

D7.10

WP7

Material for the general public

Additional description

O – Other, PU – Public

The UniteEurope Consortium:

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1 Introduction

The communication and dissemination of research and technology developed in funded research projects is an important task of project participants. The main aim is to reach as many representatives of relevant stakeholders and target groups as possible. To draw the target audience's attention to the research project is thereby the most challenging task, thus the communication and dissemination strategies must be clearly defined before media is selected [1].

UniteEurope addresses several target groups as illustrated in Figure 1 and which include policy-makers, communities, NGOs, scientists and the general public.

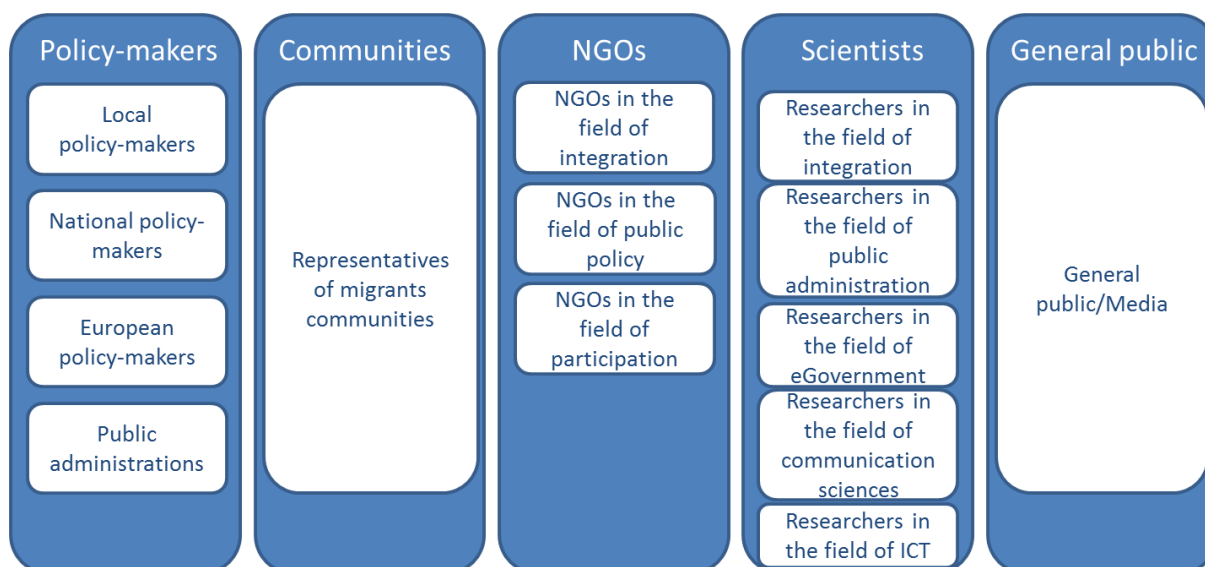


Figure 1: UniteEurope's target groups

UniteEurope follows a multi-channel dissemination approach as illustrated in Figure 2 to address these target groups. In this additional report to the deliverable (D) 7.10 "Material for the general public 3", the usage of different dissemination channels – such as flyers, demo videos, press releases and press conferences as well as info folders - is described to provide an overview of the performed activities during the whole project. These channels are used to address particularly the general public including each of the specified target groups. Furthermore, focus is put on the elaboration and distribution of the third and final material for the general public.

