

Deliverable 10.2: Creation of dedicated communication portfolio

Author: Giulia Saponaro

Work package no	WP10
Deliverable no.	D10.2
Lead beneficiary	FMI
Deliverable type	<input type="checkbox"/> R (Document, report) X DEC (Websites, patent filings, videos, etc.) <input type="checkbox"/> OTHER: please specify
Dissemination level	X PU (public) <input type="checkbox"/> CO (confidential, only for members of the Consortium, incl. Commission)
Estimated delivery date	M16
Actual delivery date	28/06/2021
Version	Final
Reviewed by	Ariane Dubost, Nina Kukkarainen, Marina Papageorgiou, Rosa Petracca, Carmela Cornacchia
Accepted by	Eija Juurola
Comments	

Contents

Deliverable 10.2: Creation of dedicated communication portfolio	1
1. Purpose of the deliverable	3
2. Contents of the portfolio.....	3
Website	3
Mailing lists.....	3
ACTRIS Illustration.....	4
Videos.....	5
Social Media	5
Power Point Slides.....	5
Flyers	6
Brochure.....	9

1. Purpose of the deliverable

ACTRIS creates and makes use of various communication channels/tools, including online, offline as well as interactive (face-to-face) to achieve an efficient and effective interaction with the different stakeholders as described in the **ACTRIS Communication Plan**. Leveraging the experience and the dynamic interaction of ACTRIS partners with their audiences/engaged stakeholders and users, ACTRIS focuses on using specific communications channels that project partners efficiently use for their day-to-day communications with different stakeholders.

The purpose of the deliverable is to enable ACTRIS Leadership and Spokespersons to communicate ACTRIS key messages in a cohesive manner, visually and conceptually. The key messages present the most relevant information to the engaged audience/stakeholder.

The material included in this deliverable complements the generic communications materials created within the ACTRIS PPP. The use of this deliverables goes hand-in hand with the guidelines defined in the **ACTRIS Communication Plan**.

2. Contents of the portfolio

Website

The website (www.actris.eu) features a section dedicated to ACTRIS stakeholders and provides to it high visibility by promoting the section at menu level (Figure 1). Each stakeholder webpage describes the benefits and added value to the specific stakeholder group. As ACTRIS solidifies, the stakeholder webpages will be integrated with relevant success stories and cases to promote the value that ACTRIS brings to the stakeholder. The icons representing the stakeholder groups are available in the deck of slide included herewith the communication portfolio.

The webpage dedicated to stakeholders from industry offers the access point to subscribe to the ACTRIS Mailing list dedicated to the private sector.

Mailing lists

An external mailing list has been used since the ACTRIS PPP project to promote events and opportunities and distribute ACTRIS Newsletter to the wide ACTRIS Community.

The URL to the ACTRIS Community mailing list subscription form is: <https://www.actris.eu/actris-newsletter>

As ACTRIS IMP aims at strengthening the interactions and connection with industry, a dedicated mailing list has been created specifically to foster tailored communication with the private sector and promote news and upcoming events related to innovation in atmospheric sciences.

The url to the Private sector Mailing list subscription form is: <https://www.actris.eu/form/actris-private-sector-mailing-li>

