

INFINITE

Aerospace composites digitally sensorized
from manufacturing to end-of-life

D7.1 Communication Plan

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EXECUTIVE SUMMARY / ABSTRACT

Abstract	The Communication Plan defines the project's strategy for a coordinated communication and dissemination activities, as well as the tools, actions and events planned to carry it out.
Keywords	Communication, Dissemination

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INTRODUCTION

INFINITE aims to develop sensors and analyser based on the usage of ferromagnetic microwires to be embedded in aerospace composite structural parts, in order to monitor manufacturing and structural health throughout the whole life cycle of the component.

This deliverable represents the work as performed in T7.1 communication and dissemination **of INFINITE project, a R&I project funded by HORIZON-CL5-2021-D5-01-06 that will last for three years. This task is part** of work package 7 which focuses on the dissemination and commercial exploitation of the innovative project outcomes. Additionally, this WP will focus on achieving high levels of public awareness by managing external communication with the EU, as well as with both the scientific and industrial community. The overall objective of WP7 is to ensure the results from the project are available to the general public and professionals in the manufacturing industry and related sectors, as well as delivering a route to exploitation in appropriately related applications. Contribute, upon invitation by the CINEA, to common information and dissemination activities to increase the visibility.

The purpose of this document is to provide a general communication strategy for INFINITE project, and describe all planned communications actions during the project lifetime, and the way they will be carry on.

The communication and dissemination team will be responsible of the fulfilment of the objectives defined in this document, working on the following tasks:

Preparing different communication instruments, contents and marketing materials for the various audience, to be promoted through a variety of communication channels and media (project presentation, posters, brochures, flyers, merchandising...).

- Creating the project's website and keeping it regularly updated.
- Creating social media channels, and content to share through them.
- Generating audio visual content: videos, podcast, animated presentations...
- Managing public / media relations, including press releases, dossiers, interviews, and so on.
- Coordinating scientific dissemination activities and promoting INFINITE to all target groups though workshops, participation in conferences, journal publications...

To make this plan successful it is recommended to involve all partner's organization marketing and communication departments because it takes the workload out of the engineers and researchers and they are familiar with these activities. They are accustomed to the use of different tools for communication activities.

The communication activities will be monitored with appropriate KPIs monthly and every three months meetings, these results with a detailed plan of actions for the next three month will be presented to the consortium.

Although scientific articles and conferences, technical project result presentation in industry fairs, seminars or workshops is not communication, and belongs to dissemination activities described in the PEDR-dissemination plan, there are some communication actions defined with the aim to give support and make the participation of the project in these events notorious.

The communication plan is a live document, and it will be reviewed and updated as needed, as project proceeds with the evaluation of the communication activities undertaken during the period and a detailed planning for the period ahead.

COMMUNICATION STRATEGY

Communication activities are very important to give the society information about the project, also for the successful exploitation of the project's results. It is important to reach the targeted public to raise their interest about the INFINITE project evolution and establish conversations with all relevant public about the implications of the project outcomes for companies and society.

The communication Plan is a powerful tool for the effective and efficient identification and targeting of audiences. It describes why, what, to whom and how we should communicate to amplify the progress and outcomes of the INFINITE project and raise awareness of the initiative. This plan provides partners in advance of what, to whom and how should communicate. This planification strength partnerships and networks involving our target audiences. It is known that the greater involvement the greater impact we will achieve.

A constant flow of information through a variety of media will be executed to correctly and effectively communicate the activities of the INFINITE project.

The outcomes will be disseminated to the audience in the European countries. Through the network of the INFINITE partners, the involvement in EFFRA and DG Research & Innovation, CNEA, composites associations and topic related forums, a European-wide coverage is guaranteed.

Partners will be active with the participation to exhibitions and fairs, in international conferences throughout Europe, with different target audience of both types industrial and academic and communicating general press about INFINITE's benefits in manufacturing. Some of these events will repeat during the course of the project and would allow for presenting first activities and then show the results achieved, with the possibility to actively establish contacts with potential partners/customers thanks to face-to-face meetings. The INFINITE project has already listed the potential attendance to some of the fairs, but of course during the project new and additional events might be organized or attended. (see exploitation plan). Communication material has been designed and uploaded to the website to give support in these kinds of events.

The dissemination activities are structured in three main phases.

Initial Phase | M1-M12

Build Awareness and Attract the audience: In this period, which covers the first year of the project, communication efforts focus on building awareness for INFINITE, making the project visible and recognisable, sharing its objectives, values, and technological innovations. A special effort will be made to become a leading figure in Aeronautical sector. Channels such as the website and social media accounts are the key tools to start building a network and reaching the first stakeholders. Also, most of the communication resources as project presentation, brochure, poster and graphics will be created.

Intermediate Phase | M13-M24

Interest and desire of the target audience to know more about the project: This phase will focus on raising the interest after having achieved the awareness of the initial phase. At the beginning of this period (JUNE2023) INFINITE will start to produce the first results, while developing and testing its technologies. Thus, dissemination actions will augment in collaboration with the partners and more people will get to know the project. Consequently, more people will search for it and be interested in learning more about its activities. Publications and scientific papers to journals will be targeted as desired actions, since researchers and scientific communities will also increase the interest in INFINITE. Project results will be presented in conferences, with the support and contribution of the consortium, according to partners' field of expertise and interest. Informing target markets about the technological breakthroughs and business benefits of INFINITE is also an important part of this phase that works as a preparatory stage for the final mature phase. Communication actions will continue leveraging the potentials of social media, website, and newsletters. Partnering with other projects is another important pursue during this phase.

Mature/Final Phase | M25-M36

Action for the interested audiences to get involved: This phase will focus on maximizing target market and industry awareness regarding the INFINITE platform and its exploitable products. Since it is the final phase of the project, all the results will be disseminated through the prementioned channels and communication and dissemination efforts will be centered towards supporting the project sustainability and its effective exploitation as well as preparing for its market replication. All the efforts made in the previous phases will be leveraged at this final stage.

Besides undertaking the different levels of dissemination, the project partners must have an understanding of exactly what the project wants to communicate and to whom. For this reason, target audiences/groups are identified including a list of stakeholders.

Following the segmentation to different target audience groups INFINITE project will adopt the multichannel approach to each target audience group.

This scenario is perfect to reach a very wide and varied audience across at least 6 European countries, maximizing the multiplier effect of the communication actions in divulgating information about the project's innovative research, and to promoting project key messages to the stakeholder groups, influencers in the European aeronautics industry and other key players in the sector in Europe as well as to the wider community of non-professional public.

PARTICIPANTS					
Grant Preparation (Beneficiaries screen) — Enter the info.					
Number	Role	Short name	Legal name	Country	PIC
1	COO	IDEKO	IDEKO S COOP	ES	999546007
2	BEN	GAIKER	FUNDACION GAIKER	ES	999615071
3	BEN	UPV/EHU	UNIVERSIDAD DEL PAIS VASCO/ EUSKAL HERRIKO UNIBERTSITATEA	ES	999865234
4	BEN	RISE	RISE RESEARCH INSTITUTES OF SWEDEN AB	SE	999613422
5	BEN	DANOBAT	DANOBAT	ES	957637739
6	BEN	TAMAG	TAMAG IBERICA SL	ES	987127970
7	BEN	TITANIA	TITANIA, ENSAYOS Y PROYECTOS INDUSTRIALES SL	ES	937349510
8	BEN	TCE	TEIJIN CARBON EUROPE GMBH	DE	894672420
9	BEN	AEROFORM FRANCE	AEROFORM FRANCE	FR	931918674
10	BEN	CAE-Sim-Sol	CAE Simulation & Solutions Maschinenbau Ingenieurdienstleistungen GmbH	AT	925748989
11	BEN	UTRCI	COLLINS AEROSPACE IRELAND, LIMITED	IE	971136162
12	BEN	Reciclaia	RECICLALIA SL	ES	913683838
13	AP	USFD	THE UNIVERSITY OF SHEFFIELD	UK	999976881

1. Table: Name of the partners

The implementation of the communication strategy will be based on the following premises:

- Complementarity and coordination with other project partners, at different all communication levels.
- Partners involvement incorporating all partners' communication and marketing departments.
- Media and industrial magazines participation and engagement, taking into account the importance of these elements to reach academic, industrial and general audiences in Europe.
- Use the greatest number of available communication technologies and channels.
- Active role in promoting the communication actions.

OBJECTIVES

The general objective of Deliverable D7.1 is to Communicate effectively not confidential knowledge, project goals and outcomes to different audience groups and raise the awareness of the project activities to public institutions and non-professional audiences, in a way that is *understood by non-specialists*.

The purpose of this plan is let the audience know that our project exists, what are the project objectives, how the project outcomes are relevant to industrial companies, scientific community or to general public, and how European collaboration achieves more than would have otherwise been possible.

Other objectives are defined in this deliverable:

- Make European Manufacturing and aeronautics Industry, European Commission, and general public aware of the work and outcomes of the INFINITE project.
- Reach the media and general public creating greater public awareness
- Reach decision makers demonstrating project outcomes
- Enhance INFINITE reputation at local, national and international level.
- Attract potential partners and customers.
- Identify and involve internal stakeholders within the partner organisation
- As recruiting tool: encourage students and professionals to join our organizations
- Show the transparency of use of the EU funding. Valorise and highlight the knowledge gained from EU-funded research project.
- Create different communication instruments, contents and marketing materials to enable the promotion and divulgation of the project through a variety of communication channels and media

Main messages to communicate

Key messages have been generated to be communicated during the life of the project. The messages are adapted depending on the audience we are going to address.

