



## D6.2 – Communication Pack & Channels

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### Abstract

For the consortium of the Impact Monitor project, it is essential project to successfully communicate with the project's creative ideas, goals, accomplishments, and outcomes to the defined target audiences, according to the defined communication and dissemination strategy. To accomplish this strategy, the project's "visual identity", including the official logo and project templates, the initial communication toolset, which consists of leaflet, poster & banner, have been designed early since the project launch. Throughout the course of the implementation, these tools may continue to be upgraded. Additionally, proper communication channels have been established, i.e., the official website and social media accounts. Through these means, the Impact Monitor major accomplishments and news will be regularly published and communicated both to the technical and non-technical audiences. Consequently, Impact Monitor's public website and social media pages are expected to contribute greatly to the widespread of project-related information and the reinforcement of engagement, with the goal to build a community of stakeholders with common interest on the project. This deliverable comprises a detailed analysis of all the communication tools and channels that were developed to implement the communication and dissemination strategy of Impact Monitor.

### Keywords

Communication, Visual identity, Templates, Communication material, Website, Social media



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## Table of Acronyms

Acronym	Description / Meaning
ACARE	Advisory Council for Aeronautics Research in Europe
ASD	Aerospace, Security and Defence Industries Association of Europe
CINEA	European Climate, Infrastructure and Environment Executive Agency
CMS	Content Management System
CS2	Clean Sky 2
CSS	Cascading Style Sheets
D&C	Dissemination & Communication
DLR	Deutsches Zentrum für Luft- und Raumfahrt e. V.
EC	European Commission
HTML	Hypertext Markup Language
KPI	Key Performance Indicator
QR	Quick Response
R&I	Research & Innovation
SEO	Search Engine Optimization
URL	Uniform Resource Locator



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## Table of Contents

1. Introduction .....	7
2. Visual Identity .....	9
2.1 Logo .....	9
2.2 Templates.....	11
3. Initial Communication Toolkit .....	14
3.1 Leaflet.....	14
3.2 Poster .....	16
3.3 Banner.....	18
4. Website .....	19
4.1 Methodology .....	19
4.2 Website Sections .....	21
4.2.1 Homepage .....	21
4.2.2 Top side menu.....	23
4.2.2.1 “About” tab .....	23
4.2.2.2 “Team” tab .....	28
4.2.2.3 “Dissemination” tab .....	28
4.2.2.4 “News” tab.....	29
4.2.2.5 “News” tab.....	30
4.2.3 Bottom side menu.....	31
4.2.3.1 “Imprint & Disclaimer” submenu .....	31
5. Social media groups .....	32
6. Conclusions .....	36
References .....	37



## List of Figures

Figure 1. Design proposals for the Impact Monitor logo .....	9
Figure 2. Official Impact Monitor logo – vertical version .....	10
Figure 3. Official Impact Monitor logo – horizontal version .....	10
Figure 4. Impact Monitor deliverable template.....	11
Figure 5. Impact Monitor agenda template .....	12
Figure 6. Impact Monitor minutes of meeting template .....	12
Figure 7. Slides of the Impact Monitor presentation template .....	13
Figure 8. Impact Monitor leaflet – External trifold side.....	15
Figure 9. Impact Monitor leaflet – Internal trifold side .....	16
Figure 10. Impact Monitor poster .....	17
Figure 11. Impact Monitor banner .....	18
Figure 12. Homepage of the Impact Monitor website .....	22
Figure 13. Logo and top menu of the Impact Monitor website .....	23
Figure 14. “About” tab dropdown menu .....	23
Figure 15. “Project overview” subsection .....	24
Figure 16. “Objectives” subsection.....	25
Figure 17. “Expected Impact” subsection .....	26
Figure 18. “Expected Impact” subsection .....	26
Figure 19. “Methodology” subsection .....	27
Figure 20. “Team” tab .....	28
Figure 21. “Dissemination” tab dropdown menu .....	29
Figure 22. “Media” subsection.....	29
Figure 23. “News” tab .....	30
Figure 24. “Contact” submenu .....	30
Figure 25. Bottom side menu .....	31
Figure 26. “Imprint & Disclaimer” submenu .....	31
Figure 27. Impact Monitor profile on LinkedIn .....	33
Figure 28. Impact Monitor profile on Twitter .....	34
Figure 29. Impact Monitor channel on YouTube.....	35



## 1. INTRODUCTION

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Impact Monitor is an EU-funded project with a duration of 2 years (2023-2025), implemented by a highly competent and complementary consortium. Its first high-level aim is to develop a coherent and holistic impact assessment framework and toolbox that supports the European Commission in making science-based informed decisions for technology and policy assessment of the environmental, economic, and societal impact of European aviation R&I. Specifically, the assessments will focus on greenhouse-gas emissions, local air-quality, and noise. The project focuses on demonstrating collaborative assessment through example use cases at aircraft, airport, and air transport system level. The underlying system of systems architecting process will be supported by digital technologies for collaborative engineering, under the project coordination of the German Aerospace Center (DLR). Impact Monitor builds on and advances the approaches used in EC Better Regulation guidelines and toolbox as well as in the EC projects TEAM\_Play, Clean Sky TE, and AGILE/AGILE 4.0.

According to the Horizon Europe Programme Guide [1], “*beneficiaries must engage in dissemination and exploitation activities regarding their results*”. It also states that, “*since EU grants are financed by public funds, beneficiaries are generally expected to actively engage in communication activities, to promote the projects and draw the attention of general and specialised audiences to the EU*”. Consequently, communication is considered of great importance in EU funded research projects, as this way the project’s activities and achievements are diffused to society and non-technical audiences. As a result, the project’s WP6: “Dissemination & Communication and Exploitation”, lead by EASN-TIS, is intended to ensure wide distribution of the project’s findings through carefully organized communication and dissemination initiatives. In that frame, as part of Task 6.1, EASN-TIS has designed a concrete communication strategy to increase the Impact Monitor’s influence and trigger effects across all target audiences which has been described in detail in D6.1 (Plan for Dissemination & Exploitation including Communication Activities) [2].

Impact Monitor’s “visual identity”, which reflects the project’s brand name, is the first and crucial step for the establishment of a broad community with a keen interest in the project and its objectives, beginning with its participants and proceeding with the identified target audiences. Based on the visual identity, a core subsequent step is the creation of public communication and dissemination tools. Furthermore, with the aim to carry out the dissemination and communication plan (D6.1), efficient dissemination and communication channels are foreseen, to convey the project’s main messages to the appropriate audiences in the appropriate language at the appropriate time, maximizing their potential for exploitation and producing the desired effects. These channels include the project website and other digital networking tools, such as social media accounts.

The current deliverable aims at describing the visual identity of Impact Monitor (project logo and templates) and the creation of the initial communication toolkit, including printed and digital informative material (brochure, poster, banner, video). This collection of public communication tools will be updated throughout the project, and, at the end of its lifetime, updated material will be created and printed, including a presentation of the project’s key accomplishments as part of the Impact Monitor Project Legacy Pack (D6.4) [3]. Furthermore, this deliverable aims to demonstrate in detail Impact Monitor’s public website, regarding its structure, style, and features, which will be regularly updated following the project’s achievements. There is also a brief presentation of the project’s social media profiles (LinkedIn, Twitter, and YouTube), which are created and maintained frequently, in order to



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engage with the stakeholders' communities and spread key messages about the objectives and results.



## 2. VISUAL IDENTITY

### 2.1 Logo

In order to establish Impact Monitor's visual identity, a logo that acts as a conceptual representation of the project had to be made. To be in line with the project's vision, objectives, and activities, the logo should be relevant, adaptable, and visually appealing. The logo of a project serves as the foundation for its visual identity, and it also directs the use of colours and fonts in the project templates, the public website, and the communication materials. The logo-based general aesthetics are maintained throughout the public website and printed media, giving the project coherence and a professional image.

EASN-TIS created a variety of designs with the goal of presenting a visually appealing graphic that should also be instantly recognizable and printable in varied sizes (small, large) and outputs (greyscale, colour). After bringing the original designs (Figure 1) to a voting process among the project's partners, the 2.b alternative was selected by the majority and serves as the official Impact Monitor logo (Figure 2). A horizontal version was also created (Figure 3) and the whole logo package, including different file formats and greyscale alternates, was distributed to the partners, to ensure consistency in all project-related material.

