



## COMMUNICATION KIT AND RULES

Project Number	101070421
Project Acronym	MUSAE
Project Name	A human-centred factory for a future technological sustainable development driven by arts
Project starting date	1 September 2022
Project end date	31 August 2025
Work Package producing the document	WP7
WP Lead Partner	UCD
Other Partner(s) involved	All
Deliverable identifier	D7.4
Deliverable lead beneficiary	UB
Due date	28 February 2023
Date of delivery	28 February 2023
Version	2.0
Author(s)	Eloi Puig (UB)
Classification	Public
Document Status	Final version

This project has received funding from the **Horizon Europe Framework Programme (HEU)** under grant agreement No 101070412.

*Disclaimer: The views expressed in this document do not necessarily reflect the views of the EC.*

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## 2. Revision History

Version	Date	Created / modified by	Comments
1.0	26/02/2023	Eloi Puig (UB)	First draft
1.1	28/02/2023	Gizem Bozdemir (PAL Robotics)	Reviewed version
2.0	28/02/2023	Eloi Puig (UB)	Final version

### 3. Scope

The MUSAE Communication Kit has been developed to support the effective dissemination of results and findings within the project. This report has been prepared as an update to the previous test. It explains how the communication kit has been used to target all different types of stakeholders, and how it will continue to be used throughout the project.

MUSAE dissemination activities will continue to be monitored throughout the project to compare outputs against the Dissemination Strategy and to comply with European Commission reporting requirements.

The Communication Kit has been prepared by UB with the support of POLIMI. UB will be responsible for the overall coordination of the Communication Kit.

## 4. Introduction

This document is intended to provide a single point of reference that describes the associated aims and objectives of the Communication Kit and how they will be achieved throughout the lifetime of the project. The Communication Kit content has been designed to be flexible and adaptable to a range of Dissemination requirements. Partners have been encouraged to make recommendations for improvements arising from their utilisation of the various elements of the Kit.

The Consortium recognises the importance of communication within a project and has reviewed in detail the Horizon 2020 guidelines on 'Communicating EU research and innovation guidance for project participants'.

## 5. Aims and Objectives

### 5.1. Aim

The aim of the MUSAE Communication Kit is 'to provide the necessary tools to effectively disseminate results from the project'.

### 5.2. Objectives

The Consortium's intentions are to achieve this overall goal by establishing support objectives throughout the life of the Project. The objectives of the communication kit are the following:

1. Create the project brand and graphic identity
2. Design the MUSAE Newsletter and distribute it to relevant stakeholders
3. Develop future communication tools, depending on the needs of the Consortium
4. Integrate the website page into the STARTS portal
6. Create MUSAE social network profiles and constantly update the contents

These are the final objectives:

1. Mobilization of all partners to assume specific MUSAE dissemination commitments
2. Raise awareness of MUSAE project and MUSAE Factory Model
3. Utilisation of Dissemination Kits required to support effective dissemination activity

The dissemination activity is accounted for in the Deliverable Report Initial Plan for the Use and Dissemination of the MUSAE results.

## 6. Communication Kit

### 6.1. Communication Kit Research

The foundation of the communication kit began with the suggested and recommended Brand Guidelines by the STARTS. These guidelines were the basis to start the work on the different formats of communication deliverables.

This comprehensive exercise provided insights into the kit's content and how it would be used to achieve an effective communication approach that was relevant to the project. The MUSAE Communication Kit is shown in Figure 1,2 and 3 below.

