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WP6, TASK 6.1

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LIST OF ABBREVIATIONS

ACRONYM	DESCRIPTION
AUVASA	Autobuses Urbanos de Valladolid S.A.
Ava	Ayuntamiento de Valladolid
CA	Consortium Agreement
CARTIF	Fundacion Cartif
C-Board	Communication Board
CENEX	Stichting Cenex Nederland
CI	Corporate Identity
CINEA	European Climate, Infrastructure and Environment Executive Agency
CM	Communication Manager
Conerobus	Conerobus Spa Societa' per la Mobilita' Intercomunale
CSIC	Agencia Estatal Consejo Superior de Investigaciones Científicas
DoA	Description of Action
EC	European Commission
GA	Grant Agreement
IUTA	Institut für Energie und Umwelttechnik e.V.
INTEC	Instituto de Tecnologia Comportamental Associacao Para o Desenvolvimento Economico e Social
LINK	Link Europe GmbH
Metro Lisbon	Metropolitano de Lisboa EP
MS	Microsoft
M+H	MANN+HUMMEL
NFA	Det Nationale Forskningscenter Forarbejds miljø
SDA	Assotsiatsia Za Razvitie na Sofia

Steinbeis	Steinbeis Europa Zentrum
STEAT	S.T.E.A.T. (Societa' Trasporti Ete-Aso- Tenna) Pubblici Trasporti Spa
TEAMS	AeroSolfid Team in Microsoft Teams (restricted access, only to Project Partners)
WP	Work package
ZF	Wabco Radbremsen GmbH

PUBLISHABLE SUMMARY

The Communication Plan provides an overview of all communication activities taking place and foreseen within work package (WP) 6 – “Communication”.

In this regard, it addresses the entire AeroSolfd consortium and provides a practical guideline about how to act and interact regarding the foreseen activities. Different target groups of the communication activities (general public such as children, parents, teachers, students, and those with chronic diseases) require different messages, “languages” (general, easily understandable information, etc.), channels and tools. These can be divided into project inherent tools (such as the project website, newsletter, social media channels etc.) and external tools to be used (such as external events etc.). The document describes the “Communication Cascade” to be applied, also actively using the partners’ knowledge and experience as well as the partners’ communication channels.

1. INTRODUCTION

1.1. PURPOSE AND TARGET GROUP

The purpose of the Communication Strategy is to describe the project's targeted communication activity channels and the general communication strategy and its impacts. It comprises the project's targeted audiences and the main messages per target group. The strategy defines the roles of the partners and the conditions ensuring a proper communication and dissemination process, e.g. the use of the Corporate Identity (CI). The tools and channels that will be used are described, with a special focus on the social media channels. The Communication Plan is a draft version. It will be supervised by the Communication Manager (CM) Steinbeis and reviewed regularly.

1.2. CONTRIBUTIONS OF PARTNERS

Steinbeis Innovation gGmbH (Steinbeis) as WP leader of WP6 – “Communication” and Communication Manager of the project was responsible for the general writing of the plan and the development of the project CI and communication tools. MANN+HUMMEL International GmbH & Co. KG (M+H) as project coordinator was closely involved in the development of the project CI and in setting up the elements of the Communication Strategy.

To generate an effective communication cascade, all partners must be involved and aware of the fact that they are responsible for providing input, in terms of topics and news, as well as stakeholders, related projects and initiatives and communication channels that should be used. For this reason, different Microsoft Lists available on TEAMS have been created to document stakeholders, events, projects and initiatives, as well as one Microsoft Form to collect the information related to the communication channels used by AeroSolfd partners. All partners have been asked to provide information and input for these lists. This valuable input of the partners will feed into diverse publications. The project partners are also responsible for spreading the project's results through social media, publications and their participation in events.

The communication and dissemination activities of AeroSolfd are strongly related to all WPs, as they promote the project activities, results and developments and focus on their further exploitation. Thus, strong linkages to all project activities, all partners and throughout the entire project constitute a powerful network.

2. PROJECT OBJECTIVES

The communication strategy must support the specific objectives of AeroSolfd. The project's overall objective is to deliver affordable, adaptable, sustainable retrofit solutions that reduce tailpipe emissions of NO_x by 60% and particles by 90% as well as brake retrofit solutions and technologies to reduce brake particle emissions by 90%. AeroSolfd aims at increasing public and political awareness of the impact of tailpipe and brake emissions on the environment and people's health and funnels them into recommended incentive schemes for the quick market uptake of these retrofit technologies. It is expected that AeroSolfd will deliver the above-mentioned retrofit solutions to quickly achieve clean urban air and water quality within 36 months, i.e. already by 2025.

3. DEFINITION OF COMMUNICATION AND DISSEMINATION

When using the terms “communication” and “dissemination”, a joint understanding of these words needs to be ensured. The project uses the following definitions:

Communication:

The European Commission (EC) defines communication on a project as

“...a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public...”¹

Communication is thus understood as spreading **general information** about the project and its results to the **general public and a wider audience** (end-users, civil society, etc.). The **target group** is therefore a very broad and diverse audience. The aim is to promote current or planned project activities, with a focus on the project as a whole. The language level is quite general with only a few specific technical or scientific terms so that it is understandable by a broad audience.

Main objectives of communication activities are thus:

- To communicate, give visibility and promote project objectives, results and benefits
- To raise interest in the project’s concept
- To inform on the project’s developments

Dissemination:

Dissemination can be understood as transferring **technical/scientific** project results to **scientific and professional audiences**. The **target groups** are commonly researchers, engineers and other professional stakeholders interested in using the project’s technical outcome. The language used is rather specific including technical terminology. Unlike just being informed on the project, the dissemination target group “can do” something with the information, such as using it or taking the results into their own work. Dissemination deals with the targeted scientific and technical information arising from the project results. Dissemination therefore directly contributes to reaching the expected impact of the project, supporting the successful exploitation and market deployment of the project results. The focus of dissemination is on technologies.

Main objectives of dissemination activities are thus:

- To ensure broad dissemination of the technical project results to facilitate further exploitation
- To improve the transfer of the scientific and technical knowledge outside the core consortium
- To achieve an early uptake of the project results.

4. OBJECTIVES OF THE COMMUNICATION PLAN

The Communication Strategy outlines the main principles of the AeroSolfd communication activities. The document provides practical guidance for the entire project consortium and the entire project duration regarding all communication activities, mechanisms and information flows within the project as well as a list of relevant stakeholders and projects to be approached and a list of the AeroSolfd partners' communication channels and communication activities that will be updated monthly.

The main focus of the communication activities should lay on the “why” of the action. Activities should clearly describe:

- Why are we doing the work?
- What are the underlying societal challenges or problems?
- What contribution do we bring the society at large?

This approach ensures that the audience can relate to the activities and that the sense of the project and the money spent is seen. Short and illustrating, very specific stories can help in engaging the public emotionally in the project.

4.1. OBJECTIVES OF COMMUNICATION

Air pollution is the result of complex systems and solutions to this problem require multilevel involvement. Accordingly, we have built a communication strategy to, on the one hand, illustrate the link between environmental exposures and human health at an individual level and, on the other hand, empower individuals and communities to advocate for policies that reduce transport-related emissions and improve air quality in urban areas.

The AeroSolfd communication strategy aims to:

- Make the AeroSolfd project, its rationale, aims, activities and (planned) results well known to the general public by stressing the positive outcomes of the project that will impact directly their quality of life and health. For example, that AeroSolfd is aiming at a quick deployment of low-cost solutions so that people in Europe and beyond can benefit from cleaner mobility and an unpolluted environment to enjoy long and healthy lives already by 2025.
- Call the general public to further engage with the topic of transport-related emissions, cleaner mobility and urban air quality and to follow project news, and activities on the project's website, social media channels etc.
- Encourage individuals and communities and provide them with the means to advocate for suitable policies which will protect their lives and those of their loved ones.

5. ROLES AND RESPONSIBILITIES FOR COMMUNICATION ACTIVITIES IN THE PROJECT

Within AeroSolfd, communication activities take place at different levels and are carried out by different partners. Thus, different roles are required to ensure that adequate implementation of the strategy is achieved. The following sections describe the different communication levels, the roles and responsibilities within the AeroSolfd consortium as well as the communication flow within this process.

5.1. COMMUNICATION LEVELS (EU / NATIONAL)

The AeroSolfd project communication activities take place at different levels:

- **European level:** At this level, European stakeholders, initiatives, projects etc. will be informed about AeroSolfd. To prevent duplications, actors on the European level are contacted by the project's Communication Manager in English.
- **National level:** Actors on the national level have to be addressed in their language. This means that all communication and dissemination activities on this level will be done by the national project partners. They will receive news, articles and information in English by the Communication Manager that should be translated and distributed by the project partners of each country.

