



DELIVERABLE

D7.3 – Press Kit v2

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Keywords:	Press, Kit, logo, video, presentation, brochures, flyers, merchandising, social media, webpage,
Abstract (few lines):	This deliverable provides the second iteration of project specific materials produced to communicate the objectives, technology results and expected impact from the project to the targeted audience.

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Definitions, Acronyms and Abbreviations

Acronym	Title
UCL	Use Case Leader
WPL	Work Package Leader

Executive Summary

This deliverable provides the second iteration of project specific materials produced to communicate the objectives, technology results and expected impact from the project to the targeted audience.

1 Introduction

D7.2 presented the first version and kit of the dedicated tools and materials that have been produced for communication and dissemination activities of the **COMP4DRONES** project. This first version of the Press Kit included the graphic identity created for the project, presenting the project logo and templates, the first digital based communication material, consisting of the general presentation of **COMP4DRONES**, the first press release, event-based communication and dissemination materials (including a roll-up, posters, first version of the brochure and leaflets and the web-based communication presenting the webpage and social media channels.

This deliverable presents the second version of the project Press Kit, complementing D7.2 with the enhancement, improvement and extension of some of the existing materials and the addition of new ones to complete the project communication and dissemination tools.

2 Graphic Identity

2.1 Graphic Identity

A new graphic identity based on a new logo and new templates was developed and proposed to the Project Coordination Committee. The idea behind this new branding was to contemplate different alternatives that would best represent the project identity. In the end, it was decided to keep the previous logo presented in D7.2 as the main graphic identity of the project, and the templates were updated with the new versions.

2.2 New Logo for labelling purposes

The logo created under the new graphic identity proposal will be considered to be used for future dissemination and communication opportunities identified in the strategy of WP7. Among the different options, this logo will be considered for new labelling purposes in potential future strategies:



Figure 1: New proposed logo

Together with the new logo, the document and presentation templates of the project were also updated and included in the new graphic identity proposal:



Figure 2: New Proposed PowerPoint template

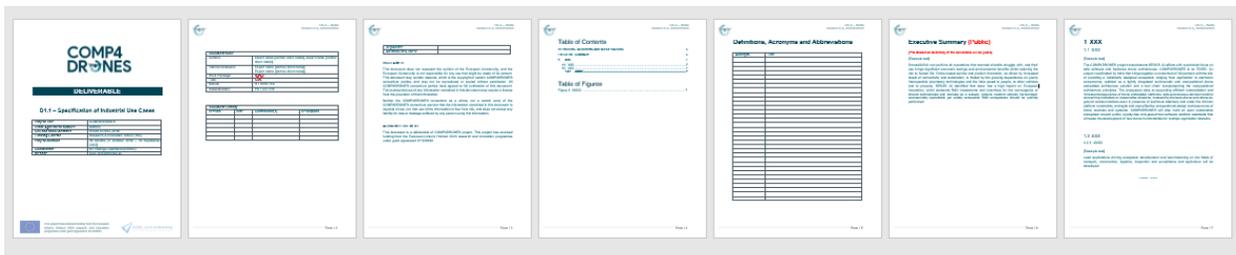


Figure 3: New proposed Word template

2.3 New Project Templates

Based on the new graphic identity proposed, the project templates were updated, keeping the initial logo as decided:

- **Word template:** This template will substitute the previous template to be used in all of the deliverables and formal written communications produced in the project. It has been made available to all the consortium in .docx format and uploaded to Basecamp.

