

D8.1 - Initial Dissemination & Communication (D&C) toolkit

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Abstract

The significance of communicating and disseminating the innovative concept, objectives, achievements, and outcomes of the DOMMINIO project to identified targeted audiences is of primary importance to the project's consortium. To this aim, a set of communication tools forming the project's "visual identity" and initial dissemination & communication toolkit (namely, project logo, informative leaflet & poster, and templates) has been developed and will be updated over the course of the project.

Keywords

Dissemination, Communication, Branding, Informative leaflet

This document is produced by the DOMMINIO Consortium.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101007022.

Information Table

Contract Number	101007022
Project Acronym	DOMMINIO
Project Title	Digital method for imprOved Manufacturing of next-generation Multifunctional airframe parts
Funding Scheme	H2020-MG-2020-SingleStage-INEA
Topic	MG-3-5-2020 Next generation multifunctional and intelligent airframe and engine parts, with emphasis on manufacturing, maintenance and recycling
Type of Action	Research & Innovation Action (RIA)
Start date of project	January 1 st 2021
Duration	42 months
Project Coordinator	AIMEN
Deliverable Number	D8.1
Deliverable Title	Initial Dissemination & Communication (D&C) toolkit
Version	V1.0
Status	Accepted by all partners
Responsible Partner (organization)	EASN
Deliverable Type	Report
Contractual Date of Delivery	April 30 th 2021
Actual Date of Delivery	May 7 th 2021
Dissemination Level	PU

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Document History

Version	Date	Status	Author	Description
V0.1	April 4 th 2021	Draft	Myrto Nikolakopoulou	1 st Draft version
V0.2	April 6 th , 2021	Draft	Apostolos Chamos	1 st review
V0.3	April 21 th , 2021	Draft	Myrto Nikolakopoulou	2 nd review by DOMMINIO partners
V1.0	April 28 th , 2021	Final	Myrto Nikolakopoulou	Accepted by DOMMINIO partners

Disclaimer

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant agreement No 101007022.

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TABLE OF CONTENTS

1	INTRODUCTION	7
2	OBJECTIVE.....	8
3	INITIAL D&C TOOLKIT	9
3.1	Logo	9
3.2	Leaflet	10
3.3	Poster.....	13
3.4	Templates	13
4	CONCLUSIONS	17
5	REFERENCES.....	18

LIST OF FIGURES

Figure 1. Initial design proposals for the DOMMINIO logo	9
Figure 2. Official DOMMINIO logo	10
Figure 3. Official DOMMINIO leaflet.....	12
Figure 4. DOMMINIO deliverable template.....	13
Figure 5. DOMMINIO minutes of meetings template	14
Figure 6. DOMMINIO presentation template	15
Figure 7. DOMMINIO agenda template	16

1 INTRODUCTION

DOMMINIO research project aims to develop an innovative data-driven methodology to design, manufacture, maintain and pre-certify high-performance multifunctional airframe parts, in a cost-effective, efficient, and sustainable manner. As advocated by the European IPR Helpdesk¹, *“Successful implementation of dissemination & communication activities bring EU-funded research results to the attention of multiple audiences, thus helping to drive competitiveness and growth in Europe and address societal challenges”*. Dissemination & communication is therefore considered of fundamental importance in EU funded research projects, viewed as the way through which research is diffused to society. As such, WP8: “Dissemination, Communication and Exploitation” (led by EASN) is designed to ensure extensive outreach of the DOMMINIO project and of its results, via strategically planned dissemination & communication activities.

The overarching goal of WP8 is to maximize the DOMMINIO’s impact and triggering effects across the project’s entire range of target audiences. To this goal, effective dissemination and communication channels will be used to deliver key messages of the project to the right audiences by using the right language at the right time, to maximize their exploitation opportunities and achieve the intended impacts. A first step to facilitate the formation of a strong DOMMINIO community, with high interest on the project’s outcomes shared among its members, is to establish DOMMINIO’s “visual identity”, which will structure the project’s brand. Together with the additional development of a set of public communication and dissemination tools based on this visual identity, from the very beginning of the project, will constitute the basis of DOMMINIO’s dissemination & communication activities.