5.2. COMMUNICATION MANAGER

The overall AeroSolfd communication actions are centralised and managed by the Communication Manager / Steinbeis, with the assistance of and close interaction with M+H as the Project Coordinator and the support of the Communication Board (Section 5.3). Together, they coordinate all requests and contacts toward the projects' target audience including the media (e.g. web, newsletters, etc.).

The Communication Manager / Steinbeis acts as the main project contact point for interested press and media. It also supports Project Management in the external communication to related EU institutions, initiatives, projects, interested stakeholders and other multipliers. It is responsible for the AeroSolfd CI development and the project's own communication materials and channels (website, flyer, newsletter, social media channels etc.).

5.3. COMMUNICATION BOARD

The AeroSolfd Communication Board (C- Board) will be set up at the beginning of the project and consists of the Communication Manager / Steinbeis and representatives of each AeroSolfd partner that are directly in charge of activities related to WP6 (Figure 1).

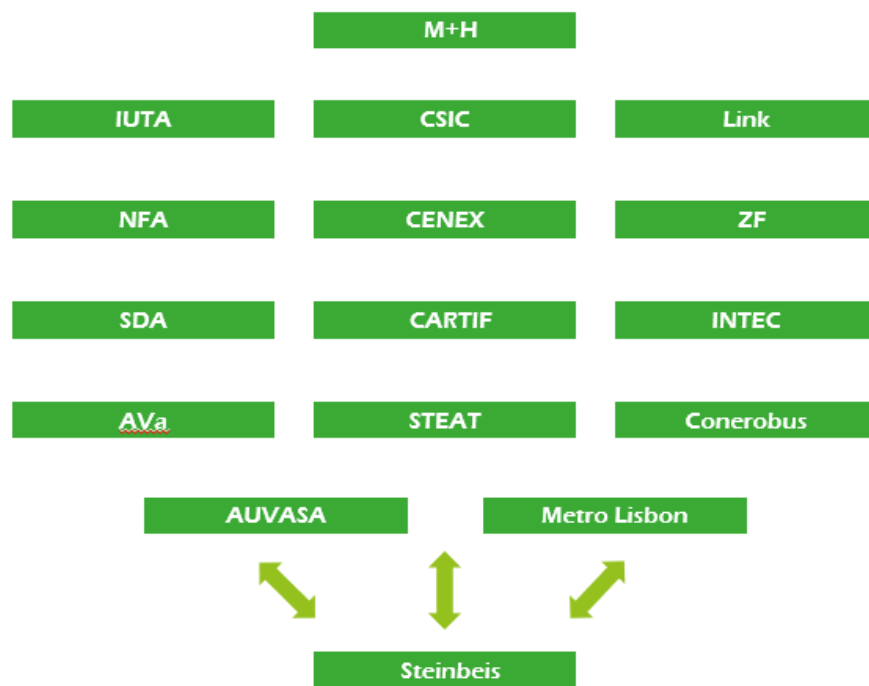


Figure 1 AeroSolfid Communication Board represented by all partners in the Consortium

The partner representatives are regularly contacted by the Communication Manager / Steinbeis to provide input for the AeroSolfid communication channels (e.g. presentation of partners on the AeroSolfid website and social media). The Communication Manager / Steinbeis provides general texts on the project to all partners in English. This information will be distributed by the partners via their different (mostly regional) channels and established contacts (e.g. distributing the project newsletter, project press releases, disseminating project news via their organisation’s social media channels etc.), either in English (such as provided) or translated in their local language. As a result, a “communication cascade” (Figure 2) occurs, which ensures that information is most widely spread and promoted via different and various channels of each partner, pursuing a multiplier effect.

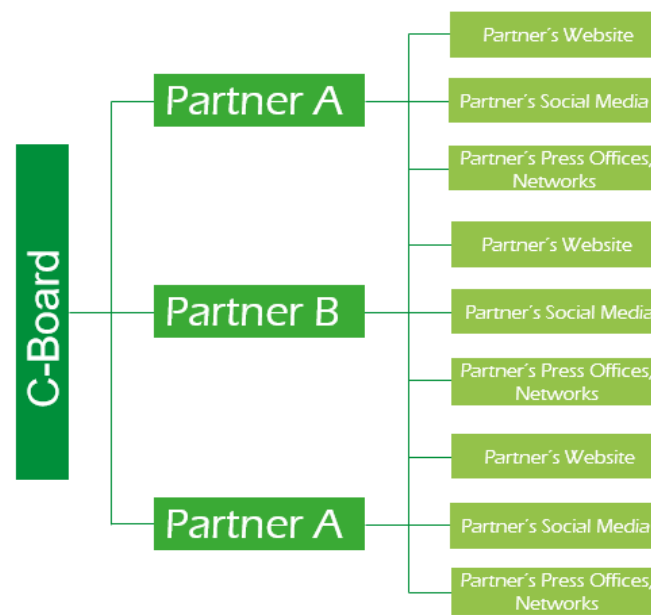


Figure 2 Communication cascade in the AeroSolfd Project

5.4. ROLE OF WP LEADERS

The consortium follows a coordinated communication structure to ensure the communication flow among the project partners. The overall work plan for the AeroSolfd project relies on seven interrelated WPs. The WP leaders (Figure 3) are responsible for providing regular input to the Communication Manager / Steinbeis about their project activities and results so that they can be promoted.

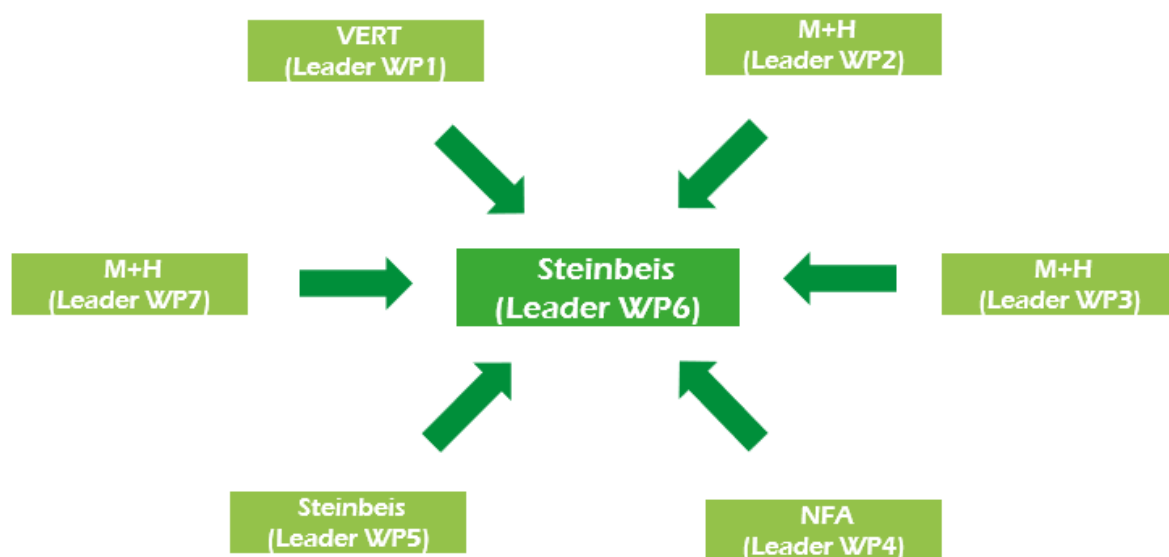


Figure 3 WP6-related information flow between AeroSolfd WP leaders

5.5. GENERAL COMMUNICATION AND DISSEMINATION OBLIGATIONS OF ALL

PARTNERS

As stated in Article 17.1 ‘Communication — Dissemination — Promoting the action’ of the Grant Agreement:

*“...the beneficiaries **must promote the action and its results**, by providing targeted information to multiple audiences (including the media and the public) in accordance to Annex 1 of the Grant Agreement and in a strategic, coherent and effective manner.*

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority”

According to this, the granting authority must be informed beforehand about any communication activity that is expected to have a *major media impact*¹. To comply with this obligation, the Project Officer (European Climate, Infrastructure and Environment Executive Agency, CINEA and EC) will be informed by the Project coordinator (M+H) about important events, webinars, conferences, milestones and published articles. Social media activities will be also connected with CINEA by tagging its profile on Twitter and LinkedIn.

Additionally, in Article 8.4 of the AeroSolfd Consortium Agreement (Version 3.1, May 17, 2022) the rules for the dissemination of results² are laid down.