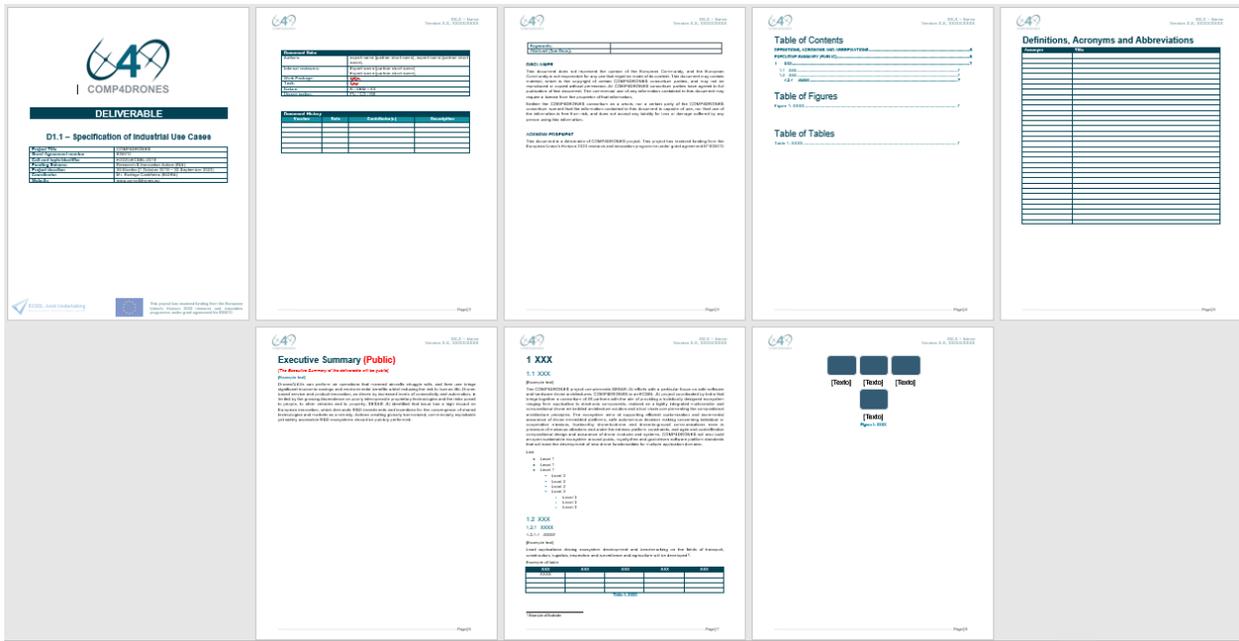


Figure 4: Final Word template

- PowerPoint template:** This template will substitute the previous template to be used for all the internal and external presentations of the project. It has been made available to all the consortium in .docx format and uploaded to Basecamp.

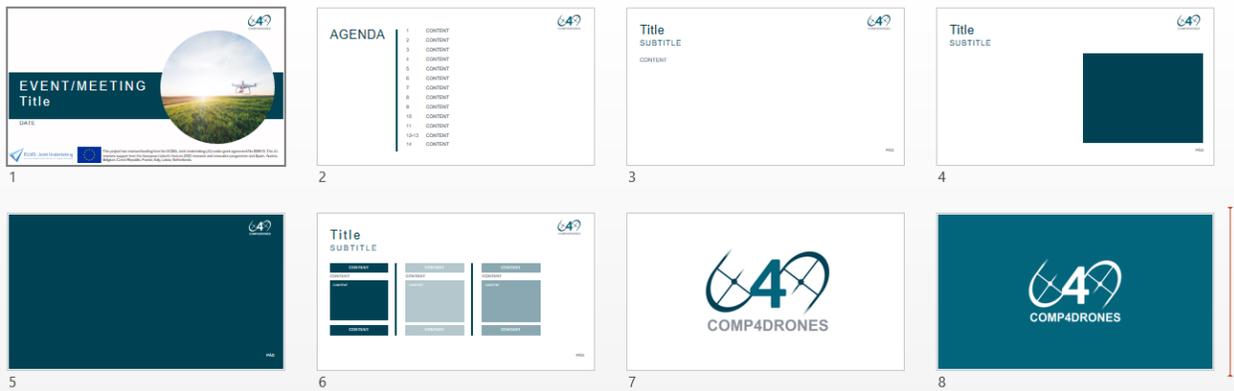


Figure 5: Final PowerPoint template

3 Digital – based communication

3.1 Updated General Presentation

The general presentation presented in D7.2 has been updated with up-to-date content and more accurate descriptions. This presentation, in PowerPoint format, can be used by all partners – to present the project externally, as its content has been approved by the consortium.

