



NARRATE

Regenerative Resilient Smart Manufacturing Networks

D7.2 – WEB-PRESENCE & ONLINE CHANNELS/PORTAL

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D7.2 – WEB-PRESENCE & ONLINE CHANNELS/PORTAL

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Abstract	D7.2 establishes NARRATE’s branding (logo, fonts, colour palette), and presents the project’s website and social media channels (YouTube and LinkedIn).
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STATEMENT ON MAINSTREAMING GENDER

The NARRATE consortium is committed to including gender and intersectionality as a transversal aspect in the project's activities. In line with EU guidelines and objectives, all partners – including the authors of this deliverable – recognise the importance of advancing gender analysis and sex-disaggregated data collection in the development of scientific research. Therefore, we commit to paying particular attention to including, monitoring, and periodically evaluating the participation of different genders in all activities developed within the project, including workshops, webinars and events but also surveys, interviews and research, in general. While applying a non-binary approach to data collection and promoting the participation of all genders in the activities, the partners will periodically reflect and inform about the limitations of their approach. Through an iterative learning process, they commit to plan and implement strategies that maximise the inclusion of more intersectional perspectives in their activities.

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ABBREVIATIONS

WP	Work Package
MS	Milestone
D	Deliverable
R&I	Research and Innovation
EC	European Commission

EXECUTIVE SUMMARY

This document establishes NARRATE’s branding (logo, fonts, colour palette), and presents the project’s website and social media channels (starting with YouTube and LinkedIn), outlining the project’s overarching strategy and plan for web-presence & online channels. All channels are described in great detail and provide guidance for their implementation.

In the first part of this document, the branding of the project will be revisited, in order to ensure it’s usability in all forms, including the digital world.

After analysing the brand of the project, the website of the project will be presented in detail and will be explained.

For the last part, social media presence will be explained according to the channels chosen to communicate and disseminate all NARRATE’s updates and results.

This document has been prepared as part of the Task 7.1 “T7.1 Dissemination and Communication Plans and Training” under Work Package 7 (WP7) “Dissemination, Communication, Exploitation & Impact”.

1. INTRODUCTION

The NARRATE Project (full name: regeNerAtive Resilient smaRt mAnufacTuring nEtworks) emerges with the mission to address several challenges that have been present in the supply chain reality for the last few years.

This project will conduct cutting edge research that integrates effectively recent advances in foundational digital technologies that include Artificial Intelligence (AI) and Machine Learning (ML), Big-Data, IoT, and Digital Twins (DT) to create a logically centralised hub – termed an Intelligent Manufacturing Custodian (IMC) – that allows for end-to-end visibility and control over supply chain operations. The IMC leverages data from various data sources to enable proactive decision-making and act as a nerve centre for a supply-chain network, providing real-time monitoring and coordination of intelligent production processes, and logistics.

This document defines the overall strategy for web-presence & online channels, defining the branding and explaining the channels that will be used, such as LinkedIn and Youtube, as well as the website that has been created for the project.

The Milestone related to this document is the following:

MS1 - Pilot & Requirements, established to be achieved in the month 6 of the project (May 2024).

2. BRANDING

Brand identity defines the image and the specific characteristics that become associated with a brand. All brands wish to become memorable and identifiable for their target audiences, not only because of the look they chose to adopt, but also because the overall concept of the brand is cohesive.

Through the creation of a logotype, its modification in the design and production of additional materials, and their application across the various project channels, the NARRATE Project has established a recognisable image.

2.1 PROJECT LOGO

A logotype has been designed specifically for the NARRATE project. This logo’s design incorporates current writing that is easy to read as well as modern symbols and elements. The logo was designed with the intention of being utilised on all project-related materials and appearing everywhere the project is involved.

The goal when creating the logo was to have it work across a broad range of platforms and materials. As seen below, variations in monochrome, vertical, and horizontal orientations were all produced.



FIGURE 1: HORIZONTAL LOGOTYPE



FIGURE 2: VERTICAL LOGOTYPE



FIGURE 3: MONOCHROMATIC VERSIONS

2.2 TYPOGRAPHY

For the logo and for several other materials created, the lettering chosen was Jost, with a modern and yet classic design.

