



UMA³ Project No.: 952463
WIDESPREAD-05-2020 – Twinning-CSA

D6.1 Public website, and social media groups and initial communication pack

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CO	Confidential, only for members of the consortium (including the Commission Services)	

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TABLE OF CONTENTS

Table of Contents	3
Table of figures	4
1. INTRODUCTION.....	5
2. VISUAL IDENTITY AND INITIAL COMMUNICATION PACK	6
UMA3 Logo	6
Deliverable and Presentation Templates	7
UMA3 trifold Leaflet.....	9
3. PROJECT PUBLIC WEBSITE	11
Methodology for the establishment of the UMA3 public website	11
4. SOCIAL MEDIA GROUPS	23
5. CONCLUSIONS.....	25

TABLE OF FIGURES

Figure 1: UMA3 logo design proposals.....	7
Figure 2: UMA3 official logo	7
Figure 3: UMA3 presentation template	8
Figure 4: UMA3 Holiday card	9
Figure 5: UMA3 Leaflet (external side)	10
Figure 6: UMA3 Leaflet (internal side)	10
Figure 7: Methodology of the UMA3 website development.....	12
Figure 8: Project website: Homepage.....	16
Figure 9: Project website: Main menu	17
Figure 10: Project website: Concept page	17
Figure 11: Project website: Objectives page.....	18
Figure 12: Project website: Work Plan page.....	19
Figure 13: Project website: Expected Impact page.....	20
Figure 14: Project website: Consortium page (a).....	20
Figure 15: Project website: Consortium page (b).....	21
Figure 16: Project website: News & Events page	22
Figure 17: Project website: Dissemination page	23
Figure 18: UMA3 LinkedIn Group	24
Figure 19: UMA3 Twitter account	24

1. INTRODUCTION

Communication plays a key role in all H2020 projects, so as to ensure the broad spread, use and dissemination of the knowledge and results produced therein, and thus generate further scientific developments and maximize the impact of the funding granted towards the satisfaction, prosperity and well-being of the European citizens and society.

In this sense, the effective, targeted and strategic dissemination of the UMA3 activities, main achievements and results, both to Hungary and across Europe -to the wider scientific community and the general public-, is of great significance to this Coordination and Support Action.

Consequently, during the initial months of this project's lifetime, in the frame of WP6: *"Dissemination and Promotional Activities"*, emphasis has been given in creating public awareness about the concept, objectives, activities and expected results/impact of UMA3. Towards the attainment of this aim and for facilitating the overall planned dissemination and exploitation strategy of the project, several communication activities have been implemented, leading to the development of an UMA3 unique brand and visual identity. These actions include:

- the creation of the project official logo and templates, which are unique and of high quality and are directly associated to the UMA3 consortium
- the project's trifold leaflet, which contains brief yet useful information about the CSA in a portable manner,
- the design and development of the UMA3 public website, which is available to everyone 24/7, and provides general as well as more in-depth information about the project, its objectives, progress and main outcomes
- and the creation of the UMA3 social media channels, which support the project's consortium in building a broad community of relevant stakeholders and gain as many followers as possible.

Accordingly, the goal of this deliverable is to report on the abovementioned activities and hence materialize the delivery of D6.1: "Public website, and social media groups and initial communication pack". The actions realized towards the development of said communication tools, which are analysed in this document, include also considerations with regards to the different messages that needed to be communicated at each time, through each means, as well as considerations with regards to the different audiences targeted and their specific needs and interests.

A conceptual design was realized prior to the development of each of the communication material presented in this deliverable. Specifically, when it comes to the project logo and leaflet, various alternative designs were created before deciding on the final and most optimal choices. Similarly, numerous development steps were followed during the website creation, so as to ensure that it would be user-friendly, easy to navigate, visually attractive and informative; with various levels of information –both technical and non-technical- so as to address and engage all groups of relevant audiences.

2. VISUAL IDENTITY AND INITIAL COMMUNICATION PACK

The creation of a unique, graphically appealing, high quality and “eye-catching” UMA3 visual identity has been a topmost priority and hence the first activity performed in the frame of WP6. Said visual identity will be applied in all public and internal communication material developed throughout the project lifecycle in order to provide a consistent conceptual representation of the project, give it a polished appeal and make it recognizable among other projects and initiatives.

UMA3 Logo

The design and development of the project official logo was performed by EASN-TIS early on in the project and it has been the key element for subsequently forming the overall visual identity of this CSA. The main objectives in mind when creating the project logo were for it to be visually attractive, manageable and meaningful with regards to the project concept. Moreover, it was made sure that the final logo of the project would be easily recognizable and printable in various sizes (small, large) and outputs (greyscale, colour).

At the beginning of the process, several different logo designs were developed by EASN-TIS, in order to ensure that the scope, concept and objectives of the project are best captured and illustrated. The most important aim during this stage of the logo development has been to identify the most suitable colours and fonts in order to consequently be used in all produced communication and dissemination materials (e.g. templates, leaflets, website etc.) and thus establish a concrete and consistent brand of the project.



Figure 1: UMA3 logo design proposals

The proposed alternatives were discussed with the project coordinator and at the end of the process, the official UMA3 logo was selected and finalized.



Figure 2: UMA3 official logo

Since then, the project logo has been applied in the project templates (deliverables, reports, presentations, etc.), public website, as well as in all internal and external UMA3 communication products. The project logo has been also made available for viewing and downloading through the UMA3 public website (<https://uma3-project.eu/dissemination>).