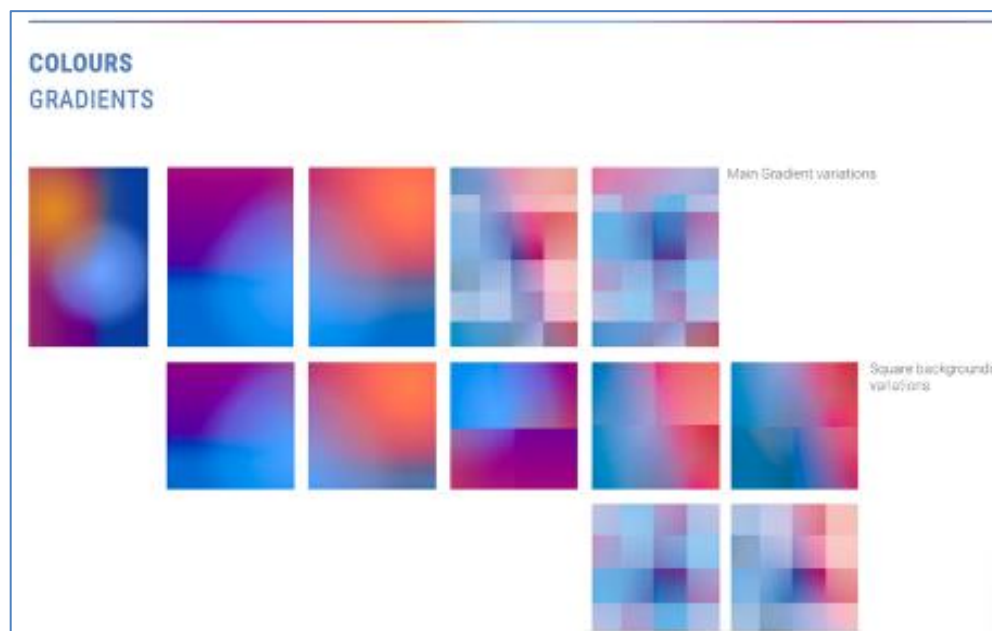


Figure 1

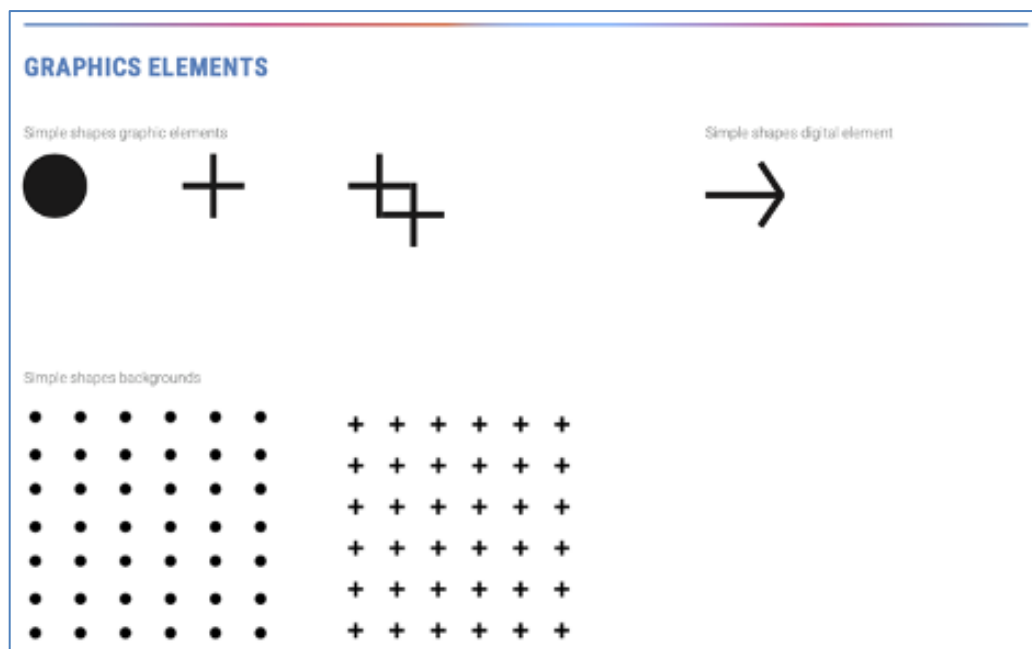


Figure 2

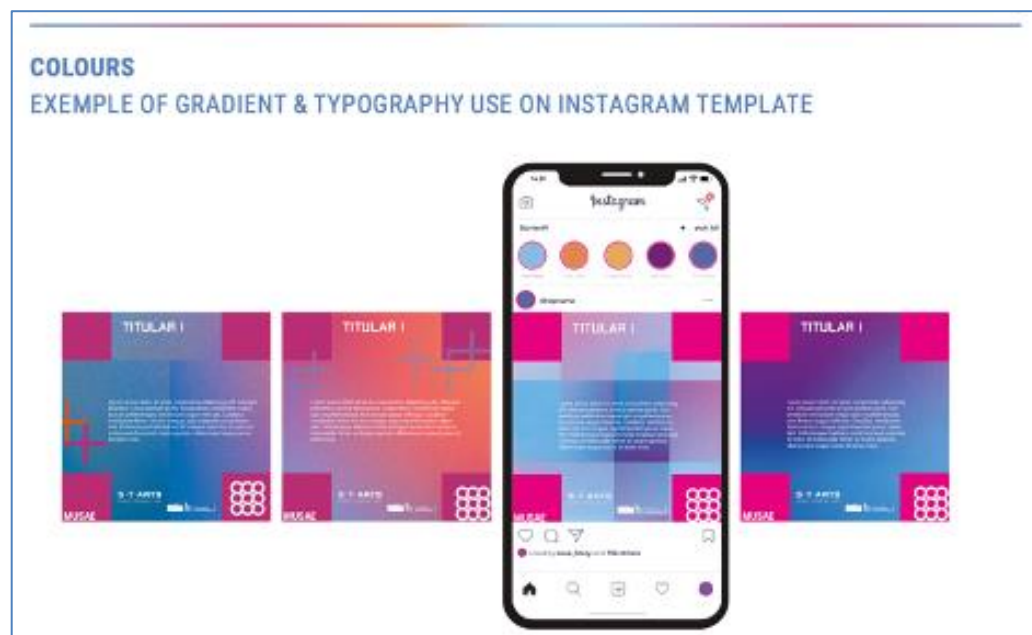


Figure 3

The MUSAE Project has continued to use Brand guidelines STARTS to gather ideas and concepts for future dissemination activities e.g. Video Presentations, Social Media ideas and other future Communication activity.