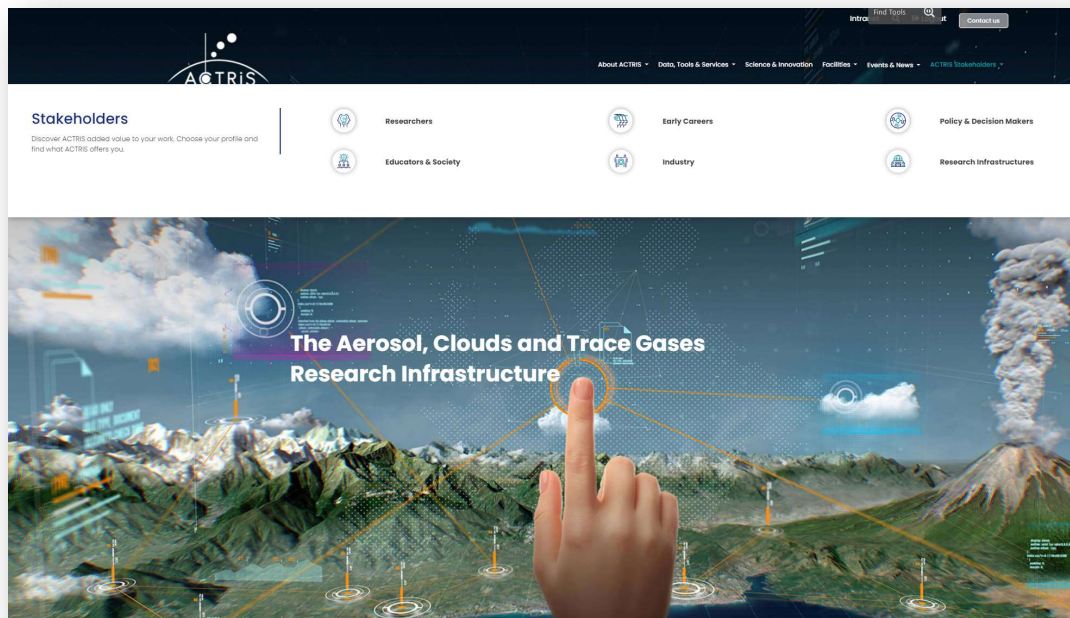


Figure 1. A section of ACTRIS website is dedicated to ACTRIS Stakeholders.

ACTRIS Illustration

A custom-made illustration frames the definition and meaning of ACTRIS (Figure 2).

The illustration is used as a cover image of ACTRIS Social media profile and homepage of the website. It can be also included in documents and presentations. The illustration suits very well as a background profile picture in online video conference system (WebEx, GotoMeeting, Teams, etc.).

The illustration in different formats (with logo, without hands, etc) is available to download to ACTRIS internal community through ACTRIS intranet.



Figure 2. ACTRIS Illustration with ACTRIS pay-off.

Videos

Recently, ACTRIS released a new video describing ACTRIS scientific relevance. Its contents are elaborated so that it can be easily understood by a public without any specific scientific knowledge. Here is the link to the latest ACTRIS video: click [here](#).

All ACTRIS video are collected and publicly available on ACTRIS You Tube Channel [here](#).

Social Media

ACTRIS aims to have a strong presence in social media, enhancing its reach-out to target audiences and broad public and ensure an active interaction with them. ACTRIS is currently using [Twitter](#), [LinkedIn](#) and [YouTube](#).

Some Twitter hashtags, which are being used for ACTRIS IMP project, are the following: #ACTRIS; #TowardsOperationalACTRIS; #EU_RIs

Power Point Slides

A comprehensive deck of ready-made slides is available to the internal ACTRIS community and enable ACTRIS spokespersons to communicate ACTRIS core messages in a cohesive manner (both graphically and conceptually). These slides do not represent a ready-made presentation but rather a resource to

start building your own presentation. When the slides are not self-explanatory the narrative is included in the slide notes. The slides cover the following topics:

- **The context** - It sets the scenario to express why ACTRIS is needed and what benefits it brings to society.
- **About ACTRIS** – An introduction to the RI: definition, history, structure, main services.
- **Scientific relevance** - The science behind ACTRIS is explained from an entry level for non-experts to a level of details of interest to academicians and researchers. It includes slides presenting ACTRIS facilities and giving particular focus to ACTRIS National Facilities. In this section, you find the highlights and connections between ACTRIS and the UN sustainable development Goals.
- **ACTRIS strategy** - You will find slides describing ACTRIS framework, including objectives, services, and business plan model.
- **Cross-domain and innovation** - Projects and action towards a sustainable cross-domain access scheme
- **Private sector** - Slides presenting ACTRIS readiness and strategy to engage with industry.