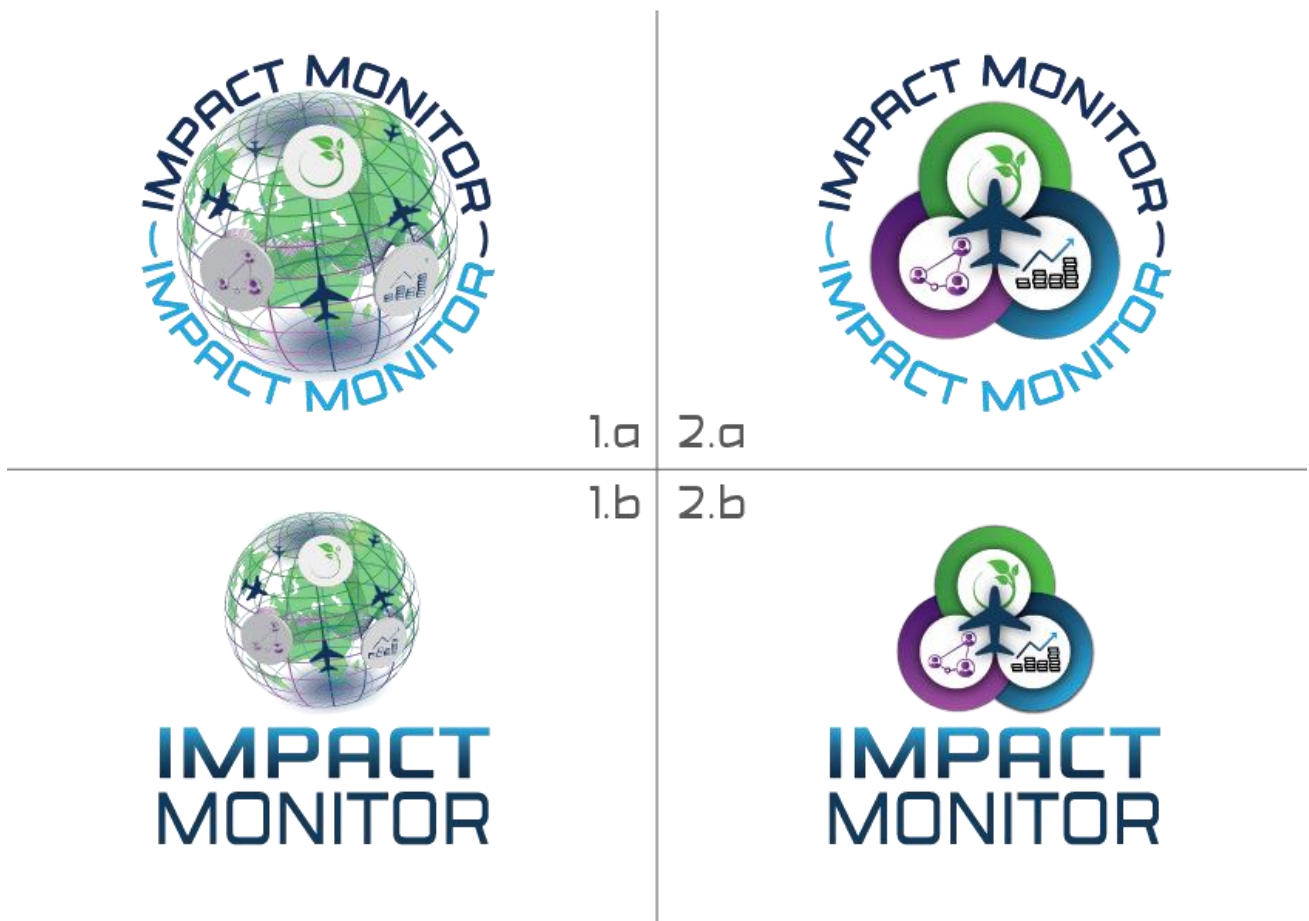


Figure 1. Design proposals for the Impact Monitor logo



Figure 2. Official Impact Monitor logo – vertical version



Figure 3. Official Impact Monitor logo – horizontal version

The project’s logo is used in all communication material and activities (i.e., templates for deliverables, reports, presentations, informative material, website, social media, etc.), establishing Impact Monitor’s own distinctive brand. An optimized (reduced in size and quality) digital form of the logo will be downloadable from the Impact Monitor public website.

## 2.2 Templates

The uniform visual identity of the project is strengthened significantly using customised templates. At the beginning of the project, Impact Monitor templates for deliverables, presentations, and internal documents were created and distributed to all partners to meet their requirements and guarantee consistency of the Impact Monitor information presented, either internally or externally by the consortium. As shown in Figures 4–7, there are four different types of templates: three Word files for text documents such deliverables, minutes of meetings, and agendas; one PowerPoint template for presentations.

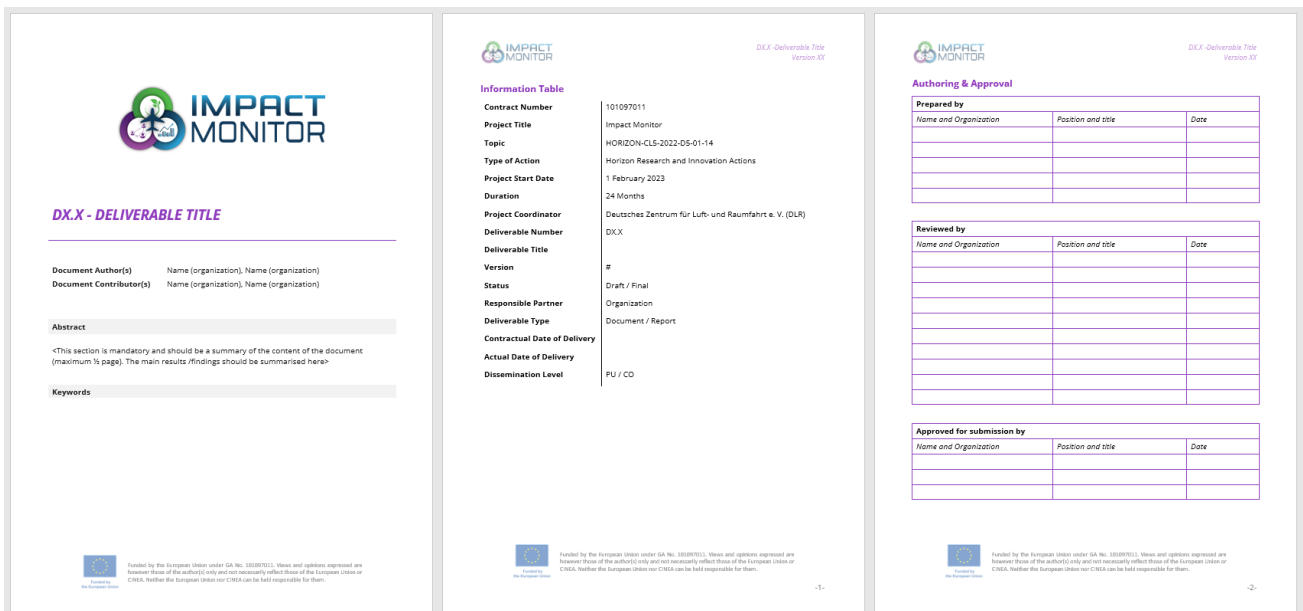


Figure 4. Impact Monitor deliverable template

<h2 style="text-align: center;">Agenda</h2> <p style="text-align: center; color: purple;">Meeting Title   Date</p> <table border="0"> <tr><td><b>Contract Number</b></td><td>101097011</td></tr> <tr><td><b>Project Title</b></td><td>Impact Monitor</td></tr> <tr><td><b>Project Start Date</b></td><td>1 February 2023</td></tr> <tr><td><b>Duration</b></td><td>24 Months</td></tr> <tr><td><b>Project Coordinator</b></td><td>Deutsches Zentrum für Luft- und Raumfahrt e. V. (DLR)</td></tr> <tr><td><b>Meeting Date</b></td><td></td></tr> <tr><td><b>Meeting Location</b></td><td></td></tr> <tr><td><b>Author(s)</b></td><td></td></tr> </table> <p style="font-size: small; text-align: center;">Funded by the European Union, under Grant Agreement No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.</p>	<b>Contract Number</b>	101097011	<b>Project Title</b>	Impact Monitor	<b>Project Start Date</b>	1 February 2023	<b>Duration</b>	24 Months	<b>Project Coordinator</b>	Deutsches Zentrum für Luft- und Raumfahrt e. V. (DLR)	<b>Meeting Date</b>		<b>Meeting Location</b>		<b>Author(s)</b>		<p style="text-align: right; font-size: x-small;">Meeting Title - Date Version 01</p> <p>Funded by the European Union under GA No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.</p> <p>Copyright © 2023, Impact Monitor Consortium, all rights reserved.</p> <p>This document and its contents remain the property of the beneficiaries of the Impact Monitor 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 consent of the author(s).</p> <p>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.</p> <p style="font-size: small; text-align: center;">Funded by the European Union, under Grant Agreement No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.</p>	<p style="text-align: right; font-size: x-small;">Meeting Title - Date Version 01</p> <table border="1" style="width: 100%;"> <tr><th colspan="2">Overview</th></tr> <tr><td>Location</td><td>Venue: Address:</td></tr> <tr><td>Date</td><td>Day #: Date / time (Add number of days as needed)</td></tr> <tr><td>Time</td><td></td></tr> <tr><td>Objectives</td><td></td></tr> </table> <table border="1" style="width: 100%;"> <tr><th colspan="2">Attendee List</th></tr> <tr><th>Name</th><th>Company</th></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> </table> <p style="font-size: small; text-align: center;">Funded by the European Union, under Grant Agreement No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.</p>	Overview		Location	Venue: Address:	Date	Day #: Date / time (Add number of days as needed)	Time		Objectives		Attendee List		Name	Company																		
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Figure 5. Impact Monitor agenda template