## 6.2. PowerPoint Presentation

A MUSAE presentation template was created to allow partners to disseminate results effectively about the project, as shown in Figure 4 below.

This presentation format will be used by all partners to ensure that the Project is being publicised in a consistent manner and to establish the MUSAE brand in the minds of all Stakeholders. The template correctly acknowledges the European Commission as it is required to do and will be used extensively used at next events.

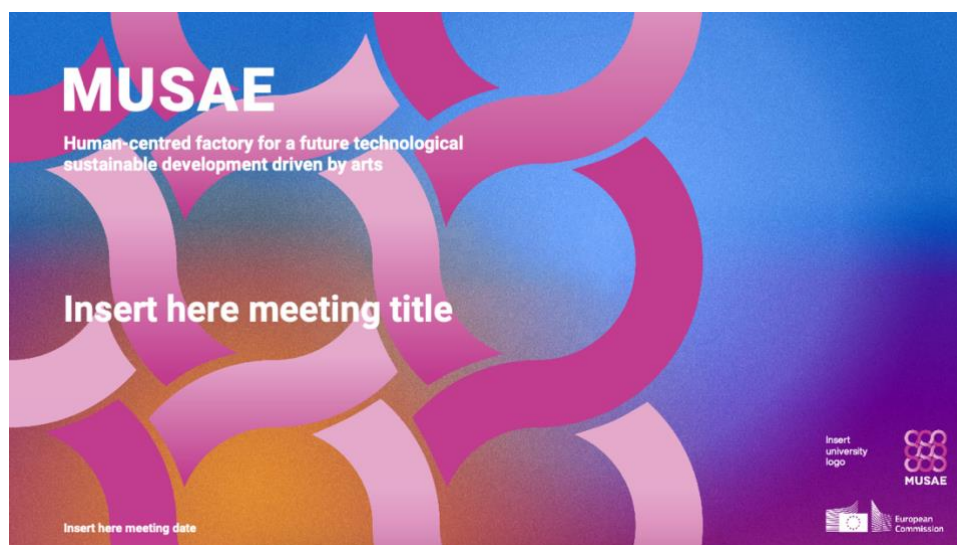


Figure 4

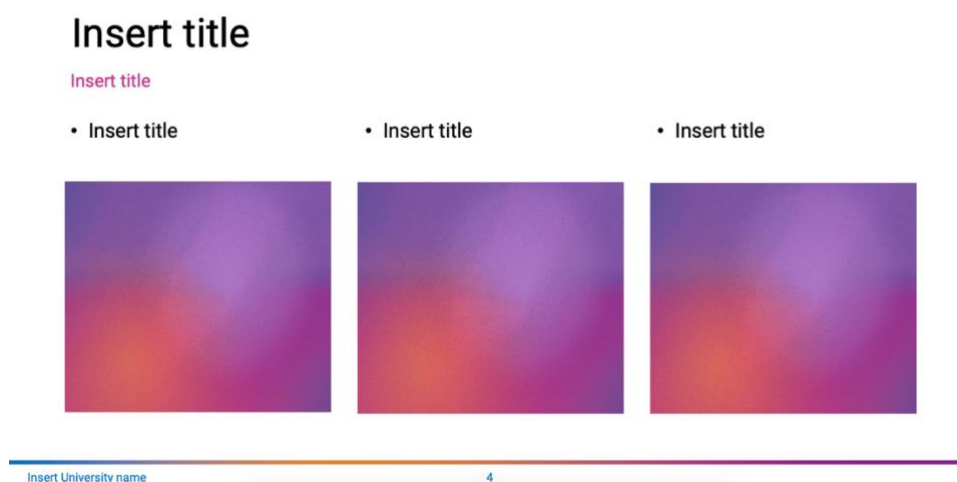


Figure 5

Insert title

Insert title

Insert title



Insert University name

2

Figure 6

### 6.3. Banner

Banners and flyers are an inexpensive way of advertising the MUSAE Project to potential stakeholders. The consortium has created a version that provides an overview of the project, as well as its aims, objectives and targets, as shown in Figure 7 below.

Partners can disseminate the flyers at meetings, Conferences and other activities that present an opportunity to raise awareness of the project. Sending this Communication Kit to contacts encountered at meetings is also a good follow-up tactic that the partners can deploy.



Figure 7



Figure 8



Figure 9

## 6.4. Newsletter Template

The Newsletter Template provides a well-designed format for the development of subsequent Newsletters that will feature during the duration of the Project, as shown in Figure 10.



Figure 10