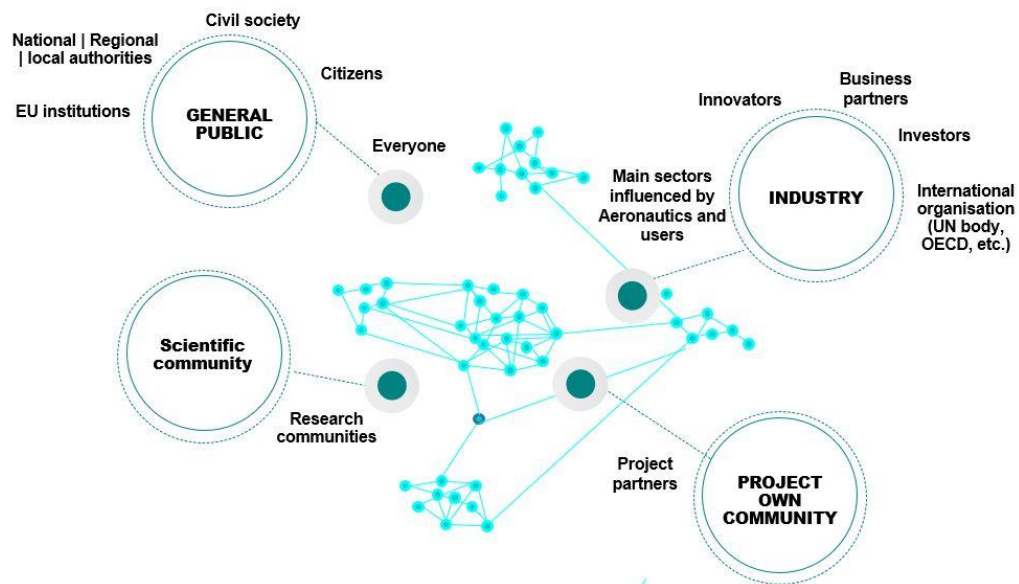
The communication plan would be successful if the project partners express the same messages of what our project is about.

Main marketing claim: WIRELESS SENSORS TO MONITOR COMPOSITE AEROSTRUCTURES FROM THEIR MANUFACTURE TO FINAL RECYCLING with the aim of extending their life span and improving their quality.

Other messages have been created to be spread for all partners during the lifetime of the project.

- continuous information on the condition and state of aerostructures at any point in their life cycle through the use of smart wireless materials
- composites with integrated sensor materials to monitor the characteristics of these materials from their manufacture to their final recycling, with the aim of extending their life span and improving their quality
- smart wireless sensors to track the entire life cycle of aeronautical structures
- New wireless sensor systems to monitor composite parts structural health (SHM), to recycling of parts at the end of their service life (EoL)
- a non-invasive system to optimise composite parts performance based on sensors that allows traceability of all stages of the life cycle.
- More competitive European aeronautics industry due to cost reduction and reliability of components based on smart wireless sensor systems
- International consortium to transform the aeronautics sector
- Next generation digital aircraft transformation in multifunctional and intelligent airframe parts
- The environmental impact improvement

TARGETED AUDIENCES



1. Figure - Targeted audiences

The Communication and Dissemination plan sets out specific target stakeholders and groups covering the full range of potential users in manufacturing value chains, industrial and ICT/horizon Europe R&D communities, general public as well as the project's partners. Each communication activity will be tailored to the specific group.

Three target audience groups have been identified in addition to project's own community.

Industry: SME | Large enterprises

Project consortium will also seek to involve SMEs and large enterprises in a two-way communication, since SMEs can also provide inputs with benchmarking to measure the difference made by composites in their manufacturing systems. The objective is to increase confidence of SMEs in smart composites as they can assess the performance and effectiveness of the INFINITE systems at other users' businesses.

The consortium will prepare different communication messages to raise the awareness of SMEs about the applications of the project results, some short videos that will highlight the industrial applications of the technology developed in INFINITE. Newsletters for SME explaining the case studies, the innovations,

cost-effectiveness and benefits for European SMEs and publications in local magazines will be carry out.

Project results will be communicated periodically in a less scientific language, focusing on key project innovations and specific benefits for INFINITE outcomes users. For this purpose, a set of industrial magazines publications are foreseen. (Material-ES – ISSN 2530-6405, Empresa XXI, IMHE, Estrategia empresarial, Interempresas, Plasticos universales, Plasticos modernos, Machinery Magazine, Machinery Market, Machinery World, The Manufacturer, Planète robots, Usine Nouvelle, Metalmecanica, Grupo Senda (Sne),.

The outputs of the project will also be introduced to international industry conferences and Fairs as speaking engagements or booth exhibits: Manufuture, JEC Show, AUTOMATICA, BIEMH, Matcomp, Advanced manufacturing-composites Madrid- Airbus Summit, European Conference on Composite Materials-ECCM_ or Hannover Messe among others.

As the project consortium is composed of a multidisciplinary group, the new developments and future prospects of INFINITE will be shown at different industry sector environments, through the individual contribution of each partner.

Finally, as the partners of the project belong to several industry associations or umbrella organisations such as, [Composite World](#), [ESCM-European Society for Composite Materials](#), Manufuture, [ASME- International the Materials Information Society - ASM](#), european composites industry assn. ([EUCIA](#)), Society for the advancement of material and process engineering ([SAMPE](#)), AFM, [APTE-](#) Spanish technonology platform, [BRTA-](#) Basque Research Technology Alliance [FEDIT-](#) Spanish Research Centers Alliance, [Andalucia Aerospace Cluster](#), [Centro español de plásticos- CEP-](#) [Hegan](#), [Basque Aerospace cluster](#) and [Composites UK](#), the trade association for companies working in the UK's fibre-reinforced polymer composite supply chain, they will be able to use them to communicate the project results via their newsletters, magazines and presence in *international conferences not covered by the consortium partners*.

Scientific Community

Although dissemination is focused on fostering the transfer of knowledge created within the project to make results available for the scientific community, industrial partners and policymakers, communication activity will be made during the lifetime of the project to this community too. This plan foresees a close and interwoven relation between communication and dissemination activities.

The focus will be on communities of balanced industrial and academic interests. The aim is to keep these communities updated on the development of the project,

but also to generate spaces and conversations that enable the incorporation of their knowledge, experiences, and vision regarding the project's fields of interest.

Clustering activities

In addition, INFINITE will also be active through clustering activities. For that INFINITE project coordinator will contact other approved European projects under the same topic "HORIZON-CL5-2021-D05-01-05: Next generation digital aircraft transformation in design, manufacturing, integration and maintenance"

General public

Society as a whole is one of the stakeholders that will be taken into account.

Communication activities towards the general public will seek to shift the perception of the public towards industrial composite systems for the sustainability and environmentally friendly aircrafts. In particular, it is important to support the view that aircraft composite parts innovation is a more sustainable for the environmental and the use of this sensorized material continue being safe for aircraft users.

- Reduction in composite weight up to 5% in the aerospace industry
- Increase aerospace composites components lifespan by 20%

Also, safety concept is very important to visualize because it will impact not only on flight efficiency but also on security

- Reduce by 20% the time to implement a bonder repair
- Reduce by 50% the complex cure cycle time
- Improve the quality of the bonding
- Consume 20% less consumable

The advantages and potential applications of these smart materials will be presented in a friendly way for non-expert users. Project objectives and results will be periodically communicated in a simple manner through press releases, highlighting the impact achieved and the potential results.

The nature of the project is very technical, so, the communication with the general public will be a big challenge. In order to engage with this broad audience, an approach based on storytelling and audio-visual media will be used.

Finally, a hands-on workshop or visits to facilities will be arranged for students, since it is important that they get familiar with systems and make more attractive work and research in these industrial sectors. They will be able to discover different technologies, getting a deeper understanding of their capabilities.

Project's own community

The project's own community should be seen as another public. Internal communication needs to be concise, clear and fast. A special effort will be made to help project partners understand their contribution in the general context of the INFINITE initiative, so they will achieve and convey a better, holistic view of the project.

Microsoft Teams will be the main tool for internal project communication and coordination which, of course, will be complemented with other tools (e-mails, working papers, project meetings, etc.).

The tone and language used with each public must also be differentiated depending on the characteristics of each audience and what is expected from the interaction with them.

The composition of this specialised and international consortium lead to exceptional opportunities regarding its communication objectives. The Consortium is consisting of 7 companies and 5 RTD entities from seven different European countries.

The Consortium is formed by R&D entities and industrial companies with complementary skills and capabilities. The leader of the Consortium is the Spanish R&D centre specialized in advanced manufacturing [IDEKO](#). [GAIKER](#) (ES) as IDEKO, member of Basque Research & Technology Alliance, [BRTA](#) the research centre specialising in electronics and magnetism [RISE](#) (Sweden), the University of Sheffield Advanced Manufacturing Research Centre (AMRC), the University of Basque Country [UPV/EHU](#) (ES) are other RTD entities participating in the Project.

The Consortium is completed by industrial companies, such as [TEIJIN](#) (DE), manufacturer of carbon fabrics, TAMAG (ES), a spin-off of the aforementioned UPV/EHU group that will manufacture the sensors to be incorporated into the composites, [AEROFORM](#) (FR) specialist in composites repair, the aeronautical components manufacturer [COLLINS Aerospace](#) (IE), an Austrian company working in simulation of complex systems, [CAE Simulation Solutions](#), and two other Spanish companies, [TITANIA](#), working on testing and validation of aeronautical components, and [RECICLALIA](#), a start-up working on recycling, that seeks solutions for the end of life cycle of composite material structures.

Furthermore, [CINEA](#) (European Climate Infrastructure and Environment Executive Agency) is also in charge of the supervision of the project.

A continuous exchange of information between the partners of the project, the definition of communication group formed by key players of companies' communication and marketing departments is one of the most important conditions for the good performance of this network.

COMMUNICATION CHANNELS AND PROMOTION TOOLS

For communication purposes different communication channels and materials have been created and made available to partners. These channels help INFINITE community in spreading knowledge about the project and the results.

Following the segmentation to target audience groups INFINITE project will adopt the multichannel approach to each target audience group.