Among other tasks that outline WP8, is the creation of the so-called “Initial Dissemination & Communication (D&C) toolkit”, that consists of the project’s logo, informative leaflet and poster, and templates for presentations, deliverables, and internal documents. In the present deliverable, the development of the aforementioned materials in their initial forms, is reported. It is notable though, that this set of public communication tools will be updated over the course of the project. Specifically, an updated/final set of leaflets and posters will be designed and printed at the end of DOMMINIO, also including a presentation of the project’s major achievements and findings.

In the following sections of this report, a brief description of the development of the project’s Initial D&C toolkit is presented, led by EASN.

2 OBJECTIVE

The present deliverable aims to report about the actions realized towards the development of the project's "Initial D&C toolkit", namely logo, informative leaflet & poster, and templates. A conceptual design was realized prior to the development of each of the communication tools presented in this report. Particularly in the case of the project logo and leaflet, several alternatives were developed before concluding to the most appropriate choices. Special considerations were taken for the development of the communication tools, to ensure the delivery of DOMMINIO's core messages and unique traits, and the audience's engagement.

3 INITIAL D&C TOOLKIT

3.1 Logo

The design and development of a logo able to give a conceptual representation of the project was the first task towards establishing DOMMINIO's visual identity. The project's logo had to be graphically appealing, editable and meaningful in alignment with the project's concept, goals and activities. A logo is the basis for the project's visual identity; it determines the selection of the colours and fonts adopted in the document templates, in the public website and the branding materials. Having concrete colours and an overall sensation aesthetically based on the logo, which is kept constant throughout the public website and printed material gives the project consistency and a polished appeal.

A series of different designs were developed by EASN-TIS, aiming to suggest an “eye-catching” graphic, as well as visually attractive, easily recognizable, and printable in various sizes (small, large) and outputs (greyscale, colour). The proposed designs (Figure 1) were initially discussed with the project's coordinator (AIMEN), and after their suggestions, the final DOMMINIO logo was created, as shown in Figure 2, and voted as the most suitable by the majority of the consortium's partners.



Figure 1. Initial design proposals for the DOMMINIO logo



Figure 2. Official DOMMINIO logo

The official project logo will be used in all project's branded and communication material (i.e., templates for deliverables, reports, presentations, informative leaflet & poster, website, social media, etc.). An optimized (reduced in size and quality) digital version of the project logo will be available for download from the DOMMINIO public website. Based on the official logo, the overall design of the DOMMINIO leaflet & poster, templates, and website was developed, establishing the DOMMINIO unique brand.

3.2 Leaflet

The project's informative leaflet constitutes a complementary dissemination & communication tool that contributes to increase public awareness about the project. The leaflet may be addressed to various audiences accompanying every dissemination activity of the consortium partners, allowing for fast and easy delivery of the project's core messages.

Specifically, the distribution of DOMMINIO leaflets is planned to take place during the partners' participation at high-impact scientific events, technical seminars, exhibitions, etc. In this case, the expected recipients of this material will mainly include researchers, academics, experts in the field, and industrial representatives working on similar activities and application fields, thus being greatly familiar with the technical language, challenges and objectives of the DOMMINIO project.

At the same time, DOMMINIO leaflets will be also distributed at open events, communication and networking activities, the target audiences of which may not be so familiar with the technical content, yet interested in the societal outcomes and impact of the project. These audiences include policy makers, investors, or even European citizens. To this end, it was important to ensure that the language and illustrations that were to be used, would be easily understood by various target audiences.

Having these considerations in mind, the content of the leaflet was outlined as follows:

Internal trifold side

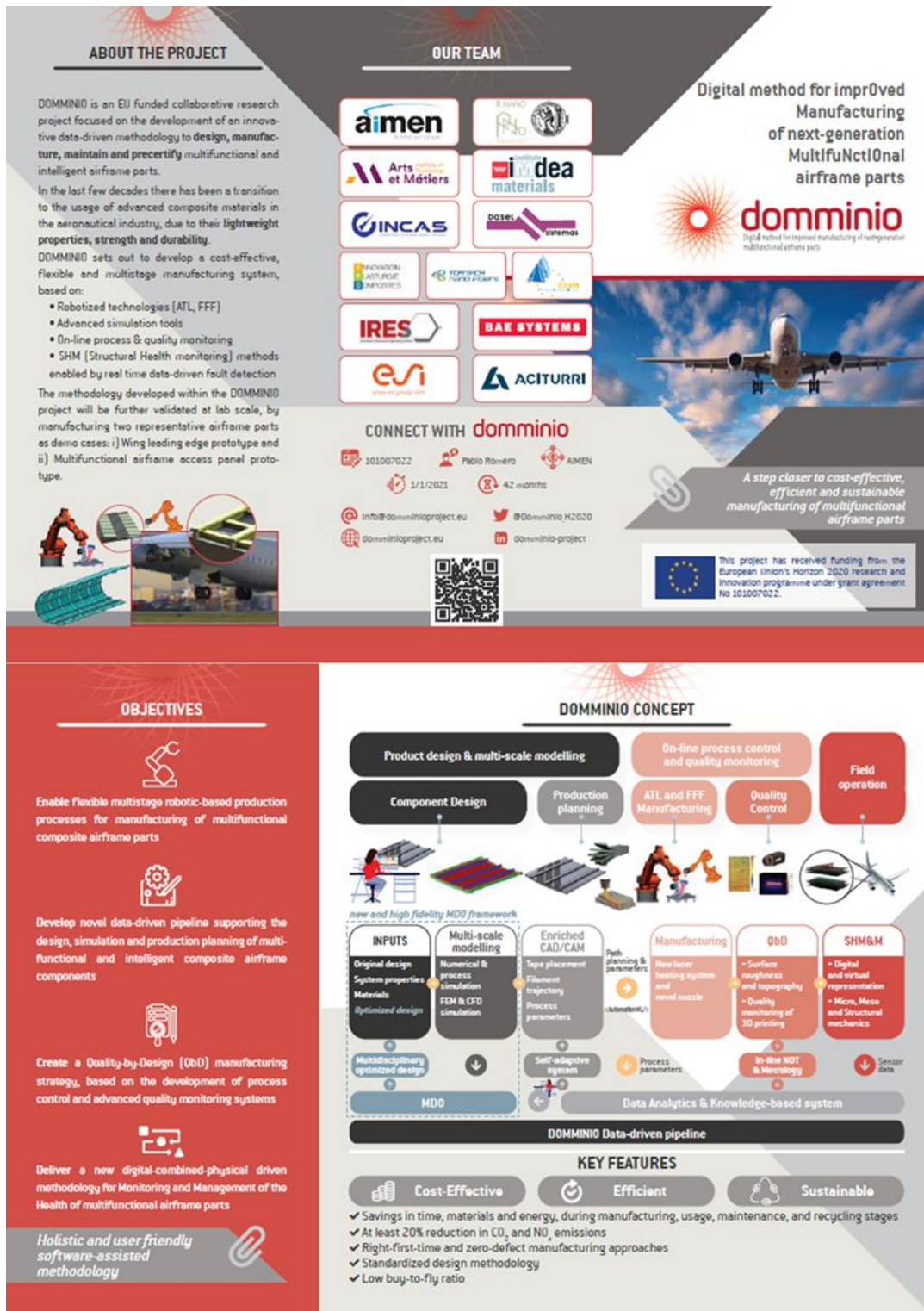
- **Objectives:** A particularly important message to be communicated includes the objectives of the project. This section acts as a focal point of DOMMINIO's research, providing the readers with a list of the project's expected results. At the same time these results constitute the specific tasks to be implemented for the accomplishment of the DOMMINIO overall aim: to develop a holistic digital method for improved manufacturing of multifunctional airframe parts.

- **Concept:** In this section the project’s conceptual diagram is depicted in a scheme. The target audiences could easily identify visually distinct key components of the DOMMINIO’s overall concept and could gain insight of how these elements synthesize the novel data-driven pipeline approach for the multi-stage manufacturing of multifunctional and intelligent airframe parts. Included appealing illustrations serve as vivid dissemination messages to be delivered across the target audiences easier.
- **Key features:** This section constitutes the closure of the leaflet, containing strong takeaway messages. The key features presented here are selected so as to highlight the benefits of DOMMINIO results to the aeronautical industry and to human well-being in general.