Jost Regular:

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Other versions:

Jost Thin: NARRATE

Jost Light: NARRATE

Jost Italic: *NARRATE*

Jost Bold: **NARRATE**

Jost Black: **NARRATE**

This font is available on Google Fonts: <https://fonts.google.com/specimen/Jost>

2.3 COLOUR PALETTE

The Project’s colour scheme consists of two gradients: one from dark blue to green and the other from red to light orange. Red and orange represent energy and enthusiasm, while blue and green suggest growth and reliability. These attributes are all part of NARRATE’s objective to help supply chains become more resilient.

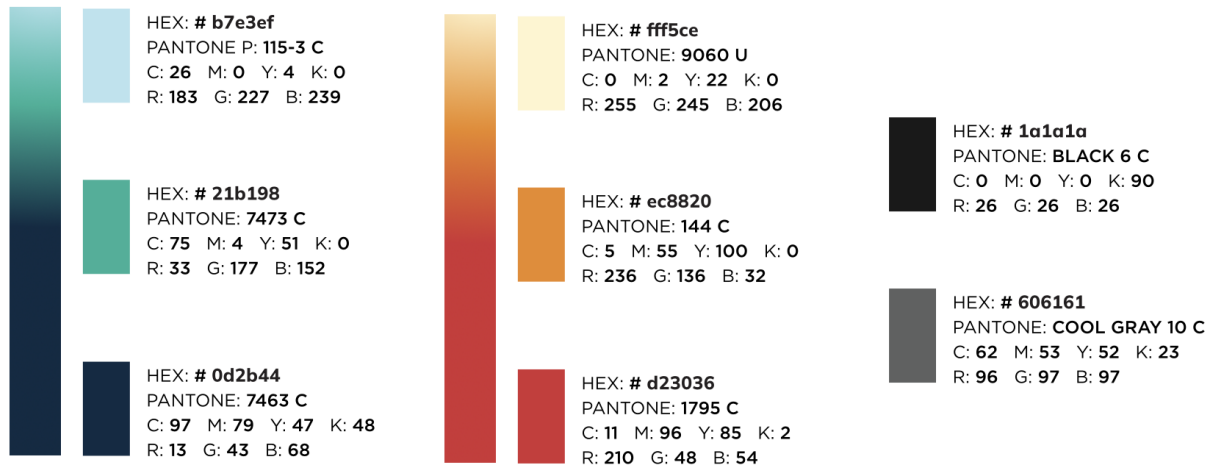


FIGURA 4: COLOUR PALETTE

2.4 BRAND GUIDELINES

The NARRATE Project developed brand standards to provide a consistent and cohesive brand identity. These rules include a range of recommendations on the project’s logo and its appropriate and inappropriate usage in different communication and dissemination contexts and materials.

These guidelines are available for public consultation on the project website.