Adapted to a different target audience additional paper and digital dissemination materials might be produced as needed in the form of leaflets, flyers, banners, etc. Each partner is responsible for the printing of all these materials. The main way of reaching the attention of the target public will be:

2. Table - Communication KPIs

Communication Material & Channels	KPI
Project documentation	
Project Presentation	1 initial version + updates if needed
Brochure	1 initial version + updates if needed
Poster Paper Digital	1 initial version + updates if needed
Report templates	1 initial version + updates if needed
Project material	
Logo and graphics	1 initial version + partner requirements
Press Releases	At least 2 per year. At the beginning and at the end of the project
Newsletter	2 per year
Project divulgation articles in magazines	5
Project deliverables	See list of deliverables
Project videos	At least 4
Channels	
Website	1, monthly updates
Referrals	10+
Linkedin	At least 2 publications / months
Twitter	At least 2 publications / months
You tube	At least 4 publications

Having a consortium like INFINITE gives a great potential to communication activities if it is efficiently co-ordinated, and if all the existing communication networks and resources among the partners are organized to divulgate messages in a coherent manner according to the needs of the different group of interests.

Every partner must send to IDEKO's communication coordinator the key contacts of their marketing and communication departments because they are more accustomed with this kind of information and tools. They will collaborate and support the technicians to carry out all the actions of the communication plan.

PARTICIPANTS					
Communication and Dissemination contacts					
Num ber	Role	Short name	Name	email	phone
1	COO	IDEKO	Mertxe Uzkudun Irati Zabala	muzkudun@ideko.es izabala@ideko.es	+34943748000
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8	BEN	AEROFORM FRANCE	Franck Martel	fmartel@aeroform-composites.com	
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10	BEN	CAIL	Rohan Chabukswar Anarta Gosh	Rohan.chabukswar@collins.com Anarta.ghosh@collins.com	+353834562482
11	BEN	Reciclalia	Alfonso Bernabe	Alfonso.bernabe@reciclalia.com	
12	AP	USFD	Marketing team	marketing@amrc.co.uk	

3. Table - Communication and dissemination contacts in INFINITE

IDEKO is the responsible for carrying out the plan and follow-up communication actions for perfect compliance of it.

WP7 Communication activities	WP lead	Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8			Q9			Q10			Q11			Q12		
	Task leader	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
INFINITE communication plan	IDK																																				
Definition of messages to communicate																																					
Definition of target audiences																																					
Planning of interpersonal communication																																					
Planning of mass media communication																																					
Execution of INFINITE communication activities	IDK																																				
Branding																																					
Press release																																					
Website																																					
Social media accounts																																					
Brochure																																					
Roller/banner digital format																																					
Project Poster (A0, TV)																																					
biannual newsletter																																					
Monthly social media messages																																					
Youtube channel with at least 3 videos																																					
half-year action plan	IDK																																				

4. Table - INFINITE Communication plan

In addition, the partners commit to send information regarding the INFINITE project to referral websites and local magazines once along the project and inform communication responsible when it is published, the target and size of audience in each case.

In order to be able to offer the INFINITE integrated solution, the primary steps that need to be identified concern the individual communications that each partner will develop along the course of the project.

As a first step, each partner has been requested to fill in their foreseen communication information and activities (publications in magazines, in referral webs, conferences, fairs or other events) during the development of the project. This information will be collected in the following table which will be updated when necessary.

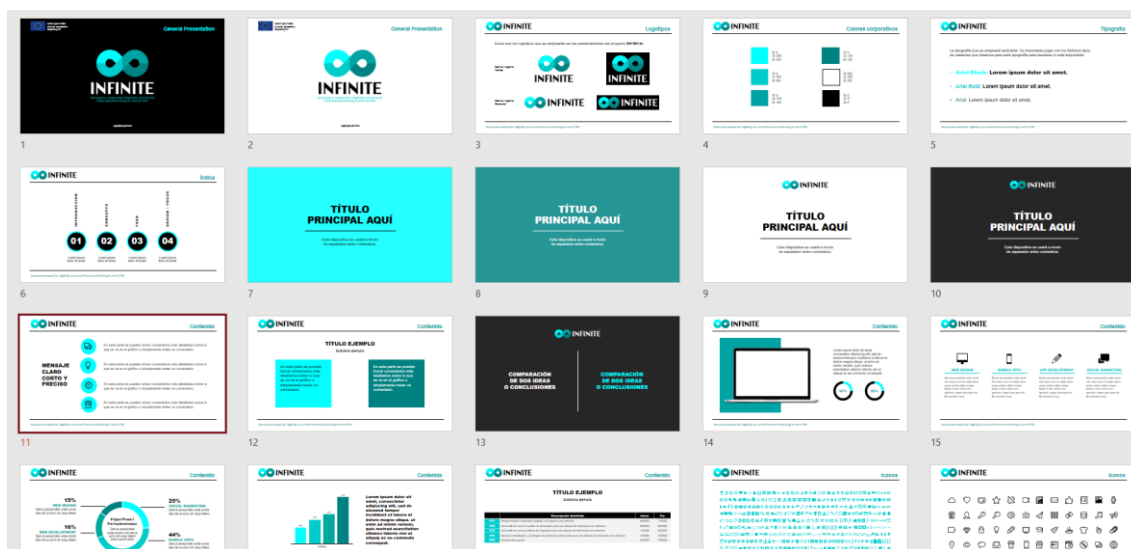
SUMMARY OF ACTIONS M1-M6	Deadline	ALL	IDK	GAIKER	EHU	RISE	TAMAG	TEJIN	AEROFORM	CLLINS AEROSPACE	RECICLALIA	AMRC	TITANIA
INFINITE communication plan													
send key contacts for communication activities to Communication coordinator	10/14/2022	✗	✓	✓						✓		✓	✓
communication plan to partner revisor RISE	10/17/2022		✓										
send inputs to communication plan	10/28/2022		✓			✓							
Approval of Communication Plan to Mertxe	10/30/2022	✗				✓							
Upload Communication Plan to the project portal	30/11/2022		✓										
Website													
Send company logo to IDK in high resolution	10/14/2022	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Send company pictures to IDK for INFINITE's web	10/14/2022		✓				✓	✓				✓	✓
Inputs on the design and usability of the new website	10/28/2022		✓	✓		✓						✓	
Publication of the new website	11/30/2022		✗										
Branding													
Send press release to partners	6/24/2022		✓										
Feedback Press release to Communication coordinator	6/24/2022	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
send Press release to media			✓	✓								✓	
Include INFINITE project new on your website or newsletters	10/30/2022		✓	✓								✓	
Open Social media accounts: Twitter, LinkedIn, youtube	10/30/2022		✓										
Follow social media accounts from personal profiles		✗	✓	✓						✓		✓	
Follow social media accounts from company profiles: Twitter-Youtube		✗	✓	✓									
Brochure	10/30/2022		✓										
Project Poster (A0, TV)	10/30/2022		✓										
Roller/banner digital	10/30/2022		✓										
Content Newsletter 1 to Mertxe (Coord. welcome / objective/kick off)	12/1/2022		✗										
publication of Quarterly newsletter	12/20/2022		✗										
Monthly social media messages	10/30/2022	✗	✓										
Youtube channel with a project starting video	12/30/2022		✗										
Partners involved													
Completed work	✓												
Work not done yet	✗												

5. Table - Excel file for monitoring of communication and dissemination activities in INFINITE project

An overview of the status of the communication and dissemination activities will be provided in the different follow up meetings and a short Interim Management Report will be available every 3 months. In this period, a summary of the communication and dissemination activities performed in the reported period will be provided, as well as an update of the action plan for the next period.

Brand identity manual

General visual identity rules have been defined to assure an unique identity of the project. Also, some templates, Microsoft Word template for text documents and Microsoft Powerpoint for presentations have been created, with guidelines and recommendations with the use of the brand identity (see templates).



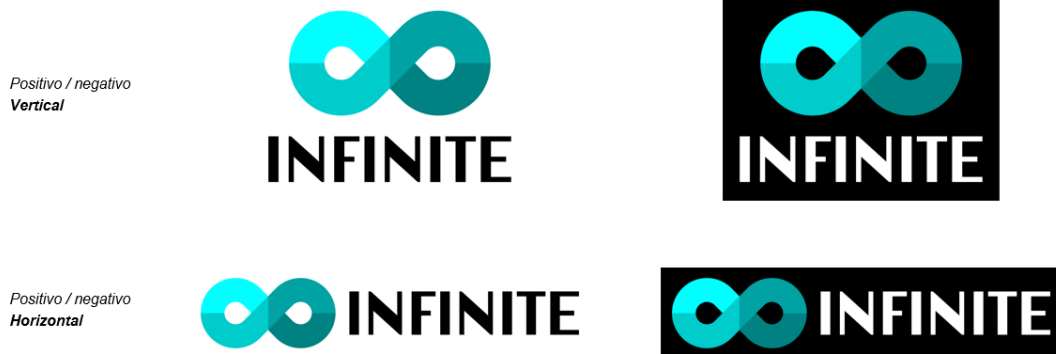
2. Figure - INFINITE brand identity manual

Naming

The name of INFINITE refers to a conceptual representation of one of the main messages of the project, the new developed composites are sensorized throughout their useful life, it does not die, after finishes its lifetime, it is recycled and is useful again, that is, to infinity. The infinity signifies the concept of **limitlessness or eternity**.

INFINITE Logo

INFINITE's logo is composed of two elements: the icon the graphical element that represents the infinite and the wordmark the text part of the logo design that displays the project name. Different versions of the logo have been created, vertical, horizontal, positive and negative.



3. Figure - Official logos of INFINITE project

An extra version of the logo has been created with the tagline, the secondary text portion of the logo that which provides more information about the project. In this case, is the whole title of the project.



4. Figure - INFINITE logo with secondary text

The conceptual interpretation of infinity symbol has to do with the concept of eternity as composites developed in this project. That's the reason we choose the infinity symbol, a figure eight on its side, to represent the project logo.

Colouring rules. The colour palette constitutes with black, white and different shades of green. This colour scheme is consistent with the project's environmental challenge since the green colour environmentally friendly strategies.