The slides are available to ACTRIS internal community through ACTRIS intranet.

Flyers

A one-page flyer (Figure 3) is available for ice-breaking communications with interested stakeholders, providing them with a first overview on ACTRIS and its services. The flyer structure and content can be adapted to the needs of any communications with different stakeholder segments, highlighting relevant information. For example, translation in national languages should be provided by the ACTRIS national contact person before integration in the flyer. Get in touch with the ACTRIS Head Office for any specific request at least three weeks in advance.

A second flyer (Figure 4) is available for interaction with stakeholder from the private sector, highlighting ACTRIS specific offers to the stakeholder segment.

The flyers can be used electronically, e.g. as attachment to emails, as well in printed forms. You can request print layouts from ACTRIS Head Office. Printed copies are not covered by ACTRIS Head Office.

The flyers are publicly available through [ACTRIS website](#).

Atmospheric Observations for excellence in Earth System Research

— supporting users from all over the world towards research-based and technological breakthroughs

What do we offer?
ACTRIS is open to Science

We provide our scientific users free and open access to a large variety of high-quality services to a wide range of users and needs, for scientific, technological and innovation-oriented usage.

What is ACTRIS?
Our Goal

ACTRIS is the pan-European research infrastructure producing high-quality data and information on short-lived atmospheric constituents and on the processes leading to the variability of these constituents in natural and controlled atmospheres. Our goal is to produce and offer freely and openly high-quality FAIR integrated datasets in the area of atmospheric sciences and provide services, including access to instrumented platforms, tailored for scientific and technological usage through a single entry point.

Data services & digital tools
Long-term, open and free FAIR data - visualization and plotting tools

Research services
Access to state-of-the-art exploratory and observational facilities

Technical services
QA/QC procedures - calibration - testing - intercomparison - retrieval methodologies

Innovation services
Market oriented applications - instrument synergies - novelty technology development

Training services
Best practices - knowledge transfer - networking - synergistic scientific community

Tailored services
On-request customized research and technical services

Contact us:
ACTRIS Head Office
Eric Palménin aukio 1 (P.O. Box 503)
FI-00101 Helsinki, FINLAND
actris-head-office@helsinki.fi

The Aerosol, Clouds and Trace Gases Research Infrastructure

ACTRIS
Exploring the Atmosphere

Follow us:
Twitter - @ACTRISRI
LinkedIn - ACTRIS-RI
YouTube - ACTRIS
www.actris.eu

Join our community:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under agreement No 871115.

Figure 3. Flyer for general use.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under agreement No 871115.

An Innovation ecosystem for excellence in Earth System Research

— supporting users from all over the world towards research-based and technological breakthroughs

What do we offer?

ACTRIS is open to Industry

We provide our users free and open access to a large variety of high-quality services for scientific, technological and innovation-oriented usage. Our readiness to engage with industrial partners includes policies for IPRs as well as clear procedures and contracts for partnerships and collaborations.

Research & Development

- **Access** to world-class instruments, measurement techniques and retrieval methodologies, calibration and testing of instruments
- **Tailored contracts**: take part in advanced R&D projects on topic of your interest to develop innovative technologies and solutions
- **Joint application in projects**: benefit from ACTRIS extended network and support to find the right partner and funding.

Training

Get training on advanced techniques and their applications in your industrial sector.

Spin-offs & start-up support

Find the right link to innovation networks and communities, as well as international incubators and accelerators throughout Europe.

What is ACTRIS?

Our Goal

ACTRIS is the pan-European research infrastructure producing high-quality data and information on short-lived atmospheric constituents and on the processes leading to the variability of these constituents in natural and controlled atmospheres. Our goal is to provide our users from the private sector an **innovation ecosystem**, including both upstream and downstream services, and offer state-of-the-art facilities and expertise for physical, optical and chemical investigations on aerosols, clouds and reactive trace gases.