As stated in Article 8.4.2.1 of the AeroSolfd Consortium Agreement, **during the project duration and for a period of one year after the end of the project**, the dissemination of own results by one or several Parties including but not restricted to publication and presentations, shall be governed by the procedure in Article 17.4 of the Grant Agreement and its Annex 5, subject to the provisions of the AeroSolfd Consortium Agreement.

According to the Specific Rules related to Article 17.4 included in Annex 5 of the Grant Agreement:

*“The beneficiaries must disseminate their results as soon as feasible, in a **publicly available format**, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.”*

By Article 8.4.2.1 of AeroSolfd Consortium Agreement following provisions apply:

*“**Prior notice** of any planned publication shall be given to the other Parties **at least 45 calendar days before publication**. **Any objection** to the planned publication shall be made in accordance with the Grant Agreement **by written notice** to the Coordinator and to the Party or Parties proposing the dissemination **within 30 calendar days** after receipt of the notice. **If no objection is made** within the time limit stated above, **the publication is permitted.**”*

In Article 8.4.2.2 of the AeroSolfd Consortium Agreement, the reasons that justify an objection are listed. Whereas Articles 8.4.2.3 and 8.4.2.4 describe the procedure to follow in case of an objection.

¹ Media coverage in online and printed press, broadcast media, social media, etc that will go beyond having a local impact and which has the potential for national and international outreach (See page 114 of the Annotated Grant Agreement, https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf)

² Results as defined in Article 1.2 of AeroSolfd CA

Dissemination of another Party's unpublished Results or Background can only take place prior to the written approval of the owning Party according to Article 8.4.2.4 of the AeroSolfd Consortium Agreement.

If a beneficiary breaches any of these obligations, according to Article 17.5, "*the grant may be reduced (see Article 28) or other sanctions will apply (described in Chapter 5 of the Grant Agreement).*"

5.6. FLOW OF INFORMATION

The Communication Manager / Steinbeis is accountable for the strategic planning and the quality management of the communication activities. Activities shall be planned and coordinated by the Task Leader while being supervised by the Communication Manager / Steinbeis in collaboration with the Project Coordinator / M+H.

The Communication Manager / Steinbeis will produce specific communication materials to be used for introducing the project, its objectives, the planned activities and other relevant information. The content will be produced in different formats (PowerPoint presentations, brochure, poster, etc.) and will be regularly updated based on the project development. The material will be available on TEAMS (Channel: WP6 – Communication) so that each partner has access at any time (e.g. for distribution at events). The Communication Manager / Steinbeis and the Project Coordinator / M+H shall ensure that the content of these materials complies with the provisions of the Grant and Consortium Agreements.

Therefore, in relation to any activity undertaken by a consortium partner and likely to communicate information about the project to an external audience, the partners should respect the following procedure:

Each Partner is invited to propose whatever communication activity (e.g., public event, workshops, etc.), by signalling it to the Communication Manager / Steinbeis and Project Coordinator / M+H in writing. The activities should also be included in the AeroSolfd MS List of Events available in TEAMS (Channel: WP5 Dissemination and Exploitation).

Whereas the communication flow described above refers to information that is initiated/provided by the project, the reverse case will also occur: partners are approached by the media or by organisers of scientific conferences. In this case, the partners should inform the Communication Manager / Steinbeis about the request. Together, the relevant information will be provided and prepared, considering the project as a whole. This ensures that comprehensive and consistent information on the project and its results are publicised.

5.7. INFORMATION ON EU FUNDING AND USE OF THE EU EMBLEM / EXCLUSION OF COMMISSION RESPONSIBILITY

As described in the Grant Agreement (Article 17.2), unless otherwise agreed with the granted authority, for any communication activity related to the action (including media relations,

conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.) equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

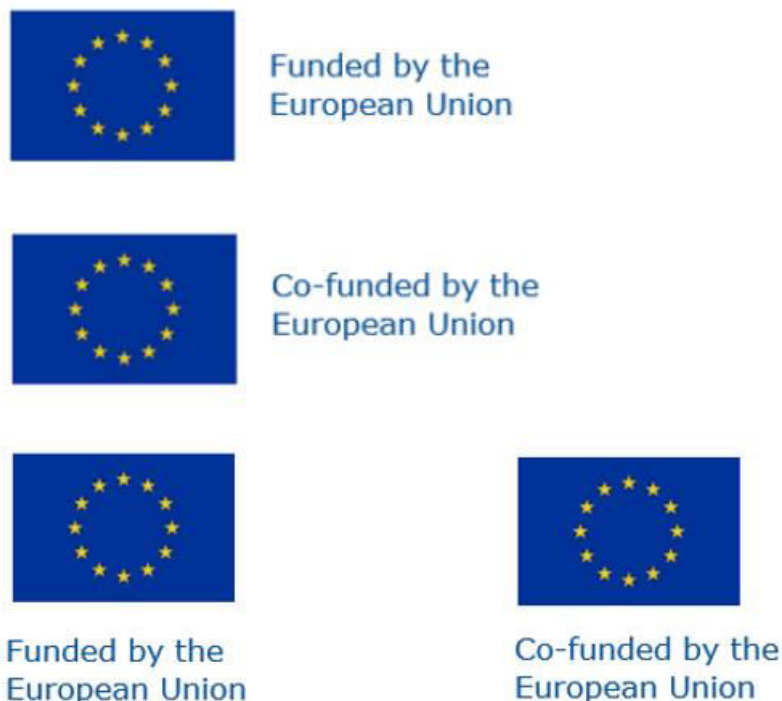


Figure 4 EU emblem and funding statement

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.



Figure 5 AeroSolfd template for infrastructures etc.

The ready-to-use EU emblem including the funding statement can be downloaded in all EU languages and different formats (vertical/horizontal, jpeg/png/eps) via the following link: https://ec.europa.eu/regional_policy/de/information/logos_downloadcenter/

Furthermore, any communication activity related to the action must indicate that it reflects only the author's view and that the Agency (CINEA) and the Commission are not responsible for any use that may be made of the information it contains (Article 17.3 in the Grant Agreement). To do so, it must indicate the following disclaimer (translated into local languages where appropriate):

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If a beneficiary breaches any of these obligations, according to Article 17.5 “the grant may be reduced” (see Article 28) or other sanctions will apply (described in Chapter 5 of the Grant Agreement).

6. TARGET AUDIENCE

In this section, the target audiences of the AeroSolfd communication strategy are described, as well as the best way to reach those audiences and the challenges that could arise when providing them with information. There is one main target audience for the communication activities within AeroSolfd: the general public.

An important aspect of the communication and dissemination activities is the notion that they are a two-way street: the targeted audiences should also be actively involved in the activities and feedback and discussion should be planned for.

The project's communication activities target the general public interested in issues linked with AeroSolfd. This comprises civil society. A suitable way to reach the general public is through printed materials such as flyers, posters and press releases and digital media such as the project's website or social media posts.

A challenge in informing the general public could be that AeroSolfd is a project that is highly technical and that specific technical or scientific terms might be difficult to understand by the broad public. However, it is expected that this will not be an obstacle since communication actions are explicitly planned for using an understandable language level that can easily bring across the project's benefits and results.

Health issues and specifically the prevention of air pollution-related diseases are topics of special relevance for the general public. This will be seized as an opportunity within the AeroSolfd

communication strategy. Certain subgroups within this main target audience such as children, students, parents, teachers, young adults, sensitive groups with certain chronic diseases, etc. will be addressed using tailored key messages and suitable communication channels to make them aware of the problem, make them understand the solutions proposed by AeroSolfd and finally empower them to advocate for suitable policies to protect their lives.

7. KEY MESSAGES

Key messages are the central messages that are communicated within the communication activities. Clear messages communicate the benefits and solutions developed and implemented in AeroSolfd.

Key messages provide easily accessible messages for a selected target audience and are intended to keep communication materials on track with the objectives of AeroSolfd.

Such messages should always be formulated according to the following basic principles:

- be few in number, usually no more than two or three
- be short and concise, generally no more than a sentence or two
- Emphasize the different elements of the value proposition.

For all key messages we have used the methodology of explaining three main facts considering the point that we want to disseminate:

- Message
- Support
- Action

The key messages should be the underlying messages in all communication activities. For the **general public**, key messages are rather generic, informing on the reasons and general aims, objectives, activities and (expected) impact of the project. With these messages, the general public shall generally get a better understanding of the urban air pollution problem and be encouraged towards advocating for suitable policies and technical solutions for reducing transport-related emissions. What will be stressed in particular is AeroSolfd's positive impact on air quality, the environment and human health (Table 1 and Table 2).