Deliverable and Presentation Templates

In order to further develop and reinforce the UMA3 visual identity, dedicated deliverable and presentation templates have been accordingly prepared. As templates play a crucial role in reinforcing the consistent visual language of the project, their realization has been based on the logo design and has been made in accordance to the established UMA3 visual identity. Moreover, both templates have been produced in a way so they are manageable and easily adaptable to the specific needs of the consortium members. The templates have been made available to all UMA3 partners so as to be used for deliverables formation and presentations of project related information (both internally and externally).

As per the consortium's needs, two formats of templates have been created: A Word format for text documents such as deliverables and reports; as well as a Power Point format for presentations.

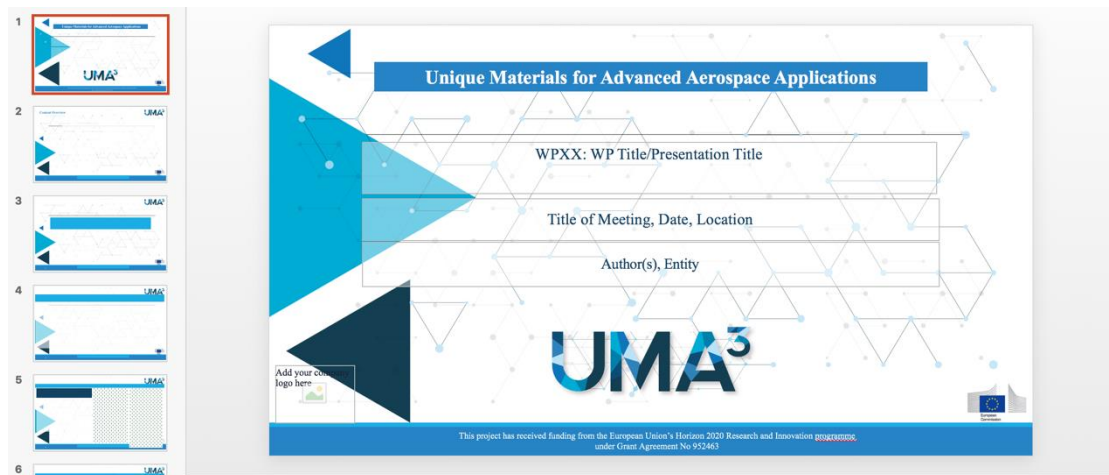


Figure 3: UMA3 presentation template

Additionally, to further boost the project's visual identity, external image and overall outreach, as well as to support our key objective of gradually building a large UMA3 community and establishing our presence, a dedicated card has been designed for communicating in a playful, friendly and eye-catching manner, the team's greetings for the holiday season ahead.



Figure 4: UMA3 Holiday card

UMA3 trifold Leaflet

In consistency with the established visual identity of the project, the initial version of the UMA3 leaflet has been designed and developed by EASN-TIS. This first set of leaflets presents in a visually appealing manner, general information about the UMA3 Coordination and Support Action, aiming to introduce it to the broader research and scientific community in Hungary and throughout Europe. Precisely, said trifold brochure includes useful introductory information about the project's concept and main objectives, methodological approach and work plan, expected impacts and results as well as the consortium partners' logos. Moreover, the full title of the project as well as an acknowledgement of the funding received from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952463, are also included on the cover page of the leaflet.



About UMA³

UMA³ aims at creating an international excellence centre to reinforce the UNIMI-FMSE (Faculty of Materials Science and Engineering) position in Borsod-Abaúj-Zemplén county and Hungary by enhancing the scientific excellence, knowledge and technology degree of innovation potential for Unique Materials for Advanced Aerospace Applications. The challenge addressed is to use the twinning instrument, i.e. excellence centre, as a trigger to enhance the competitiveness of regional and national SMEs and large companies in the aerospace sector.

The concept of an integrated knowledge centre (Excellent Centre for Advanced Materials, ECAM) in UMA³, is based on the creation of a value chain of knowledge of research entities in the scope of Powder Metallurgy, additive manufacturing, PVD (nano)coatings and fully 3D investigations.

The UMA³ members join forces to develop new material systems and create new solutions, whilst utilizing their competencies (knowledge, human resources, infrastructures) and cooperate in a synergistic manner. The multi-step process of the project (from theoretical elaboration and experimental engineering to computational modelling) will remarkably contribute to the existing know-how, as well as to the concept-driven, market-based innovation and scientific & research progress.

The Team

Logos of partner institutions: MISKOLCI EGYETEM, ICAMCYL, Fraunhofer IFAM, University of Patras, ALTRAN, ALMA MATER STUDIUM, comet, and others.

