



Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements

Communication Kit

D4.3 –Communication Kit

Abstract:

AD-ASTRA aims to develop a connected, competitive and inter-regional innovation ecosystem between 5 major EU regions (Occitania, South Holland, Madrid, Puglia, Emilia-Romagna). To reach this, one of the first activities of the project has been to create a brand identity, with a logo, a Project Web-site and a communication Kit.

The communication kit includes templates for the communication material and documents to be generated along the project duration, mainly a Word document template and a PowerPoint document template.

Keywords:

Innovation, aerospace, international cooperation, dissemination, brand identity

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Document Contributor(s): Lorenzo Calabri (ART-ER)



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the European Union



Information Table

| Name | Data |
|------------------------------------|--|
| Contract Number | 101070786 |
| Project Acronym | AD-ASTRA |
| Project Title | Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements |
| Funding Scheme | HORIZON-EIE-2021 |
| Topic | CONNECT-01-01 |
| Type of Action | HORIZON-CSA |
| Start date of project | September 1 st 2022 |
| Duration | 24 months |
| Project Coordinator | ART-ER |
| Deliverable Number | D4.3 |
| Deliverable Title | Communication Kit |
| Version | 0.1 |
| Status | Submitted |
| Responsible Partner (organization) | UPM |
| Deliverable Type | DEC (dissemination, exploitation and communication) |
| Contractual Date of Delivery | 30.11.2022 |
| Actual Date of Delivery | 29.11.2022 |
| Dissemination Level | PU |



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| General Assembly | | 28/11/2022 |



Document History

| Version | Date | Status | Author | Description |
|---------|------------|--------|--------------------------|---------------|
| 1 | 18/11/2022 | draft | Gustavo Alonso (UPM) | First draft |
| 2 | 23/11/2022 | draft | Lorenzo Calabri (ART-ER) | Final version |
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Acronyms and Terminology

| Term | Definition |
|----------|--|
| AD-ASTRA | Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements |
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1. Introduction to the project

AD-ASTRA (Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements) is a project about the positive interconnection among innovation ecosystems, with a focus on aerospace sectors.

The project aims at the development of a connected, competitive, interregional innovation ecosystem between 5 EU regions (Toulouse, South Holland, Madrid, Puglia, Emilia-Romagna) with:

- A shared interest in fostering aerospace sectors, enhancing the cross-contamination to and from other innovative sectors (e.g., automotive, biomedical, agri-food, big data);
- Different innovation readiness levels;
- Aerospace districts with different levels of maturity and consolidation.

“Diversity generates wealth”: the collaboration of these markedly diverse regions, furthermore represented by partners from different spheres of the quadruple-helix, will be a growth opportunity. The establishment of a solid and long-lasting collaborative EU network, able to exploit complementary skills, experiences, territorial and industrial vocations, will contribute to create a “critical mass” in EU strategic sectors such as innovation and aerospace, where global competition leads to a confrontation with actors of increasing size and requires innovative models and approaches.

This ambitious goal will be achieved through an iterative process:

- Starting from the collection, analysis and systematization of the experiences (competencies, technologies, networks) of the partner regions with reference to their aerospace districts;
- Analyzing the future evolutions of the ecosystems, in response to technological, economic, political, and social megatrends;
- Correcting or validating hypotheses and evolution models with the support of stakeholder groups;
- Defining an action plan for the development of each of the regional aerospace ecosystems, valuing experiences and good practices stemming from other regions and strengthening spin-in and spin-out processes to and from other industrial sectors and territories.

1.1. Consortium

AD-ASTRA brings together five partners from five major EU regions (Occitania, South Holland, Madrid, Puglia, Emilia-Romagna), with diversified experiences and expertises in the aerospace sector and in other related sectors.

In particular the partnership is composed by:

- ART-ER
- Toulouse Metropole
- Universidad Politecnica de Madrid
- DTA – Distretto Tecnologico Aerospaziale
- Innovation Quarter



2. Results

The AD-ASTRA project has developed a Communication and Dissemination strategy to share results, objectives, and content (Communication, Dissemination, and Exploitation plan). In support of this plan, and in the context of WP4, a communication kit has been prepared.

The AD-ASTRA communication strategy is designed to promote the AD-ASTRA initiative itself and its activities and results to targeted stakeholders and society, reaching a multitude of audiences in a strategic and effective way.

The communication kit consists of the following elements:

- Visual identity
- Word document template (Annex 1)
- PowerPoint document template (Annex 2)

2.1. Visual identity

The visual identity of the project has been materialised in the design of a logo (Figure 1). This logo incorporates elements that define the core ideas behind the AD-ASTRA project: the European identity represented in the map, the main areas of the aerospace sector represented by the images of an aircraft, a spacecraft and a drone, lines symbolising the connectivity, and of course the acronym of the project. Everything integrated in a round geometry, representing also the curvature of the planet to recall that even if we are dealing with cooperation among regions in Europe, the aerospace sector is global. Colours are predominantly blue, characteristic of the aerospace sector, highlighting the acronym of the project in yellow in a harmonic contrast.