All key messages should be translated into the national languages of all partners to reach the maximum amount of individuals and stakeholders for AeroSolfd.

Table 1 Key Message for the general public – Get informed!

KEY MESSAGE FOR THE GENERAL PUBLIC	
Point	AeroSolfd can contribute significantly reduce your risk to get sick and die of air pollution-related diseases. Get informed!
Message	Did you know that cars, buses and trains are polluting the air we breathe? They emit particles so small that they go straight into your lungs and are affecting your health and the health of your loved ones.
Support	AeroSolfd will decrease the detrimental effects on health and the environment of transport-related emissions with low-cost, easy-to-install and effective filtration devices.
Action	Look at the AeroSolfd website and/or connect via social media to find out more about the environmental and health benefits provided by AeroSolfd.

Table 2 Key Message for the general public – Get involved!

KEY MESSAGE FOR THE GENERAL PUBLIC	
Point	AeroSolfd will be able to significantly reduce your risk to get sick and die of air pollution-related diseases <i>only if</i> suitable policies are adopted soon. Get involved!
Message	Did you know that the current policies and regulations are insufficient to mitigate the risk posed by transport-related fine particle emissions? In absence of suitable regulations, there is no incentive for bus and train companies to reduce emissions. We all can contribute to change this.
Support	AeroSolfd will develop incentive schemes and requirements as policy recommendations to control the transport-related particle emissions and reach cleaner air in urban areas.
Action	Take action to protect your health and the environment, e.g.: investigate what is being done in your city to tackle air pollution, contact your local authorities, and join or create a movement to advocate for suitable policies to protect you and your community from air pollution-related diseases.

8. COMMUNICATION MATERIALS AND EVENTS

Within AeroSolfd, a mix of different communication tools is applied, covering both printed and digital channels as well as other tools. This multichannel approach ensures that a broad range of stakeholders and target audiences is reached.

Steinbeis as the Communication Manager is responsible for the planning and realisation of the communication tools and activities, with input from the project coordinator and/or the project partners. Together, they constitute an organised structure to describe the entire project in all its complexity. Choosing different tools aims to present different aspects of the project to a diverse audience. They do all have in common their high recognition value as the project's CI is used consistently in all tools.

The communication actions use different communication channels that enable to reach a broader public. Information will be communicated in written format (websites, social media, e-newsletters, blogs, press releases, leaflets...) but will also be presented orally at events or in video clips. Up-to-date information on actions done or planned will also support the implementation of these actions. The communication actions of AeroSolfd will take place at the national and European level.

As described in section 5.6, the communication materials will be available on TEAMS, and partners should propose communication activities by signalling them to Steinbeis and M+H in writing (in the AeroSolfd_Event List available in TEAMS).

In the following sections, the concrete strategy regarding the communication tools and activities will be outlined, and classified into printed, digital and event-related tools and activities. It will be indicated whether a tool or activity is mainly used for communication or both communication and dissemination. In addition, the target audience (children, students, parents, teachers, young adults, sensitive groups with certain chronic diseases, etc.), aim, responsible project partner(s), the corresponding task/deliverable and the due date per tool/activity will be outlined.

8.1. PRINTED MATERIALS

Table 3 provides a concise overview of the main offline tools used to inform the target groups about AeroSolfd.

Table 3 Overview of AeroSolfd Communication offline tools, target groups and aims

TOOLS / ACTIVITIES	USED FOR C/D	TARGET AUDIENCE	AIM	RESPONSIBLE PARTNER(S)	TASK/ DELIV.	DUE DATE
Promotional materials (e.g. Roll-ups, brochures, etc.)	Comm. and Dissem.	All (general public, scientific/technical audience, media)	To raise interest in AeroSolfd, to inform about project, aims, objectives	Steinbeis, based on input by C-Board and WP leaders	T6.3, D6.2	M6-M36

8.1.1. PROJECT BROCHURE

The project brochure / flyer is a major communication tool, as it provides core information on AeroSolfd, including the consortium, approach, technologies, etc. The brochure will be available in printed and electronic versions (downloadable from the project website) and will be distributed by the AeroSolfd consortium at events and to interested stakeholders. It will be published by M12.

8.1.2. ROLL-UP

One roll-up banner per partner will be developed, promoting the project and its results. The roll-ups will be used at events. They will be prepared by M6.

8.1.3. DIGITAL MATERIALS

Table 4 provides a concise overview of the main online tools used to inform the target groups about AeroSolfd.

Table 4 Overview of AeroSolfd Communication and Dissemination online tools, target groups and aims

TOOLS / ACTIVITIES	USED FOR C/D	TARGET AUDIENCE	AIM	PARTNER	TASK/ DELIV.	DUE DATE
Word Template	Comm. and Dissem.	Consortium	To provide a consistent report style in line with the project CI	Steinbeis	T6.2 / D6.1	M3
PowerPoint Template	Comm. and Dissem.	Consortium	To provide a consistent presentation style in line with the project CI	Steinbeis	T6.2 / D6.1	M6
Project website	Comm. and Dissem.	All (general public, scientific / technical audience, media)	To raise interest in AeroSolfd, to inform (in detail) about the project, its aims, objectives, activities, news	Steinbeis, based on input by C-Board	T6.3 / D6.2	M6 (go live)
Newsletter	Comm. and Dissem.	All (general public, scientific / technical audience, media)	To raise interest in AeroSolfd, to inform about project news, to link to website	Steinbeis, based on input by C-Board	T6.3 / D6.2	Starting M6, First publication 7
Promotional Videos	Comm. and Dissem.	All (general public, scientific / technical audience, media)	To present AeroSolfd activities and portray results, to raise interest in AeroSolfd and to inspire and motivate the audience to advocate for suitable policies	Steinbeis, based on input by C-Board	T6.2 / D6.3	M9-M36

Social media	Comm. and Dissem.	All, depending on channel (Instagram: all audiences, Twitter: all audiences, LinkedIn: stronger focus on scientific / technical audience)	To raise interest in AeroSolfid, to inform about project news, to foster discussions on AeroSolfid topics, to inspire and motivate the audience to advocate for suitable policies	Steinbeis, based on input by C-Board	T6.3/ D6.2	Starting M5, going live M6
Blogs/ short articles/ podcasts	Comm. and Dissem.	All (general public, scientific / technical audience, media)	To raise interest in AeroSolfid, to inform about project news and technical issues	Steinbeis, based on input by C-D Board	T6.3/ D6.2	First publication M7
Press Releases	Comm. and Dissem.	Media (both general and with scientific / technical focus)	To raise interest in AeroSolfid, to inform about project news, to link to website	Steinbeis, based on input by C-Board / All project partners	T6.3, D6.2	M1 – M36
Partners' websites	Comm. and Dissem.	All (general public, scientific / technical audience, media)	To raise interest in AeroSolfid, to inform about the project, its aims, objectives, to link to AeroSolfid website	All Project Partners		M1-M36
Partners' social media channels	Comm. and Dissem.	All, depending on channel (Instagram: all audiences, Twitter: all audiences, LinkedIn: stronger focus on scientific / technical audience)	To raise interest in AeroSolfid, to inform about project news, to foster discussions on AeroSolfid topics, to maximize social media efforts (cascade effect)	All Project Partners		M1-M36

8.1.1. WORD TEMPLATE

A Template for Word has been developed following the AeroSolfid Brand Identity by M3. It will be used by project partners for the writing of deliverables.

8.1.2. POWER POINT TEMPLATE

In addition to the Word Template for reports, a Template for PowerPoint has been developed in following Brand Identity by M3. It will be used by project partners for internal and external presentations.

8.1.3. PROJECT WEBSITE

The AeroSolfid website can be regarded as a key instrument for external communication. It constitutes the central communication and knowledge base for the project partners and beyond. The address www.aerosolfid-project.eu will be tentatively used for the project and will be set up by M6 (October 2022).

Following the Brand Identity of AeroSolfid, this website will offer general and individual information for external purposes in a clear and structured manner. Steinbeis is responsible for the website's set-up and maintenance, whereas the content is strongly dependent on the input of the project partners in general and of the WP leaders. The website will also link to the project's social media channels. It will be continuously updated with relevant information about project results and achievements until the end of the project.

8.1.4. E-NEWSLETTER

The 12 public e-newsletters, published every 10 to 12 weeks, will provide information about the project's activities and progress. What is new with regards to AeroSolfid? What is the progress? What are the recent and upcoming activities? Which information is available on the project? And how and where can partners be met in person (at events)?

Steinbeis is responsible for writing the newsletters, with active input and information from all partners, especially the local C-Coordimators, the WP leaders and M+H as the project coordinator. Keeping the eyes open for possible topics and passing on first-hand experience is the best way to ensure a lively coverage of the project's activities.