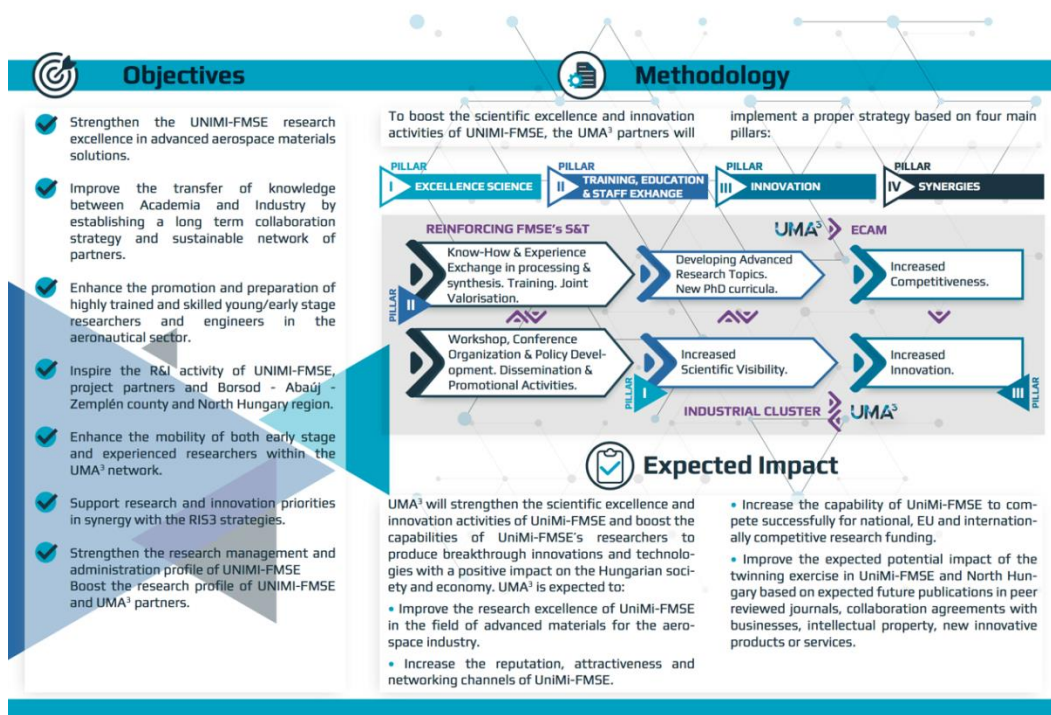
Connect with UMA³

QR code and URL: <https://uma3-project.eu>

Spreading Excellence + Widening Participation: Twinning

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 952463.

Figure 5: UMA3 Leaflet (external side)



Objectives

- Strengthen the UNIMI-FMSE research excellence in advanced aerospace materials solutions.
- Improve the transfer of knowledge between Academia and Industry by establishing a long term collaboration strategy and sustainable network of partners.
- Enhance the promotion and preparation of highly trained and skilled young/early stage researchers and engineers in the aeronautical sector.
- Inspire the R&I activity of UNIMI-FMSE, project partners and Borsod - Abaúj - Zemplén county and North Hungary region.
- Enhance the mobility of both early stage and experienced researchers within the UMA³ network.
- Support research and innovation priorities in synergy with the RIS3 strategies.
- Strengthen the research management and administration profile of UNIMI-FMSE. Boost the research profile of UNIMI-FMSE and UMA³ partners.

Methodology

To boost the scientific excellence and innovation activities of UNIMI-FMSE, the UMA³ partners will implement a proper strategy based on four main pillars:

- PILLAR I: EXCELLENCE SCIENCE**
- PILLAR II: TRAINING, EDUCATION & STAFF EXCHANGE**
- PILLAR III: INNOVATION**
- PILLAR IV: SYNERGIES**

Expected Impact

UMA³ will strengthen the scientific excellence and innovation activities of UniMi-FMSE and boost the capabilities of UniMi-FMSE's researchers to produce breakthrough innovations and technologies with a positive impact on the Hungarian society and economy. UMA³ is expected to:

- Improve the research excellence of UniMi-FMSE in the field of advanced materials for the aerospace industry.
- Increase the reputation, attractiveness and networking channels of UniMi-FMSE.
- Increase the capability of UniMi-FMSE to compete successfully for national, EU and internationally competitive research funding.
- Improve the expected potential impact of the twinning exercise in UniMi-FMSE and North Hungary based on expected future publications in peer reviewed journals, collaboration agreements with businesses, intellectual property, new innovative products or services.

Figure 6: UMA3 Leaflet (internal side)

The electronic version of the UMA3 trifold leaflet has been made available to all project members so as to further circulate to their contacts, databases and communities. Furthermore, the electronic version of the leaflet is also publically available online, for viewing and downloading through the project's website, under the Dissemination section (<https://uma3-project.eu/dissemination>).

It shall also be noted that once the current coronavirus pandemic comes to an end and relevant conferences, workshops, events, meetings and gatherings start taking place again, printed copies of said leaflet are planned to be promptly developed and provided to all UMA3 partners for distribution at their home institutes as well as at relevant events suitable for dissemination.

Finally, it is worth mentioning that, apart from this initial first set of project leaflets - dedicated to introduce the project and raise public awareness about its overall concept, objectives and expected impacts- updated sets of leaflets are planned to be designed throughout the UMA3 lifetime, in order to present the main progress, achievements, news and results.

3. PROJECT PUBLIC WEBSITE

In addition to the abovementioned activities and based on the formed UMA3 visual identity, the project public website was also designed and developed by EASN-TIS. The project website will act as the key element of the UMA3 external dissemination strategy as it is arguably the foremost communication tool for reaching different relevant target audiences (including also the general public) and for widely communicating updated information about the progress, news and significant results of the CSA. It is also the main tool for continuously maintaining public interest and societal acceptance about the project's development and achievements.

The UMA3 public website has been cordially designed and developed in line with the "EU project Websites – Best Practice Guidelines (August 2009)". The official registration of the project's domain name is: <https://uma3-project.eu>. EASN-TIS has been appointed to provide technical support in the hosting, development, maintenance and support of the UMA3 public website.

Methodology for the establishment of the UMA3 public website

The methodological steps followed for the development of the public website are hereby depicted in the figure below as well as are analysed in the following section of the report.



Figure 7: Methodology of the UMA3 website development

Step 1 - Planning: In this first step of the website creation, the overall aims of the UMA3 website were defined, including the identification of the main target audiences and purpose of the various information to be communicated through the website. Planning was also performed for the process of specifying what supporting information and material had to be collected, how they could be gathered, and how they could be best continuously updated. Moreover, during this development step, the resources and tools required to support the overall operation and development of the UMA3 public website were also defined.