<h2 style="text-align: center;">Minutes of Meeting</h2> <p style="text-align: center; color: purple;">Meeting Title   Date</p> <table border="0"> <tr><td><b>Contract Number</b></td><td>101097011</td></tr> <tr><td><b>Project Title</b></td><td>Impact Monitor</td></tr> <tr><td><b>Project Start Date</b></td><td>1 February 2023</td></tr> <tr><td><b>Duration</b></td><td>24 Months</td></tr> <tr><td><b>Project Coordinator</b></td><td>Deutsches Zentrum für Luft- und Raumfahrt e. V. (DLR)</td></tr> <tr><td><b>Meeting Date</b></td><td></td></tr> <tr><td><b>Meeting Location</b></td><td></td></tr> <tr><td><b>Author(s)</b></td><td></td></tr> <tr><td><b>Reviewer(s)</b></td><td></td></tr> <tr><td><b>Status (Draft / Final)</b></td><td></td></tr> </table> <p style="font-size: small; text-align: center;">Funded by the European Union, under Grant Agreement No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.</p>	<b>Contract Number</b>	101097011	<b>Project Title</b>	Impact Monitor	<b>Project Start Date</b>	1 February 2023	<b>Duration</b>	24 Months	<b>Project Coordinator</b>	Deutsches Zentrum für Luft- und Raumfahrt e. V. (DLR)	<b>Meeting Date</b>		<b>Meeting Location</b>		<b>Author(s)</b>		<b>Reviewer(s)</b>		<b>Status (Draft / Final)</b>		<p style="text-align: right; font-size: x-small;">Meeting Title - Date Version 01</p> <p>Funded by the European Union under GA No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.</p> <p>Copyright © 2023, Impact Monitor Consortium, all rights reserved.</p> <p>This document and its contents remain the property of the beneficiaries of the Impact Monitor 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 consent of the author(s).</p> <p>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.</p> <p style="font-size: small; text-align: center;">Funded by the European Union, under Grant Agreement No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.</p>	<p style="text-align: right; font-size: x-small;">Meeting Title - Date Version 01</p> <table border="1" style="width: 100%;"> <tr><th colspan="3">Attendees</th></tr> <tr><th>Organization</th><th>Name</th><th>Abbreviation</th></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </table> <table border="1" style="width: 100%;"> <tr><th colspan="3">Absent</th></tr> <tr><th>Organization</th><th>Name</th><th>Abbreviation</th></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </table> <p style="font-size: small; text-align: center;">Funded by the European Union, under Grant Agreement No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.</p>	Attendees			Organization	Name	Abbreviation																												Absent			Organization	Name	Abbreviation																											
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Figure 6. Impact Monitor minutes of meeting template



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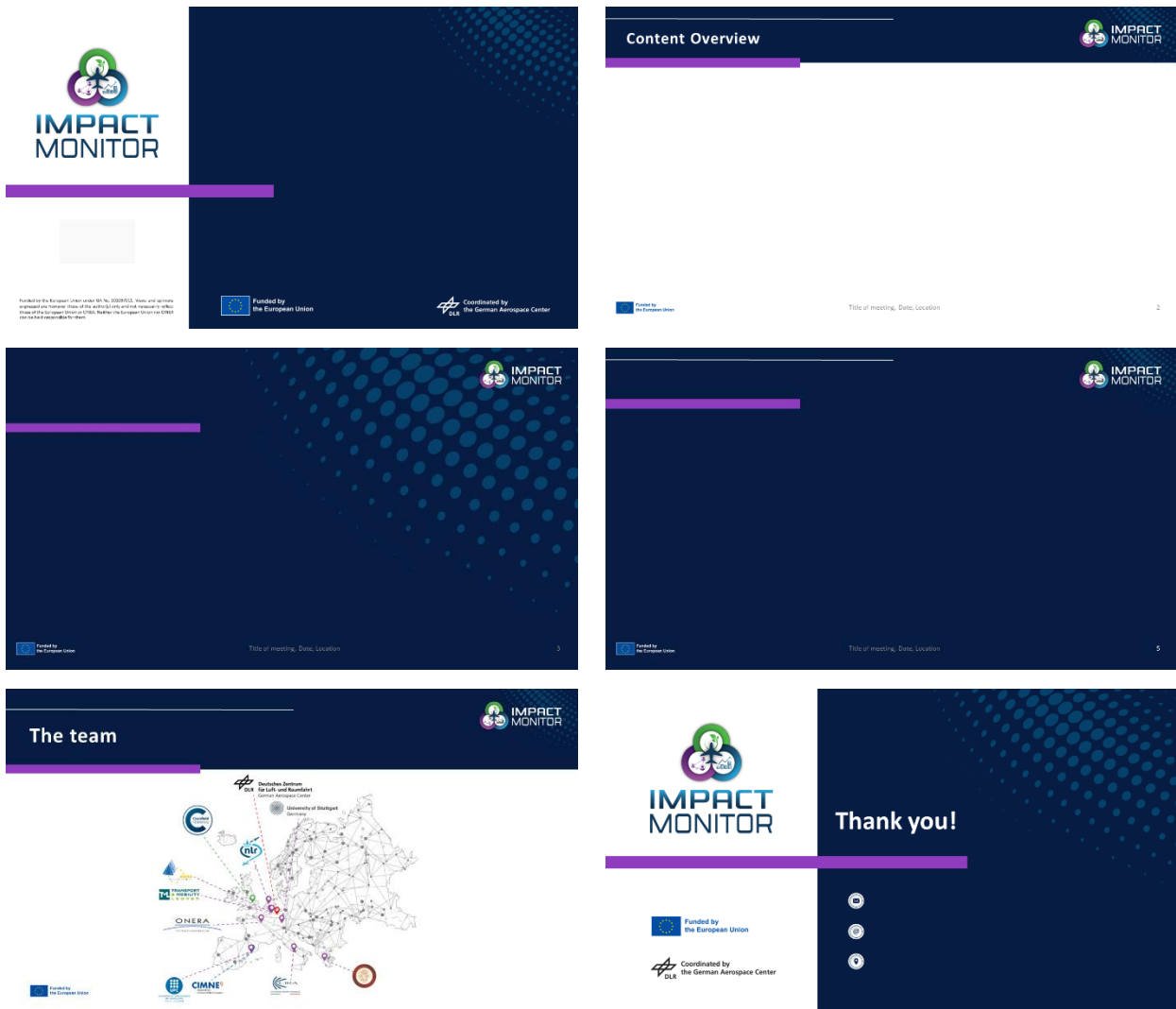


Figure 7. Slides of the Impact Monitor presentation template

## 3. INITIAL COMMUNICATION TOOLKIT

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### 3.1 Leaflet

An additional dissemination and communication tool that reinforces public awareness is the informational trifold brochure. Every dissemination and communication effort by the consortium partners may include the leaflet, enabling for quick and simple dissemination of the project's messages.

The distribution of Impact Monitor leaflets is planned to occur when partners attend scientific conferences, technical seminars, exhibitions, or any other relevant events. Targeted beneficiaries in such events will be primarily researchers, academics, professional experts, industrial representatives, and end-users, who have a solid understanding of the technical terms, challenges, and objectives of the Impact Monitor project.