The e-newsletter is addressing a broad public and therefore will be spread widely via e-mailings and social media but also via partner websites and the partner's contacts plus other networks and platforms associated with air quality or cleaner mobility. Persons that have registered on the website will receive the newsletter automatically, complemented through the partner's active promotion.

Newsletters will be published starting in M6, preparation will start as soon as M5. The newsletter archive will be found on the AeroSolfid Website.

8.1.5. VIDEOS

One explanatory video as well as three short videos portraying the project results will be produced under the supervision of Steinbeis. The videos will be in English with subtitles in at least 4 EU languages and will be distributed via the project's social media channels. The videos will be prepared starting in M9.

8.1.6. SOCIAL MEDIA

For a project like AeroSolfid, it is inevitable to integrate social media in the communication and dissemination strategy, addressing and involving both professional and private users. The aim is furthestmost to raise attention regarding AeroSolfid and its activities and results, to involve the target groups in the project, for example via discussions on LinkedIn, and to raise interest in the project's

communication and dissemination tools, for example directing them to the project's website, where more detailed information can be found. The social media activities can thus be seen as complementing the rest of the AeroSolfd communication and dissemination tools. An AeroSolfd Instagram account, Twitter account and LinkedIn account/discussion group will be set up in M5 with postings starting in M6.

More detailed information on the AeroSolfd social media strategy can be found in section 9.3.

8.1.7. BLOGS / SHORT ARTICLES / PODCASTS

Blogs, short articles and podcasts on the actual development status and specific technical topics will be published on the project website or other suitable channels regularly, based on input from all partners, according to the project achievements. The publishing will start in M7.

8.1.8. PRESS RELEASES

Press releases are meant as a complement emphasising technological rather than general or social issues. Based on the information provided, Steinbeis, in close cooperation with M+H, is preparing professional press releases in English, which will be translated by the partners according to other project languages.

These press releases will be spread at the local, national and international level according to the dissemination lists which will be generated at the beginning of AeroSolfd based on Steinbeis and partners' input containing press offices, technical press, associations, networks and other stakeholders in the corresponding countries. Identification of stakeholders will be realised within WP5 – Dissemination and Exploitation. At least 4 press releases will be prepared yearly during the entire project duration. The archive of press releases will be found on the AeroSolfd Website.

8.1.9. PARTNERS' WEBSITES

The communication activities are centrally organised and coordinated by WP6 leader Steinbeis. The organisation of a working communication cascade, which means the information transfer to the different involved partners and countries, is a major challenge. Therefore, all partners are part of the strategy and asked to actively use their own channels for the distribution of the tools provided by Steinbeis. This also refers to partners' websites. They can be actively used as a platform for communication and dissemination purposes of AeroSolfd, not only to provide information about recent tasks and upcoming events to the public audience but also to offer technical details for the specific audience and a special service to the press. In general, all communication tools generated by Steinbeis can also be presented on the partners' websites. These activities will be carried out throughout the project duration (M1-M36).

8.1.10. PARTNERS' SOCIAL MEDIA CHANNELS / "SOCIAL MEDIA CASCADE"

Similarly, the use of the partners' social media channels is part of the strategy: the partners' channels should be directly linked with the AeroSolfd channels. This ensures a quick duplication and take-up of the messages. Furthermore, it is possible to comment on AeroSolfd news and to follow and retweet on Twitter. In this regard, it is important to set up automatisms to make use of synergies. Partners can proactively share these contents and contribute to ongoing discussions, thus starting the "social media cascade". By following these processes, the information that stems from the project's own channels is quickly multiplied via the partners, their channels and contacts etc. These activities will be carried out throughout the project duration (M1-M36) as well.

Further information on the AeroSolfd social media strategy can be found in section 9.3. Information on the AeroSolfd partners' social media channels is available in TEAMS (Communication Channels and Partners) and Table 8 in the Annex.

8.2.EVENTS

Table 5 provides a concise overview of the main event-related tools used to inform the target groups about AeroSolfd.

Table 5 Overview of AeroSolfd Communication and Dissemination event-related tools, target groups and aims

TOOLS / ACTIVITIES	USED FOR C/D	TARGET AUDIENCE	AIM	RESPONSIBLE PARTNER(S)	TASK/ DELIV.	DUE DATE
External Public Events	Comm. and Dissem.	All, depending on event / Related Projects	To increase the visibility of AeroSolfd / Joint replication and communication / dissemination activities	All Project Partners	T6.4 / D6.4	M12- M36
Online events	Comm. and Dissem.	All (general public, scientific / technical audience, media)	To promote AeroSolfd results	INTEC, with input of all Project Partners	T6.4 / D6.4	M12- M36
European roadshow	Comm and Dissem.	All (general public, scientific / technical audience, media)	To increase the visibility of AeroSolfd, to inform about project results and raise awareness about transport- related emission issues	INTEC, input from all project partners	T6.4, D6.4	M12- M36

8.2.1. EXTERNAL PUBLIC EVENTS

As described above, for a functioning communication cascade, all partners are part of the strategy and asked to actively use their own channels for the distribution of the tools provided by Steinbeis. This also refers to external events. Partners will participate actively in events not organised by the

consortium at national and international level to stimulate interest from "new" stakeholders, including the general public and end users. Participation at events will take place from M1-M36

Key European events will be identified and selected by the AeroSolfd partners. Based on the input of all partners, an overview of events (TEAMS - List of Events) where the project is actively presented in presentations or at info stands is generated. This provides an important overview of all future event-related activities of the consortium and helps coordinate the partner's activities. This list is constantly updated by all partners. An up-to-date overview is provided in Table 9 in the Annex.

AeroSolfd will also seek opportunities by partnering with other similar projects. Close interaction and exchange with these projects will take place, especially regarding joint replication and communication/dissemination activities such as jointly exhibiting at fairs or workshops. The list of similar projects (available TEAMS – List of Stakeholders and relevant projects in M6) will be constantly updated by all partners as well.

8.2.2. ONLINE EVENTS

The consortium will host at least 2 online events for the public (e.g. Instagram live), where the project results will be presented.

8.2.3. EUROPEAN ROADSHOW

A European roadshow during EU's mobility week³ in at least 4 major cities (yearly starting 2023) will be organized for publicity and awareness raising. These events will focus on the importance of sustainable retrofit solutions for air pollution prevention and the reduction of health risks. More than 4000 visitors are envisaged.

9. PROMOTION

The various components of the communication activities need to be supported to promote the "brand" AeroSolfd. Different promotional strategies will be outlined in the following, with a focus on social media.

9.1. EVENTS

When participating at events such as conferences and workshops, AeroSolfd partners will not only hold presentations on AeroSolfd but also hand out flyers and technology cards. The same applies to customer meetings where partners can also hand out materials on AeroSolfd if the customer's organisation/project/product is linked thematically to the AeroSolfd project. Chances to further increase the visibility of AeroSolfd thus will be used effectively whenever the circumstances are appropriate.

³ Annual European Commission's flagship awareness-raising campaign for the public on sustainable urban mobility (more information can be found under <https://mobilityweek.eu/>)

9.2. E-MAIL SIGNATURE

By including the AeroSolfd logo and a link to the AeroSolfd website in partners' e-mail signatures, traffic can be driven to the AeroSolfd website by arising addressee's curiosity about what the AeroSolfd logo is about. Furthermore, the e-mail signature can also link to the AeroSolfd social media channels, potentially increasing the number of followers. An example of a possible signature design is given in Figure 6.



Figure 6 Example of an AeroSolfd e-mail signature

9.3. SOCIAL MEDIA

The purpose of the AeroSolfd social media strategy is twofold: to provide practical guidelines for the management of the AeroSolfd social media channels and outline possible synergies and provide guidelines for the project partners and their social media channels.

9.3.1. SOCIAL MEDIA CHANNELS

The **goal** of the use of social media channels is to raise interest in AeroSolfd, to promote the project and its approach, to regularly inform a broader audience on project news and developments, both technical and general, and to increase traffic on the project website. It is equally important to engage the audience in a dialogue with the project and to empower individuals and communities to take action and advocate for suitable policies and solutions to the problem of urban air pollution.

Three **channels** have been chosen for social media activities: Instagram, Twitter and LinkedIn.

- The AeroSolfd Instagram account will target the general public. High-quality visuals (square format photos and other visual material is advisable for posts) accompanied by texts will be used to inform a relatively wide audience about the project.
- Activities on Twitter are aimed toward a relatively broad audience. Short messages (280 characters maximum) can be published to inform about project news, especially policymakers.
- LinkedIn is a professional network. LinkedIn will be used to engage with a professional public in (technical) discussions and to disseminate project results.

