D7.1 – Project Media Toolkit

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Project Full Title:	Mitigating environmental disruptive events using people-centric predictive digital technologies to improve disaster and climate resilience
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DELIVERABLE 7.1
Project Media Toolkit

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Executive Summary

This report describes the deliverable D7.1 "Project Media Toolkit". It is part of T7.1 "Project Outreach Plan and Media toolkit" and it summarizes the activities performed to establish the communication channels and protocols. Additionally, it contains the visual identity description and templates' overview, it lists all the social media channels and describes current promotional materials.

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1 Introduction

1.1 Scope and objectives of the deliverable

Deliverable 7.1 "Project Media Toolkit" is a deliverable defined within the WP7 "CDE Strategy, Business Modelling, Scalability & Circularity". The type of this deliverable is "other", so it is not meant to be an elaborate report, but a short description of the Project Media Toolkit. The toolkit includes all the relevant Project means (website, leaflets and flyers, templates for reports and presentations, video, social media, etc.), that partners can use to maximise Project outreach, and effectively implement the Minority Report CDE strategy.

1.2 Structure of the deliverable

The deliverable is structured in the following way:

- Section 2 describes the Project's visual identity (logo and theme image);
- Section 3 describes the public and internal project websites;
- Section 4 describes the social media of the project (LinkedIn, X and YouTube);
- Section 5 describes the presentation and document templates; and
- Section 6 describes the promotional material that has been developed so far.

1.3 Relation to Other Tasks and Deliverables

D7.1 Project Media Toolkit is the outcome of the activities performed under the T7.1 Project Outreach Plan and Media toolkit. It includes dissemination materials for partners' use when carrying out dissemination and communication activities of the project. Dissemination and communication actions will be performed by all partners, under DMO's supervision and will follow the guidelines and strategy provided in the Project Outreach Plan (D7.2).

2 **Project Visual identity**

The visual identity of the Minority Report project is produced for all kinds of documents, presentations and promotional material for the project. The purpose of creating a corporate design is to create project branding and establish an identity that provides recognition. Minority Report's visual identity includes a logo, theme image and style.

The design process for visual identity started with brainstorming and then the creation of three initial designs for the logo and theme image. The presented solutions were then voted on within the consortium. After some fine-tuning, the final design was selected. Below, the proposed designs are presented and the final one is described.

2.1 Logo

The proposed designs for the logo.

Figure 1 Proposed logo designs

Of the proposed designs for the logo, the first one was voted by the consortium and after slight modification, the final logo design was chosen. The logo captures the deep dive into data, predictive systems, and co-creation and it represents cities and buildings which are at the heart of the project's mission.

Figure 2 Final logo design

2.2 Theme image

The theme image, which is a large-format image, was designed in a way that is split into two contrasting halves to visually communicate the stark difference between a future where proactive, people-centric climate and disaster mitigation strategies are employed versus one where such interventions are absent.

The overall concept and colour choices work together to provide a clear, immediate understanding of the project's purpose: to highlight the imperative of using predictive, people-centric digital

technologies and sustainable practices to avert the worst impacts of environmental and climate disasters.

