



## ***D6.2 – INITIAL COMMUNICATION PACK AND PUBLIC WEBSITE***

**Document Author(s)**

Silva Kerkezian, EASN-TIS

**Document Contributor(s)**

Irene Pantelaki, EASN-TIS

**Abstract**

This report materializes Deliverable 6.2 of the ECARE project and provides details on the actions taken towards the successful creation of the project’s initial communication material and the establishment of the public website and social media channels. Namely, the report describes the actions taken towards the creation of the logo, design of the leaflet and poster, in addition to the project set of templates for the Deliverables, presentations and internal documents (Agenda, Minutes of Meeting). Moreover, it includes specifics on the creation, design and launch of the ECARE public website and social media platforms on LinkedIn and Twitter. Both, the public website and social media channels, will be the main medium for the mass communication of the project’s activities, achievements, latest news, and results.

**Keywords**

ECARE Communication park, ECARE Public Website, ECARE Social Media

## Information Table

<b>Contract Number</b>	<b>101101970</b>
<b>Project Acronym</b>	ECARE
<b>Project Title</b>	European Clean Aviation Regional Ecosystems
<b>Call</b>	HORIZON-JU-Clean-Aviation-2022-01
<b>Topic</b>	HORIZON-JU-CLEAN-AVIATION-2022-01-CSA-01
<b>Type of Action</b>	HORIZON-JU-CSA
<b>Service</b>	CAJU
<b>Start date of project</b>	First day of the month following the entry into force date
<b>Duration</b>	24 months
<b>Project Coordinator</b>	AV
<b>Deliverable Number</b>	D6.2
<b>Deliverable Title</b>	Initial Communication Pack and Public Website
<b>Version</b>	#1
<b>Status</b>	Final
<b>Responsible Partner (organization)</b>	EASN-TIS
<b>Deliverable Type</b>	DEC –Websites, patent filings, videos, etc
<b>Contractual Date of Delivery</b>	March 31, 2023
<b>Actual Date of Delivery</b>	March 28 <sup>th</sup> , 2023
<b>Dissemination Level</b>	PU

## Authoring & Approval

Prepared by		
Name and Organization	Position and title	Date
Silva Kerkezian, EASN-TIS	Ms, Project Manager	08.03.2023

Reviewed by		
Name and Organization	Position and title	Date
Irene Pantelaki, EASN-TIS	Ms, Head of European Policies and Affairs	17.03.2023, 20.3.2023 & 21.03.2023

Approved for submission by		
Name and Organization	Position and title	Date
Benjamin Lopez, Aerospace Valley	ECARE coordinator	28/03/2023

## Document History

Version	Date	Status	Author	Description
1	24/02/2023	Draft	Silva Kerkezian, EASN-TIS	Set up of outline and initial write up
2	03/03/2023	Draft	Silva Kerkezian, EASN-TIS	Review of content and addition of some figures
3	14/03/2023	Draft	Silva Kerkezian, EASN-TIS	Update of figures and review of content
4	17/03/2023	Draft	Irene Pantelaki, EASN-TIS	Review and Comments
5	20/03/2023	Draft	Silva Kerkezian, EASN-TIS	Further edits
6	20/03/2023	Draft	Irene Pantelaki, EASN-TIS	Final review
7	21/03/2023	Final Draft	Irene Pantelaki, EASN-TIS	Final draft circulated to the consortium
8	28/03/2023	Final version	Benjamin LOPEZ, Aerospace Valley	Review and validation of the document

## Disclaimer

The project is supported by the Clean Aviation Joint Undertaking and its members.

**Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Clean Aviation Joint Undertaking. Neither the European Union nor Clean Aviation JU can be held responsible for them. The statements made herein do not necessarily have the consent or agreement of the ECARE Consortium. These represent the opinion and findings of the author(s).**

**The European Union (EU) is not responsible for any use that may be made of the information they contain.**

**Copyright © 2023, ECARE Consortium, All Rights Reserved.**

This document and its content are the property of the ECARE Consortium. It may contain information subject to intellectual property rights. No intellectual property rights are granted by the delivery of this document or the disclosure of its content. Reproduction or circulation of this document to any third party is prohibited without the prior written consent of the Author(s), in compliance with the general and specific provisions stipulated in ECARE Grant Agreement and Consortium Agreement.