Furthermore, an AeroSolfd YouTube channel will be set up at a later stage of the project to publish project videos that can then also be embedded on the project website.

9.3.2. SOCIAL MEDIA OBJECTIVES

Three social media profiles will be established: Instagram, Twitter and LinkedIn. The following **objectives** have been defined for the three channels:

Instagram:

- At least 2 posts a week (project news, project explanation, other content linked to the improvement of air quality / urban air pollution/cleaner mobility / ultrafine particle emissions impact and control, etc.)
- 200 followers shall be won by the end of the project (i.e., until M36)

Twitter:

- At least 2 tweets a week (both on project news and retweets of other content linked to urban air pollution, cleaner mobility, etc.)
- 200 followers shall be won by the end of the project (i.e., until M36)

LinkedIn:

- At least 2 posts a week, active contributions also from project partners
- 300 followers shall be won by the end of the project (i.e., until M36)

To win followers on Instagram, Twitter and LinkedIn, it is useful to follow others. Possible followers or channels to be followed can for example consist of:

- Similar European projects
- Relevant European initiatives in the field
- Relevant EC / EU channels
- Project partner channels
- Relevant bigger conferences or events in the field

9.3.3. CONTENT STRATEGY

Generally speaking, about 50% of the messages / Tweets should link back to the website. The other 50% can refer to others and external content relevant to AeroSolfd. All channels are managed by Steinbeis, but all partners are encouraged to actively contribute, by providing information, mentioning the project via their own profiles or starting discussions on LinkedIn.

In addition, as mentioned in section 5.5 of the Communication Strategy, the Project Officer (CINEA and EC) will be informed about important events, webinars, conferences, milestones and articles published. Social media activities should be connected with CINEA by tagging its profile on Twitter and LinkedIn.

INSTAGRAM

The AeroSolfd Instagram account allows sharing information and news about the project in a highly visual way combined with written text. The platform is useful to target a younger audience and an opportunity to build an “AeroSolfd community”. By using features like the story function, polls or the question sticker in addition to normal posts, the interaction rate can be increased. The AeroSolfd Instagram account will be integrated into the project’s website and is the main platform to target the general public.

- **Explanation about the project:** E.g., how individual components work, explanation of the mechanism of inventions (a better understanding increases support)
- **News on the project:** News from AeroSolfd network, project developments, project meetings, events, and publications **with a rather visual and explaining / storytelling focus**
- **News from others:** e.g., related projects, project partners, EC etc.

The content of the project's Instagram account is managed by Steinbeis. **Partners** are encouraged to:

- **Provide input** regarding news that should be promoted (e.g., regular updates about local news) as text, links and pictures.
- **Follow and interact:** It is important that partners when talking about AeroSolfd in their own Instagram posts, mention the project in the following way: @AeroSolfd.

General advice for Instagram:

- Visual strategy is beneficial (keep in mind that there is a grid view with always 3 posts next to each other when viewing the profile)
- Square format photos/visuals
- The usage of high-quality pictures and templates is advisable
- Conversations should be encouraging (by asking questions, thanking others etc.).
- Shortened web links should be inserted
- Post videos

Hashtags (#) are used to reach specific target groups. They should be as specific as possible and already exist. The following hashtags could be used about AeroSolfd – always depending on the content of the post, e.g.

#cleanerair
 #filtration / #filtrationsystem
 #environmentallyfriendly / #environmentfriendly
 #ecofriendly
 #ecofriendlyproducts
 #euproject / #horizoneurope
 #cleanermobility
 #Innovation
 #pollution
 #sustainability
 #circulareconomy
 #saveearth / #saveourplanet
 #healthychoices / #healthylife / #health
 #diseaseprevention

Hashtags are also used in stories, reels and videos and can be made invisible if needed. On Instagram 30 hashtags can be used per post. To increase the interaction rate, the usage of the maximum number of hashtags is advisable.

Stories are used to capture moments, highlight e.g., special events, show a short video or interact directly with the community through e.g., mood sliders, and polls and should be used regularly.

TWITTER

The AeroSolfd Twitter account allows a quick overview of what is going on in the project, providing links to related websites for more details plus allowing commenting on the latest information. Twitter is a very effective tool to spread important pieces of information to a broad public within seconds. Generating a list of followers means generating an “AeroSolfd community”, sharing the news in time and keeping in touch if desired. The AeroSolfd Twitter account is also integrated into the project’s website.

The following **content** will be published on Twitter:

- **News on the project:** News from AeroSolfd network, project developments, project meetings, events, publications.
- **News from others (via retweets):** e.g., related projects, project partners, EC etc.

The content of the project’s Twitter account is managed by Steinbeis. **Partners** are encouraged to:

- **Provide input** regarding news that should be promoted (e.g., regular updates about local news) as text, links and pictures.
- **Follow and interact:** Tweet via own Twitter account or organisation account. It is important that partners when talking about AeroSolfd in their own tweets, mention the project in the following way: @AeroSolfd.

General advice for Tweets:

- Tweets should be kept between 100 and 120 characters (280 max.).
- Proper sentences should be written.
- The use of pictures encourages retweets.
- Conversations should be encouraging (by posing questions, thanking others that mentioned the project etc.).
- 1/3 of the Tweets should be about the project; 1/3 should be about sharing content (Retweets); 1/3 should be interactions with others.
- Tweets from others should be shared (e.g., similar projects etc.). This creates co-references.
- Shortened web links should be inserted.
- Best days and times for posts are Monday to Thursday, 1-3 pm.

Hashtags (#) are used to reach specific target groups. They should be as specific as possible. The following hashtags could be used about AeroSolfd – always depending on the content of the tweet, e.g.:

#cleanerair
#eufunded
#filtration
#filtrationdevices
#cleanertransport
#EUProject
#HorizonEurope
#cleanermobility
#Innovation
#pollution
#sustainability
#circulareconomy

LINKEDIN

The following **content** will be published on LinkedIn:

- **News on the project:** News from AeroSolfd network, project developments, project meetings, events, publications **with a rather technical focus**
- **News from others:** e.g., related projects, project partners, EC etc.

The content of the project's LinkedIn discussion forum is managed by Steinbeis. **Partners** are encouraged to:

- **Provide input** regarding news that should be promoted (e.g., regular updates about local news, project results, meetings) as text, links and pictures.
- **Link and interact:** Partners can launch discussions and write their own contributions via their personal profiles. AeroSolfd should be mentioned in these contributions.

Furthermore, news on the project will also be promoted in **other relevant active LinkedIn discussion groups** (via Steinbeis), to raise interest in the project, involve a broader audience in discussions and broaden the "AeroSolfd community".

9.4. GOOD PRACTICE FOR PARTNER IMPLEMENTATION

For the regional implementation of the promotional strategy, the following good practices should be taken into consideration.

- Make the commitment to focus time and resources on promotion. Good promotion is essential to the profitability and sustainability of AeroSolfd also after the project has ended.
- Know your audiences and continuously seek their feedback through the foreseen interviews and surveys, but also informally for example by conversations during the AeroSolfd events.

- Know well other projects or initiatives working for the same or similar goal as AeroSolfd. Build the AeroSolfd brand by distinguishing your organisation from others. Then, reinforce your unique brand identity by linking materials visually and using consistent messages.
- Practice authentic storytelling especially using individual examples of project developments, meetings, and events and use it as a technique to inspire your audiences and personalise the messages. This is especially important when attracting and retaining members of the “AeroSolfd community”.
- Partner with like-minded organisations in your regions to maximise the effectiveness of your communications and expand your reach.

10. BUDGET

Table 6 gives an overview of the planned budget for the different communication tools/activities described in Tasks 6.2 Brand Identity, Task 6.3 Communication tools and materials and Task 6.4 Awareness-raising actions throughout Europe.

Table 6 Budget for the Steinbeis communication tasks

TOOL/ACTIVITY	TASK/DELIVERABLE	DUE	BUDGET
Brand Identity design and Communication/dissemination materials	Task 6.2	M1-M3	12.000€
	Task 6.3	M1-M36	
Organisation and execution of AeroSolfd Road Show	Task 6.4	M12-M36	45.000€
Production of video materials	Task 6.3	M1-M36	27.965 €
Website and online communication material	Task 6.3	M1-M36	20.000€

11. TIMELINE

Table 7 gives an overview of the planned timeline for the different communication tools/activities as well as the due dates of the Deliverables that are related to WP6. The timeline can also be found in TEAMS (WP 6 – Communication).