Figure 1. AD-ASTRA Logo.

2.2. Word document template

A Word document template (reported in Annex 1) has been created to homogenise the format of the documents to be created all along the project, both for internal communications and particularly for the deliverables to be generated.

The template includes all the necessary elements to facilitate the document preparation:

- Title page with visual identity, authors information, abstract and keywords (Figure 2)
- Project information table (Figure 3)
- Authoring and approval tables
- Document history
- Disclaimer page (Figure 4)
- Table of contents
- List of figures
- List of tables
- Acronyms and terminology



Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements

Document title

DX.X – Deliverable Template

Abstract:

The present document is the basic template to be used for the generation of Deliverables and other documents related to the AD-ASTRA project.

Keywords:

Innovation, regions, aerospace, international cooperation,

Document Author(s): Gustavo Alonso (UPM)

Document Contributor(s):

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101070786



Figure 2. AD-ASTRA Word template first page.



Information Table

| Name | Data |
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| Contract Number | 101070786 |
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| Project Title | Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements |
| Funding Scheme | HORIZON-EIE-2021 |
| Topic | CONNECT-01-01 |
| Type of Action | HORIZON-CSA |
| Start date of project | September 1 st 2022 |
| Duration | 24 months |
| Project Coordinator | ART-ER |
| Deliverable Number | DX.X |
| Deliverable Title | Project Web Site |
| Version | 0.1 |
| Status | Draft |
| Responsible Partner (organization) | UPM |
| Deliverable Type | DEC (dissemination, exploitation and communication) |
| Contractual Date of Delivery | 30.11.2022 |
| Actual Date of Delivery | 30.11.2022 |
| Dissemination Level | PU |

Figure 3. AD-ASTRA Word template project information page.



Aerospace Districts Europe D4.3 – Communication Kit – Version 0.1



Aerospace Districts Europe
D4.3 – Communication Kit – Version 0.1

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Figure 4. AD-ASTRA Word template Disclaimer page.



2.3. PowerPoint document template

A PowerPoint document template (reported in Annex 2) has been created to homogenise the format of the documents to be created all along the project, both for internal communications and for presentations to support the external communication and dissemination activities: presentations to stakeholders, conferences, etc.

The template includes all the necessary elements to facilitate the document preparation:

- Title page with visual identity, authors information, meeting data and disclaimer (Figure 5)
- Templates of different slides pattern styles: text, graphics (Figure 6)
- Disclaimer slide

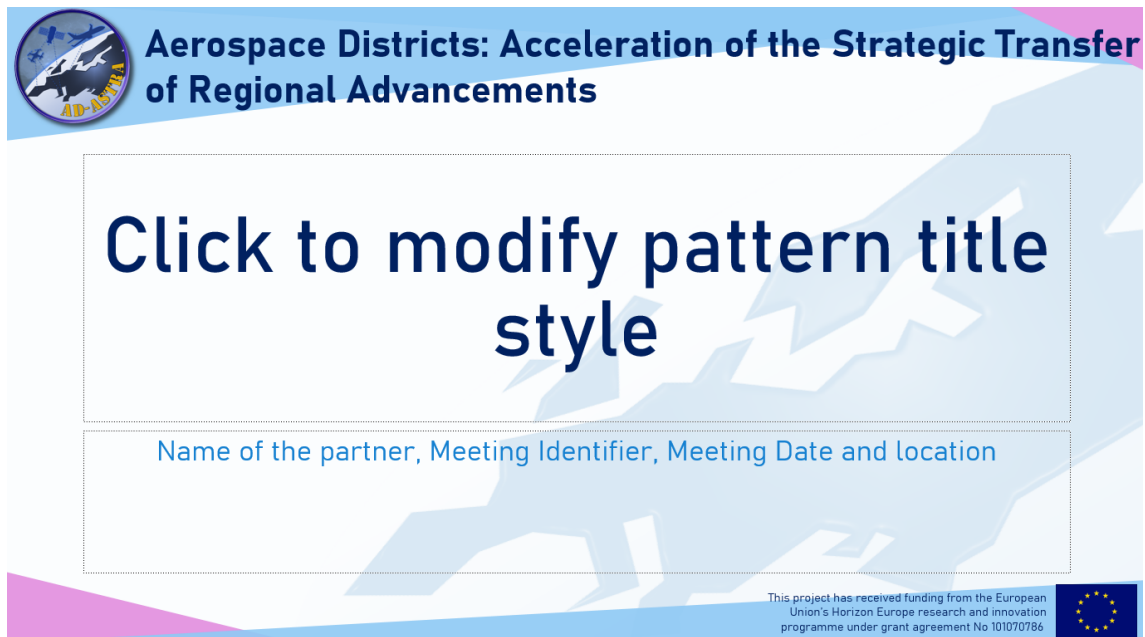


Figure 5. AD-ASTRA PowerPoint template first page.