*THIS DOCUMENT IS PROVIDED BY THE COPYRIGHT HOLDERS AND CONTRIBUTORS "AS IS" AND ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE DISCLAIMED. IN NO EVENT SHALL THE COPYRIGHT OWNER OR CONTRIBUTORS BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOSS OF USE, DATA, OR PROFITS; OR BUSINESS INTERRUPTION) HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, WHETHER IN CONTRACT, STRICT LIABILITY, OR TORT (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THIS DOCUMENT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.*

## Table of Contents

Introduction to ECARE and WP6 .....	8
Initial Communication Pack .....	9
Logo.....	9
Templates.....	10
Leaflet and Poster .....	12
ECARE Public Website .....	15
Social Media Channels .....	20
Conclusions .....	23

## List of Figures

Figure 1: ECARE Logo .....	9
Figure 2: Agenda Template .....	10
Figure 3: Minutes of Meeting Template .....	11
Figure 4: Deliverable Template .....	11
Figure 5: Project Presentation Template .....	12
Figure 6: ECARE Informative Leaflet .....	13
Figure 7: ECARE Informative Poster .....	14
Figure 8: ECARE Website Homepage Top .....	16
Figure 9: ECARE Website Homepage Bottom .....	16
Figure 10: ECARE Website About Page with Dropdown Menu .....	17
Figure 11: ECARE Website Impacts Page .....	17
Figure 12: ECARE Website ESG Page .....	18
Figure 13: ECARE Website Consortium Page .....	18
Figure 14: ECARE Website News and Events Page .....	19
Figure 15: ECARE Twitter Account .....	21
Figure 16: ECARE LinkedIn Account .....	22

## Introduction to ECARE and WP6

ECARE aims at clarifying the existing landscape of regional/national/European innovation roadmaps and funding opportunities for aeronautical stakeholders. It also aims to create complementarities and synergies between them to enable the European aeronautical industry achieve the ambitious targets of the Clean Aviation Joint Undertaking (CA JU) Programme while maximising public funding impact and efficiency. The ECARE project will develop and disseminate methodologies to create synergy mechanisms applicable to all EU aeronautical regions.

Specifically, Work Package 6 (WP6) of ECARE, was designed to ensure, inter alia, that ECARE achieves an extensive outreach in a strategic and targeted manner, as well as that the outcomes that will emerge throughout the project duration, will be effectively communicated and disseminated to all relevant identified target audiences, during and after the project implementation.

Deliverable 6.2 within WP6 aims to:

- (i) create the project's unique visual identity with a set of dedicated initial communication materials and
- (ii) establish the project's public website and social media channels.

This report provides details on the actions taken and specific tasks realised towards the development of the project's visual identity and communication materials, in addition to the creation of the project's public website and social media channels. Each piece of publication presented here in this report, was first conceptualized, reviewed within the specific working team at EASN-TIS, and then consulted and finalized with the ECARE consortium.



## Initial Communication Pack

### Logo

One of the primary tasks undertaken within WP6, towards the development of an ECARE unique, consistent, manageable and visually appealing visual identity, was the establishment of a robust logo that exemplifies the project’s overall concept and objectives.

Several different designs were developed by EASN-TIS and discussed with the ECARE consortium. The final ECARE logo has been unanimously selected as it suggests an “eye-catching”, graphically attractive and printable in various sizes (small, large), formats and outputs (grayscale and colour) option. Furthermore, it well represents the project’s general concept in bringing the different stakeholders together i.e. Bringing the pieces of the “puzzle” together, to help in clarifying innovation roadmaps and funding opportunities for aeronautical stakeholders. It also highlights the aim of having a cleaner aviation in the future through the aeroplane moving towards the green colour. Additionally, it has clear references to the Clean Aviation brand.

Figure 1 below depicts the final logo of ECARE, which –since its creation- has been included in all project related materials and outputs, as well as has been the basis for the subsequent development of all other ECARE communication, promotional and branding materials. Thus, achieving uniformity and consistency in the project’s image and further providing it with a unique identity that will be easily recognized and relatable to the ECARE concept. A complete logo package has been prepared by EASN-TIS and circulated to all ECARE partners, including the project logo in different file formats, different grayscale options and sizes for various uses.