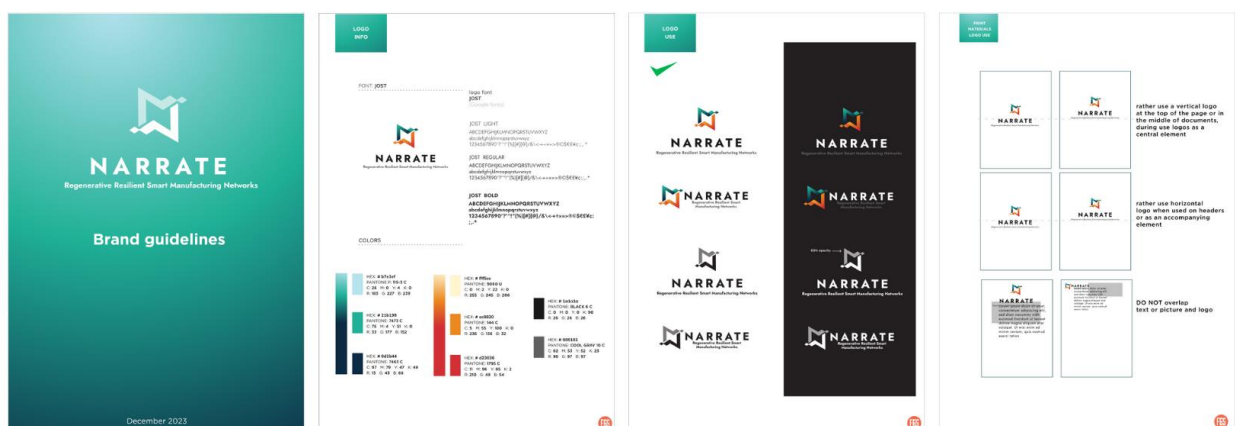


FIGURE 5: BRAND GUIDELINES

2.5 EU DISCLAIMER

As per European Commission’s policy, all activities and materials should appropriately acknowledge NARRATE’s funding, by showcasing European Union support, incorporating the European flag (emblem) and funding statement (translated into local languages, when appropriate) as well as the UK Research and Innovation (UKRI) emblem and statement.

 <p>Funded by the European Union</p>	<p>Funded by the European Union under GA No 101138094. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them. Grant Agreement No 101138094 Call: HORIZON-CL4-2023-TWIN-TRANSITION-01 Topic: HORIZON-CL4-2023-TWIN-TRANSITION-01-07 Type of action: HORIZON Research and Innovation Actions</p>
 <p>UK Research and Innovation</p>	<p>UK Research and Innovation, Horizon Europe Guarantee.</p>

TABLE 1: FUNDING ACKNOWLEDGEMENTS

3. WEBSITE

The primary communication channel for the project is its website, www.project-narrate.eu, which collects up-to-date information and spreads knowledge about the project’s concept, advancements, and conclusions. Will serve as a repository for all things related to NARRATE, such as event participation, publications, press releases and other materials. Since the project is in its initial phase, additional information will be updated progressively. The following pages make up the framework of the website.

Homepage	About Narrate	Pilots	News & Events	Resources	Ecosystem	Contact us
	About the Project	Pilot #1	News	Deliverables	Partners	
	Achievements	Pilot #2	Events	Scientific Publications	Sister Projects and other joint initiatives	
	Project’s Objectives	Pilot #3		Media Kit		
				Forum		