Outcome: The outcome of this step was the realization that the project public website would act as the key element of the external communication strategy of the UMA3 CSA. The topmost goal of the project website would be to maximize public awareness, public interest and societal acceptance about UMA3, through the continuous provision of relevant and updated information on the aims and activities of the project. Finally, it was defined that the UMA3 website would be the key communication tool intended to facilitate the wide spread of project-related information to the different relevant UMA3 target groups.

Step 2 – Content definition: This step has been an extremely important one during the website development process, as it required a thorough and in-depth understanding of the UMA3 project, its concept, aims and expected impact, in order to consequently identify how the website could be best utilized for supporting the project overall progress and maximize its impact. Specifically, during this step, specific questions were raised and answered such as:

What will be the purpose of the UMA3 public website?

To act as the most eminent information point regarding the UMA3 activities, achievements, news, progress and results, accessible 24/7 to everyone.

What is expected to be accomplished through the development of the project public website?

To support the UMA3 Dissemination and exploitation strategy by acting as the key of the project's external communication plan and ultimately help maximize the project's overall impact.

Which will be the target audiences of the website?

The UMA3 public website will be able to reach various different groups of interest, i.e., the European scientific and research community, academic and industrial stakeholders and professionals, research establishments, commercial stakeholders, policy makers and authorities (including the European Commission), as well as the interested general public.

What kind of information will the visitors be looking for on the public website?

The project's concept, objectives, latest news and activities, significant progress/achievements, main results and expected impacts.

Outcome: Following the assessment of the questions above, the outcome of this step has been the definition of the desired content of the UMA3 public website. Namely, it was concluded that the project public website would include information about the project concept, structure, objectives, methodology and work plan, expected results and impacts, activities and news. Consequently, to maximize its impact and be able to address all relevant target groups, it was also decided that the website's design and development should be done in an appealing and user friendly manner, including various levels of information (both technical and non-technical), as well as with the use of multimedia rather than plain text where possible.

Step 3 - Website Design: In the frame of this step and in order to improve the user experience during navigation, decisions on how the website's components would be constructed and displayed were made. This process also involved taking into careful consideration the overall purpose, goals and content of the UMA3 public website as identified during the previous development steps.

Outcome: The outcome of this step has been the selection of the layout and design of the UMA3 public website, ensuring that it is user-friendly, visually attractive, and easy to use and navigate.

Step 4 - Collection of information: All required information for the UMA3 public website was gathered within this step by the dissemination leader (EASN-TIS) and was subsequently reviewed by the project partners.

Outcome: This step resulted to the collection of the information and material needed in order to create the content of the UMA3 public website.

Step 5 - Website development: Following the collection of all required information and material, as well as after the website was designed, the actual development and building process took place within this step. Precisely, the UMA3 public website was developed with customized content and with all the associated tailored modules applied. The latter will be continuously monitored and kept up-to-date with the latest stable releases.

Outcome: The outcome of this step was the actual development and finalization of the UMA3 public website both in terms of its content as well as of the appropriate and relevant functionalities, tools and technologies used.

Step 6 – Testing & Delivery: In the frame of this step the UMA3 website was internally tested with regards to its overall functionality of forms or other scripts, as well as for any compatibility issues that may existed (e.g. viewing differences between different web browsers or different devices like PCs, tablets, laptops, mobile phones etc.), thus ensuring that the delivered product offers an optimal viewing experience to the visitors at all times.

Outcome: The UMA3 website was made publically available after this step was completed.

Step 7 - Maintenance and Update: This final step of the UMA3 public website development includes all the procedures related to its continuous maintenance and updating. Specifically, this step involves the handling of all public-relations issues of the website, such as making it known to on-line communities through publicity, as well as frequently forming relevant information, material and inputs (content updates, announcements, articles, publications, videos, images, releases etc.) that will contribute to feed and make the website interesting, relevant, updated, vivid and appealing. Moreover, this step includes the potential addition of new features and functionalities to the website, throughout the project duration, in line with the project's evolution and specific needs, as well as in order to continuously improve the navigation experience, usability, quality and website appearance resulting to an increased traffic and visibility.

As analysed above, the selection and proper classification of the website's content is vital so that the visitor can fully and easily understand the presented information as well as have a smooth and friendly navigation. Having that fact in mind, the content and structure of the UMA3 public website is formed as follows:

Homepage: The homepage of the UMA3 public website includes the full title of the project, a brief introductory overview of its concept and objectives, as well as an acknowledgment that the project is funded by the European Commission. The EU logo is also included therein. The main goal of the homepage is to smoothly introduce the user to the UMA3 CSA and gain his/her attention. It has been designed in a visually appealing manner and in consistency to the established visual identity of the project (in terms of colours, fonts and templates used). Moreover, the homepage includes a dedicated imprint and disclaimer notice, it allows the visitor to contact the UMA3 consortium, as well as provides the links to the UMA3 social media pages (LinkedIn and Twitter).