Figure 1: ECARE Logo





## D6.2 Initial Communication Pack and Public Website

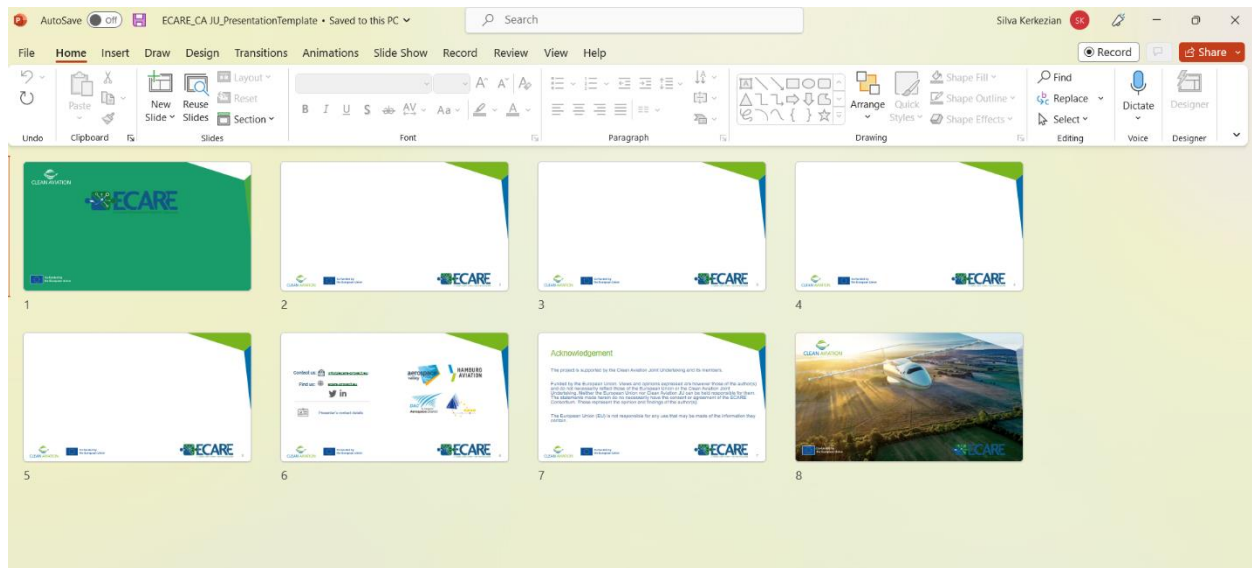


Figure 5: Project Presentation Template

### Leaflet and Poster

The ECARE initial set of leaflets and posters point out to the fundamental messages of the project and support the partners disseminate the project rightly during communication events and outreach activities. These communication materials were designed and developed by EASN-TIS with the aim of promoting and clearly communicating the ECARE concept, objectives, methodological approach and expected impacts. Both documents summarize the core work and anticipated results of the project and highlight its utmost importance. The ECARE leaflet and poster will be widely circulated within networking events and conferences. The optimized digital version of them is available on the ECARE public website (dissemination page) for download. Both documents are designed in harmony having the same visual identity, and hence providing a unique brand indicating directly to the project.

Both documents follow the acknowledgement and visual guidelines and of the EU and CA JU.

Figures 6 and 7 provide a screen shot depiction of the project initial leaflet and poster consecutively.



Figure 6: ECARE Trifold Leaflet

**ECARE**  
European Clean Aviation Regional Ecosystem

**ABOUT THE PROJECT**

ECARE aims at clarifying the existing landscape of regional/national innovation roadmaps and funding opportunities for aeronautical stakeholders. It will also create complementarities and synergies between them to **enable the European aeronautical industry to achieve the ambitious targets of the CA JU Programme while maximising public funding impact and efficiency.**

The ECARE project will develop and disseminate methodologies to create synergy mechanisms applicable to all EU aeronautical regions. These methodologies will be designed and tested in a Pilot involving four major regions of the European aeronautical industry, namely Occitania and Nouvelle-Aquitaine in France, Hamburg in Germany and Campania in Italy. Over the course of the project, the methodologies will be improved, adapted and tested against the realities of these four regions, turning ECARE into a mature operational guidance project for CA JU and other European regions and countries.

**MAIN OBJECTIVES**

- Develop the **platform of reference** for European aeronautical players that will (i) map the funding opportunities in the aeronautical sector at European, national and regional levels as well as the regional R&I roadmaps (RES, PRI), the European, national and regional relevant projects (recently finalised, ongoing and planned to commence), and the available scientific/industrial competences and resources and (ii) provide a forum for exchange of information and identification of partners;
- Provide **methodologies** that are tested, improved and validated in four European regions with strong aeronautical expertise to foster complementarities and synergies of funding in the aviation sector;
- Provide **recommendations** to CA JU to optimise funding strategies for future calls;
- Establish an **ECARE Stakeholders Group (ESG)** composed of representatives of regional/national funding bodies, technology clusters and other stakeholders in the aeronautical sector to foster and spread the use of the ECARE methodologies in Europe;
- Disseminate results** through a set of virtual and physical workshops as well as communication events to be co-organised with CA JU.