Also, Impact Monitor leaflet may be distributed at public gatherings, networking, and other events where the target audiences may not be as familiar with the technical information but more interested in the project's broad impact. Policymakers, investors, and even European citizens are among these audiences, as described in D6.1. With these objectives in mind, the language and images used were designed to be clear and suitable for all target groups. The leaflet is designed as a trifold with internal and external side and the following content:

#### External trifold side (Figure 8)

- **About the project:** The research aim is depicted on the left section, as well as the rationale that justifies it, in brief. Emphasis is posed on the impact of the impact assessment framework and toolbox, the demonstration use-cases, the digital technologies used and the fact that the project advances existing approaches.
- **Our Team:** A graphic approximate map of Europe is provided, along with the logos of the international consortium partners linked to the actual locations of each one. The aim was to foster the concept of European collaboration and teamwork.
- **Disclaimer:** The proper statement acknowledging funding received from the EU and CINEA for the implementation of this project is included, according to the rules described in the Grant Agreement. Through this statement, the Impact Monitor consortium acknowledges the ability and interest of the European Commission and the CINEA to support research and innovation through collaborations, which is more effective than what would have been achievable if the partners had worked separately.
- **Connect with the project:** The corresponding grant number is provided, along with general information about the project (e.g., starting date, duration, coordinator), reference to the project's official social media accounts, the project's public website URL and a QR Code pointing to that.
- **Cover:** The trifold's cover includes the project full name, a short phrase as a caption of its concept, as well as the official emblem of the EU and the logo of DLR declaring that the project is "*Coordinated by the German Aerospace Center*".



Figure 8. Impact Monitor leaflet – External trifold side

### Internal trifold side (Figure 9)

- Objectives:** The project's goals need to be made clear, and this is a key point to convey. The reader is given a list of the specific project's aims and expected outcomes in this section, which serves as the research's focus. At the same time, these objectives reflect the specific tasks to be implemented for the accomplishment of Impact Monitor's general aim: to deliver an open framework and toolbox for collaborative impact assessment in European aviation R&I.
- Methodology:** In this section, the project's conceptual diagram is depicted in a scheme, where the core steps of the methodology and their interrelations can be identified; from the establishment of interfaces with relevant research projects to the development of the framework & toolbox and the elaboration of a dashboard for collaborative assessments to the application through demonstration use cases, the visual representation facilitates the delivery of the project's concept to the targeted audiences. Focus is also given to the three levels of assessment, aircraft, airport and air transport system.





Figure 9. Impact Monitor leaflet – Internal trifold side

The leaflet’s content described above was fit into an eye-catching graphic design, using appealing graphic elements and a colour palette in accordance with the project’s visual identity. The leaflet will be digitally available for download via the Impact Monitor public website and will also be provided to the partners in high resolution via the common workspace for sharing project-related documents. In addition, the leaflet will be printed and sent to the partners in adequate quantities, e.g., 50 leaflets each, as hard copies can be used for dissemination purposes, for example in major events or conferences where the project can be promoted.

### 3.2 Poster

The design of Impact Monitor’s poster (Figure 10) was visually aligned to the project’s visual identity, aiming to support the partners in their dissemination activities, so that it may be displayed at scientific events, technical seminars, and exhibitions.

The project poster was designed following the content and layout of the leaflet, including the following information:



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- the project’s name,
- a general description of the project, in alliance with the “About” section of the leaflet,
- the detailed objectives in alliance to the project’s outcomes,
- the list of logos of the international consortium partners involved in the project,
- the EU emblem along with the proper disclaimer, and contact details (reference to the project’s official social media accounts, the public website URL and a QR Code pointing to it).

An optimized digital version of the poster will be available for download via the Impact Monitor website, and a high-resolution version will be shared with the partners through the common workspace. In addition, the poster will be printed and sent to the partners in adequate quantities, e.g., 3-4 each, as hard copies can be used for dissemination purposes, e.g., for display in major events or conferences.



Figure 10. Impact Monitor poster

### 3.3 Banner

The design of Impact Monitor banner (Figure 11) was aligned to the project’s poster, including its design and content, and can be printed in a roll-up form to support the dissemination and communication efforts of the coordinator. An optimised digital version of the banner will be also available for download via the Impact Monitor website.

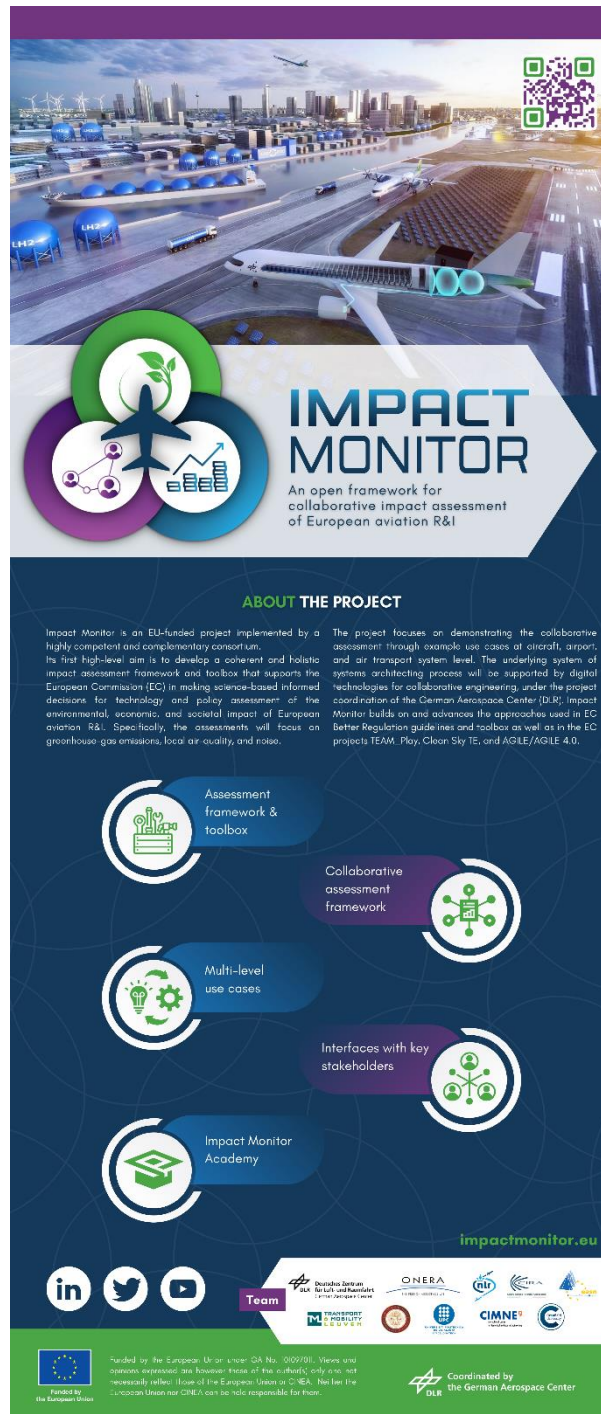


Figure 11. Impact Monitor banner

## 4. WEBSITE

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The Impact Monitor public website has been designed to reflect the global D&C strategy of the project. The official domain name is <https://impactmonitor.eu/>. EASN-TIS has the responsibility to create, maintain, regularly update and provide technical support for the Impact Monitor public website, as a D&C expert with extensive experience in the building of websites for EU-funded projects. Updates are planned to take place whenever a significant result / news announcement occurs, or any milestone is achieved throughout the implementation of the project. Ad hoc updates may also be necessary to resolve potential technical issues or improve the website's responsiveness and performance. The Impact Monitor public website was designed in line with the project's visual identity, just like all other D&C materials of the project (templates, leaflet, flyer, and poster).

### 4.1 Methodology

The following methodological steps formed the basis for the creation of the Impact Monitor website:

1. **Strategy:** Determine the best way to convey project's messages to target audiences
2. **Content & Structure:** Define content and structure, develop site plan & navigation options
3. **Design & Development:** HTML/CSS customization, search engine optimization
4. **Review:** Internal review by project coordinator and the consortium partners
5. **Website launch**
6. **Maintenance:** Update content, troubleshooting, review analytics to improve user's performance

#### Step 1: Strategy

The scope of the website was decided in this step. Defining the research objective was crucial, since it provided the framework for determining the target audiences for the website:

- Scientific community
- Industrial stakeholders
- Policy makers, regulatory authorities, certification bodies
- Technology Transfer organizations, Networks & Associations
- HORIZON EUROPE Programmes & Initiatives
- General public (including media)

Strategic planning was used to determine the most effective method for reaching these audiences, as part of the D&C Plan analysed in D6.1 [2]. This step also identified the necessary technologies and resources required to support the construction and operation of the Impact Monitor website.

#### Step 2: Content & Structure

The following questions were addressed throughout this stage of the process:

- What kind of information will the target audiences be looking for on the official website?
- What messages do the consortium partners want to convey?