External trifold side

- **About the project:** In this section, the research aim is formulated as well as the rationale that justifies it, in brief. Moreover, key technological assets of the project are listed, giving emphasis on the development of two demo-cases that will validate DOMMINIO’s results. Visually appealing images and illustrations are included to effectively deliver the messages across the target audiences.
- **Our Team:** A list of the international consortium partners involved in the project is provided.
- **EC Acknowledgement statement:** The proper statement acknowledging the funding received from the European Commission for the implementation of this project is included, according to the rules described in the project’s Grant Agreement. Through this statement, the DOMMINIO consortium acknowledges the ability and interest of the European Commission to support research and innovation through collaborations, which can achieve more than what would have otherwise been possible by individual partners alone.
- **Additional information:** The project’s full name and grant number is provided, along with general information about the project (e.g., starting date, duration, coordinator), and the project’s public website URL and a QR Code pointing to that.

The leaflet’s content described above, was fit into an eye-catching graphic design, resulting in the official DOMMINIO leaflet as shown in Figure 3.



ABOUT THE PROJECT

DOMMINIO is an EU funded collaborative research project focused on the development of an innovative data-driven methodology to design, manufacture, maintain and precertify multifunctional and intelligent airframe parts.

In the last few decades there has been a transition to the usage of advanced composite materials in the aeronautical industry, due to their lightweight properties, strength and durability.

DOMMINIO sets out to develop a cost-effective, flexible and multistage manufacturing system, based on:

- Robotized technologies (ATL, FFF)
- Advanced simulation tools
- On-line process & quality monitoring
- SHM (Structural Health monitoring) methods enabled by real time data-driven fault detection

The methodology developed within the DOMMINIO project will be further validated at lab scale, by manufacturing two representative airframe parts as demo cases: i) Wing leading edge prototype and ii) Multifunctional airframe access panel prototype.

OUR TEAM

Partners: aimen, EASN, Arts et Métiers, idea materials, INCAS, basel systems, IRES, BAE SYSTEMS, esi, ACITURRI

Digital method for improved Manufacturing of next-generation Multifunctional airframe parts

domminio
Digital method for improved manufacturing of next-generation multifunctional airframe parts

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A step closer to cost-effective, efficient and sustainable manufacturing of multifunctional airframe parts

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101007022.

OBJECTIVES

- Enable flexible multistage robotic-based production processes for manufacturing of multifunctional composite airframe parts
- Develop novel data-driven pipeline supporting the design, simulation and production planning of multifunctional and intelligent composite airframe components
- Create a Quality-by-Design (QbD) manufacturing strategy, based on the development of process control and advanced quality monitoring systems
- Deliver a new digital-combined-physical driven methodology for Monitoring and Management of the Health of multifunctional airframe parts

Holistic and user friendly software-assisted methodology

DOMMINIO CONCEPT

Product design & multi-scale modelling | On-line process control and quality monitoring | Field operation

Component Design | Production planning | ATL and FFF Manufacturing | Quality Control

new and high fidelity MDO framework

INPUTS: Original design, System properties, Materials, Optimized design

Multi-scale modelling: Numerical & process simulation, FEM & CFD simulation

Enriched CAD/CAM: Tape placement, Filament trajectory, Process parameters

Manufacturing: New laser heating system and novel nozzle

QbD: Surface roughness and topography, Quality monitoring of 3D printing

SHM&M: Digital and virtual representation, Micro, Meso and Structural mechanics

Self-adaptive system: Path planning & planners, In-line NDT & Metrology, Sensor data

DOMMINIO Data-driven pipeline

KEY FEATURES

- Cost-Effective**: Savings in time, materials and energy, during manufacturing, usage, maintenance, and recycling stages; At least 20% reduction in CO₂ and NO_x emissions; Right-first-time and zero-defect manufacturing approaches
- Efficient**: Standardized design methodology
- Sustainable**: Low buy-to-fly ratio

Figure 3. Official DOMMINIO leaflet

An optimized (reduced in size and quality) digital version of the project leaflet will be available for download via the DOMMINIO public website. Hard copies will be distributed to all partners, with the option to request additional copies from EASN-TIS based on their dissemination needs and activities.