UMA³ Project No.: 952463

WIDESPREAD-05-2020 – Twinning-CSA



Figure 8: Project website: Homepage

Top Side Menu: The content of the UMA3 public website is divided into five (5) main categories as illustrated on the top side menu which appears on the header of all web-pages. The top side menu is the main menu for navigating through the website and it includes the following tabs:



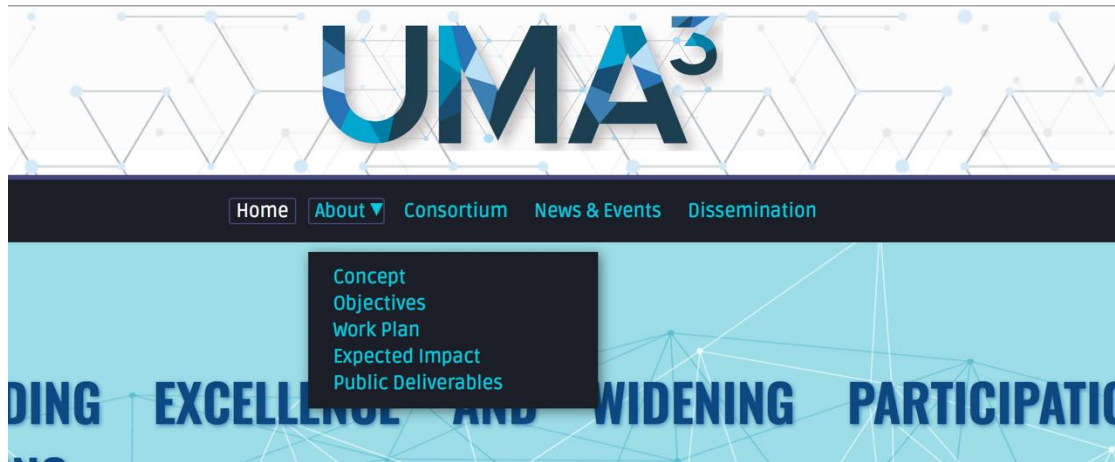


Figure 9: Project website: Main menu

-About: This tab provides an overview description of the UMA3 project. Once the visitor clicks on this tab, the following five sub-tabs appear:

-Concept: presents substantial general information about the project's concept, challenge addressed, technical aspects and multi-step process.



Figure 10: Project website: Concept page

-Objectives: The ambitious and high-level objectives set by the UMA3 Coordination and Support Action are described in this section of the website, in a non-scientific, non-technical and easy-to-understand language.

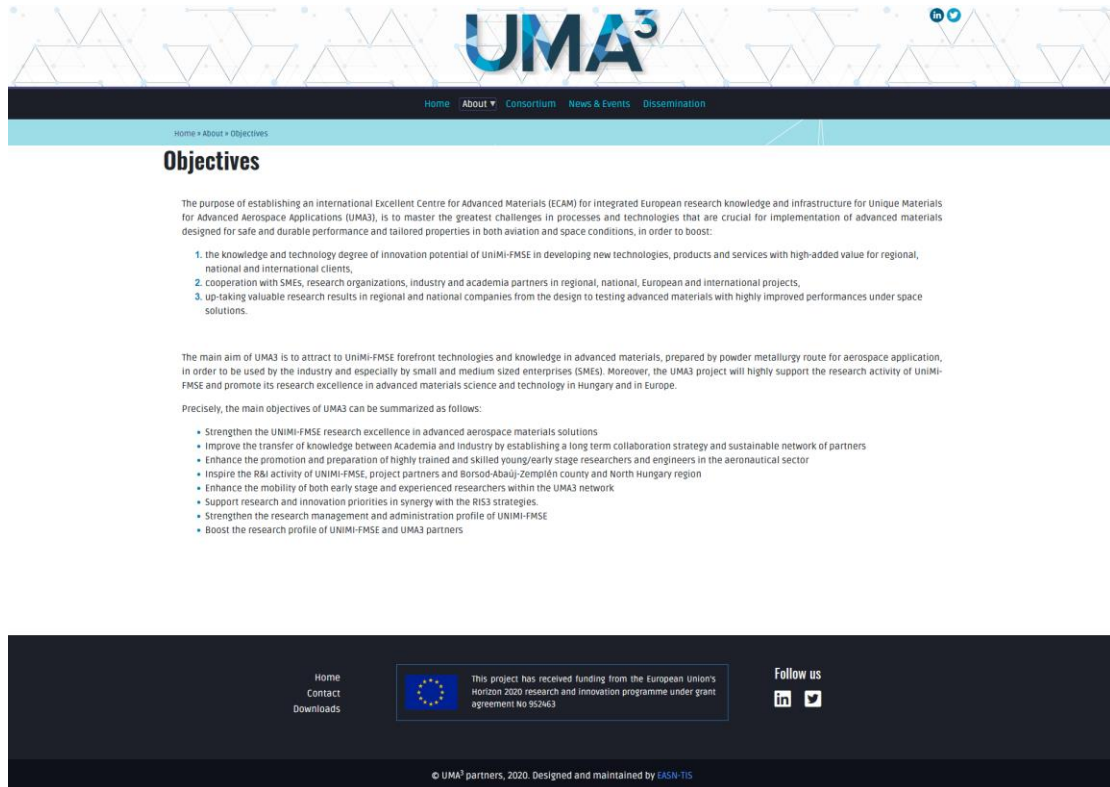


Figure 11: Project website: Objectives page

-Work Plan: The processes and overall structure of the work to be performed in the frame of the UMA3 project, as well as the interconnections amongst the various Work Packages, are depicted through this particular page. Moreover, the specific methodological approach and strategy to be followed by the consortium based on 4 main pillars is presented therein.