TABLE 2: WEBSITE STRUCTURE

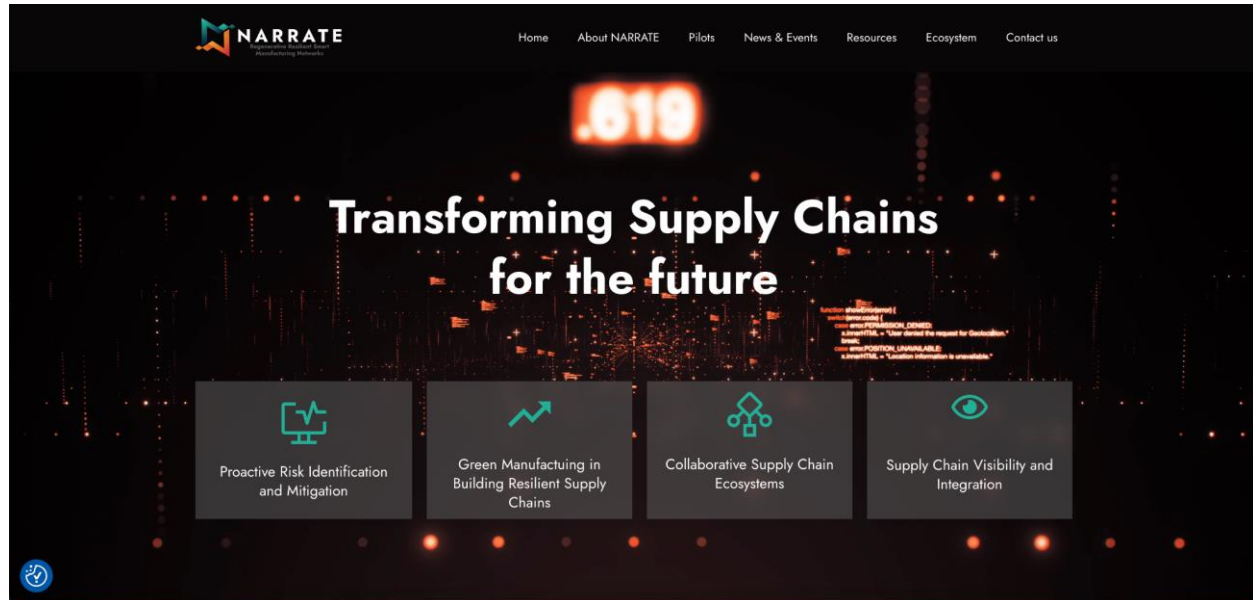


FIGURE 6: HOMEPAGE

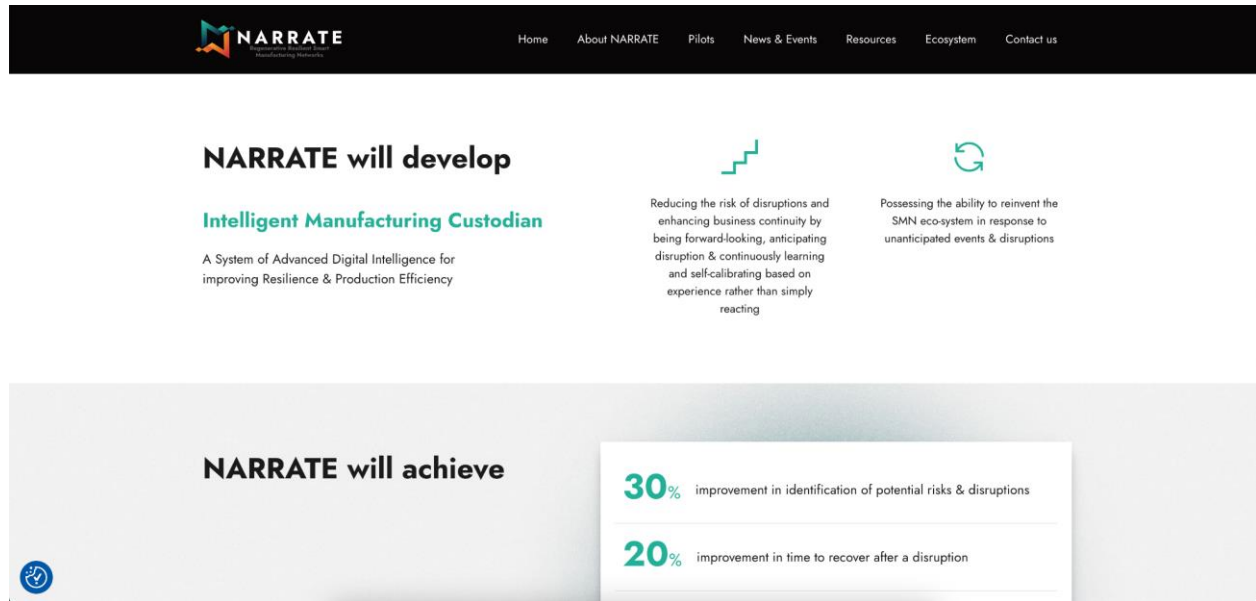