**OUR WORKPLAN**

ECARE Pilot for identification and implementation of synergy mechanisms in four EU regions (Occitania, Nouvelle-Aquitaine, Hamburg and Campania)

W12 – Mapping: Mapping of aeronautics innovation and funding ecosystems

W13 – Analysis: Interviews with national and regional stakeholders

W14 – Recommendations: National and transnational workshops

W15 – Recommendations: Recommendations to regional, national and European stakeholders

WPS – ECARE digital platform

Inputs from the ESG members

Upscaling of the ECARE pilot through the ESG

Replication of ECARE methodologies and best practices in other European regions and countries

**EXPECTED IMPACTS**

- Contribution to the achievement of the CA JU objectives
- Increased participation of SMEs and academia to the CA JU programmes
- High impact R&I projects
- Increased collaboration between European aeronautics stakeholders
- Contribution to key EC policy priorities such as "5G to the sky" and "TS for the digital age"
- Increased efficiency of public funding

**THE TEAM**

**CONNECT WITH US**

101101976 | 01 81 2029 | 30 months  
 Aerospace Valley  
<https://www.ecare-project.eu>  
 info@ecare-project.eu

**CLEAN AVIATION**

Financed by the European Union. Ideas and content represent an exclusive choice of the partnership and do not necessarily reflect those of the European Union or Aerospace Valley. Neither the European Union nor the granting authority can be held responsible for them.

Figure 7: ECARE Poster

## ECARE Public Website

The ECARE public website is planned to act as a major electronic dissemination tool intended to facilitate the wide spread of the project's information to the various stakeholder target groups, including the general public, as well as it will be the core element of the project's external communication strategy.

The ECARE public website includes all relevant information about, inter alia, the ECARE team, concept and main objectives, work-plan and expected impacts. Additionally, it will be continuously updated with the latest news, activities, achievements, progress and developments of the project, as well as with produced dissemination and communication materials, such as the project periodic newsletters, leaflets, posters and public deliverables.

ECARE aims for the public website to be incorporated within the ECARE digital platform after the end of the project, so as to remain online and available.

The official registration of the domain name is: <https://ecare-project.eu/>. EASN-TIS provides continuous support in the development, hosting, maintenance and updating of the ECARE public website.

The ECARE public website was developed through the following main steps:

- 1- **Website content**, where the main relevant information, content and multimedia to be included on the public website were identified and extracted. This step is probably the most crucial one, as it requires an in-depth and clear understanding of the project, its objectives, work-plan and of the strong key-messages that it has to communicate to the various relevant target audiences.
- 2- **Website design and development**, which was accomplished in harmony with the overall ECARE visual identity so as to ensure visual uniformity and branding. The design and structure of the website is in line with the overall communication strategy of the project. The website is designed in a user-friendly manner, specifically for addressing a wide range of ECARE target audiences, stakeholders and end-users, including policy makers, specialised audiences like ESG members, European technology framework programmes and partnerships, local authorities and associations, Industry (including SMEs), European clusters and development agencies, research organisations and the general public. Special care has been taken to present information in a comprehensible manner, thus allowing access to the general public. The ECARE website is designed according to the "EU project Websites - Best Practice Guidelines". All website tools have been tested and are supported by all major web and mobile browsers.
- 3- **Website review**, which was initially conducted internally within the EASN-TIS team, and then with the rest of the consortium partners, so as to ensure that no sensitive or fake information is faultily communicated through the website, as well as that the overall design, structure, features and functionalities of it, are up to the required high standards.
- 4- **Website availability**, the website is online and available to the public since March 2023 and ongoing maintenance and update is carried out by EASN-TIS.

Figures 8-14 provide different snapshots of the main pages of the website.