The main purpose of this step was to investigate the project's objectives and anticipated impacts. The Impact Monitor project's strong main themes then became clear, and the website's entire content was developed to include details on the project's aims, goals, anticipated outcomes and impacts, important features, activities, and implementation.

The information on the website fell into one of the following two groups based on the stated target audiences:

**Category 1:** Information that is intended for the general public, including students, the press, and decision-makers, which should therefore be aesthetically pleasing and simple to understand. A project summary, key features, objectives, expected impact and the most recent news are offered of this category, which aims to be read by a wider audience. Preferably, multimedia is used, with text usage kept to a minimum.

**Category 2:** The project's aims and methods of Impact Monitor feature a higher degree of detail, especially informing professionals in the field. This content is more technical and geared towards scientific and industrial audiences interested in the project's progress. Over the duration of the project, information regarding the contributions made by the partners will be included along with frequent updates on the project's progress and accomplishments.

### Step 3: Design & Development

This step involves carrying out the actual creation of the Impact Monitor public website. In this context, an expandable directory and file structure was built. In order to maintain the website's uniform appearance, the right content management system, modules, and layouts were chosen. The website was created using the Drupal content management system (CMS), which, together with all the integrated plugins and tools, is constantly monitored and kept up to date with the most recent version releases. All popular online and mobile browsers have been tested and support the website and all its functionalities (Mozilla Firefox, Google Chrome, Opera, Safari, and Microsoft Edge). The website's graphic design was created in accordance with Impact Monitor's visual identity, which is used in all dissemination materials, with special attention paid to creating a user-friendly interface with simple navigation that works well on a variety of devices (desktop computers, laptops, tablets, and smartphones).

### Step 4: Review

To prevent any private or sensitive information from being communicated outside the consortium, there was constant communication with the Impact Monitor partners throughout the course of the website construction process in order to gather the necessary data and materials. After step 3 was finished, the coordinator and the whole consortium reviewed the website's content and layout and provided EASN-TIS comments or ideas for improvement. The Impact Monitor public website will be made accessible to the general public after considering the partners' remarks and recommendations.

### Step 5: Website Launch

The Impact Monitor public website is planned to be publicly available at the beginning of June 2023.

### Step 6: Continuous maintenance



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All procedures related to the maintenance and update of the Impact Monitor public website are included in this phase. Also, it entails managing all public relations issues pertaining to the Impact Monitor public website, such as spreading awareness through publicity and producing and disseminating content that could foster interaction and engagement.

This step also includes the website's technological upgrading. One of the activities carried out inside Step 6 is ongoing research for newly available functionalities that are fit for the website and their implementation. The Impact Monitor public website will be updated frequently during the project to show off its development. So, in this way the website will be kept up to date both technically and in terms of content.

### Step 7: Analytics & improvement of website performance

Key Performance Indicators (KPIs) will be utilized to assess the dissemination strategy adopted through the project's public website and are explicitly described in the Plan for Dissemination & Exploitation including communication activities [2]. These KPIs will mostly be assessed using data gathered by Google Analytics for the website. Website traffic will be tracked and reported by Google Analytics. The number of website visits, the website's devoted followers, the pages that drive the most traffic and conversions, the amount of time a user spends surfing the website, etc. will all be tracked and collected by this tool. Using their IP address, users' locations can also be determined, providing information on the website's geographic reach. This data can be used to determine whether the dissemination and communication strategy was successful. Hence, the effectiveness of the entire website will be monitored and improved, using specialized analytical tools like Google Analytics and on-page and off-page Search Engine Optimization (SEO).

SEO will serve as a key enabler for improving the project's performance on the web, in order to achieve the best possible ranking in search engines. Important steps towards SEO include the design of a responsive site that works properly on every device, the definition of relevant and effective keywords and the customization of the content to be easily found by search engines, and the indexing of sub-pages using Google's Search Console.

The different sections of the Impact Monitor public website are briefly described below.

## 4.2 Website Sections

### 4.2.1 Homepage

The official project title, statements highlighting the project's research goals and salient features, fundamental information regarding the funded project, the most recent news, and a form for subscribing to the Impact Monitor mailing list are all included in the homepage of the Impact Monitor website (Figure 12).

Instead of using text to describe Impact Monitor's capabilities and assets, it is preferable to use images and graphic designs to grab the user's attention. These assets may be static or more dynamic to foster user excitement. The homepage also provides access to Impact Monitor's social media profiles (Twitter, LinkedIn). Throughout the course of the project, this section will be updated with multimedia linked to the project research activities.

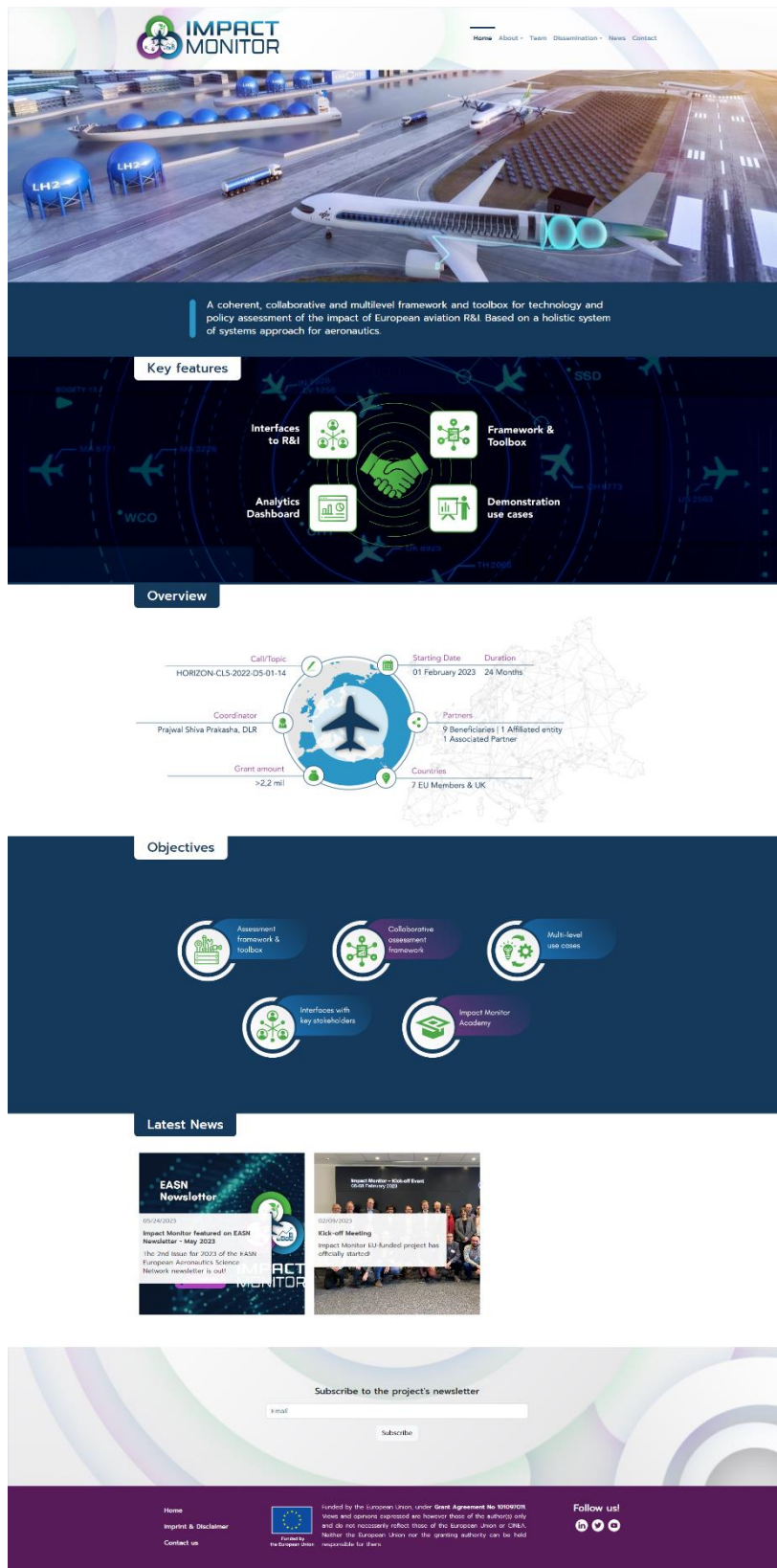


Figure 12. Homepage of the Impact Monitor website

## 4.2.2 Top side menu

The content of the website is divided into six sections shown in the top side menu (Figure 13) that appears in the header of all webpages. The top side menu is the main menu for the navigation and includes respective tabs. Each section is briefly described below.