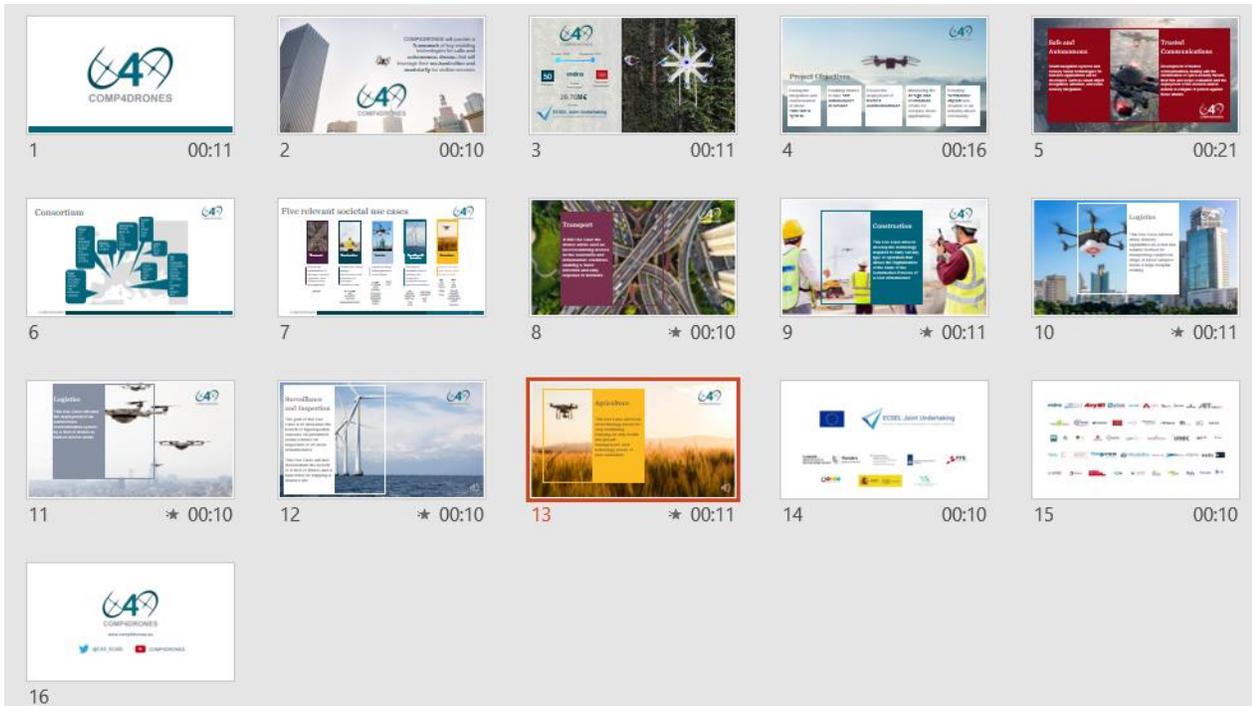


Figure 6: Updated general presentation

3.2 First COMP4DRONES Video

The first video of the project has been produced by Indra in this period. The aim of this video is to provide a public overview of the project that can be used at events, presentations, and online dissemination activities. For the video, UCL and WPL were asked to provide footage and clips of their drones, use cases and initial tests that they had been carrying on in this first period of the project. The video was uploaded to the project’s YouTube Channel and is accessible through this link:

<https://youtu.be/tHv7b6S3mHE>



Figure 7: First project video

4 Event – based communication

4.1 New Brochures and flyers (final version)

A second version of the project brochure and flyers has been produced, which was enhanced with updated and more complete content and the design was improved by the WP7 leader and contributions from the pilots. More brochures will be created during the course of the project.