5. Figure -INFINITE Coloring rules

INFINITE also supports the development of more climate-neutral aircraft materials and sensors, recycling, re-using both sensors and components to provide useful end of life functionality and improving the environmental impact. Green, in branding means environmentally and ecologically friendly. That's the reason why green colour has been selected as the primary colour of the logo.

This is the colour that will appear in our presentations and every communication and marketing materials and campaigns. Also, it is the colour that we will use in the website and social media aesthetics.

Fonts

The font to be used will be Arial in its different type of variants. This font family offers a clean aesthetic and its an standard font and are included with all versions of Microsoft Windows from Windows 3.1 on, some other Microsoft software applications, Apple's macOS and many PostScript 3 computer printers, so nobody would have any problem to use it. It is important to play with the different types of variants that we have for this typeface to highlight the most important:

Arial Black: Lorem ipsum dolor sit amet.

Arial Bold: Lorem ipsum dolor sit amet.

Arial: Lorem ipsum dolor sit amet.

European Brand

The consortium will acknowledge the European nature of the project and contributing to the awareness of the European brand and will spread general knowledge of the investment that European institutions are making towards the improvement of the European community in terms of R&D and how these improvements impacts on the European wellbeing and prosperity.

Therefore, all materials produced within the framework of the project must display the European flag and a sentence stating the fact that this project has been funded by the European Commission.



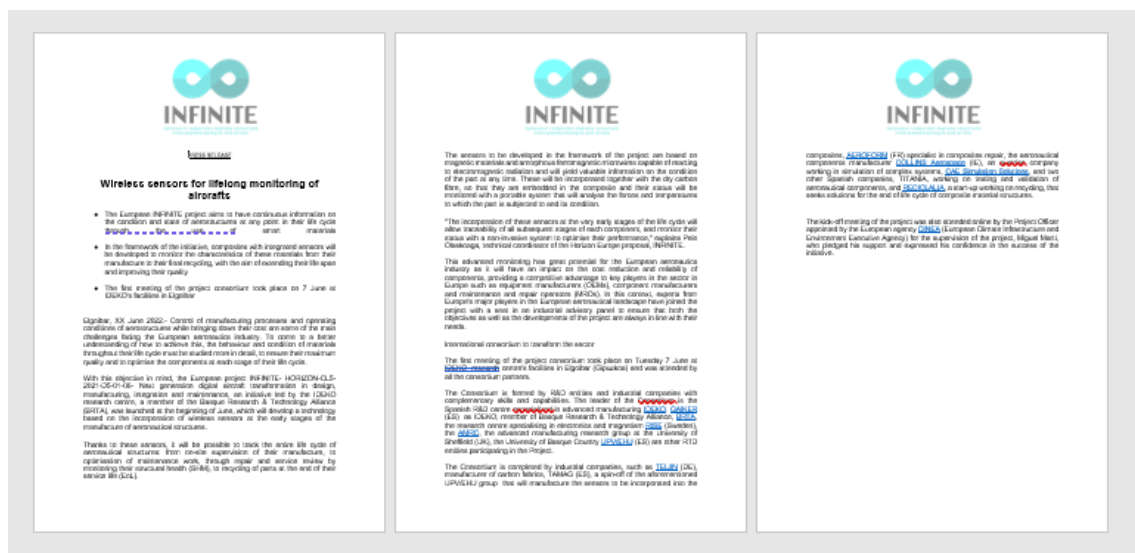
Project: 101056884 — INFINITE — HORIZON-CL5-2021-D5-01-06

Promotion tools

Press releases are short articles published in the industrial magazines (mostly local editions), to rapidly inform the industrial stakeholders about the start and funding of the INFINITE project.

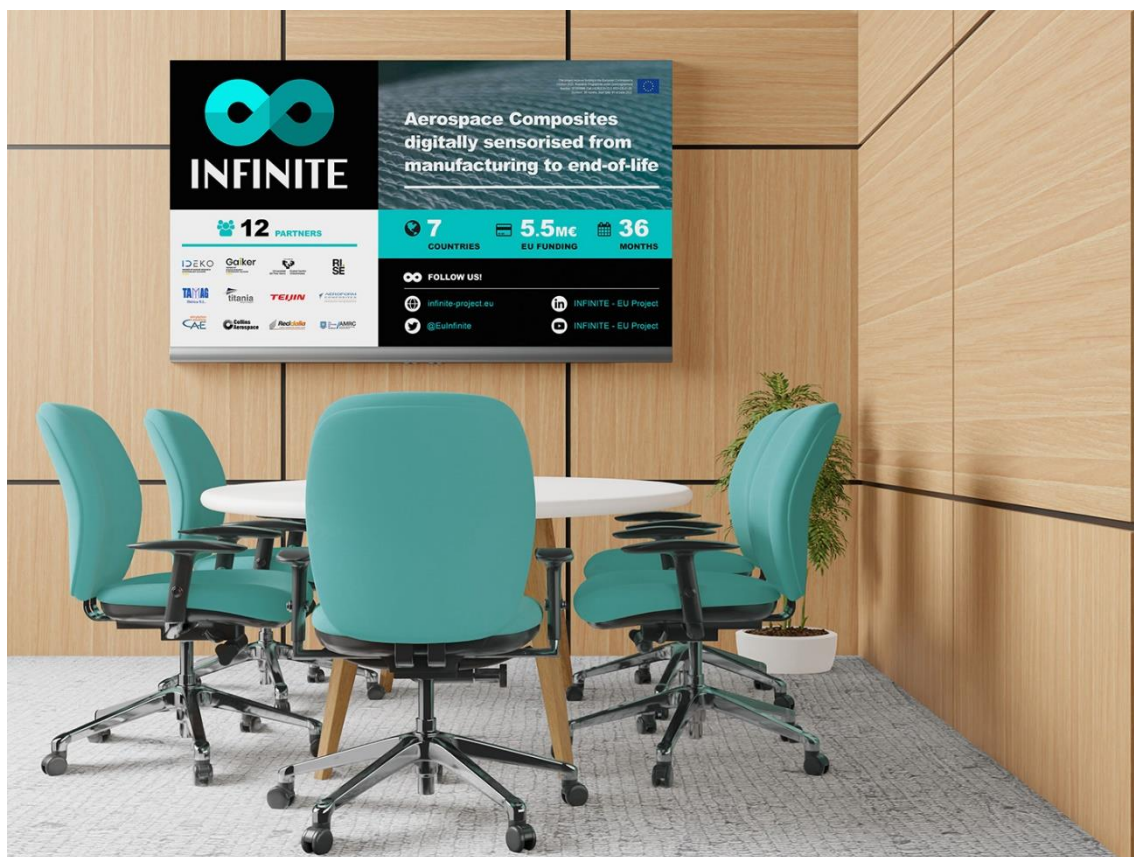
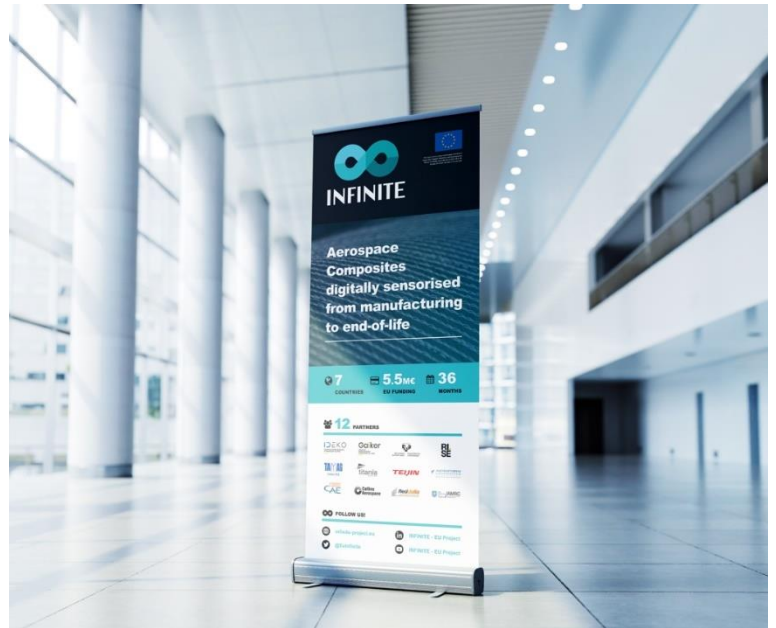
There are foreseen three press releases throughout the whole project duration. The first one describes general information about the project objectives, project outcomes, funding related and partners information. The first one has been sent to all the partners and each partner will send it to respective local media or industrial magazines that have been foreseen.

Midterm and final press release will contain major results and milestones. This will be prepared in English and then translated to all the partners' languages for publishing and presenting in their countries.



6. Figure - Initial INFINITE press release

INFINITE **scientific poster** template has been also designed for its use in congresses, fairs and conferences where project partners need to disseminate the project. The poster has been designed both paper 800mmx2000mm and digital version 1920x1080mm in size and in full colour.