- Home
- About
- Team
- Dissemination
- News
- Contact

For future implementation, a separate sub-menu is provisioned for the Impact Monitor Academy, one of the core dissemination activities that will take place at the end of the project.



Figure 13. Logo and top menu of the Impact Monitor website

### 4.2.2.1 “About” tab

When the user hovers on the top menu on 'About', the following list appears (Figure 14):

- Project Overview
- Objectives
- Expected Impact
- Methodology



Figure 14. “About” tab dropdown menu



Specifically,

**“Project Overview” subsection:**

In this subsection, the project’s scope is stated along with the rationale behind it (Figure 15). In addition, basic information is depicted on a graphic overview of the project’s characteristics.



Figure 15. “Project overview” subsection

**“Objectives” subsection**

With a list of the project's anticipated outcomes, this part serves as the focus of Impact Monitor's research. These findings also represent the specific tasks that must be carried out in order to achieve the project's anticipated key exploitable results and the Impact Monitor project's overall goal, which is to provide an open framework and toolbox for the collaborative impact assessment in European aviation R&I (Figure 16).



Figure 16. “Objectives” subsection

### “Expected Impact” subsection

The expected impacts of the Impact Monitor outcomes are listed here, emphasizing the significance of the project (Figure 17).

The outcomes of the project are three:

1. To deliver a coherent framework and toolbox for technology and policy assessment of the impact of European aviation research – with emphasis to GHG emissions, local air-quality and noise. Ensure coordination with Clean Aviation, SESAR3, Clean Hydrogen, ACARE and ASD, taking into consideration the work performed in the CS2 Technology Evaluator and the envisioned Clean Aviation Impact Monitor in its environmental, scientific, societal, and economic dimensions.
2. To improve ties between European aviation R&I and education and skills and inform citizens and stakeholders about the European aviation R&I.
3. To strengthen the synergies between all aviation-relevant R&I activities in Horizon Europe.



Figure 17. “Expected Impact” subsection

For each outcome, the respective impacts (societal, scientific, and economic/technological) are presented. The user is called to click on the icons below the description of the outcomes, and an explanatory box appears, with the detailed description of the impact. Figure 18 shows an example of the way the scientific impacts of the second outcome appear on screen.

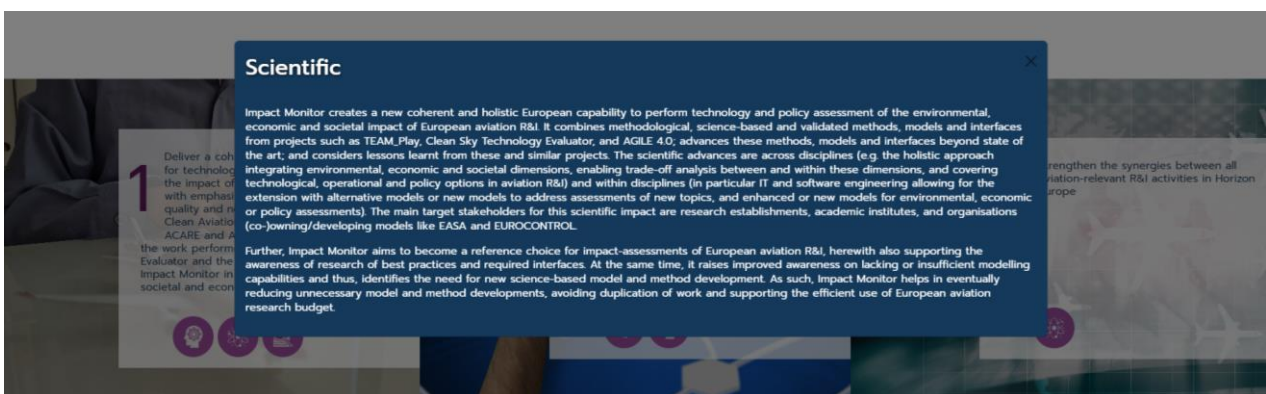


Figure 18. “Expected Impact” subsection

### “Methodology” subsection

An informative graph about the pillars of Impact Monitor’s implementation and their interrelations are presented, aligned with the project’s visual identity (Figure 19).



Figure 19. “Methodology” subsection

#### 4.2.2.2 “Team” tab

When the user clicks on the 'Team' tab (Figure 20), an interactive map is presented, with pins placed on the actual locations of the entities. The red pin stands for the coordinator, the green ones for the beneficiaries, the dark green for the affiliated entities and the blue for the associated partners. By clicking on each pin, the details of the respective partner appear on the map, including the following elements:

- Entity’s acronym and logo
- Company profile & contribution to Impact Monitor
- A link to the respective entity’s official website



Figure 20. “Team” tab

#### 4.2.2.3 “Dissemination” tab

The "Dissemination" tab informs the user on the many types of dissemination initiatives carried out by consortium members, including (Figure 21):

- Scientific Publications
- Conference Presentations
- Newsletters
- Media



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Figure 21. “Dissemination” tab dropdown menu

The content across all the aforementioned areas will be updated often, to give visitors the most recent details regarding the project's dissemination and communication activities. There will also be informational materials accessible for download under "Media" (e.g., the Impact Monitor logo package, poster, leaflet, and banner).

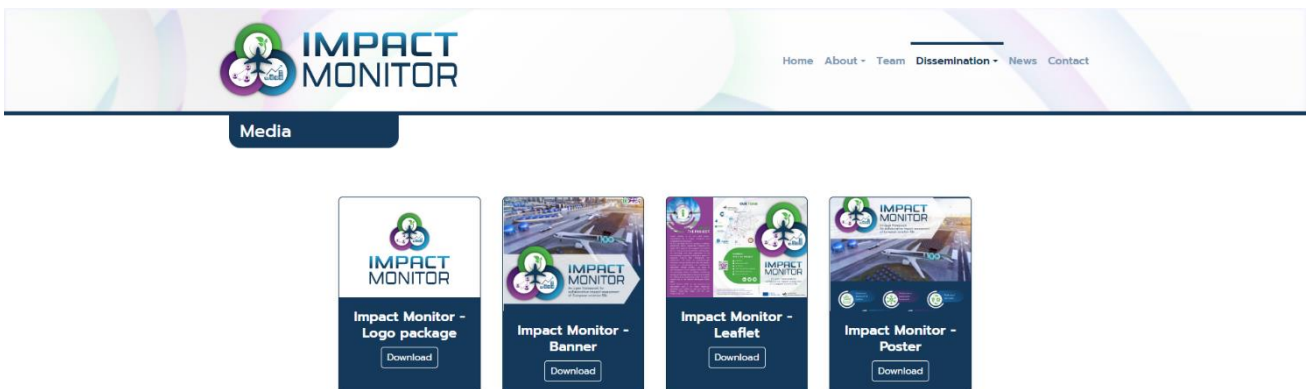


Figure 22. “Media” subsection

#### 4.2.2.4 “News” tab

This section includes all Impact Monitor news presented as a series of blog posts. These include project meetings, press releases, attendance at conferences and exhibitions, etc. In addition, a subscription form is available, giving the visitors the opportunity to subscribe to the project’s mailing list and receive frequent project-dedicated newsletters (Figure 23). This form is also available through the Homepage and the “Contact” menu.