Work Plan

REINFORCING FMSE's S&T

PILLAR I: EXCELLENCE SCIENCE

- Analysis of the lightweight materials, metal matrix composites requirements for aerospace, aeronautical applications;
- Innovative and sustainable materials and coatings solutions for the enhancement of the structures in the proposed field will be devised and provided;
- Development of new research directions in UNIMI-FMSE by exchanging know-how and experience through twinning actions with research intensive partners. This will lead to the increase of the number of peer-reviewed international scientific co-publications with at least 100% rate at the end of the project.
- Development and widening of our knowledge in the field of additive manufacturing and powder metallurgy assisted by ECAM.
- Increase the scientific visibility of UNIMI-FMSE and the number of peer-reviewed international scientific co-publications in high impact factor journals of the speciality (e.g. journals in the Q1 and Q2 quartiles of the Web of Science platform).
- The participating researchers will be devised to implement a personal publication plan, which can be continuously monitored via the Hungarian Scientific Bibliography.

PILLAR II: TRAINING, EDUCATION AND STAFF EXCHANGE

PILLAR III: INNOVATION

PILLAR IV: SYNERGIES

Home
Contact
Downloads

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Follow us
in
t

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Figure 12: Project website: Work Plan page

-Expected Impact: This section analyses in a concrete and understandable manner the expected impacts of the UMA3 project and highlights the way its outcome will have a positive on the Hungarian society and economy, as well as to the satisfaction and well-being of the European citizen.

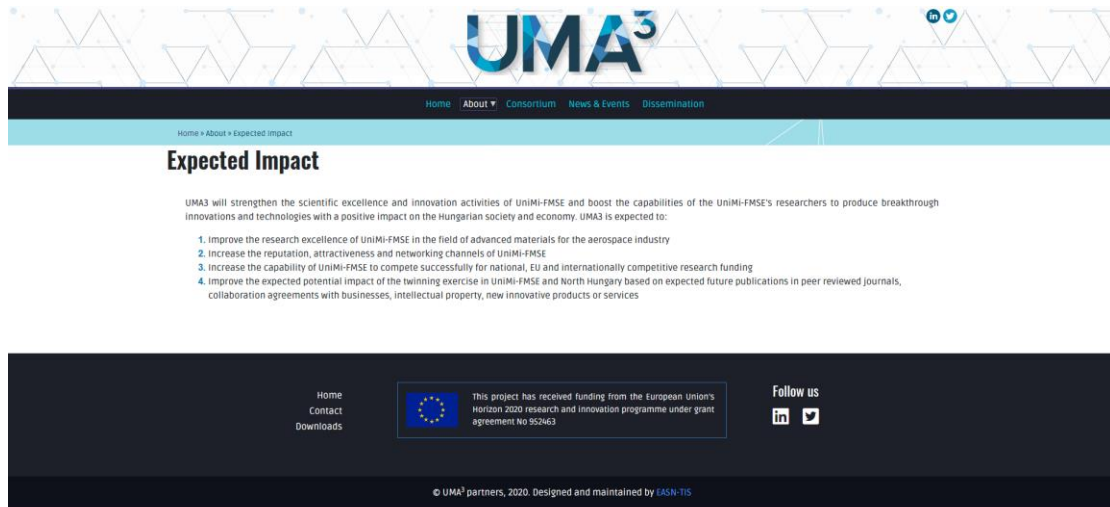


Figure 13: Project website: Expected Impact page

-Public Deliverables: All public deliverable reports of the UMA3 project will be made available here.

-Consortium: This particular tab of the website is devoted to the presentation of the UMA3 team. All partners' logos are included therein. Once the website visitor selects a specific partner logo, information about said partner entity appear, as well as the URL of the entity's public website.

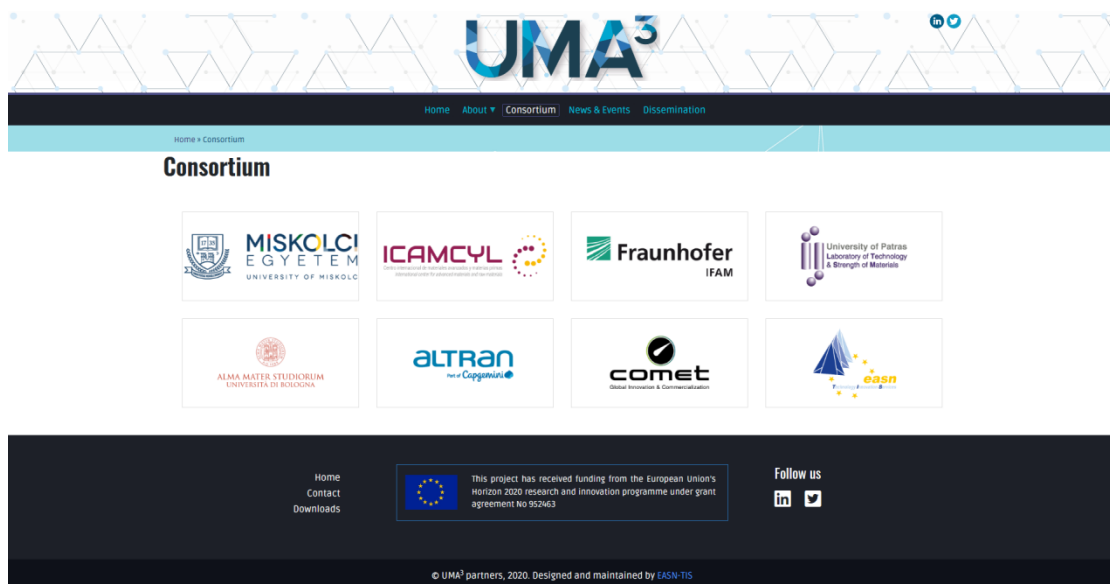


Figure 14: Project website: Consortium page (a)



UMA³ Project No.: 952463

WIDESPREAD-05-2020 – Twinning-CSA



Figure 15: Project website: Consortium page (b)

-News & Events: Relevant news and updates with regards to the UMA3 project and its progress, will be published in the News Tab. Information about relevant events (future or performed) or project meetings will be also included in this page.