FIGURE 7: ABOUT NARRATE PAGE

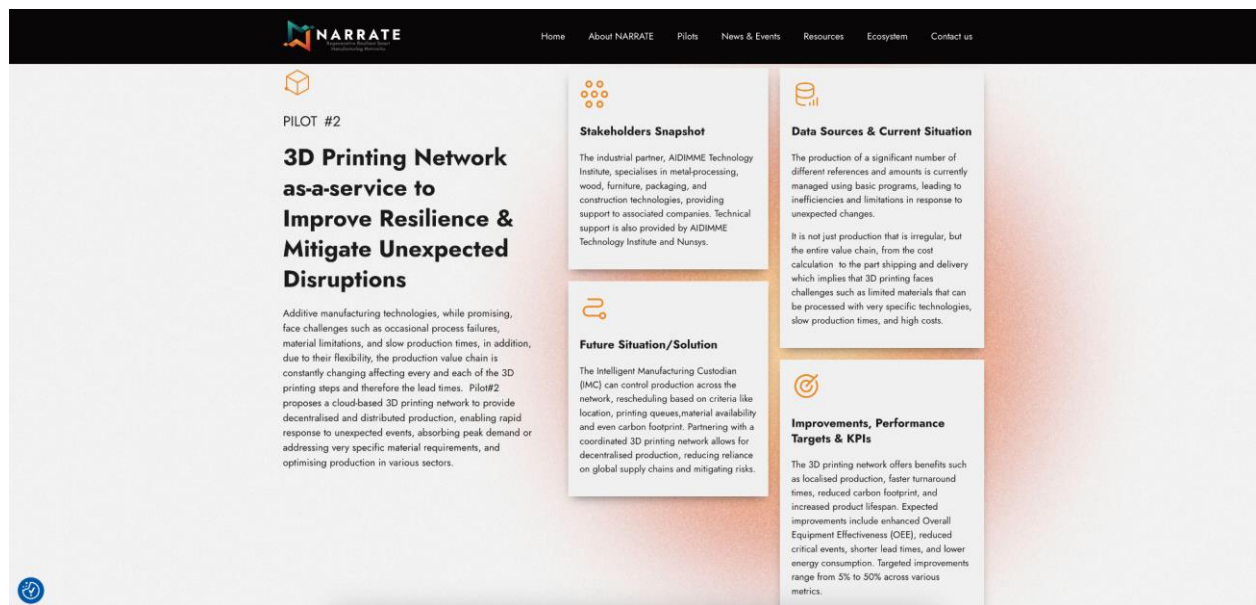
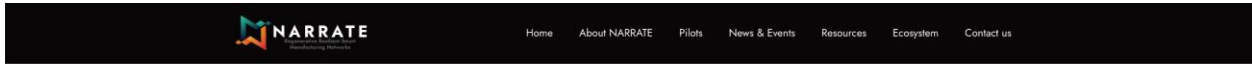