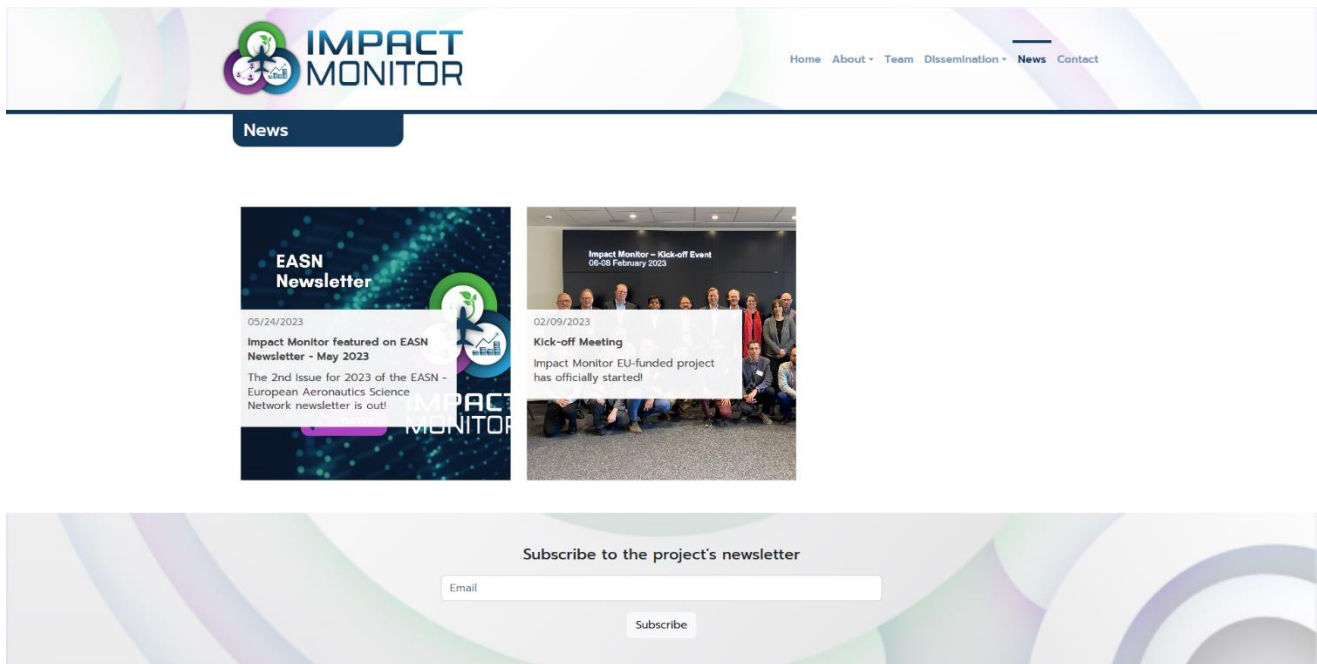


Figure 23. “News” tab

#### 4.2.2.5 “News” tab

The contact section allows visitors to get in touch with the Impact Monitor Consortium with questions about the project or the project's public website (Figure 24). Potential requests are handled by the D&C Manager (EASN-TIS) and are directed to the responsible partner, accordingly. It also includes the contact information of the coordination team.

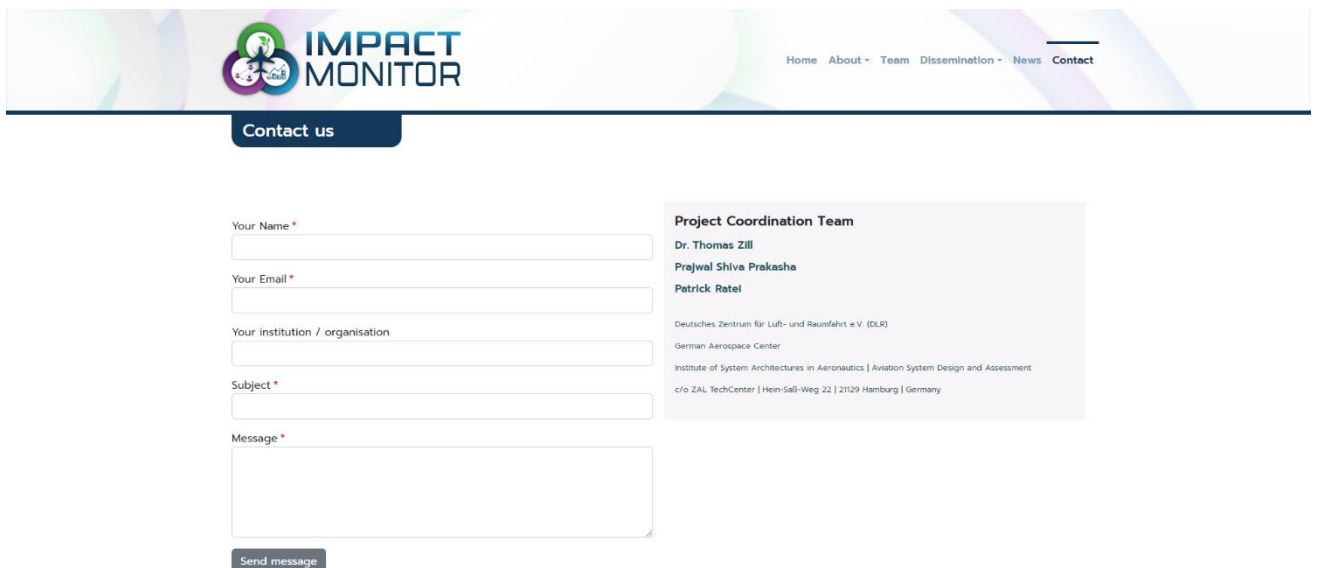


Figure 24. “Contact” submenu

### 4.2.3 Bottom side menu

All pages of the website feature a footer offering additional links and general information related to the project (Figure 25). This includes a link to the "Contact" menu, a link to the Impact Monitor's "Imprint and Disclaimer," the EU emblem, and the acknowledgement of the financial support received by the EU and CINEA.

The website's integration with social media, which enables users to engage with the project more, is another noteworthy aspect. On the right side of the footer the user can find links to the official social media profiles. Visitors can simply spread the word about Impact Monitor to their personal accounts, which is a strategy that can broaden the project's influence and reach.

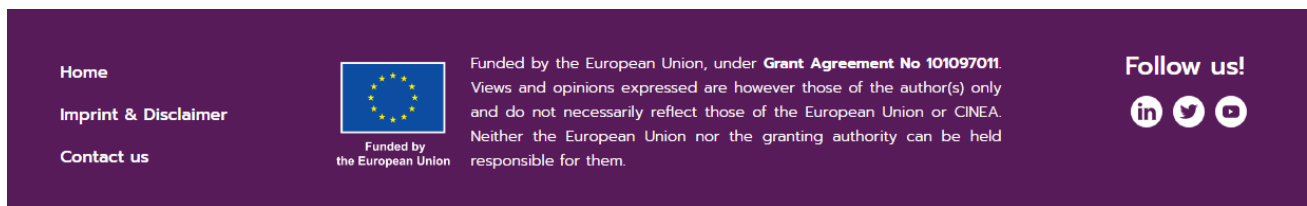


Figure 25. Bottom side menu

#### 4.2.3.1 "Imprint & Disclaimer" submenu

Lastly, proper imprint & disclaimer statements are provided (Figure 26).

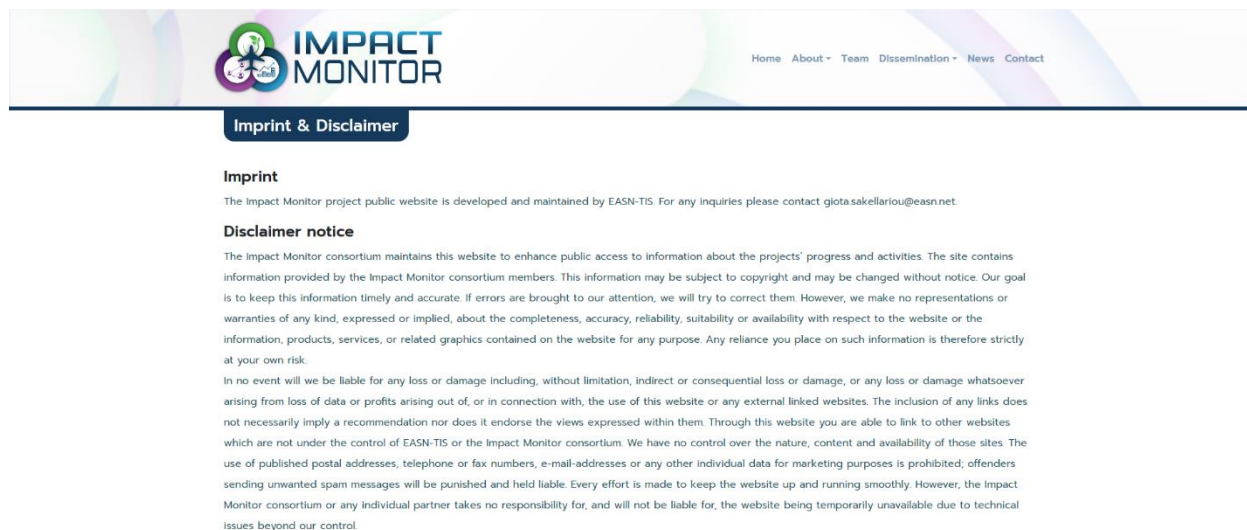


Figure 26. "Imprint & Disclaimer" submenu



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## 5. SOCIAL MEDIA GROUPS

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In order to increase the project's outreach, social media accounts for Impact Monitor have been created on LinkedIn, Twitter and YouTube (Figures 27, 28, 29). These social media profiles may reinforce Impact Monitor to its endeavour to grow as a community, by posting in a regular basis (approximately every two weeks) compelling announcements about the project's accomplishments, news, or other relevant material, capturing target audiences' attention, and ultimately leading them to the project's official website for more information. Both participants in the project and members of the intended audiences were invited to follow these accounts. Information will be shared by the social media administrator (EASN-TIS as the D&C Manager) at various points throughout its lifespan, to keep the online community informed and engaged. Also, the social media channels will be utilized to discuss and advertise Impact Monitor's upcoming events. The targeted audiences via these platforms are:

- Users interested in the impact assessment of aviation
- Industrial stakeholders in aeronautics
- Bloggers and journalists
- Policy Makers

The social media pages can be accessed through the following links:

**Twitter:** <https://twitter.com/ImpactMonitorEU>

**LinkedIn:** <https://www.linkedin.com/company/impact-monitor-project/>

**YouTube:** <https://www.youtube.com/@ImpactMonitorproject>



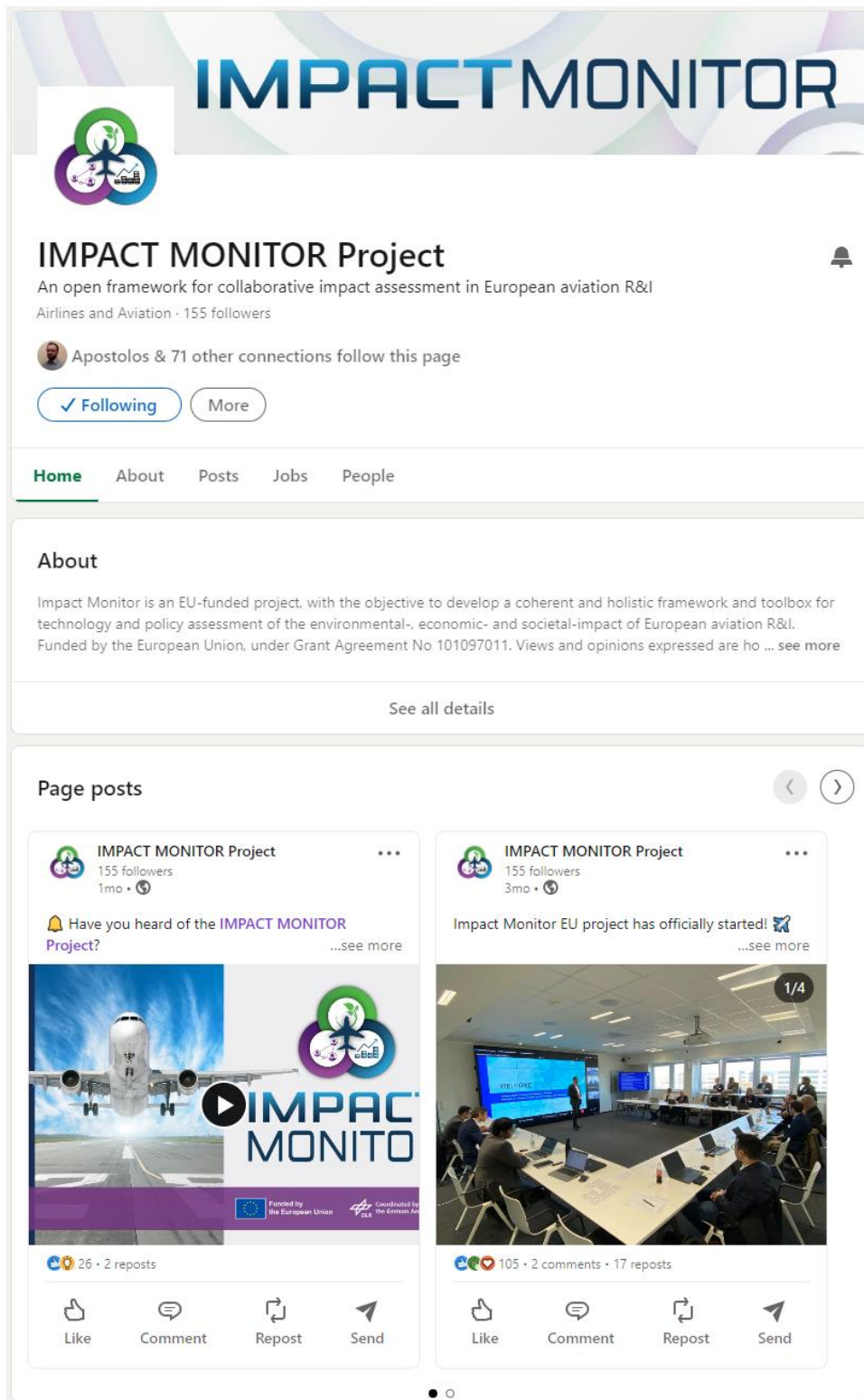


Figure 27. Impact Monitor profile on LinkedIn

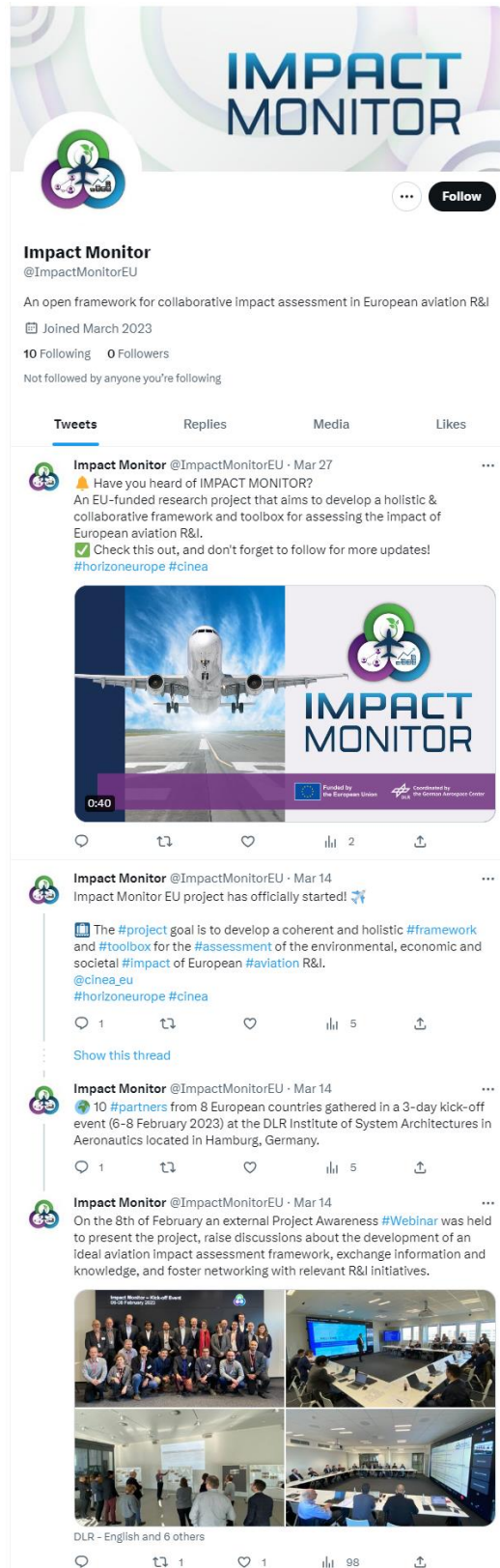


Figure 28. Impact Monitor profile on Twitter



Figure 29. Impact Monitor channel on YouTube

## 6. CONCLUSIONS

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Effectively communicating the project's progress and outcomes has been a key goal to pursue since the very beginning of the project. The previous sections gave an overview of Impact Monitor's initial D&C toolkit. The communication pack's major goals are to give the project a unique visual identity and to raise awareness among various target audiences. The components of the toolkit were developed with the intention to assist target audiences in comprehending the objectives, procedures, activities, and expected societal, scientific and economic/technological impact of Impact Monitor.

The project's various stakeholder groups, such as the scientific community, industry, civil society, decision-makers, and media, will be reached through the public website and the official social media pages in various ways. The official website of Impact Monitor serves as a digital repository of items for public dissemination, such as articles, newsletters, media, etc. It also contains details on the project's expected results, specific objectives, and methodology. The social media profiles have a complementary but equally important contribution in sustaining the interest of the Impact Monitor community through ongoing information sharing.



## REFERENCES

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- [1] Horizon Europe Programme Guide (2023). Available at [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide\\_horizon\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf)
- [2] Impact Monitor D6.1 – Plan for Dissemination & Exploitation including Communication Activities
- [3] Impact Monitor D6.4 – Final Communication & Dissemination Report & Project Legacy Pack