Table 7 AeroSolfd timeline WP6

	2022								2023												2024												2025			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Task/Deliverable	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A
T6.1 Communication Strategy																																				
Communication strategy, including brand identity manual			D6.1																																	
T6.2 Brand Identity																																				
Logo																																				
Colour Codes																																				
Fonts																																				
Document Templates																																				
Brand identity manual																																				
T6.3 Communication tools and materials																																				
Project Website						Go Live																														
Social Media (2 posts/week)																																				
Flyers/Brochures (3 promotional materials as digital version in 5 European languages)																																				
Posters/Roll Ups (3 promotional materials as digital version in 5 European languages)																																				
Press Releases (9 in total)																																				
e-newsletters (12 in total)																																				
Blogs / short articles / podcasts (4/ year)																																				
Promotional videos (1 explanation video, 3 short videos, each with > 500 viewers)																														D6.3						
Deliverable - Communication tools and materials						D6.2																														
T6.4 Awareness-raising actions throughout Europe																																				
Participation in/Promotion of public events (10 public events, average 2 per country)																																				
Online events (2 in total)																																				
European roadshow (4 major cities (yearly) with at least 1,000 visitors yearly)																																				
Report on awareness raising actions																																				D6.4

12. BEING ON BRAND

A clear recognition value is very important for a project such as AeroSolfd. During the first months of the project, a professional graphic designer created the AeroSolfd CI, consisting of a project logo and specific elements that are core in all dissemination materials. The AeroSolfd CI is applied in all project communication materials that are already or will be developed.

The AeroSolfd logo (Figure 9) is set in the original CI-colours on white: (dark green: C:95 / M:0 / Y:100 / K:10) (R:0 / G:143 / B:58; green: C:75 / M:0 / Y:100 / K:0) (R:58 / G:170 / B:53; light green: C:50 / M:0 / Y:85 / K:0) (R:148 / G:194 / B:74). The logo describes the air that is cleaned step by step. A modern logo has been chosen to reflect the innovativeness of AeroSolfd. “AeroSolfd” is written in bold to highlight it as the main output material of the AeroSolfd process. The project slogan reads “filtration devices” and expresses the way through which cleaner air will be achieved. The logo can

be displayed in its regular version (Figure 7) and its square version (Figure 8), e.g., as a profile image on social media platforms for better visibility.



Figure 7 AeroSolfid project logo



Figure 8 AeroSolfid project logo square version

Besides the standard version of the logo, it can also be displayed on a light or dark background. (Figure 9).

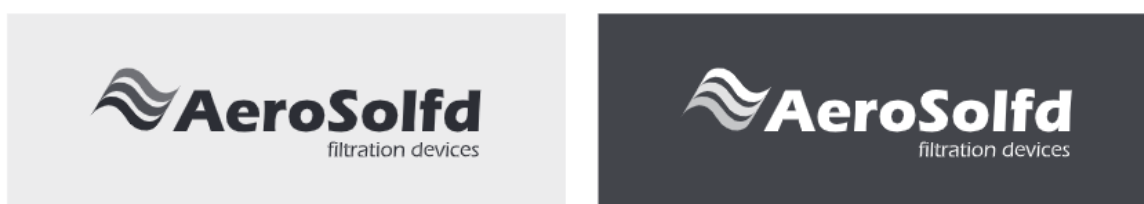


Figure 9 AeroSolfid logo variations for different backgrounds

Within the AeroSolfid project, the following primary colours are used, intended for backgrounds, fonts, icons and graphics (Figure 10):

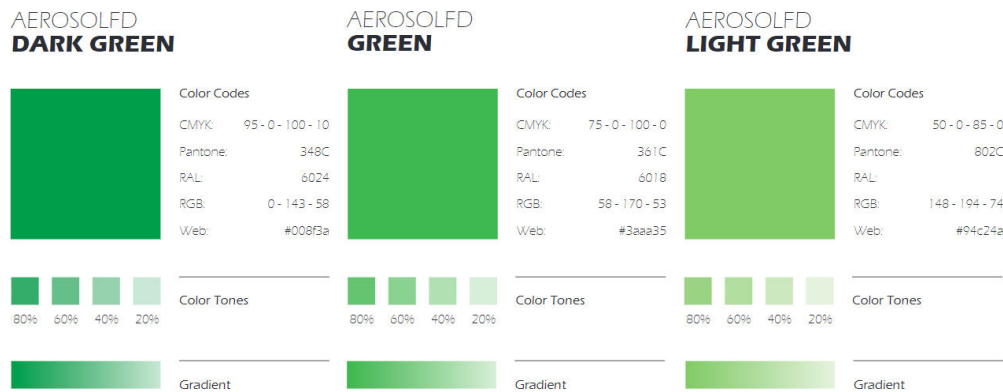


Figure 10 Primary use of colours

In addition, the following secondary colours are used in situations where different shades of grey are necessary to use but are not for use in the first place (Figure 11).

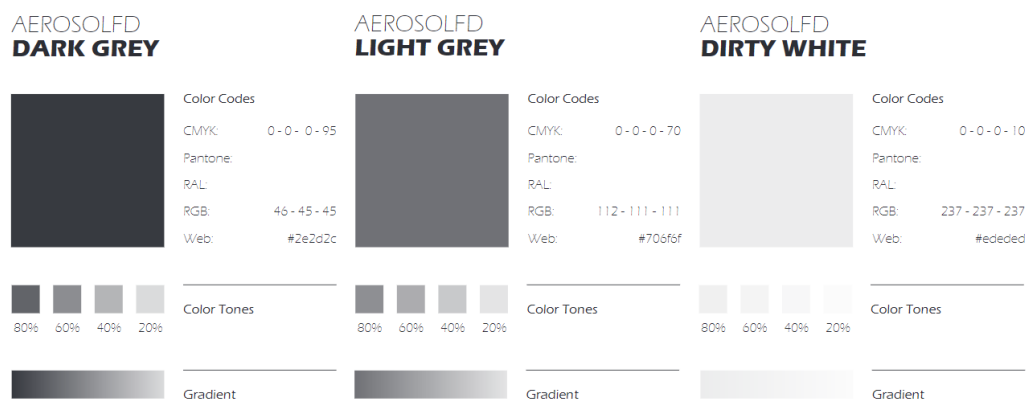


Figure 11 Secondary use of colours

The project uses the fonts Eras ITC (Figure 12) for all materials written by the project partners, freely available in Microsoft Word and thus applicable to all partners. This form is an important part of the project's CI and ensures a consistent appearance of all materials. The secondary font is Helvetica (Figure 13), which is one of the system fonts and preinstalled on every computer. It is used when the primary font is not available. Whenever possible (e.g. in PowerPoint presentations, word documents), these fonts should be used by all partners. In PowerPoint, fonts will be in AeroSolfd dark grey, in word documents fonts will be in black.

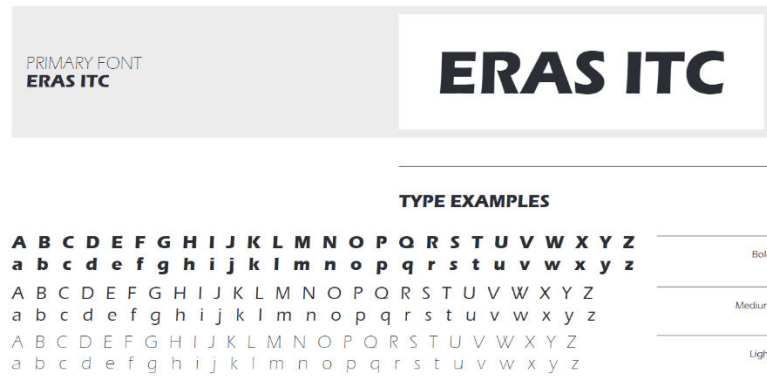


Figure 12 Primary Font Eras ITC

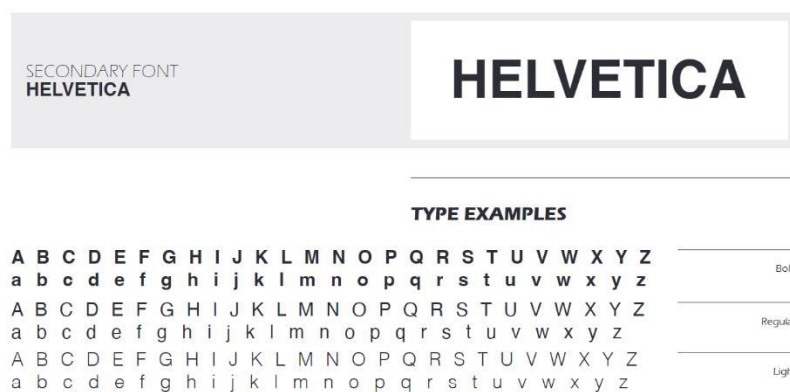


Figure 13 Secondary Font Helvetica

The consistent use of these elements in all communication materials, whenever possible, ensures a recognition value and does clearly link the project’s communication materials. The CI is or will be applied in all other developed communication materials, e.g. the project website, newsletter, Word templates and a PowerPoint template that has been developed for use by all partners for project related internal/external presentations.