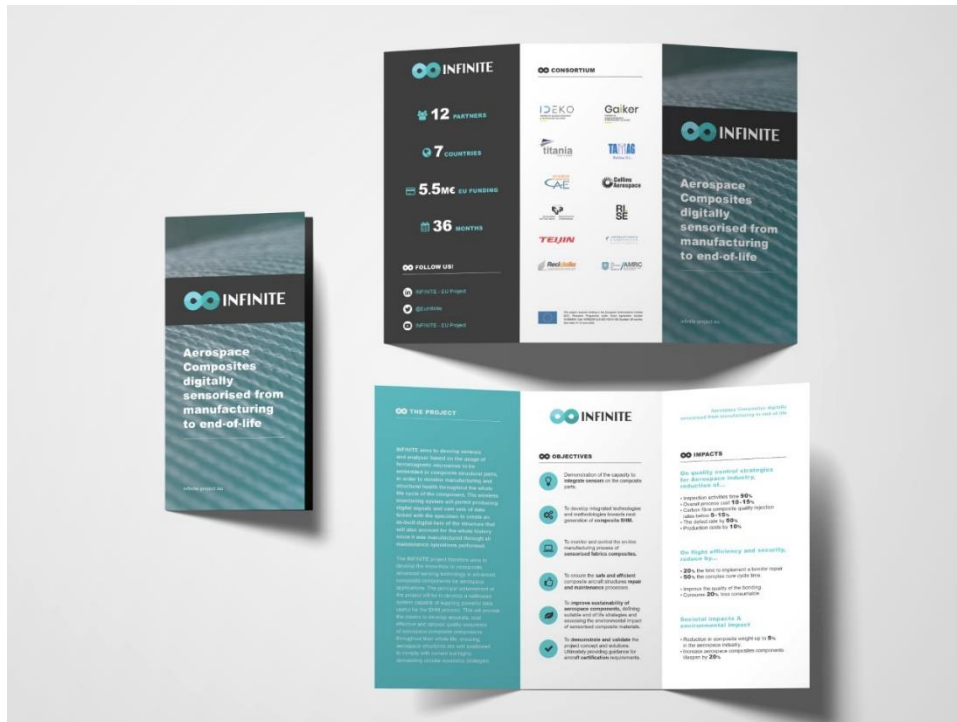


7. Figure - Physical and digital INFINITE posters

It will include basic information about the project and the consortium and the program as well as a link to the main web sites and contact information. Posters will be mainly used to draw visual attention.

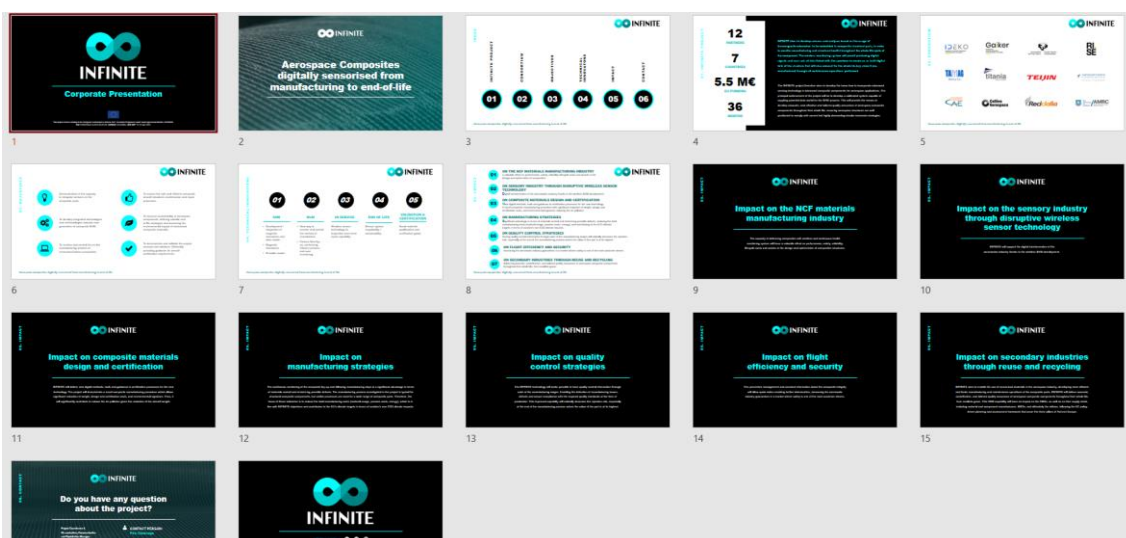
The **brochure** gives an overall introduction into the project, its goals and expected results. Information about the consortium and the funding. The brochure has been designed in A4 size, zig zag type.

The brochure and flyers will be handed out at all the events, directly to stakeholders and to decision makers. It will be available for downloading and printing at the web site of the project/activity and media/ communication material section.



8. Figure -INFINITE Brochure

A **short power point presentation** has been designed at the beginning of the project. It was a 10-slide presentation were covered INFINITE's objectives, concept and information about the impacts.



9. Figure - INFINITE Project's short overview presentation

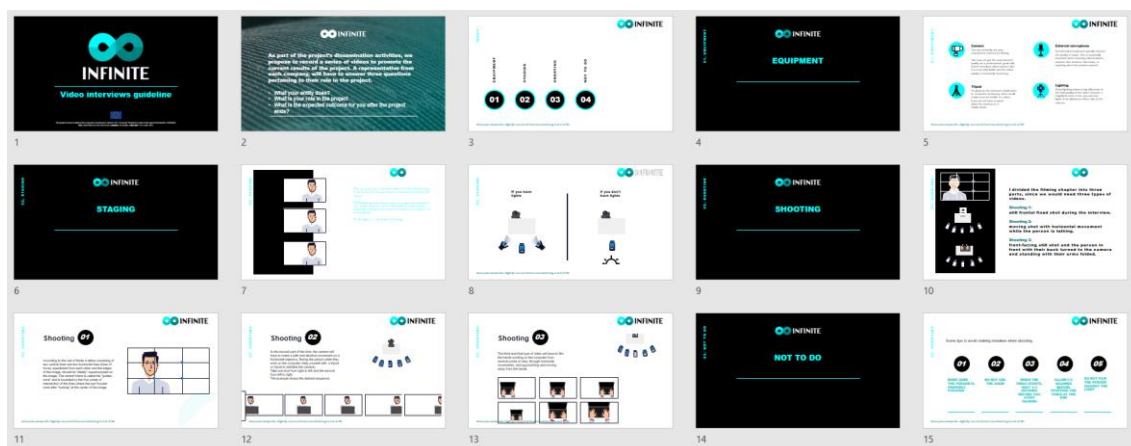
Creating **audiovisual** content is an effective way to enhance the impact of horizon Europe projects. An initial video will be created and published in project Youtube channel in order to show an overall view of the project, its objectives and what would be the results of this research. It is explained, as well that this project has been funded by the European Commission.

During the lifetime of the project, some short videos will be generated, interviews with project partners to promote the activities carried out in recent months to contribute to the achievement of the project objectives by answering questions as:

- What that your company do or what is your institution involved in?
- What is your role in the project?
- What is the expected outcome for you after the conclusion of the project?

Apart from these videos, more audiovisual will be created with project results.

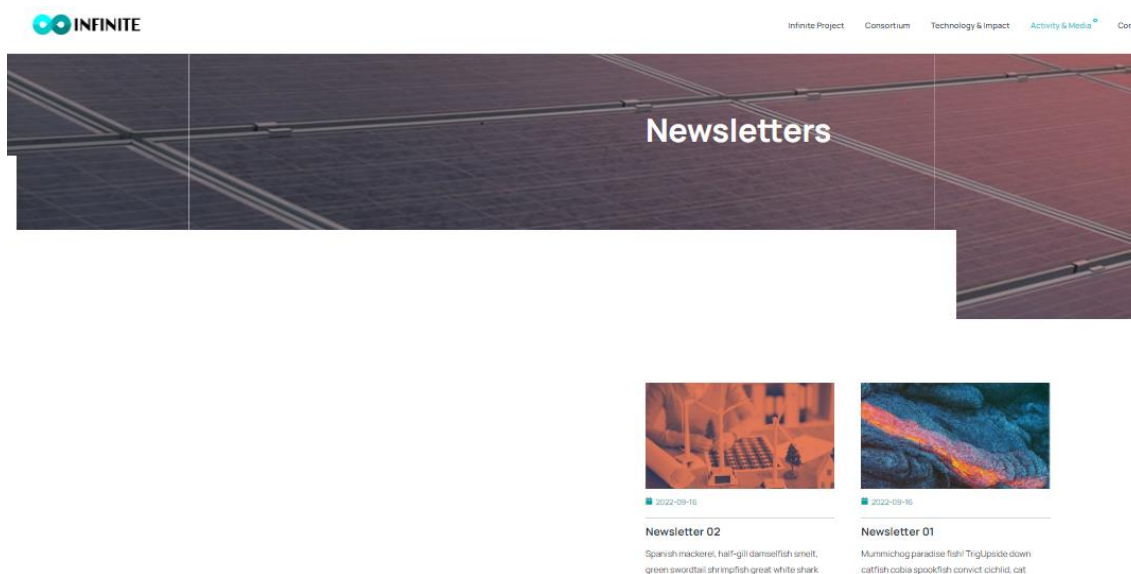
A short guideline will be elaborated for the recording of these interviews that will be edited and post processed by the marketing department.



10. Figure - Guideline for interviews recording

2 Newsletters per year are planned with updates of the project's achievements and project's activities, interviews to partners, information about the meetings, upcoming events. This news-sheet will be sent to relevant contacts of the consortium, to industrial and academic contacts, stakeholders and public in order to inform potentially interested companies of technical developments and achievements.

All generated newsletters can be found in the activity and media/Newsletters section of the website

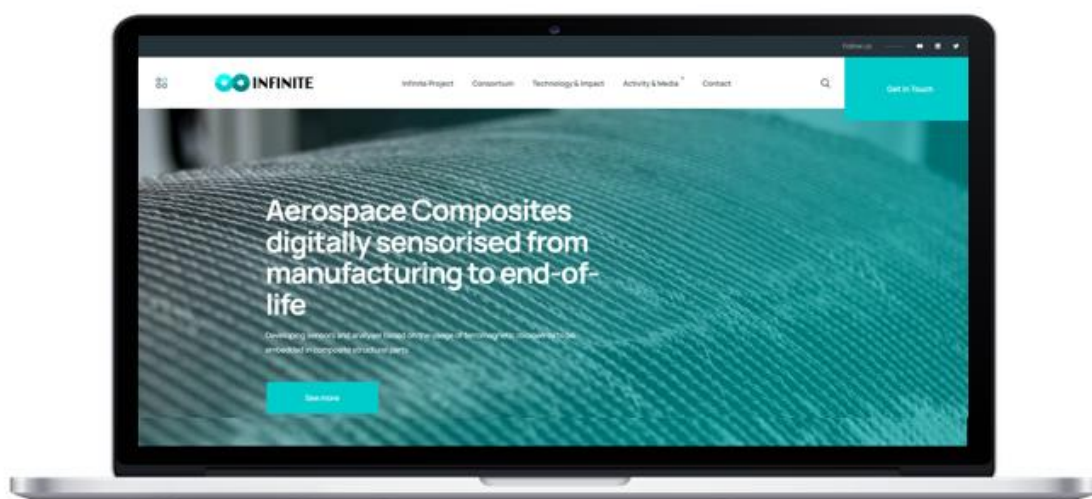


11. Figure - Newsletters section in INFINITE Website

Communication Channels

Website

The website is the main tool for dissemination, all the public communication and dissemination material, relevant information, news and results will be timely updated and published. The website has been set at the and the language will be English. <https://infinite-project.eu/> and the language will be English.