12 M€	90	50	33
R&D investment of private sector for using ACTRIS facilities	Procurement contracts signed by ACTRIS RPOs	Companies acting as supplier	Companies had access to ACTRIS facilities

Source: ACTRIS-2, ACTRIS PPP, ACTRIS IMP

Contact us:
ACTRIS Head Office
Eric Palménin aukio 1 (P.O. Box 503)
FI-00101 Helsinki, FINLAND
actris-head-office@helsinki.fi

The Aerosol, Clouds and Trace Gases Research Infrastructure

Follow us:
Twitter - @ACTRISRI
LinkedIn - ACTRIS-RI
YouTube - ACTRIS
www.actris.eu

Subscribe:
Stay updated on upcoming news and events related to innovation in atmospheric sciences

Figure 4. Flyer targeting stakeholders from the private sector.

Brochure

The new brochure describes in more detail the ACTRIS services and particularly highlights the access to the Facilities. The brochure can be used as an interactive online tool with functioning links addressing to relevant external pages. The brochure is publicly available through **ACTRIS website**.

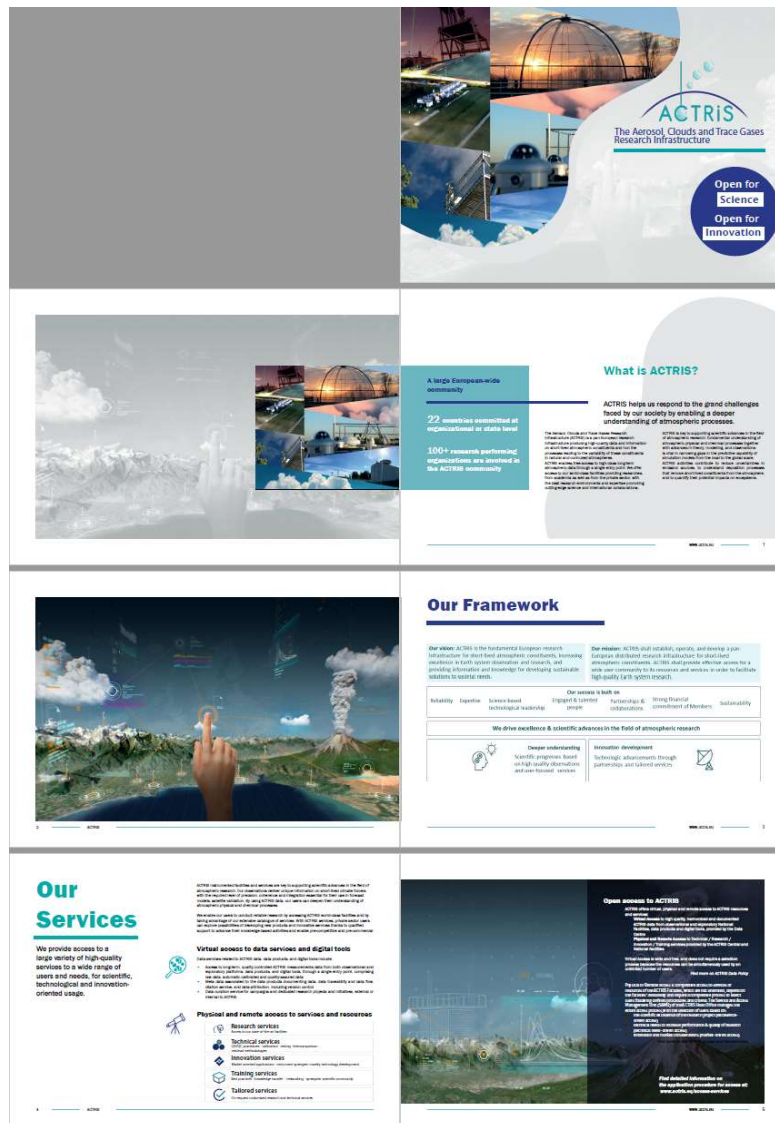


Figure 5. A quick look to few pages of the brochure.