Containing the common design elements, the materials follow a unique corporate design with a strong recognition value and therefore they form the attractive representation of the “brand” AeroSolfd.

An AeroSolfd Brand Identity Manual has been prepared, providing an overview of all elements of the AeroSolfd Brand Identity and information on how to apply them. The Brand Identity Manual will be available to all partners on TEAMS.

Templates for Word and PowerPoint documents have been developed (Figure 14 and Figure 15) and are available to all partners on TEAMS. They can be used and content can be added by all project partners.



Figure 14 AeroSolfd Word Template

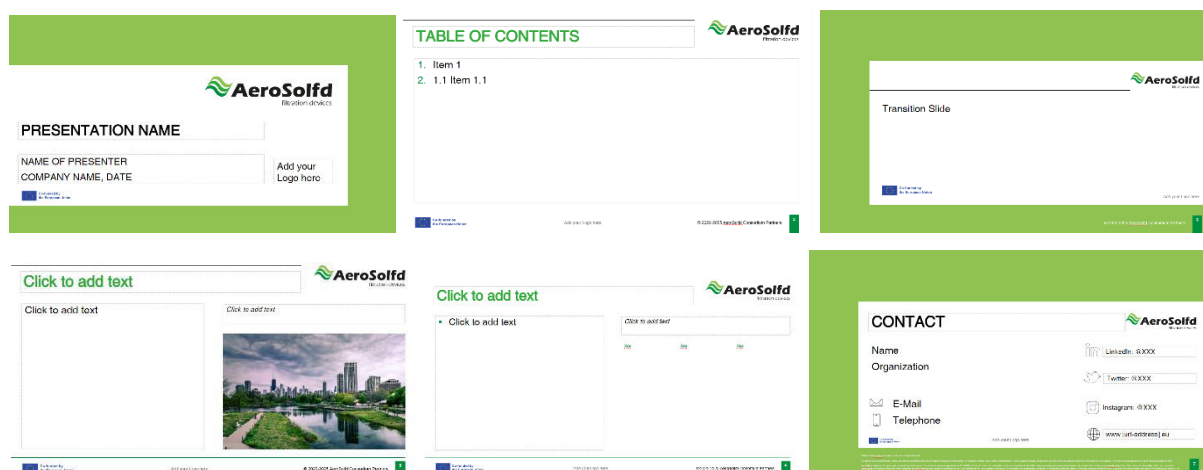


Figure 15 AeroSolfd PowerPoint Template

13. EVALUATING SUCCESS

A monthly evaluation of success concerning the communication activities ensures that the measures reach their aim. Moreover, every 12 months the information strategy will be evaluated by all target audiences by a series of surveys and/or interviews primarily to evaluate if we have reached the right audience and whether we have used the right tools. According to the results of the evaluation, the strategy will be adapted to be able to reach our final goals.

Regarding the social media strategy, the efforts and results will be measured continuously. It will be analysed if the set objectives have been reached and if the social media strategy has been working in the foreseen way. If deemed necessary, the social media strategy will be adapted, based on these experiences. After this first analysis, further analyses will regularly be carried out.

Table 8 provides an overview of the target values that are envisaged to be achieved by the different communication tools and activities, expressed as Key Performance Indicators (KPIs).

Table 8 Key Performance Indicators for Communication

TOOL/ACTIVITY	TARGET (KPI)
Project CI as well as branding guidelines	Project design completed and templates available for the AeroSolfd consortium – 1 Kit for all project partners
Promotional materials (e.g. Flyers, Roll up, brochures, etc.)	Project design completed and templates available for the AeroSolfd consortium – 1 Kit for all project partners
Press Releases	at least 9
Project Videos	4 videos having at least 500 viewers each throughout the project
Public Website	More than 3000 visits by the end of the project
Blogs / short articles/podcast	At least 4 yearly
Newsletter	12 e-newsletters released
Social media accounts	At least 2 posts per week
Roadshow events	Roadshows in 4 cities with at least 1,000 visitors yearly
Engagement Workshops	At least 10 public events, an average of 2 per country. At least 2 online events for the public

14. DEVIATIONS FROM THE PLAN

There are no deviations from the submission/completion of the Deliverable we are aware of.

15. LINKS WITH OTHER WPS

Generally speaking, the communication activities of AeroSolfd are strongly related to all WPs as they promote the project activities, results and developments. Regarding D6.1, the following effects on and interrelations with other WPs and Deliverables can be noted:

- As described in the Communication Strategy, all partners are involved in the AeroSolfd communication strategy and the CI and materials created will be used in the project activities by all partners.

- A word template has been created for the writing of the Deliverables of all WPs for consistent use of the CI.
- D6.2 Communication tools and material: The creation of the AeroSolfd communication materials, including the project website, is one of the communication activities outlined in D6.1. D6.1 will directly feed into the writing of D6.3.
- D6.3 Promotional videos: the preparation of several promotional videos is also one of the communication activities described in D6.1. D6.1. will directly feed into the preparation of D6.3.
- D6.4 Report on awareness-raising actions: This report will include the description and evaluation of all communication activities realized to address citizens and the broader public across Europe. D6.1 will directly feed into the writing of D6.4.
- D5.1 Dissemination and Exploitation plan: This report will include important guidelines for awareness communication on fine particle impacts provided by INTEC. These guidelines will be also taken into account in the further development of AeroSolfd's communication strategy.
- D5.5 Citizen science report: This report will include an important guideline for communication and communication effectiveness. Although this deliverable is only due in M34, through constant interaction with the leading partner (INTEC) input will be constantly provided to the development of AeroSolfd's communication strategy.

The stakeholder mapping will be done jointly with T5.1 and close linkages between WP5 and WP6 are foreseen, also related to strategic communication.

16. CONCLUSION AND RECOMMENDATIONS

In the Communication Strategy, the communication activities taking place and foreseen within WP6 – “Communication” of the AeroSolfd project have been outlined. The project objectives were described and the terms “Communications” and “Dissemination”, as well as the objectives of communication and dissemination, were defined to assure a consistent understanding of communication and dissemination activities among partners. Furthermore, the AeroSolfd partner's roles and responsibilities regarding WP6 and the communication cascade were outlined. The target audience for communication (general public) was described and key messages were determined to well understand stakeholders' profiles, ways to reach them and how to communicate targeted information to each audience. Moreover, the different communication materials (printed, digital, events), promotional tools and main elements of the AeroSolfd CI were described and the project's budget, timeline and performance review was specified. The AeroSolfd communication activities will continue and evolve during the project duration and information provided in the Communication Strategy will be updated accordingly.

17. ANNEX

An Extract from Table AeroSolfd_Communication Channels Partners for the Channel: Website is presented in Table 9. Similar information has been/is being collected for all the channels used by the AeroSolfd Partners (e.g. Twitter, Instagram, Facebook, LinkedIn, etc.)

Table 9 Extract from Table AeroSolfd_Communication Channels Partners (Channel: Website)

PARTNER	URL	OWNERSHIP	USAGE	PUBLICATION FREQUENCY
Sofia Development Asociacion	www.sofia-da.eu	Own Channel	Daily	Weekly
CARTIF Technology Centre	www.cartif.es	Own Channel	Daily	Daily
AVA-Valladolid City Council	www.valladolidadelante.es	Own Channel	Weekly	Monthly
Metropolitan o de Lisboa	www.metrolisboa.pt	Own Channel	Daily	Daily
CSIC	www.idaea.csic.es	Own Channel	Daily	Daily
Steinbeis	www.steinbeis-europa.de/en	Own Channel	Regularly (as needed)	Regularly (as needed)

The information presented in Table 10 together with other details necessary to plan and/or evaluate the impact of AeroSolfid participation in public events will be continuously updated by all Partners in the corresponding List of Events (TEAMS).

Table 10 Extract from AeroSolfid List of Events

STATUS	PARTNER	TITLE OF EVENT	DATE	EVENT FORMAT	PLACE	TYPE OF AUDIENCE
Suggestion	M+H	FILTECH 2023	14-16 February 2023	On-site	Cologne, Germany	Scientific Community, Industry
In preparation	M+H	InnoTrans 2022	20-23 September 2022	On-site	Berlin, Germany	Scientific Community, Industry