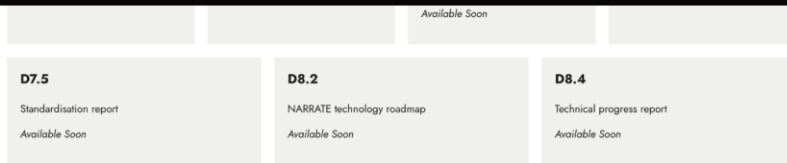
FIGURE 8: PILOTS PAGE



News



FIGURE 9: NEWS & EVENTS PAGE



Scientific Publications

Available Soon

Media Kit



FIGURE 10: RESOURCES PAGE

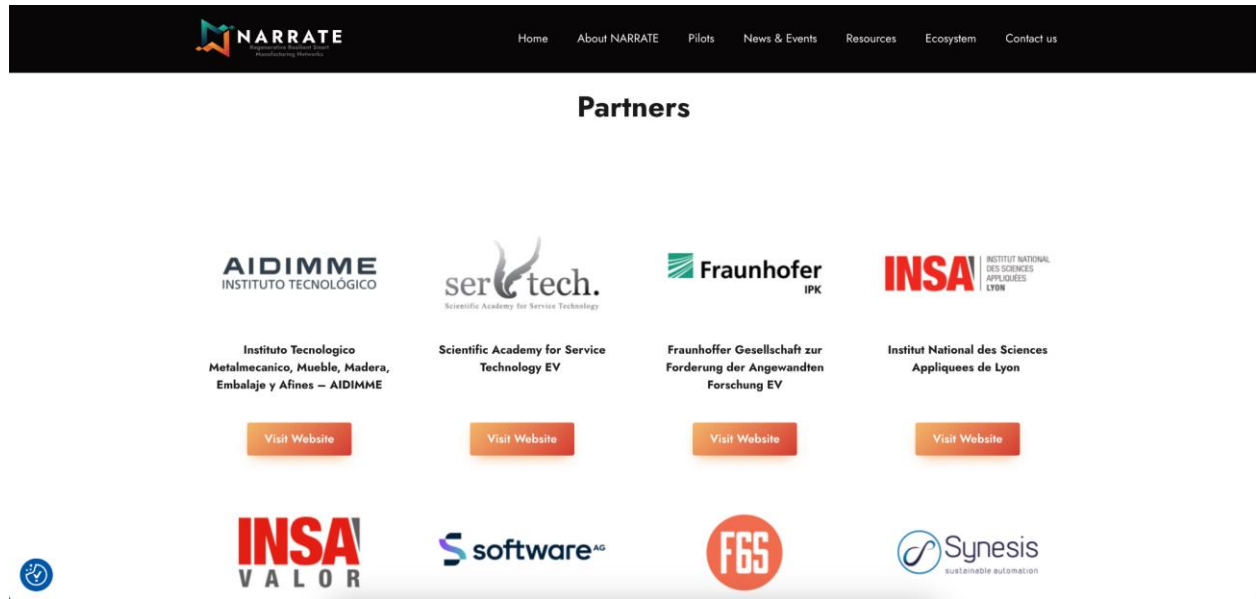


FIGURE 11: ECOSYSTEM PAGE

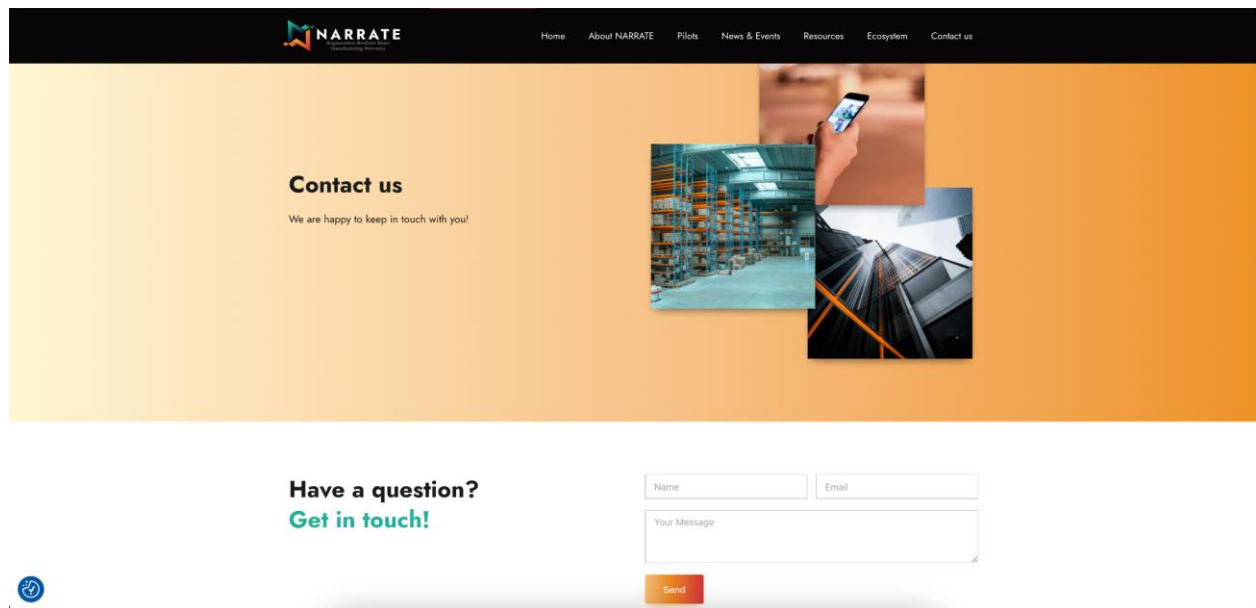


FIGURE 12: CONTACT US PAGE

4. SOCIAL MEDIA CHANNELS

The project will engage with accounts on major social media platforms, taking into account the strategic benefits of each channel, like Youtube and LinkedIn. It will also identify the best channels for sharing project information and having meaningful conversations with stakeholders, other professionals, and the general public.