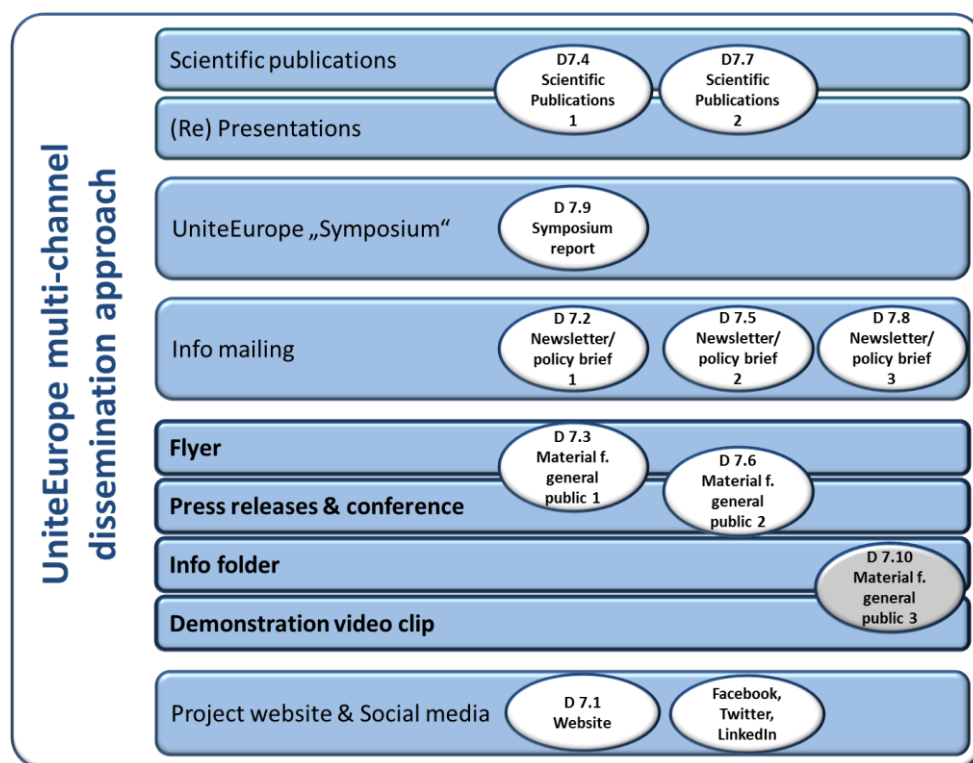


Figure 2: UniteEurope multi-channel dissemination approach

2 UniteEurope material for the general public

As illustrated in Figure 3, material for the general public has been published three times during the project period. The first material for the general public (published in October 2012) included the UniteEurope project flyer and which is available in the five languages Dutch, English, French, German and Swedish. The second material for the general public (published in September 2013) was the UniteEurope press release which is available in the three languages Dutch, German and Swedish. The main focus of this report is on the third and final material for the general public which includes the UniteEurope demonstration video clip, the UniteEurope information folder, and furthermore, two UniteEurope information sheets, one info sheet addressing the project and one is addressing the UniteEurope tool.



Figure 3: UniteEurope material for the general public 1-3

3 Material for the general public 3

The third issue of the material for the general public includes a demonstration video clip, an information folder and two information sheets.

3.1 Demonstration Video Clip

The aim of the UniteEurope demonstration video clip is to provide a quick and animated visual overview of the UniteEurope project and to make the target groups curious of the abilities of the UniteEurope tool. It is designed as a simple information video [2]. The elaboration of the demonstration video clip was performed in several phases as illustrated in Figure 4.

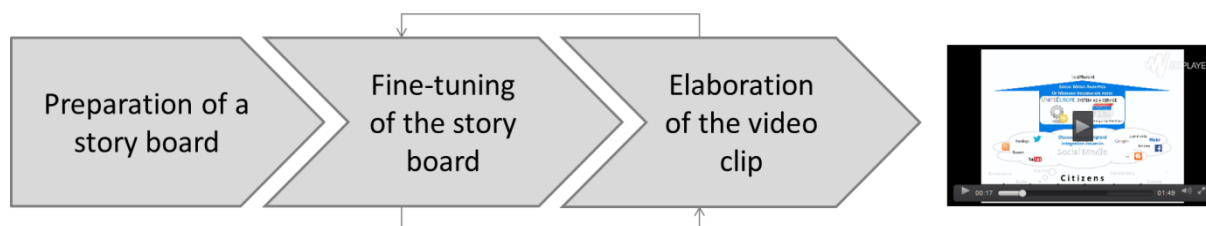


Figure 4: Elaboration process of the demonstration video clip

In the first phase a story board for the video was elaborated as illustrated in Figure 5. The concept of the story board included:

- a description of the purpose of the tool,
- the benefit for the user,
- the uniqueness of the tool,
- facts about the project,
- the target groups of the project,
- a call to interested persons to try the tool,
- the presentation of the consortium partners and
- the link to the UniteEurope website.

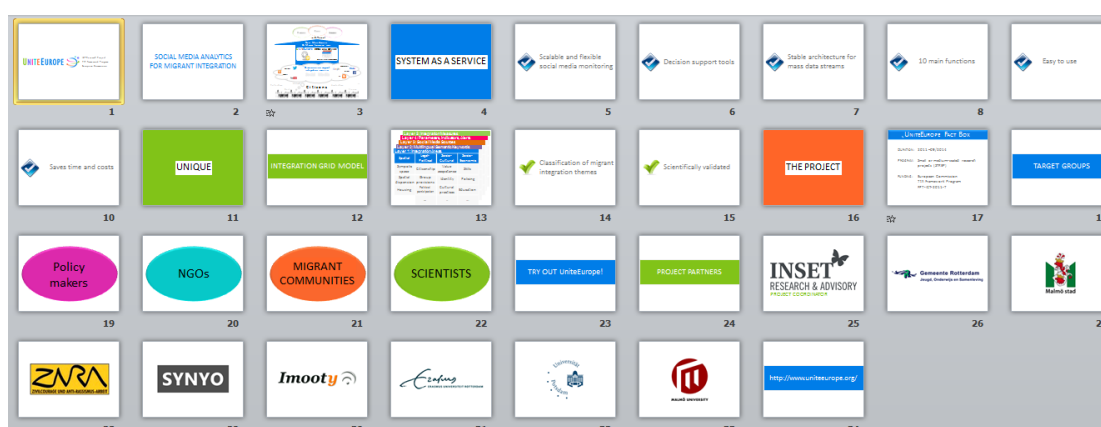


Figure 5: Storyboard

In the second phase, the story board was reviewed by different stakeholders and was fine-tuned according to their feedback. In the third and final phase, the video was elaborated. The elaboration was characterized by a cyclical process of fine-tuning of the storyboard and ad-

aptation made to improve the video. The demonstration video clip was reviewed by all consortium partners.