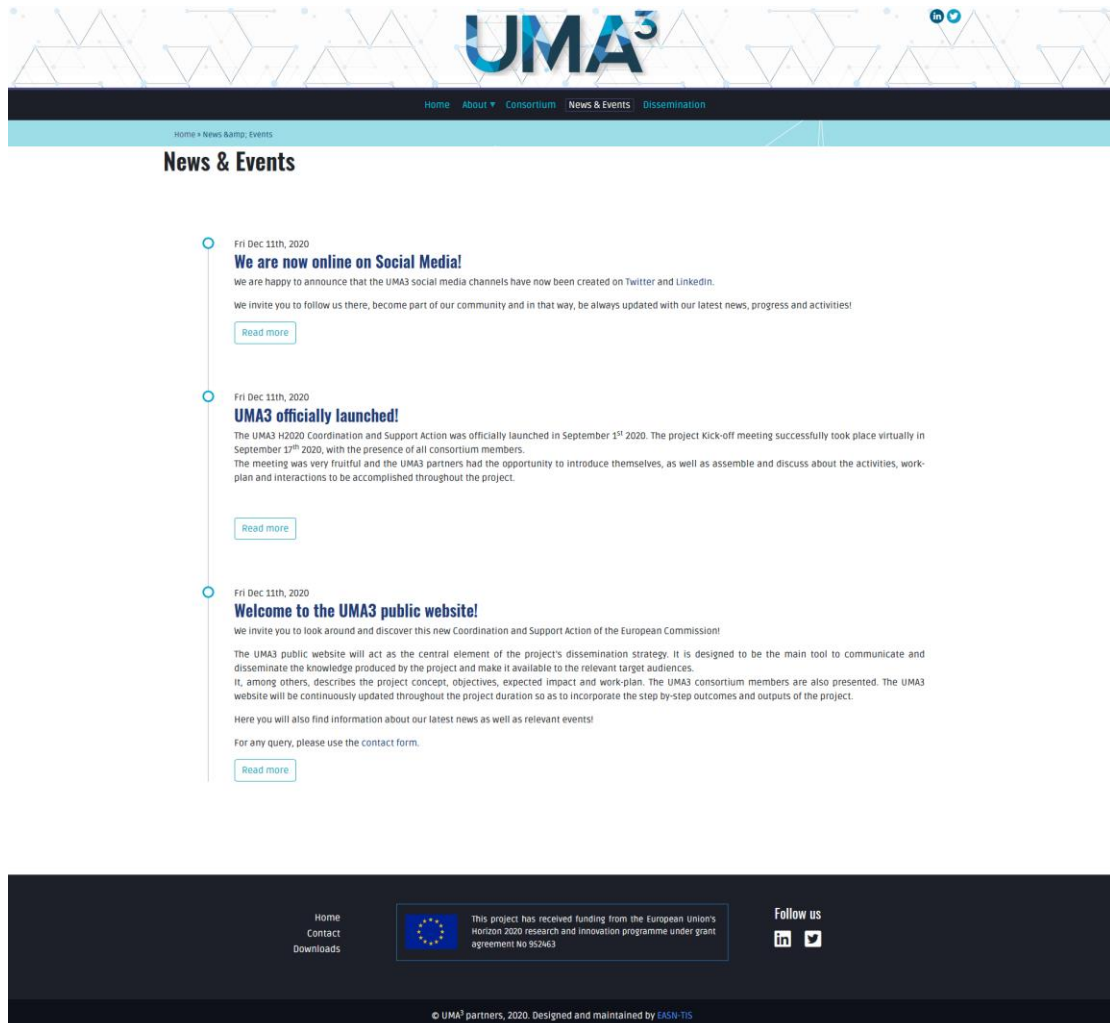


Figure 16: Project website: News & Events page

-Dissemination: All performed project-related publications, presentations, produced communication and dissemination material and public documents/products will be freely stored here.