The consortium has chosen to concentrate only on LinkedIn and Youtube, despite the Grant Agreement's original goal to establish a presence on X (previously Twitter), that the most recent modifications to its algorithm have contributed to a drop in user interaction. To suit this new approach, the previously established KPIs were modified.

4.1 LINKEDIN

LinkedIn has developed into a professional social network that enables users to increase their network and establish connections with individuals who have similar interests, aspirations, or sectors of work, all while staying informed about developments in the subjects that are significant to them. It's a channel NARRATE will take advantage of, since it will help NARRATE become a reference and create credibility and network.

The LinkedIn Page created can be found here: www.linkedin.com/company/narrate-eu.

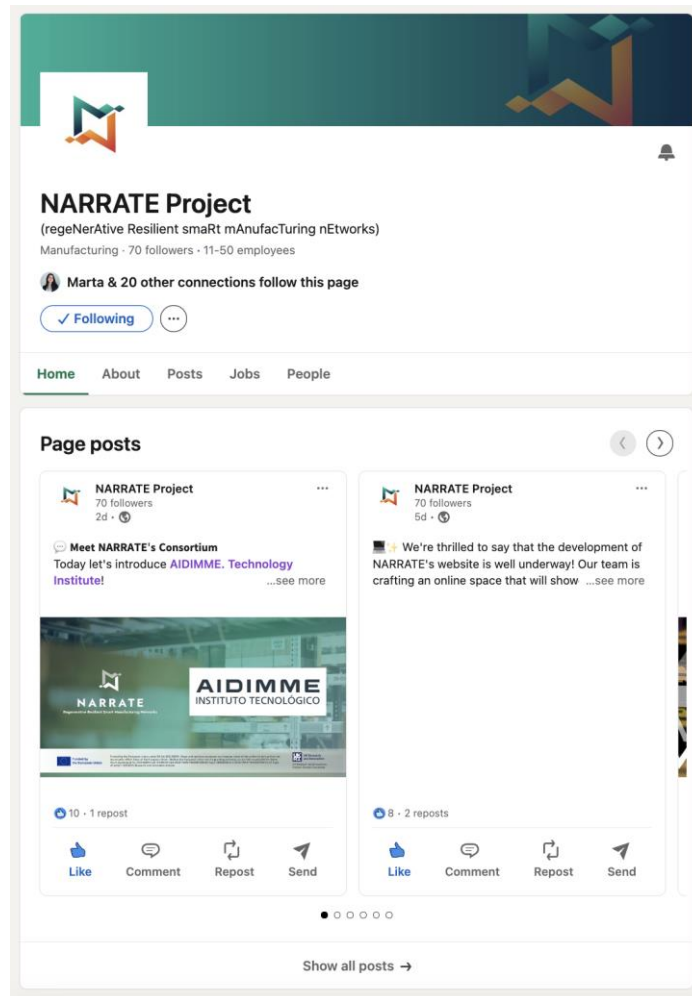


FIGURE 13: LINKEDIN PAGE

The primary objective of producing LinkedIn content is to guarantee significant involvement from stakeholders. This entails sharing updates at least once a week and each time a significant milestone is reached, like event participation or media attention. The following table details some of the content to be shared.

Campaign	Description	Format
Meet the Partners	An introduction to all partners of the NARRATE Project	Small description/bio
News	Media coverage of the project; news on supply chain resilience, manufacturing, artificial intelligence, risk detection, etc.	Third-party content resharing with insights

Facts about the project	Knowledge sharing about major concepts, goals, expected outcomes and other facts/information of the project	Glossary, images, articles, videos
Project updates and synergies	All project achievements, results, event participation, clustering activities	Press releases, interviews, articles, videos, reposts
Pilots	Showcase the pilots and their real-life impact	Images and videos
Interactive content	Bring engagement to several topics related with the project	Polls, surveys

TABLE 3: SOCIAL MEDIA CAMPAIGNS

At least two paid campaigns are planned for social media, which will have to be defined as the project progresses and according to its needs. For example, they could be used to publicise the progress of the pilots, participation in an event, the organisation of an event, or any other circumstance that justifies greater investment.