12. Figure - Homepage of INFINITE's website

It is a WordPress based site, with private hosting provided by IDEKO. WordPress is a free and open-source content management system.

Access to the project's social media (Youtube, LinkedIn and Twitter) is embedded in the header.

The design, structure and the categories of the site will evolve as needed during the development of the project. Its design is easy to navigate and the menu items are accessible from any page. The users always know exactly where they are.

The design is responsive, that means that it responds to all screen resolutions, platforms and orientations. It is designed to connect people at first glance, anticipating the visitor what kind of information will find in it. For that a short sentence and, an artistic picture of carbon fibre, provide the first clues to the visitor about the project.

Branding is also considered, the web is a reflection of INFINITE brand identity.

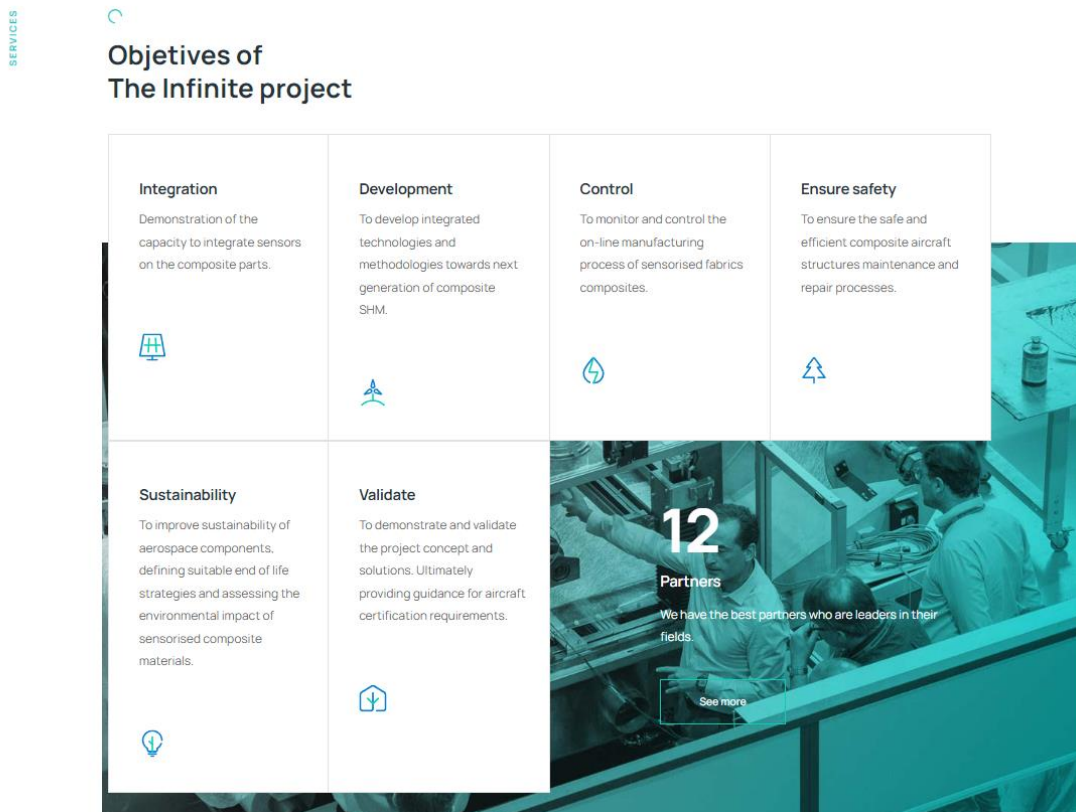
Content is informative, easy to read, concise and web friendly, prepared to work on all the major search engines and uses tags versed in SEO to positionate the website.

There is static content uploaded (at the beginning of the project) and dynamic content which is updated or added periodically to the website.

Home

The website header is composed with the logo, different sections, a search engine and contact form, in an area that's easily accessible.

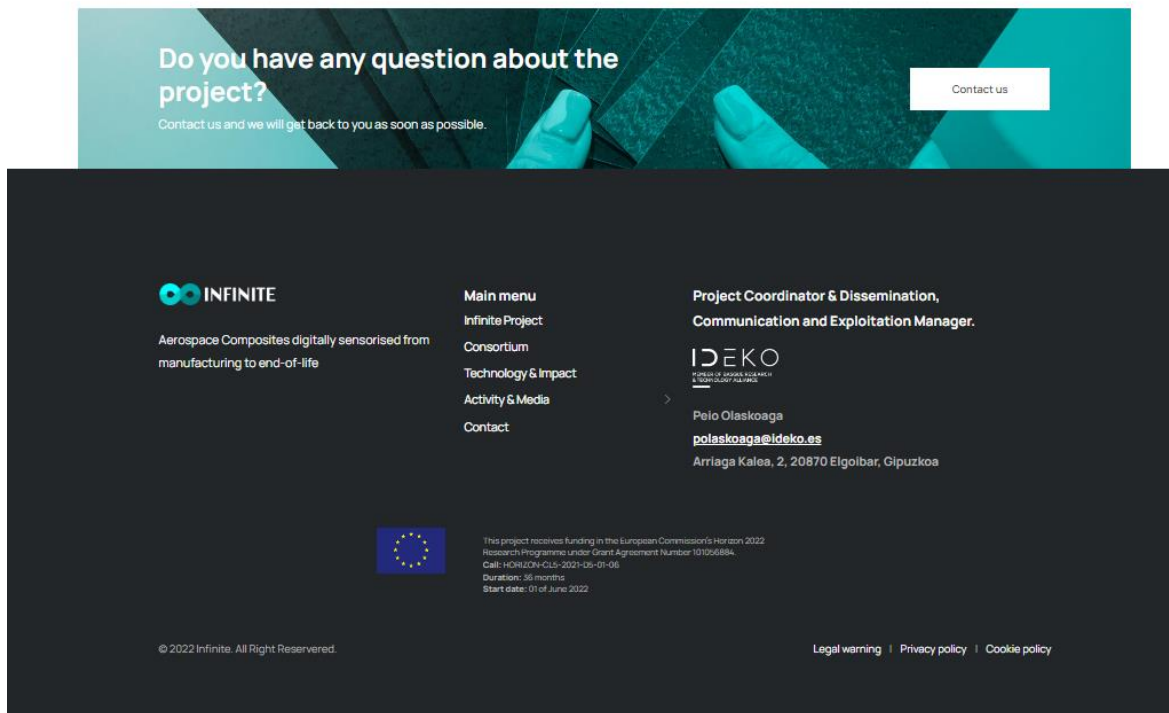
The body contains the objectives of the project, an outstanding message and the latest news





13. Figure - The body of INFINITE project's website

Finally, the footer includes the acknowledgment for the funding to the European Union and the project information as the Horizon Europe Call title, Type of action, Start date and Duration. Furthermore, sitemap, project coordinator contact, legal warning, privacy policy and cookies policy are included in it.

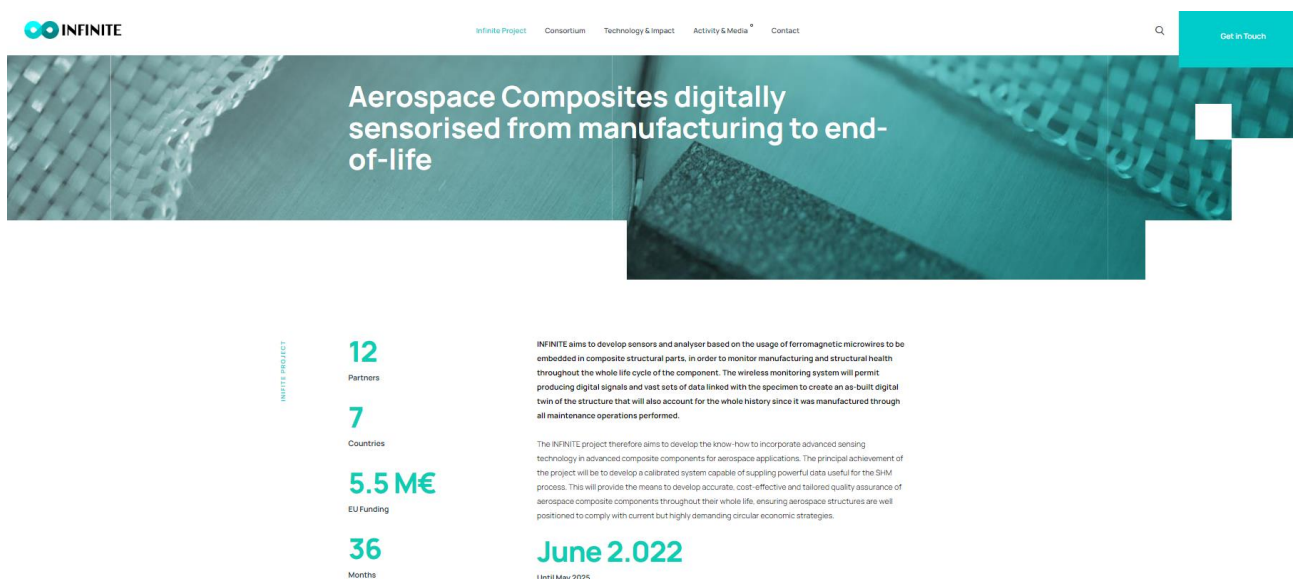








14. Figure - The footer of the INFINITE website referring to the European Union's funding

Five different subsections are included.