Figure 3 Theme image

3 Public and internal project websites

A public website has been created by DEMO and is one of the most important tools for communication and dissemination of project results. The main purpose of the website is to present the project's summary, the list of consortium partners, source of funding, targets and results, public deliverables, communication tools and materials, news and events updates, and links to project social media. The website is the main tool to engage with stakeholders and any other interested parties. The website will be running throughout the project duration and will remain accessible online for at least 2 years after the project's end.
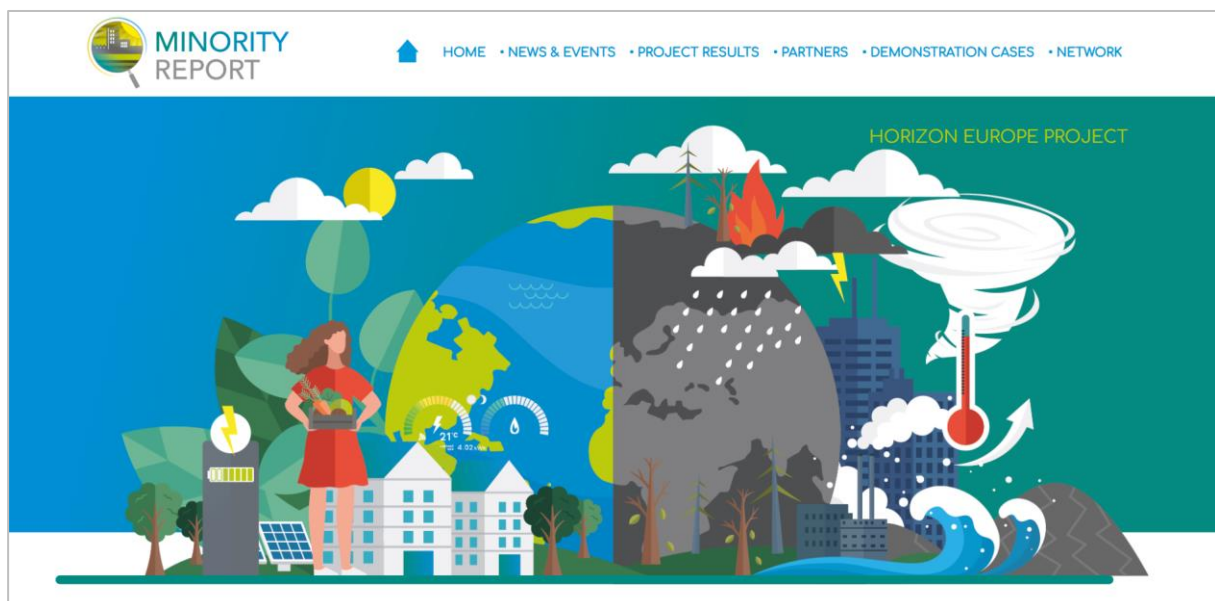
The website is available through this URL: https://www.minorityreport-project.eu/en

Figure 4 Website's homepage

The website is structured in the following order:

- Home
- News & Events
- Project Results
  - Project Work Packages
  - Deliverables
  - Dissemination
    - Newsletters
    - Promotional materials
    - Scientific publications
    - Videos
- Partners
- Demonstration cases
- Network

Figure 5 Demonstration cases page

Through the website, the users can register for the newsletters of the project by providing their contact information and becoming members of the community of practice.

Each page of the website includes the EU funding acknowledgement and the EU emblem.

Content management of the public website will be done by DMO with support from all consortium partners. DMO is responsible for the implications of external communications. All the partners are responsible for providing content for the public website relevant to their contributions and activities within the project. In addition, DMO ensures website hosting and technical support. When documents need to be uploaded on the public website, DMO will upload them first on the DEMO server due to security reasons and make them available for download from the Minority Report website through links. DMO will keep the public website online until 2 years after the project's completion. Depending on the exploitation plan that will be developed during the project, this post-project website may be transferred into a commercial website for offering and selling the project results.

CMS is a computer application that supports the creation and modification of digital content using a common user interface and thus supporting multiple users. DMO, as webmaster, owns the login credentials to work with this CMS. As a result, DMO has the authorization to set up profiles giving partners access to provide input and other profiles with access rights to publish. It can thus be used in a decentralized way.

To ensure the safe exchange of data, all connections to the website are made using the Hypertext Transfer Protocol Secure (HTTPS). Personal information is only collected after informed consent, safeguarded, and fully compliant with the General Data Protection Regulation (GDPR).