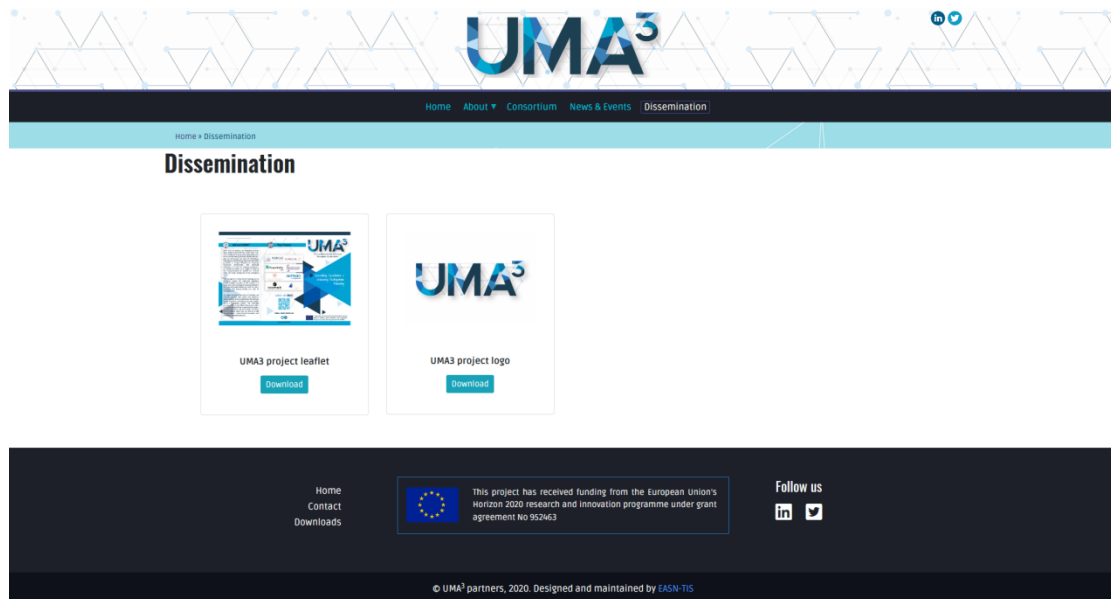


Figure 17: Project website: Dissemination page

Finally, it is worth stressing that, throughout the entire project's lifecycle, continuous updates of the content of the UMA3 public website will be performed so that it is always updated both in terms of its functionalities and of its content. Further to that, the actual impact of the website, in conjunction to the followed UMA3 dissemination strategy, will be regularly monitored through specific Key Performance Indicators (KPIs). These KPIs will be mainly measured through the information provided by the website's Google analytics.

4. SOCIAL MEDIA GROUPS

Additional important communication tools selected for boosting the UMA3 outreach; and effectively spreading project-related information in a strategic manner to the UMA3 Community of relevant stakeholders and groups of audience, are certain Social media platforms. In particular, an UMA3 group has been recently created on LinkedIn, as well as a dedicated project-related Tweeter profile. The UMA3 team members as well as individuals from the targeted end users will be invited to join and become members of our Network. Said members of these Social media platforms will be able to view relevant information about the project activities, progress, news and significant outcomes.



UMA³ Project No.: 952463

WIDESPREAD-05-2020 – Twinning-CSA

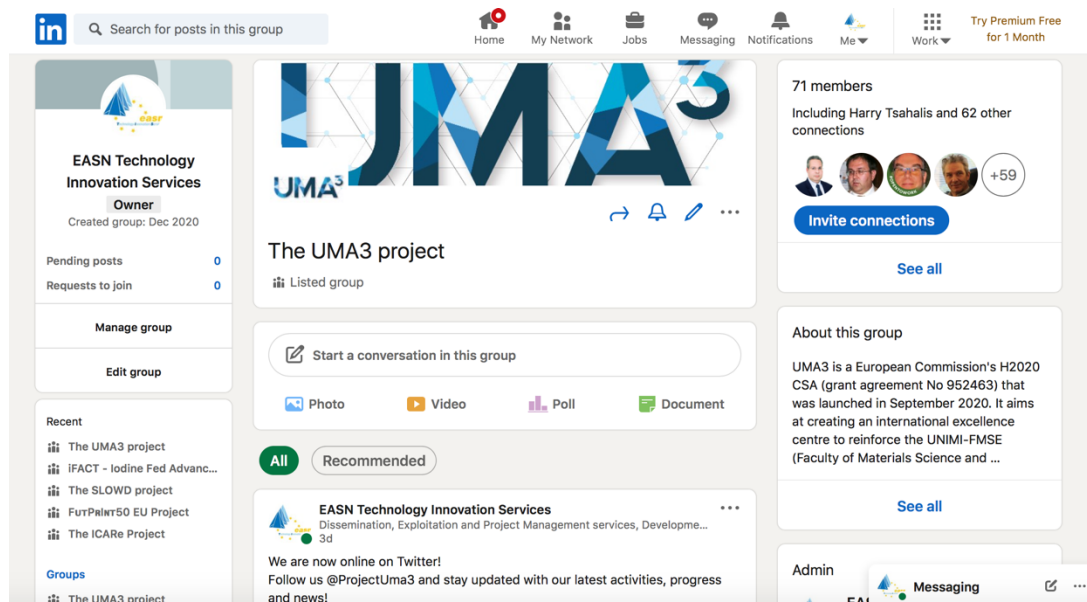


Figure 18: UMA3 LinkedIn Group



Figure 19: UMA3 Twitter account



5. CONCLUSIONS

The effectual, strategic and broad communication of the UMA3 outcomes is of great importance to this project in order to maximize its impacts and trigger effects across the entire range of its targeted audiences. To this end, several communication actions and tools were implemented during the initial months of the project, aimed to facilitate the UMA3 team in realizing the planned dissemination, communication, networking and exploitation strategy throughout the project lifecycle.

Firstly, the UMA3 official, unique and high-quality logo was designed, and was used as the basis for the creation of the overall visual identity of the project. Subsequently, this led to the development of the project's dedicated templates and trifold leaflet. The templates will be used by the consortium partners for communicating project-related information in a consistent and homogenous manner (both internally and externally), whereas the initial set of leaflets contains general information about this CSA aimed at briefly introducing its overall concept, objectives and expected impacts.

Additionally, the project public website was designed, developed and made publically available in December 2020, so as to act as a 24/7 beacon of the UMA3 activities, achievements, progress and news. Various development steps were followed during the process of its creation, leading to a final output that is user-friendly, visually attractive and informative at the same time. The public website will act the key tool of the UMA3 external communication strategy.

Finally, the UMA3 social media platforms were created, both on LinkedIn and on Twitter, in order to further support the strategic and targeted communication of the project news and activities and engage further UMA3 followers.

The present document reported on the aforementioned activities, thus materializing the delivery of **D6.1: “Public website, and social media groups and initial communication pack”**. Lastly, it is worth noting that an updated communication pack will be produced before the end of the project, so as to showcase the foremost achievements and results of the UMA3 CSA, while the project social media pages and public website will be continuously updated with the latest developments and news of the project.