General overview & objectives,

This section gives a general overview of the project with the main figures and defined objectives.

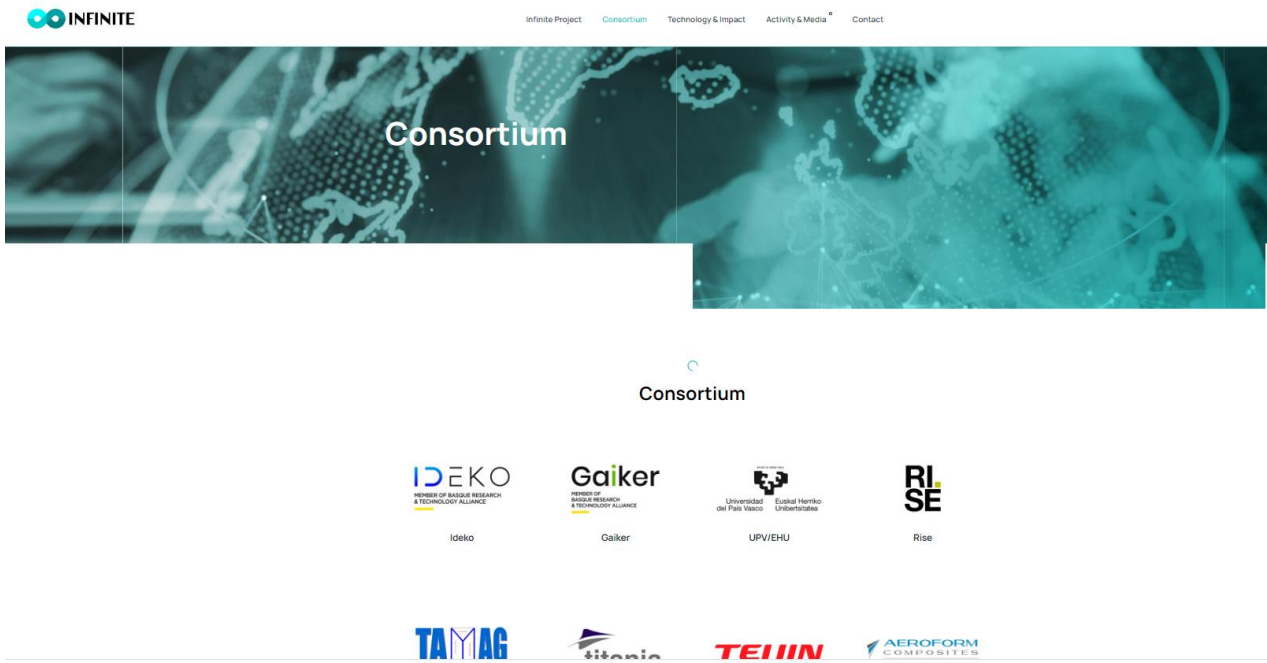


OBJECTIVES	<p>Objective 1</p> <p>Demonstration of the capacity to integrate sensors on the composite parts.</p> 	<p>Objective 2</p> <p>To develop integrated technologies and methodologies towards next generation of composite SHM.</p> 	<p>Objective 3:</p> <p>To monitor and control the on-line manufacturing process of sensorised fabrics composites.</p> 
	<p>Objective 4</p> <p>To ensure the safe and efficient composite aircraft structures maintenance and repair processes.</p> 	<p>Objective 5</p> <p>To improve sustainability of aerospace components, defining suitable end of life strategies and assessing the environmental impact of sensorised composite materials.</p> 	<p>Objective 6</p> <p>To demonstrate and validate the project concept and solutions. Ultimately providing guidance for aircraft certification requirements.</p> 

15. Figure - "General Overview and objectives" section in INFINITE website

Consortium,

A detailed description of each consortium member, its logo and its web page are provided in this section, publicizing each member activity and competence.



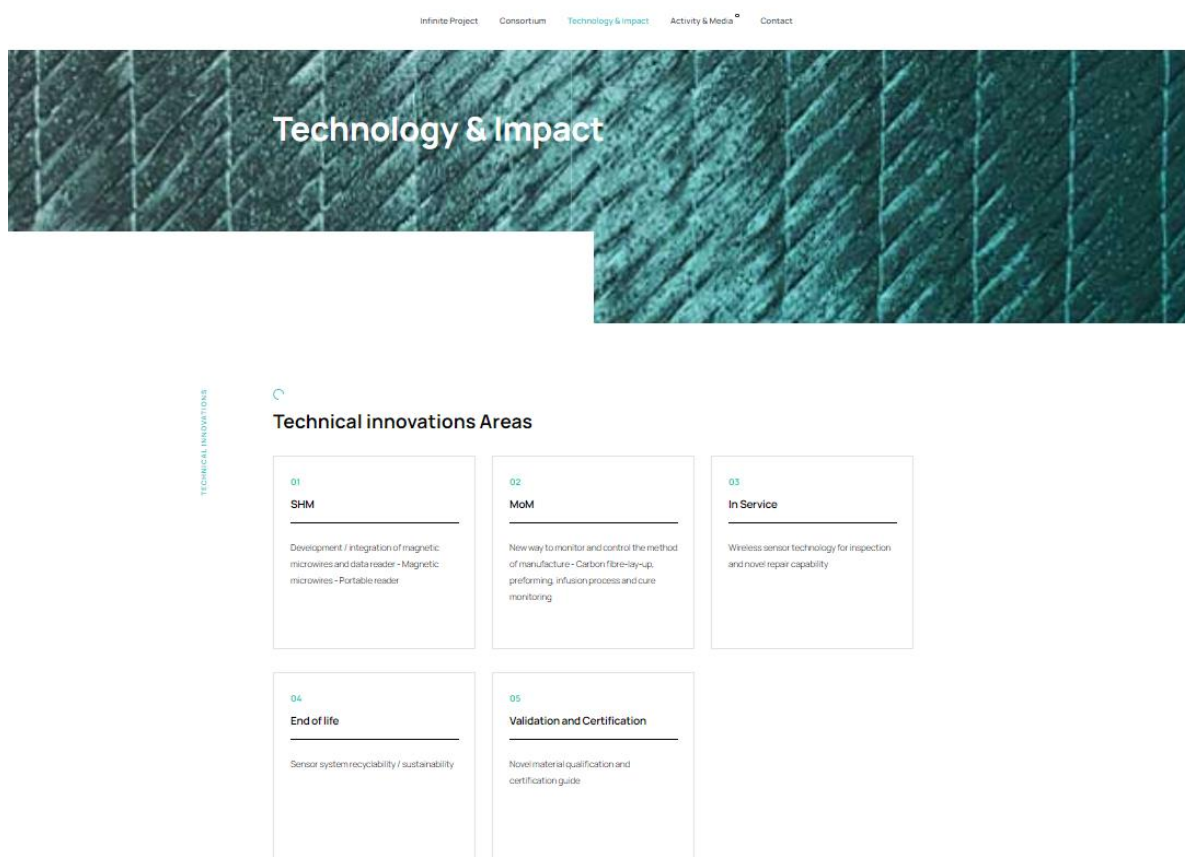
16. Figure - "Consortium" section in INFINITE website

Technology & Impact, Activity





This section presents the 5 technical innovation areas of the project, gathering attention to the disruptive breakthroughs that are expected to achieve within the INFINITE project.

Furthermore, the 7 main expected impacts are described:

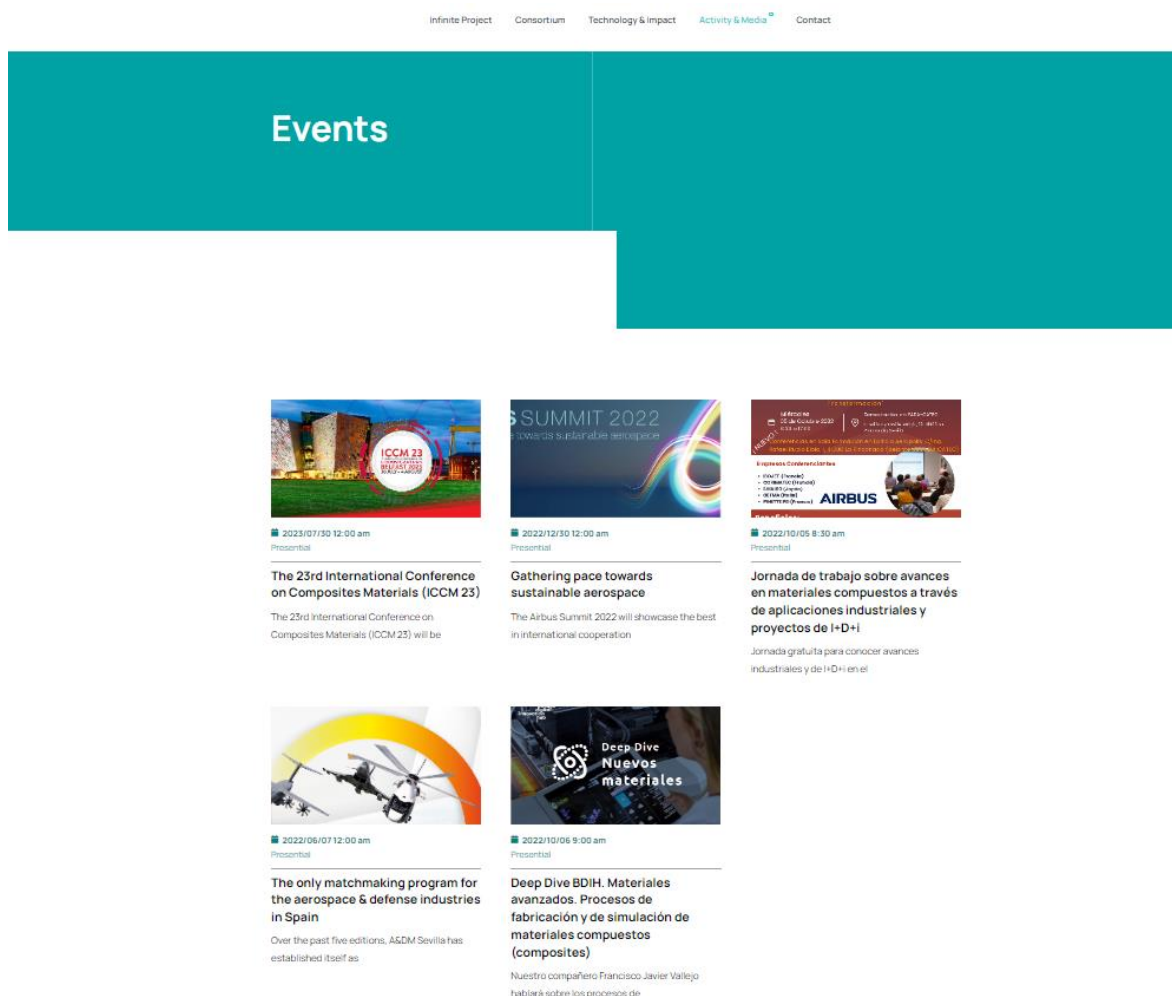
- on the NCF materials manufacturing industry
- on the sensory industry
- on composite materials design and certification
- on manufacturing strategies
- on quality control strategies
- on flight efficiency and security
- on secondary industries