In addition to the public website, the Minority Report consortium uses also an internal way of communicating via Microsoft Teams. The Teams channels are managed by the IESRD. For each WP there is a folder which is further divided into task subfolders for partners' use.
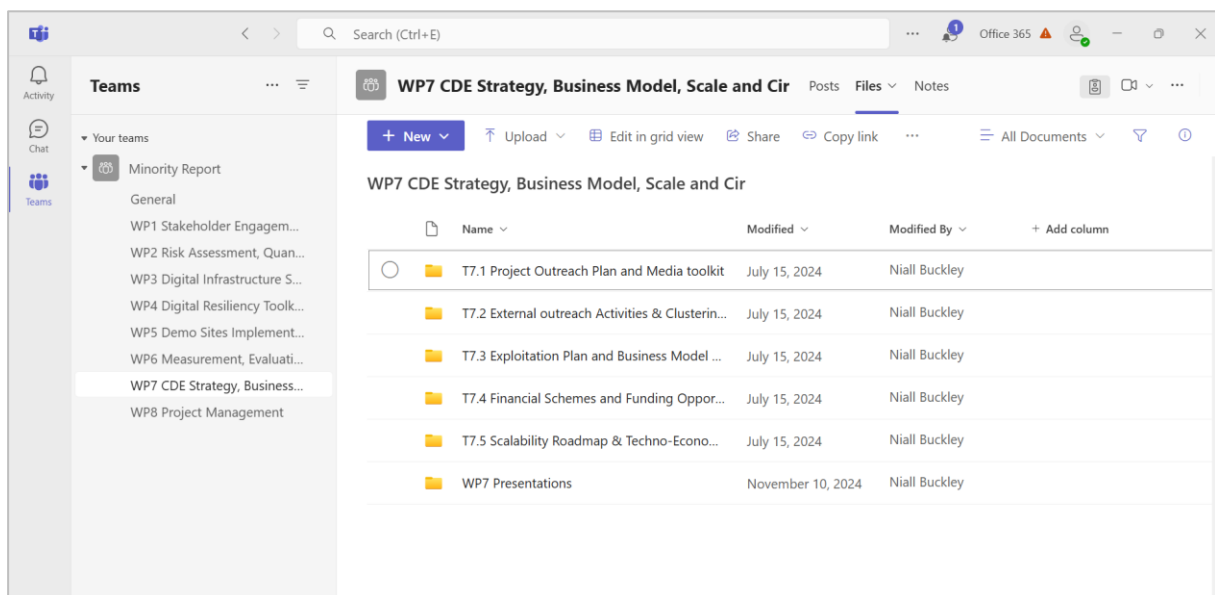
Figure 6 Internal communication channels

4 Social media

The social media accounts enrich existing professional networks and knowledge exchange platforms and ensure a wide reach of targeted audiences defined within the Minority Report project. The established channels are LinkedIn, X, and YouTube.

4.1 LinkedIn

LinkedIn is the world's largest professional network. LinkedIn has evolved to become one of the most important and most prevalent resources for professional networking available. The main goal of this page is to share and exchange information and knowledge.
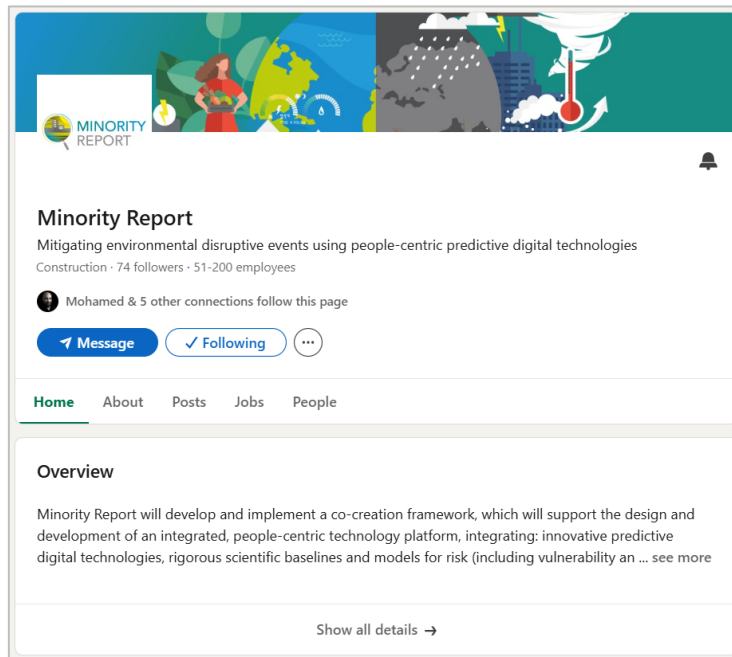
Here is the link: https://www.linkedin.com/company/eu-minority-report

Figure 7 Minority Report LinkedIn page

4.2 X

X is an online news and social networking service, used to create shorter messages and engage with the audience.