## D6.2 Initial Communication Pack and Public Website

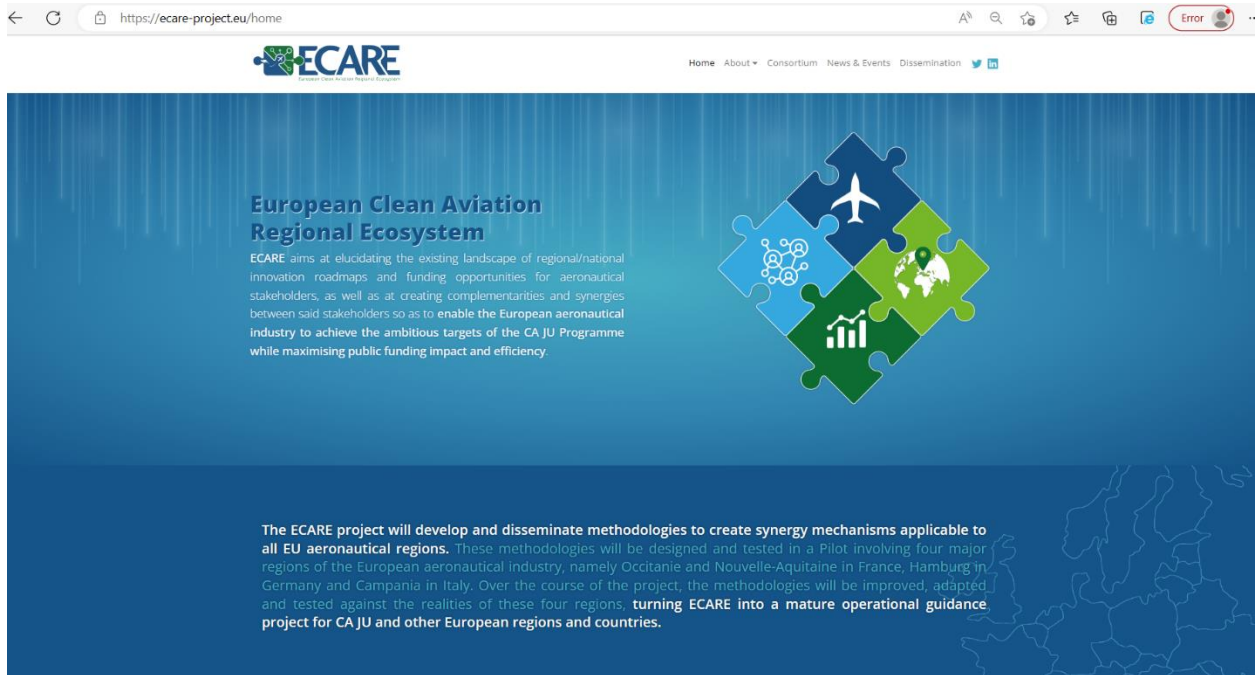


Figure 8: ECARE Website Homepage Top

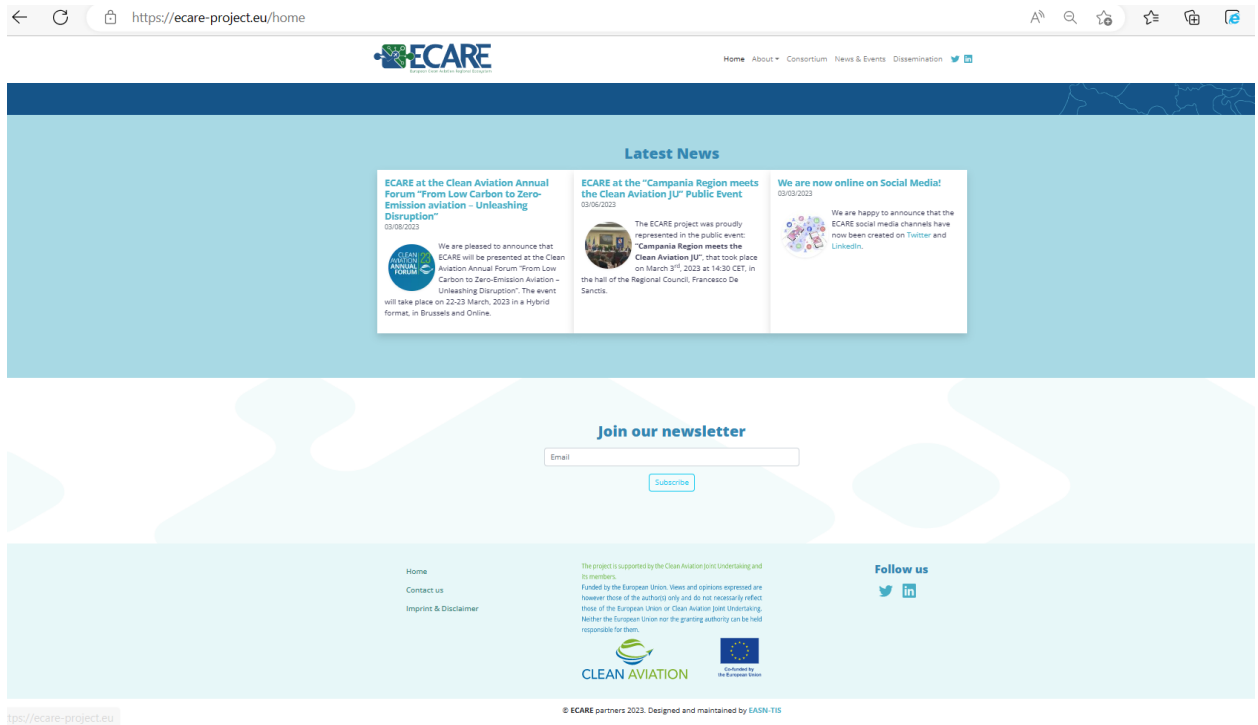


Figure 9: ECARE Website Homepage Bottom





## D6.2 Initial Communication Pack and Public Website

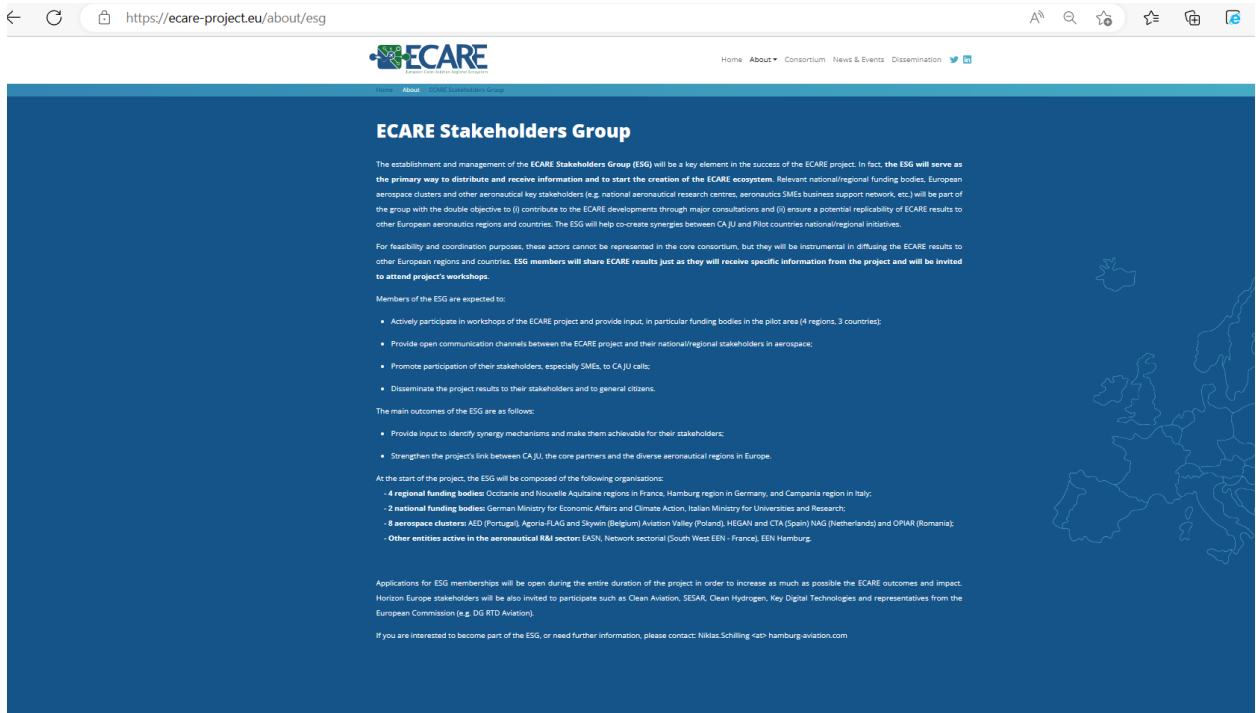