- Brochure



Consortium

Finland: CEA, TH, EMAC, BIRMIN, SCALAN, ENISMA, ATE, SHERPA, TOTAL, ALTRAN
 Belgium: IMC-83, AIRBOT
 Netherlands: ANWI, IMECAL, TNL, TUE, TUG, DEMCON, ALM
 Austria: AIT, FB, WBM, Sph, PFAF
 Latvia: EDI, RICE, LMT
 Italy: AIR, UNIMORE, UNISANNIO, UNISS, UNIVAQ, TERNI, TOPVIEW, AI, UGANET, AK, MOSES, ROT
 Czech Republic: BUI, UWB, SM
 Spain: INRIA, ACCIONA, ACORDE, HERMA, HB, KERLAN, UNICAN, GATEC

<https://www.comp4drones.eu/>
<https://twitter.com/COMP4DRONES>
<https://www.youtube.com/channel/UCUHQ2yJfTECTdH9jCSA>


 ECSEL Joint Undertaking
 European Commission and Horizon Europe

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A framework of key enabling technologies for safe and autonomous drones that will leverage their customization and modularity for civilian services

Project Objectives

COMP4DRONES will provide a framework of key enabling technologies for safe and autonomous drones. It strives to bear a technologically designed ecosystem from capabilities to aircraft core components, realized as a tightly integrated multi-vendor and compositional UAV embedded architecture solution and a tool chain complementing the compositional architecture principles.

The project will mainly focus on the following objectives:

1. Ease the integration and customization of embedded drone systems.
2. Enable drones to take safe autonomous decisions.
3. Ensure the deployment of trusted communications.
4. Minimize the design and verification effort for complex drone applications.
5. Ensuring sustainable impact and creation of an industry-driven community.

Five Relevant Societal Areas

- **Transport**
Drones will be used as novel monitoring devices for the road traffic and infrastructure conditions, enabling faster detection of and early response to incidents.
- **Construction**
This use case aims to develop the technology required to carry out any type of operation that allows the digitalization of the state of the constructive process of a civil infrastructure.
- **Logistics**
Drone delivery capabilities will be demonstrated as a fast and reliable method for transporting equipment, drugs or blood samples inside a large hospital territory. The use case will also test the deployment of an autonomous communication system by a fleet of drones in hard-to-access areas.
- **Surveillance and Inspection**
One goal here is to showcase the benefits of hyperspectral cameras on unmanned aerial vehicles for inspection of off-shore infrastructures. The second goal is to demonstrate the benefit of a fleet of drones and a land robot for mapping a disaster site.
- **Agriculture**
This use case will focus on technology needs for crop monitoring, focusing on crop health and growth management, and technology needs of wine cultivation.

Main Technology Advances

- **Safe and Autonomous**
Smart navigation systems and sensory fusion technologies for real-time applications will be developed, such as visual object recognition, attention, and multi-sensory integration.
- **Trusted Communications**
Development of trusted communications dealing with the identification of cyber-security threats, their risk and scope evaluation and the deployment of the detection and/or actions to mitigate or protect against those attacks.

Project Facts

Project Coordinator	Rodrigo Castellani (INRIA SISTEVAAS SA)
Project Start	1 October 2019
Duration	36
Total Investment	€K 23,75
Partners	50 industrial, SME, academic and research partners from 8 different countries

Figure 8: Second iteration of the brochure

- Flyer



Figure 9: Second iteration of the flyer

4.2 Merchandising Materials

COMPDRONES will be represented at a number of events aiming to promote and disseminate the project. For these events, different merchandising materials were considered. These materials would be made available to the event attendees at the project booth, and are aimed for increasing the visibility and engagement of the assistants.

- Stickers: It was decided to produce 8x8cm stickers. These will be used to personalize the **COMP4DRONES** event booth and physical elements and demonstrators.



