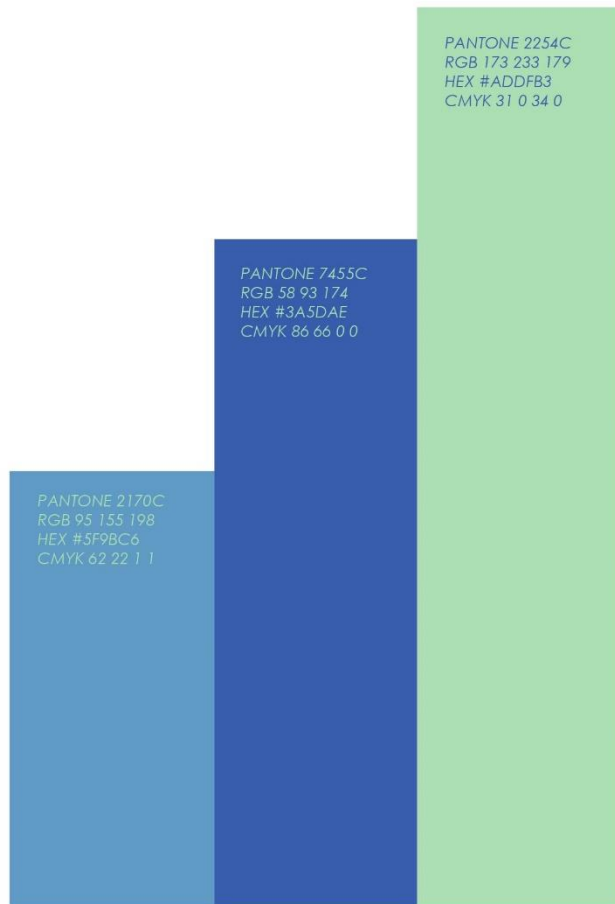
D8.1– Communication & Dissemination plan including the Book of Style



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 10106854.

CORPORATE COLOR SYSTEM

The corporate colours of the brand are registered on the following page, which should serve as a guidance document to avoid printing problems with the colours of the trademark and its corresponding versions for digital formats.





INTEGRATION WITH THE EU EMBLEM

D8.1– Communication & Dissemination plan including the Book of Style



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854.

Rules for the reproduction of the European emblem are found in the Inter-institutional Style Guide.

The preferred option to communicate about EU funding is to write "Funded by the European Union" or "Co-funded by the European Union" as appropriate next to the EU emblem on the communication material where the EU emblem is used.

BASIC RULES

The minimum height of the EU emblem shall be 1 cm. The name of the European Union shall always be spelled out in full. The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.

The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way. The font size used should be proportionate to the size of the emblem. The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

USING THE LOGO WITH THE EU EMBLEM

The name of the EU programme can appear with the EU emblem. However, no graphical mark (i.e. logo) shall be created using the EU emblem and name of the project.

The placement of the EU emblem should not give the impression that the third-party promoter is part of the EU institutions. Therefore it is recommended to place the EU emblem well apart from the logo of the third-party organisation.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854





APLICACIONES

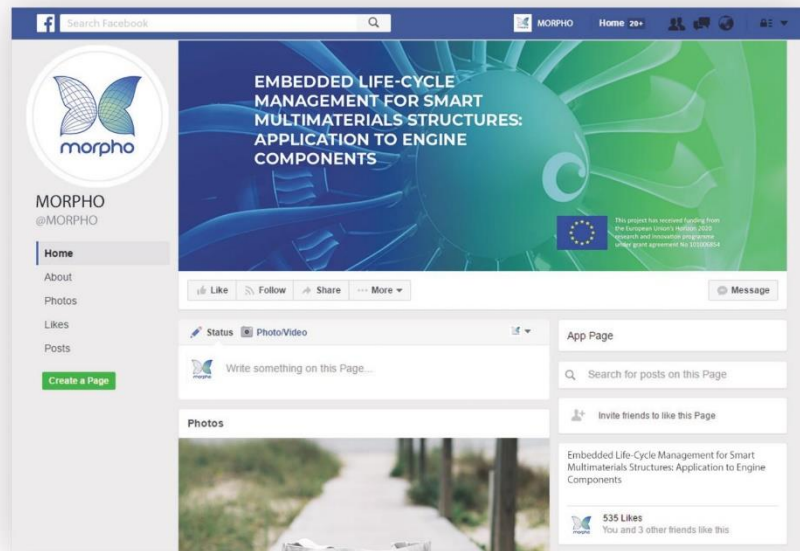
D8.1– Communication & Dissemination plan including the Book of Style



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854.

BOOK OF STYLE: MORPHO APPLICATIONS

15



Example social media: Facebook

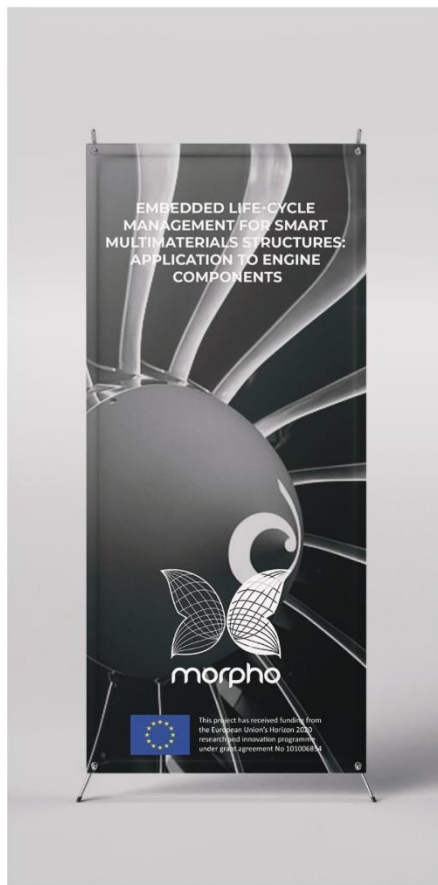
D8.1– Communication & Dissemination plan including the Book of Style



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854.

BOOK OF STYLE: MORPHO APPLICATIONS

16



Example roll up



Example roll up

D8.1– Communication & Dissemination plan including the Book of Style



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854.

BOOK OF STYLE: MORPHO APPLICATIONS

17



Example tote bag

D8.1– Communication & Dissemination plan including the Book of Style



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006854