Figure 12: ECARE Website ESG Page

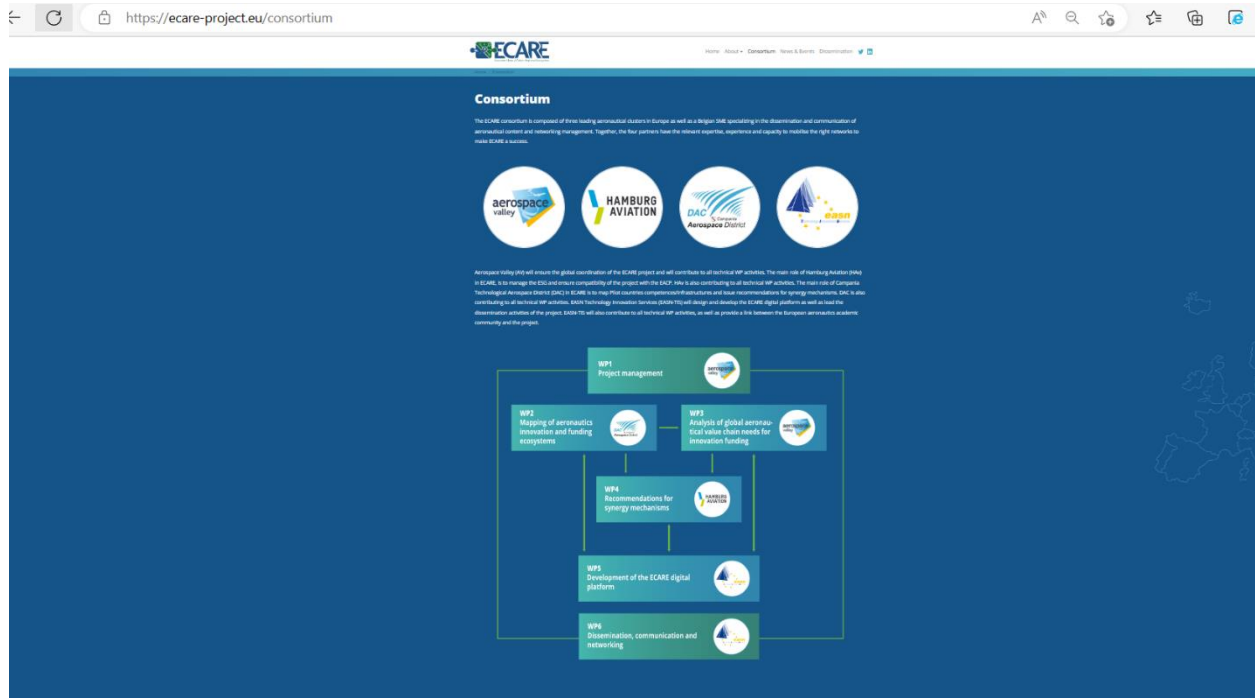


Figure 13: ECARE Website Consortium Page

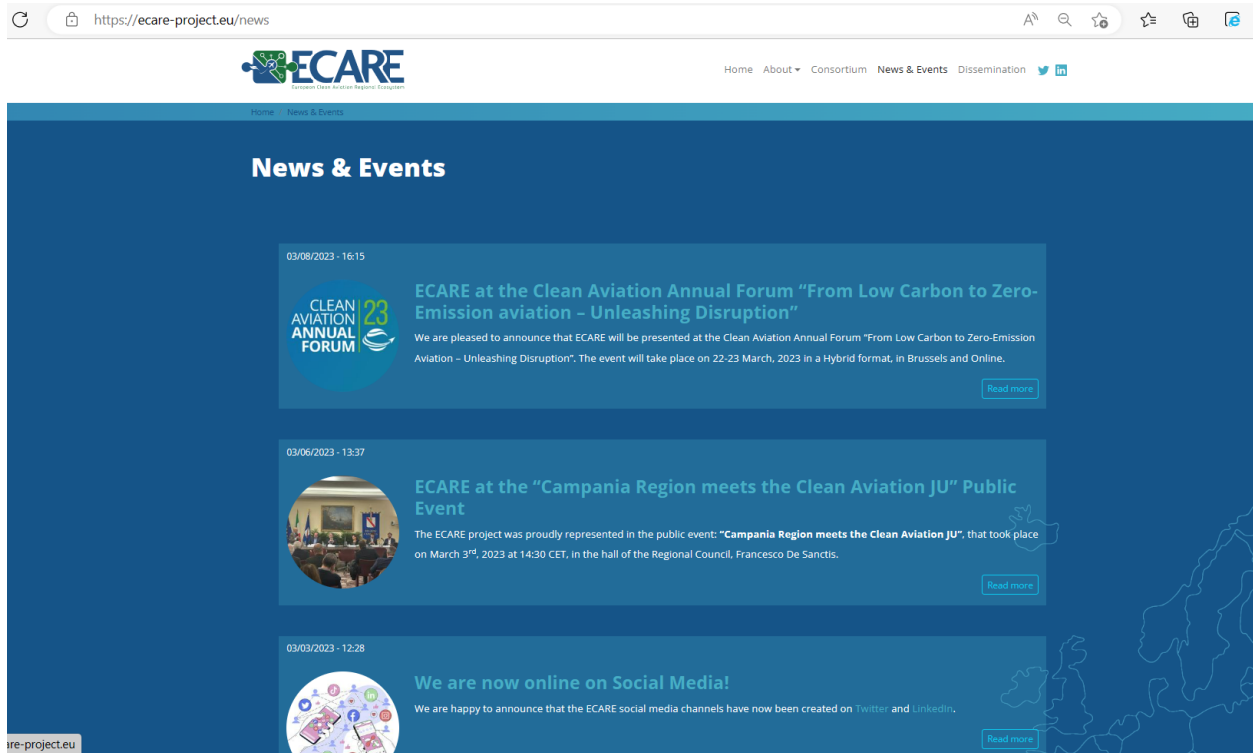


Figure 14: ECARE Website News and Events Page

## Social Media Channels

ECARE social media accounts were created on LinkedIn and Twitter during the first few months of the project initiation. These platforms will be mainly utilized to publish, discuss and promote information, news and tailored key messages about ECARE to the wider public as well as present the impact and societal benefits arising from the project.