FIGURE 14: SOCIAL MEDIA TEMPLATES



FIGURE 15: OBJECTIVES AND EXPECTED OUTCOMES CAMPAIGNS



FIGURE 16: FUN FACT CAMPAIGN



FIGURE 17: MEET THE PARTNERS CAMPAIGN



FIGURE 18: PILOTS CAMPAIGN

An online discussion forum will also be set up, through the creation of a project-specific group in a platform that allows interaction between all stakeholders.

This forum aims to create online discussion for industry practitioners and the public, helping promote knowledge exchange and contribute to a better understanding of the project’s mission, innovative solutions and results that are being achieved.

Some of the topics that could be covered in this forum are:

Topic	Description
Newsroom	Share project updates and relevant news
Innovation: Digital twins, Artificial intelligence, IoT	Dive into the innovative aspects of NARRATE’s tools and
Manufacturing and Supply Chain Resilience	Explore NARRATE’s impact on manufacturing and supply chain resilience, paying attention to trends and relevant changes
Option articles	Invite partners and other relevant stakeholders to share their insights into topics of their expertise and relate them to the project
Events	Share event participation and organisation. Includes consortium meetings, industry events, training activities, etc.

TABLE 4: FORUM CONTENT PLAN

4.2 YOUTUBE

Given the production of at least two videos, YouTube becomes essential, not only as a repository for the videos but also facilitating seamless integration with other channels, including the project’s website and LinkedIn.

A YouTube Channel has been created and one video produced. They can be found here: www.youtube.com/@NARRATE-vw1mt

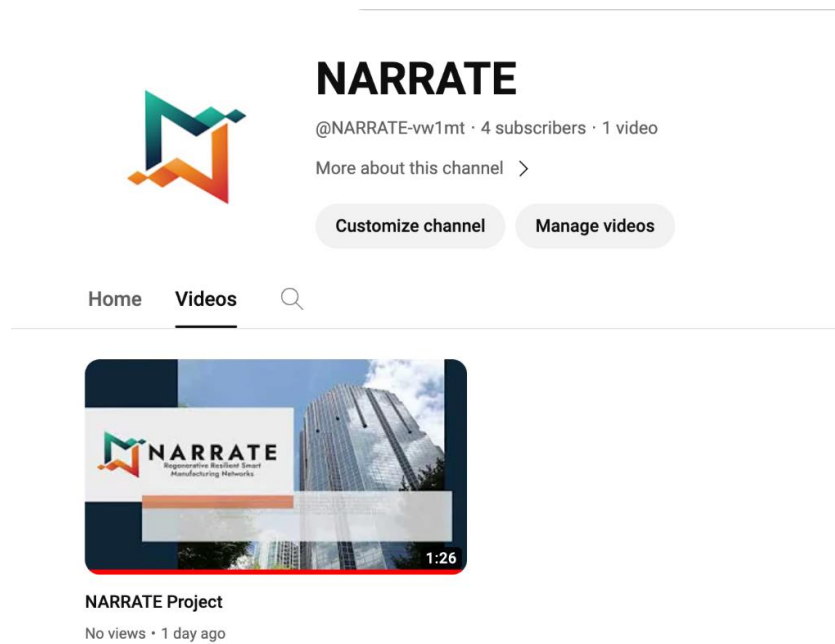


FIGURE 19: YOUTUBE CHANNEL

5. CONCLUSIONS

This document serves as a guidance on the overall strategy and plan for web-presence & online channels, including the necessary information about the project's website and social media channels (beginning with YouTube and LinkedIn), and NARRATE's branding.

The project's branding will be a tool to ensure cohesive presence in all platforms, including the digital reality. The project's website was developed to be a means of communication and dissemination as well as a repository of all things related to NARRATE. Social media is essential for a full online presence and effective stakeholder engagement.

This plan will remain flexible and be regularly updated to align with the progress of the project. Changes will be made as necessary to enhance the project's engagement with the targeted stakeholders and effectively present NARRATE's innovation and vision to the European community.