Here is the link: https://x.com/EU_MinorityRep

Figure 8 Minority Report X page

4.3 YouTube

YouTube is a video-sharing service where users can watch, like, share, comment, and upload their own videos. The video service can be accessed on PCs, laptops, tablets, and mobile phones. This channel will be used to share tutorials, demonstrations developed over the course of the project and other visual material.

Here is the link: https://www.youtube.com/@MinorityReport_EU
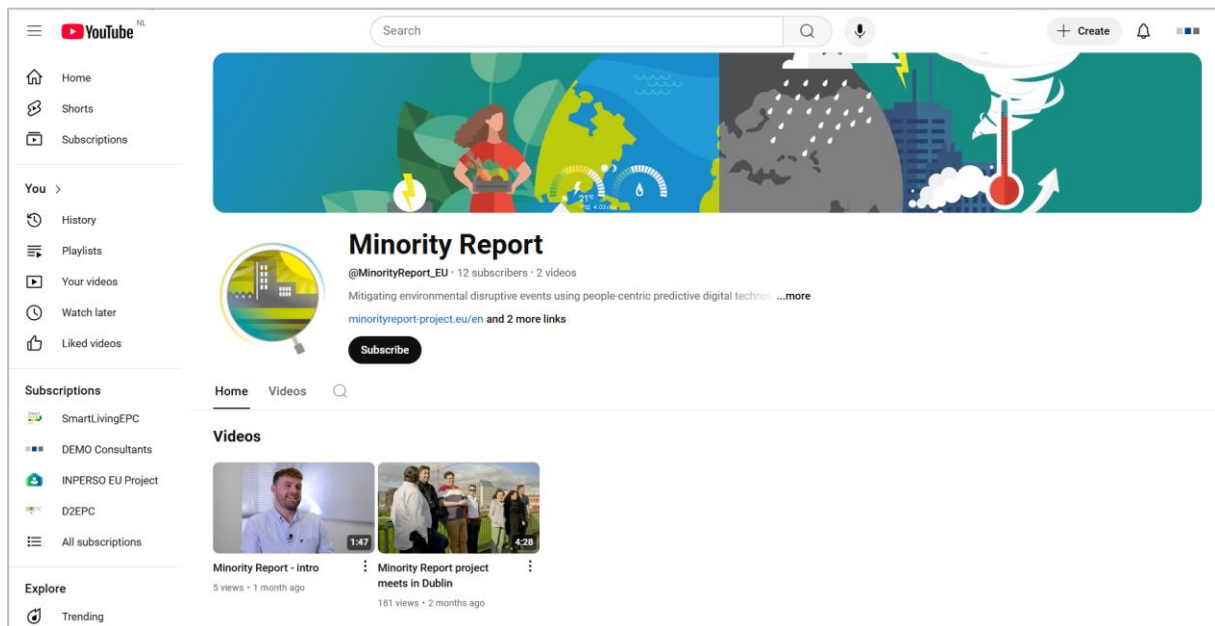
Figure 9 Minority Report YouTube channel

5 Presentation and Document Templates

The Minority Report project provides seven templates to be used by partners for internal and external use. This includes:

- Deliverable template
- Management Report template
- Management Report Cost template
- Meeting Minutes template
- Peer Review template
- Plenary Meeting Agenda template
- Presentation template

The templates are created in Word and PowerPoint and are accessible to partners via the internal Teams channel. Two examples are shown in the figures below.