Figure 10: Sticker

- Pens: For this version of the Press Kit, it was decided to order 500 metal pens with the engraving “www.COMP4DRONES.eu”, which would indicate the assistants of the events where these pens will be offered to visit the project webpage where they will find more complete information. AIT was in charge of selecting and ordering this material.



Figure 11: Pens

5 Web – based communication

5.1 Webpage Updates

The webpage of the project was launched in November 2019. Since this first version was published, the web has been periodically updated with added sections, improvements in the design, new content and functionalities:

- Update of the footer
- Update of the UC sections
- Update of logos
- Update of links to social media and repositories

5.2 Social Media Updates

5.2.1 YouTube Channel

A YouTube channel was created to be able to present videos on the results of **COMP4DRONES**, the developed demonstrators, test setups and field tests (Figure 12):

<https://www.youtube.com/channel/UCUH27sjIF7ECC7IcH9gCRSA>

Since we are at the beginning of the project, only a few videos are currently available. In the course of the project, two promotion videos will also be created, which will also be available here.

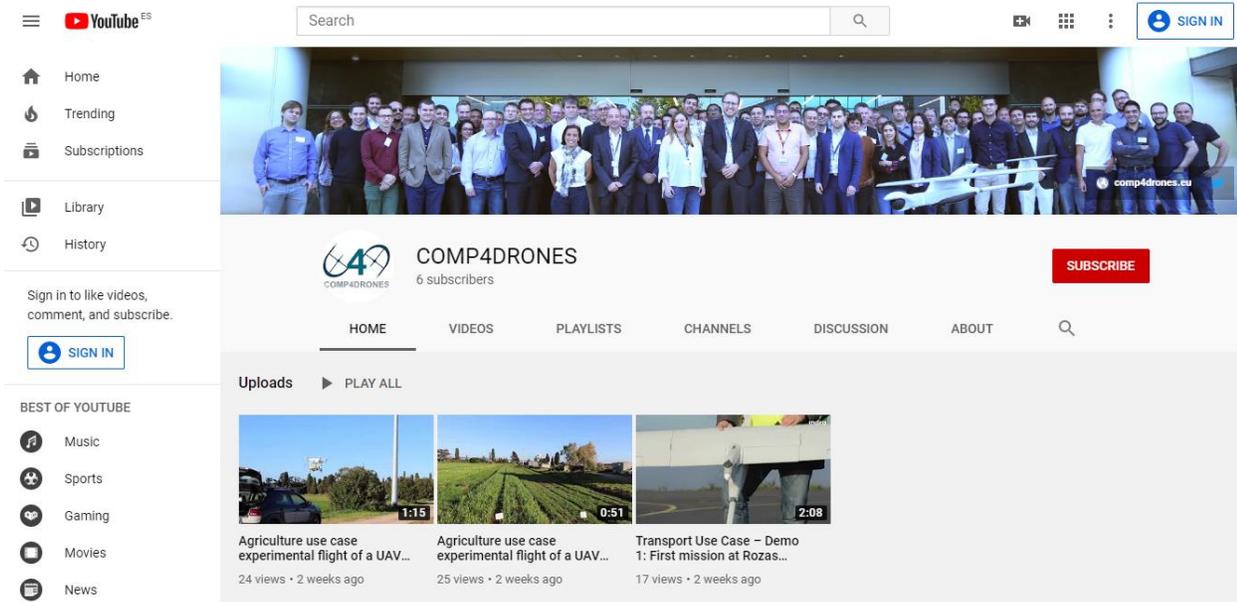


Figure 12 YouTube channel

6 Conclusions and Future activities

This deliverable provided the second iteration of project specific materials produced to communicate the objectives, technology results and expected impact from the project to the targeted audience. For this purpose, this document includes an update of the graphic visual identity of the project, new iterations of the general presentation, brochure, flyers, the first project video, new merchandising material and an update of the project webpage and new social media channels.

In the following deliverable (D7.4), this press kit will be updated with:

- (2nd update of presentation, brochure, and leaflet; new video2) [D7.4]