COMP4DRONES

DELIVERABLE

D7.4 – Press Kit v3

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2.0	29/07/2021	INDRA	Reviewed version

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 third 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.

D7.3 presented 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.

This deliverable is the third and final iteration of the COMP4DRONES Press Kit, completing the existing materials, brand identity, and introducing new up to date communication and dissemination elements.

2 Digital – based communication

2.1 Updated General Presentation

The general presentation presented in D7.3 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.
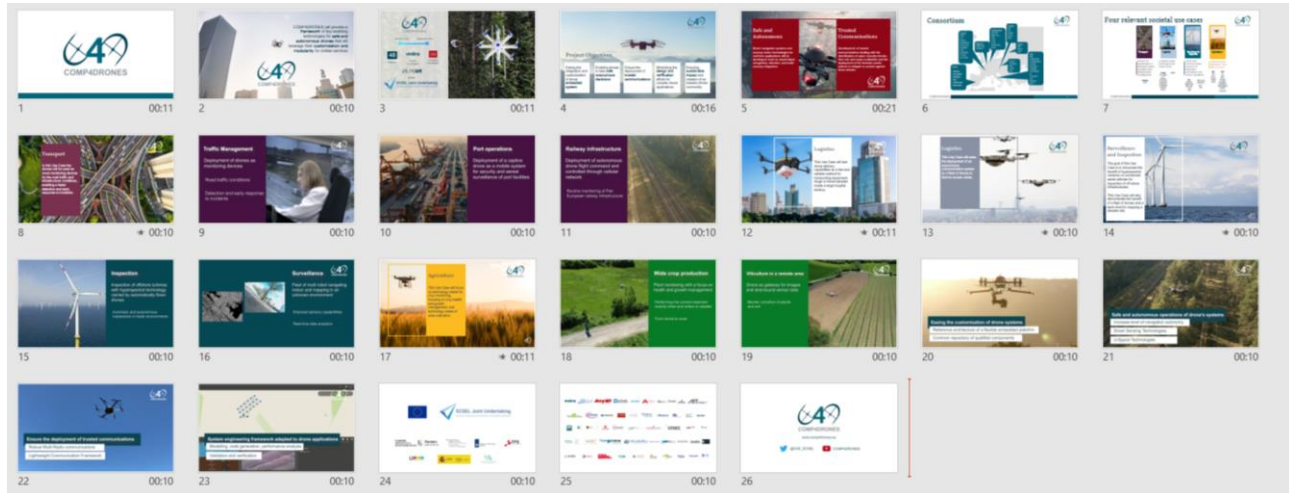

Figure 1:   Updated general presentation

2.2 Second COMP4DRONES Video

The first video of the project was presented in D7.3. The aim of this second video is to provide a more complete and detailed 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 tests that they had been carrying on in this second period of the project. The video was uploaded to the project's YouTube Channel and is accessible through this link:

https://youtu.be/iDsMaqRcwfg

Figure 2: **Second project video**

3 Event – based communication

3.1 New Brochures and flyers (final version)

A third 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.

- Brochure

Figure 3:   Third iteration of the brochure

- Flyer

Figure 4: **Third iteration of the flyer**

4 Web – based communication

4.1 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 publications
- Update of deliverables uploaded
- Update of news
- Update of logos
- Update of links to social media and repositories
- Update of events

4.2 Social Media Updates

4.2.1.1 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 (**Error! Reference source not found.**):

https://www.youtube.com/channel/UCUH27sjlF7ECC7lcH9gCRSA

During the first two periods of the project, a total of 15 videos have been uploaded to the Comp4Drones channel, two of them being the 1st and 2nd general project videos. We expect to continue uploading videos during the third period, when final demonstrations will take place and will be documented in audio-visual formats.
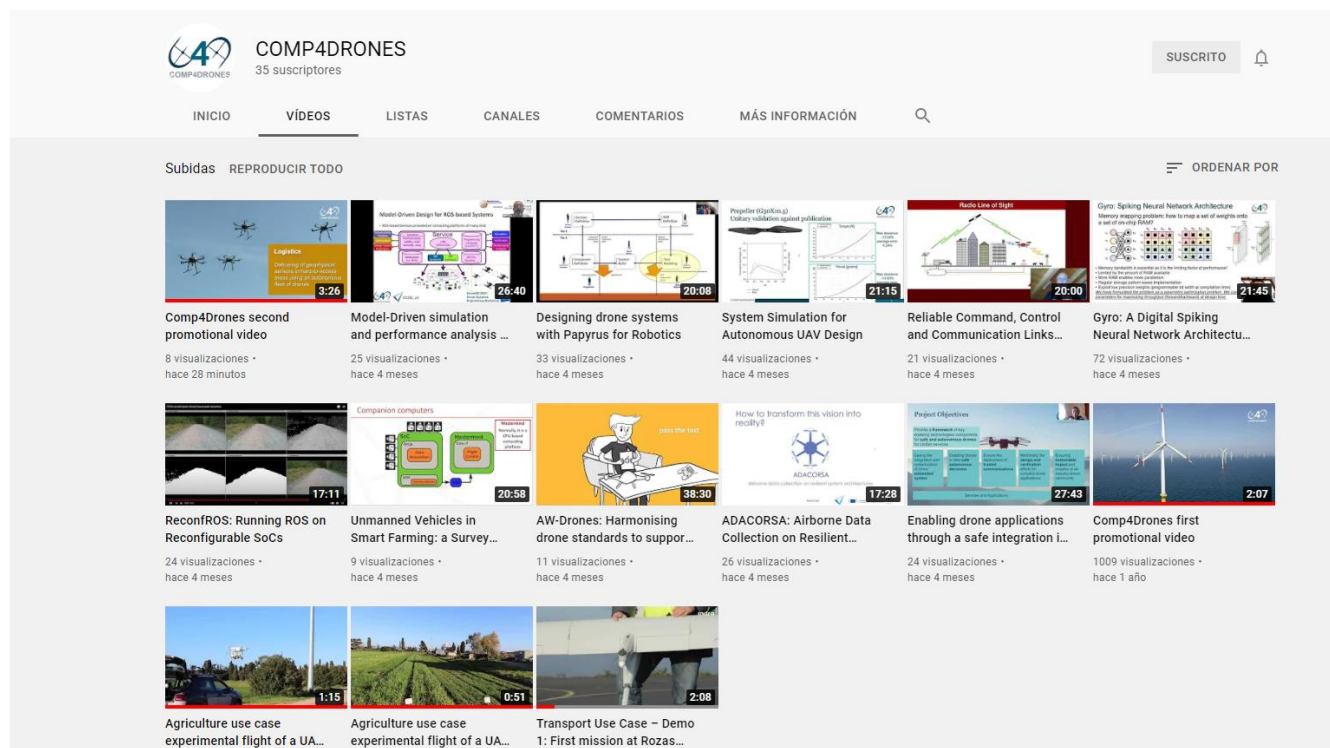

Figure 5:   YouTube channel

5 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 second project video and an update of the project webpage and new social media channels.