Figure 10 Presentation template

Figure 11 Deliverable template

6 **Promotional material**

Several promotional materials have been created so far to promote the project to external parties or to be used in events that consortium partners are attending. Below, the press release, newsletter, video and roll-up are presented.

6.1 Press Release

The press release is also available on the project's website: https://www.minorityreport-project.eu/en/Project%20Results%20%20Documents/Promotional%20material/MR%20-%20Press%20Release%201.pdf

Figure 12 Project's Press Release

6.2 Newsletter

At month 6 the first newsletter was released which cover the updates about the project. All newsletter are available on the project's website:

https://www.minorityreport-project.eu/en/Project%20Results%20%20Documents/Newsletters/minorityreportnewsletter1.pdf
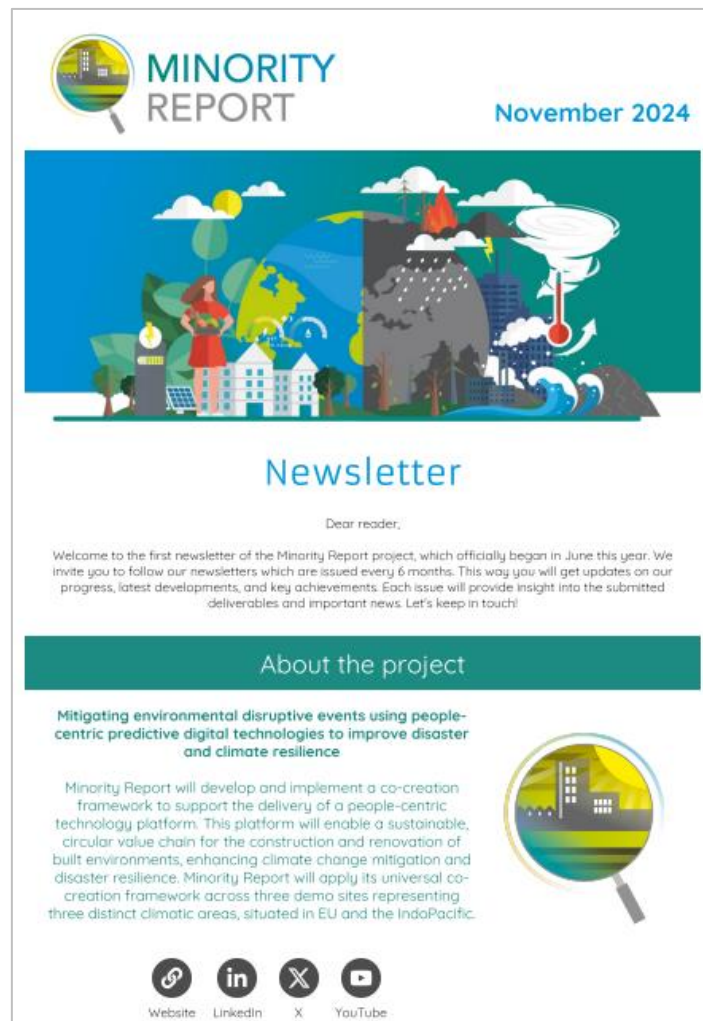

Figure 13 Project's newsletter

6.3 Videos

There are currently two videos uploaded to the YouTube channel, a shorter and a longer version of the project introduction, which was filmed during the general assembly meeting in Dublin.

Vides

Figure 14 Project's videos

6.4 Roll-up

The roll-up was created for partners to use for the promotion at events. It is created in an editable version, so partners could modify it to fit the event better.

Figure 15 Project's roll-up

7 Conclusion

This deliverable, D7.1 "Project Media Toolkit" is of type "Other" and not of "Report". Therefore, this document is brief in content and meant to accompany the real deliverable, the internal and external communication channels and materials. At this stage, we can only state that the various channels and materials mentioned in the present deliverable are well adopted by the consortium and are being used by partners, therefore, serving its purpose well.

MINORITY REPORT

Mitigating environmental disruptive events using people-centric predictive digital technologies to improve disaster and climate resilience

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