17. Figure - "Technology and Impact" section in INFINITE website

	<h3>Impact on the NCF materials manufacturing industry</h3> <p>The capacity of delivering composites with wireless and continuous health monitoring system will have a valuable effect on performance, safety, reliability, lifecycle costs and assists in the design and optimization of composites structures.</p>
	<h3>Impact on the sensory industry through disruptive wireless sensor technology</h3> <p>INFINITE will support the digital transformation of the aeronautics industry thanks to the wireless SHM development.</p>
	<h3>Impact on composite materials design and certification</h3> <p>INFINITE will deliver new digital methods, tools and guidance to certification processes for the new technology. The project will demonstrate a novel composite manufacturing procedure which allows significant reduction of weight, design and certification costs, and environmental signature. Thus, it will significantly contribute to reduce the air-pollution given the reduction of the aircraft weight.</p>
	<h3>Impact on manufacturing strategies</h3> <p>The continuous monitoring of the composite lay-up and following manufacturing steps is a significant advantage in terms of materials control and minimizing possible defects. The manufacturing process investigated in the project is typical for structural composite components, but similar processes are used for a wide range of composite parts. Therefore, the focus of these industries is to reduce the total manufacturing costs (material usage, process costs, energy), which is in line with INFINITE objectives and contributes to the EU's climate targets in terms of aviation's non-CO2 climate</p>

Media. Clicking or hovering on Media menu prompts a list of 6 options to drop down: Events, Latest news, Newsletters, Communication material, deliverables and publications, audio-visuals.



18. Figure – “Events” section in INFINITE website

Contact

This section provides contact information to the visitor for contacting the Project Coordinator & Exploitation/Dissemination Manager: Name, phone, email and location. A contact form is also available to ask any question or further information about the project.

After the project is completed, the maintenance of the INFINITE website will be reduced to minimum. With the publication of the last public deliverable, the website will start functioning as an informational resource. Neither news, nor events announcements will not be published any more. The INFINITE website will stay available for at least five years upon the project completion.

Social media channels

The social sphere continues to expand with new channels. LinkedIn, Twitter, Facebook, Instagram, YouTube, Google+, TikTok... etc.

Social channels are the best complement to promote the website content. Can be reach to multiple audiences apart from own community. This helps project content reach a wider audience than just the website visitors, since many of the followers check social media on a daily basis so are appropriate to send traffic to the webpage using links in the posts. Can be useful for informing and engaging with society, to show how it can benefit from research and also to build networks to help finding new people interested in INFINITE technology.

In order to optimize our time investment, content and impact by reaching the right audience in the right channels, we identified which research channels are optimum for the INFINITE project. After studying where our audience is, we decided to focus on the three channels that best will reinforce the information diffusion and where we can do well, consistently during the project, with highly engaging content to reach and interact with INFINITE target audience.

A Social Media strategy is being defined for the INFINITE project to avoid wasting time and focusing our strength. Partners are enabled to spread project awareness and to create a community engagement generating a bidirectional communication, sharing and advertising interesting news and events to the community.

To promote its content [LinkedIn](#), [Twitter](#) and [YouTube](#) social channels have been setup for the project:

LinkedIn is the preferred social media by the consortium to gather information, connect with other professionals and share own content or content by others, which is interesting for the community.



19. Figure - INFINITE LinkedIn account

Twitter is especially interesting in the context of specific communication actions, such as conferences or fairs, when a critical audience uses these channels to search for information and discuss topics, usually around particular keywords or hashtags.



20. Figure - INFINITE Twitter account

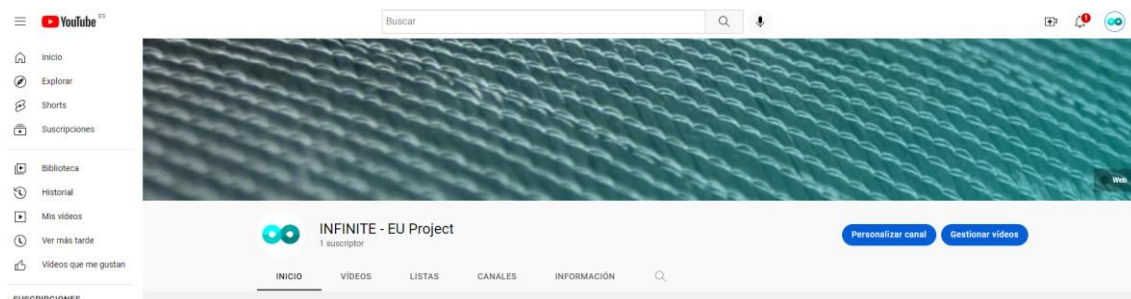
Hashtags and mentions

As a result of a preliminary study of topics and stakeholders in the selected communication channels, the communication team has established a list of hashtags and mandatory mentions to include in all publications.

Depending on the extension and subject of the publications, the communication team will choose which hashtags and mentions are priority, see below.

	Recommended project hashtags	Recommended EU hashtags	Recommended mentions
Twitter	#INFINITE #euproject #monitor #manufacturing #structuralhealth #monitoring #lifecycle #horizoneurope #research #sustainability #environmental #aerospace	#EUindustry #EFFRA #HorizonEurope	@EU_H2020 @EFFRA_Live @IDEKO_ @GAIKER_BRTA @upvehu @risesweden @teijinmaterials @collinsaero @reciclaliac @theamrc @titania_aero
LinkedIn	#INFINITE #euproject #monitor #manufacturing #structuralhealth #monitoring #lifecycle #horizoneurope #research #sustainability #environmental #aerospace	#EUindustry #EFFRA #HorizonEurope	@EFFRA " HORIZON EUROPE " Framework Programme for Research and Innovation @IDEKO Research Center @gaiker @upv_ehu @rise-research-institutes-of-sweden @teijin @aeroform-composites @reciclaliacomposite @collins-aerospace @amrc @titania-ensayos-y-proyectos-industriales @cae-simulation-&-solutions-maschinenbau-ingenieurdienstleistungen-gmbh

YouTube will host all the videos generated during the project. It is a good tool to give more content to our audience, in order to search for relevant specialized information.



21. Figure - INFINITE YouTube channel

IDEKO will prepare some posts with general content of the project and the consortium in order to build awareness and attract the audience in the first stage of the project and will encourage all partner to share these posts.

At the beginning of the project, partners social media channels have been collected and INFINITE's social media channels have started following their accounts in order to prepare a social media strategy and multiply the communication impacts. In this way, each post will impact not only INFINITE's followers but in 104.336 consortium followers or 273.269 in LinkedIn and 17.716 subscribers on YouTube.

A favicon has been created for the banners of these channels along with the logo of the project and the link to the webpage.

To personalize the YouTube channel a minimum number of subscribers is needed and a specific campaign will be launched in the second half of the year for this purpose, asking each partner's company YouTube channels to subscribe INFINITE channel.

With the purpose of giving content to the social networks is going to plan a block of contents fortnightly and a continuous monitoring of the publications on social nets of the partners as well as the influencers for the generation of new content.

CONCLUSIONS AND NEXT STEPS

This document presents the overall communication and dissemination strategy of the INFINITE project. The objective is to maximize the awareness of the technical developments of the project for all the targeted audiences (scientific, industrial and general public).

Communication and dissemination activities has started as it has been planned in the deliverable D7.1. promotion tools (project presentation, poster, brochure, templates...) and communication channels have been created and all the documents have been uploaded to the project platform to share with the partners for its use. Also, the first divulgation actions have started.

The first press release has been published, not only by the project coordinator, but also some partners have sent to their local media too.

Inputs from partners to complete the communication and dissemination plan are being collected, the website is soon ready to be published, waiting for the last feedback of partners. Social media channels are opened with the first posts on them. These activities will be intensified with updates on project news and developments, project newsletter issues and press releases, interviews to partners about the project and project's topic articles in magazines.

There have been presentations of the project at some events, and as planned in the events calendar, it is foreseen to attend many topics related events, conferences, exhibitions, fairs, workshop during the lifetime of the project.

This plan will serve as a guideline for project partners and coordination team but can also be adapted according to partner needs and new dissemination opportunities.

It must be also highlighted that this deliverable should be taken together to the plan for exploitation and disseminations of results (PEDR).