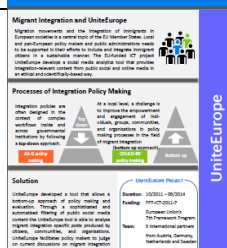



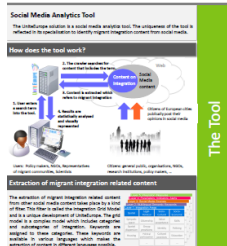
The final demonstration video clip is available online on the UniteEurope website:

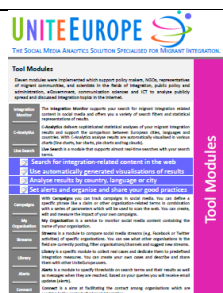




- via the homepage : <http://www.uniteurope.org/>
- and as download: <http://www.uniteurope.org/downloads>

3.2 Information folder

As stated in the project proposal, the UniteEurope information folder should have about 5 pages and should include recommendations to policy-makers and public administrations on how to benefit from UniteEurope.

The conceptual structure of the UniteEurope folder is described in Table 1.

Page	Content	Layout
Page 1 – Covering page	Tool name Subtitle	 
Page 2 - Introduction	Context Problem Solution Project fact sheet	  
Page 3 – About the tool	Aim of the tool How the tool works Uniqueness of the tool	 

Page 4 – Tool modules	Short description of each tool module		
Page 5 – Cases of use	Description of cases of use for cities, NGOs and scientists referring to the modules Integration Monitor, Campaigns and C-Analytics (core modules of the tool)		
Page 6 – Technical concept	Backend Frontend		
Page 7 – Ethics and more	Scientific validation Ethical guidelines		
Page 8 – Consortium	Project partners		

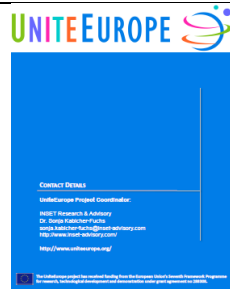
Page 9 – Final page	Contact details Funding info		
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Table 1: Conceptual structure of the UniteEurope information folder

The info folder was internally reviewed by the project partners. All comments are included in the final version.

The UniteEurope info folder will be available on the UniteEurope website:

- via the project description page: <http://www.uniteeurope.org/project>
- and as download: <http://www.uniteeurope.org/downloads>

The link to the info folder will be shared via the UniteEurope social media sites Facebook, Twitter and LinkedIn. Furthermore, the info folder will be sent to parties who are interested in the project and the tool.

3.3 Information sheets

In addition to the UniteEurope info folder two information sheets were elaborated whereby one is addressing the project and one is focused on the tool. An information sheet (or fact sheet) is a dissemination channel particularly suitable for providing written and visual information about a project, a service or a product. The information sheets are designed as two-pagers in order to offer the UniteEurope target groups an overview at one glance of the main facts of the project and the tool. The design concepts of the info sheets are illustrated in Figure 6 and Figure 7.



Figure 6: Design concept of the tool information sheet

The information sheets were reviewed by all consortium partners and the reviews were considered in the final versions. A symposium-version of the information sheets was part of the UniteEurope folders for the symposium (compare with D7.9 Symposium report). The info sheets will be available in the languages Dutch, English, Swedish and German.

The UniteEurope information sheets will be available on the UniteEurope website:

- via the project description page: <http://www.uniteeurope.org/project>
- and as download: <http://www.uniteeurope.org/downloads>

Furthermore, the information sheets will be communicated via the UniteEurope social media channels Facebook, Twitter and LinkedIn.



Figure 7: Design concept of the project information sheet

4 Conclusion

The material for the general public series (1-3) included a flyer, a press release, an information folder, two info sheets and a demonstration video. The aim was to provide promotional material to interested individuals and stakeholders. The three step publication of information material offered the possibility to follow the latest developments in the project. In the final period, as the tool is getting closer to being completed, focus has been put on the UniteEurope tool itself.

REFERENCES

- [1] P. Kotler, "Marketing Management", 11th edition, Pearson Education LTD (1991)
- [2] M. Miller, "Youtube Online Video Marketing for Any Business", 2nd edition, Pearson Education (2011)