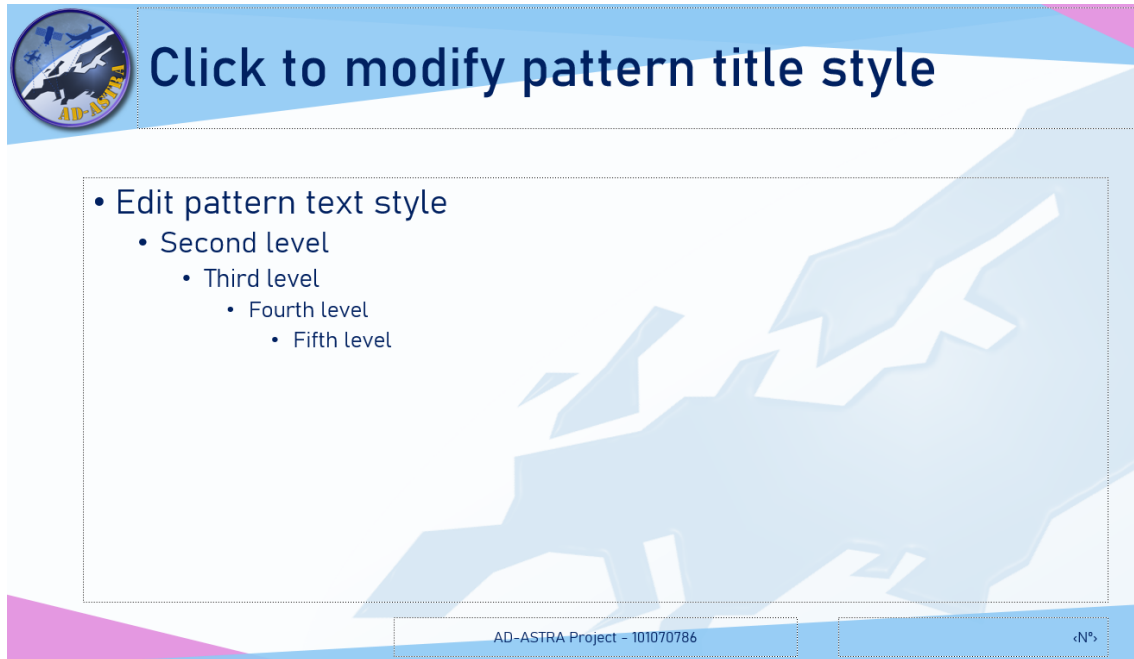


Figure 6. AD-ASTRA PowerPoint template text slide.

3. Conclusion

The communication kit has been created as a reference framework for the AD-ASTRA project external and internal communication in the context of WP4. The communication kit includes the visual identity that has been created for the project, implemented in the project logo, and templates for the documents to be generated, in both Word and PowerPoint formats.



ANNEX 1 – Word document template

In the following pages the template is fully reported in pdf format.



Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements

Document title

DX.X – Deliverable Template

Abstract:

The present document is the basic template to be used for the generation of Deliverables and other documents related to the AD-ASTRA project.

Keywords:

Innovation, regions, aerospace, international cooperation,

Document Author(s): Gustavo Alonso (UPM)

Document Contributor(s):



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Information Table

| Name | Data |
|------------------------------------|--|
| Contract Number | 101070786 |
| Project Acronym | AD-ASTRA |
| Project Title | Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements |
| Funding Scheme | H2020- 2018-2020 MOBILITY FOR GROWTH |
| Topic | LC-MG-1-6-2019 Aviation operations impact on climate change (InCo flagship) |
| Type of Action | HORIZON-CSA |
| Start date of project | September 1 st 2022 |
| Duration | 24 months |
| Project Coordinator | ART-ER |
| Deliverable Number | DX.X |
| Deliverable Title | Deliverable Template |
| Version | 0.1 |
| Status | Draft |
| Responsible Partner (organization) | UPM |
| Deliverable Type | Report |
| Contractual Date of Delivery | 30.11.2022 |
| Actual Date of Delivery | 26.09.2022 |
| Dissemination Level | CO |



Authoring & Approval

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| Name and Organization | Position and title | Date |
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Document History

| Version | Date | Status | Author | Description |
|---------|------|--------|--------|-------------|
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Aerospace Districts Europe
DX.X – Deliverable Template – Version 0.1

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Acronyms and Terminology

| Term | Definition |
|-------|---|
| ACARE | Advisory Council for Aviation Research and Innovation in Europe |
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1. Title 1

1.1. Title 2

1.1.1. Title 3

Title 4

The main text with the Figure 1 and Table 1.



Figure 1. AD-ASTRA Logo.

Table 1. Example of a table.

| Title 1 | Title 2 |
|---------|---------|
| text | text |
| | |
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ANNEX 2 – PowerPoint document template

In the following pages the template is fully reported in pdf format.



Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements



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