3.3 Poster

The poster of DOMMINIO was developed visually aligned to the project’s leaflet, aiming to support the partners in their dissemination activities, so that it may be displayed at scientific events, technical seminars and exhibitions. The project poster was designed following the content and layout of the leaflet. An optimized (reduced in size and quality) digital version of the poster will be also available for download via the DOMMINIO website.

3.4 Templates

Templates have a crucial role in reinforcing the consistent visual identity of the project. DOMMINIO templates for deliverables, presentations and internal documents were developed at the beginning of the project’s lifetime and circulated among all partners to facilitate their needs and to ensure uniformity of the DOMMINIO information presented either internally or externally by the consortium. Four types of templates have been created: two Word files for text documents such as deliverables and minutes of meetings, and two Power Point files format for presentations and agenda, as shown in Figures 4-7.

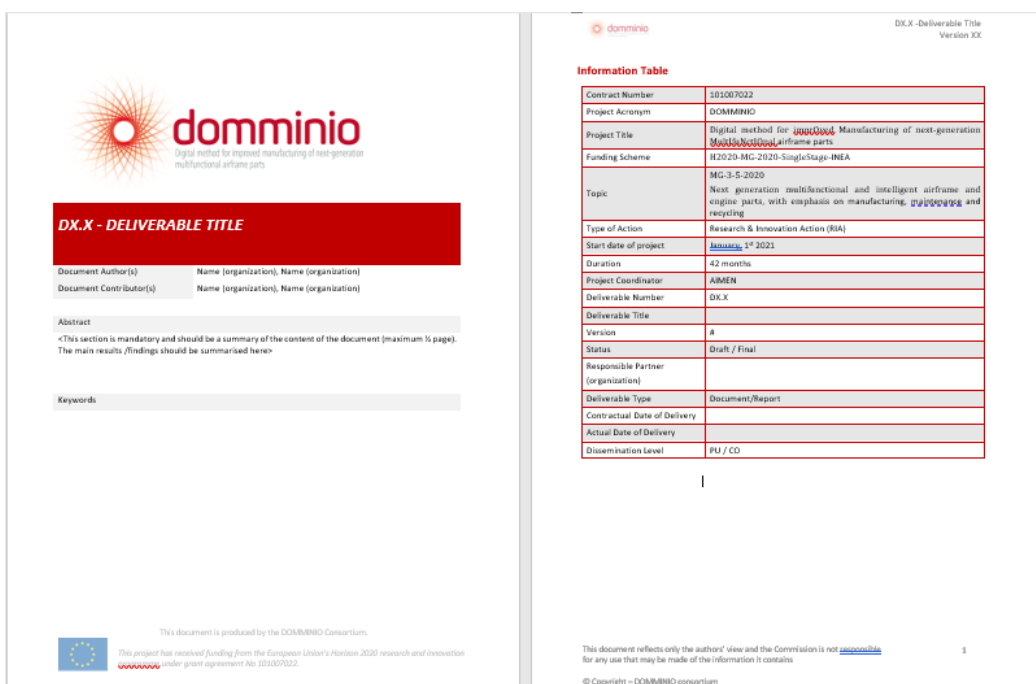


Figure 4. DOMMINIO deliverable template



Figure 5. DOMMINIO minutes of meetings template



Figure 6. DOMMINIO presentation template



domminio

Digital method for improved manufacturing of next-generation multifunctional airframe parts

AGENDA

Title of Meeting

Date, Location

Author(s), Entity



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101017022.

Add your organization logo here

Overview

Location	<p>???</p> <p>Address:</p> <p>Tel:</p>
Timing	<p>Day#: Date, time</p> <p>(add number of days, as needed)</p>
Objectives	



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101017022.

Title of Meeting | Date | Location

2

Figure 7. DOMMINIO agenda template

4 CONCLUSIONS

In the previous sections, an outline of DOMMINIO's Initial D&C toolkit was presented. The overarching goal of the toolkit is to establish a unique visual identity for the project, and to raise awareness about it within various audiences. The design of the elements of the toolkit was focused on enabling them to effectively convey DOMMINIO's concept, objectives, activities and expected impact to identified target audiences. The effective communication of the project's progress and outcomes has been identified as an essential goal to be pursued since the start of the project.