Besides, these platforms will specifically attract interest from professionals in the respective field, and eventually create a virtual ECARE community which will also be updated on the developments and latest activities of the ECARE Stakeholder Group (ESG).

LinkedIn: [ECARE Project: Overview | LinkedIn](#)

Twitter: [ECARE - European Clean Aviation Regional Ecosystem \(@ECARE\\_project\\_\) / Twitter](#)

Figures 15 and 16 depict the social media channels on LinkedIn and Twitter accounts accessible online.

The image shows a screenshot of the ECARE Twitter account. On the left is the Twitter navigation sidebar with options: Home, Explore, Notifications, Messages, Bookmarks, Twitter Blue, Profile, and More. A blue 'Tweet' button is at the bottom of the sidebar. The main content area shows the profile of 'ECARE - European Clean Aviation Regional Ecosyst...' (@ECARE\_project\_). The profile header includes the 'CLEAN AVIATION' logo, the European Union flag, and the text 'European Clean Aviation Regional Ecosystem'. The profile bio states: 'Create synergies of European/national/regional roadmaps & aeronautical stakeholders to maximize leverage effects & funding impact. #CleanAviation #HorizonEurope'. It also shows 'Joined January 2023', '19 Following', and '10 Followers'. Below the profile are two tweets. The first tweet, dated Mar 17, says: 'The #ECARE public website is up and running! Visit: [ecare-project.eu](https://ecare-project.eu) and find updated information about our latest news, activities, achievements and results ! #cleanaviation #HorizonEurope #aeronautics #aviation #synergies #RIS3 #funding'. The second tweet, dated Mar 8, says: '#ECARE will be presented at the the #CleanAviation Annual Forum "From Low Carbon to Zero-Emission #Aviation - Unleashing Disruption" 22-23 March 2023 Hybrid (Brussels & Online) Stay tuned for more! #cleanaviation #horizoneurope #aeronautics #climateneutral #aviation'. Below the second tweet is a promotional graphic for the 'UNLEASHING DISRUPT' event, featuring the text 'From Low Carbon to Zero-Emission Aviation', 'UNLEASHING DISRUPT 22-23 March 2023', and 'HYBRID EVENT: BRUSSELS & ONLINE'.

Figure 15: ECARE Twitter Account

**ECARE Project**  
European Clean Aviation Regional Ecosystem  
Airlines and Aviation · 35 followers

✓ Following Visit website More

Home About Posts Jobs People

**About**

The ECARE Clean Aviation project aims at clarifying the existing landscape of regional/national innovation roadmaps and funding opportunities for aeronautical stakeholders, as well as at creating complementarities and synergies between them to enable the European aeronautical industry to achieve the ambitious targets of the CA J ... [see more](#)

[See all details](#)

**Page posts**

**ECARE Project**  
35 followers  
7h • 🌐

We are pleased to announce that [#ECARE](#) will participate at the [Clean Aviation Annual](#) ...[see more](#)

**CLEAN AVIATION ANNUAL FORUM 23** From Low Carbon to Zero-Emission Aviation  
**UNLEASHING DISRUPTION**  
22-23 March 2023  
HYBRID EVENT: BRUSSELS & ONLINE

6

Like Comment Repost Send

**ECARE Project**  
35 followers  
7h • Edited • 🌐

[#ECARE](#) was proudly presented by Dr. [Gennaro Russo](#) (DAC), in the public event "Camp ...[see more](#)

8

Like Comment Repost Send

Figure 16: ECARE LinkedIn Account

## Conclusions

This deliverable aimed at providing information on the (i) preparation of the ECARE initial communication pack elements and the (ii) creation of the public website and social media channels. These initial communication materials and activities will serve as a foundation to the overall planned communication and dissemination strategy of the project, as well as will ensure that ECARE has a strong, unique, consistent, identifiable and uniform visual identity throughout its entire development. Lastly, it shall be noted that the ECARE public website and social media accounts will be continuously updated by EASN-TIS with relevant latest news, activities, progress and outcomes of the project, so as to keep the targeted audiences constantly updated and effectively spread the news about the aims, activities and impacts of ECARE.