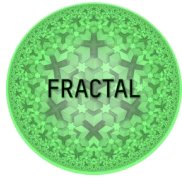


D9.3 Press Kit 2

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Organization name of lead contractor for this deliverable:	Haltian
Authors:	Polina Feshchenko, Haltian Matti Vakkuri, Haltian
Reviewers:	Markus Postl, Virtual Vehicle Research (markus.postl@v2c2.at) Tania Di Mascio, UNIVAQ (tania.dimascio@univaq.it)
Abstract: This deliverable provides project-specific materials for a wide range of audiences. The materials summarize and explain the project idea, motivation, goals, practical applications of the technology results, expected impact and benefits for different industries, as well as participating organizations. The deliverable fulfills the purpose to communicate the FRACTAL project to multiple target audiences – from industry professionals to general public.	



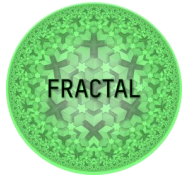
This project has received funding from the ECSEL Joint Undertaking (JU) under grant agreement No 877056. The JU receives support from the European Union's Horizon 2020 research and innovation programme and Spain, Italy, Austria, Germany, Finland, Switzerland.



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1 History

Version	Date	Modification reason	Modified by
1.0	17/05/2021	First version sent to reviewers and partners	HALTIAN
1.1	31/05/2021	Updated according to changes and comments; sent for the next review to everyone	HALTIAN
2.0	11/06/2021	Updated according to changes and comments; sent for the final review to the assigned reviewers	HALTIAN
2.1	22/06/2021	Reviewed final version	HALTIAN

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2 Summary

This deliverable is an update of Press Kit 1. It provides the project-specific materials for a wide external audience of the project. In total, it includes 3 PDF printable materials that can be used for the dissemination and communication purposes of the project-related details and information. The materials of the Press Kit 2 cover: 1) **background, context and motivation** of the project, 2) **strategic objectives and goals**, 3) **technology results**, 4) **expected impact** and 5) **consortium and partners**.

The aim of the Press Kit 2 is to clearly describe and explain the FRACTAL project for a wide range of target audiences – from industry professionals to general public. The deliverable aims to make a significant impact on building the public awareness of the project activities, motivation, and importance for the society.

The Press Kit 2 deliverable is released in June 2021. The project plan has one more updated Press Kit, which will be released in April 2022. One of the goals of Press Kit 2 is to test and verify the audience response and usability of the created materials, in order to make the final Press Kit 3 in accordance with audience wishes and needs.

This document overviews and describes the deliverable 9.3 for the **project partners** and can be used as a guide. It has links to where the deliverables are publicly available for download (FRACTAL website) and to other relevant materials for the project partners (FRACTAL SharePoint).

More information about the project can be also obtained from the Press Kit 1.

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3 Background

The main idea of the Press Kit 2 deliverable is to clearly communicate the FRACTAL project context, background, motivation, goals, societal and industrial impact for readers of various backgrounds and expertise on the topic – from highly knowledgeable to those coming from non-technical domains.

Press Kit (2) is a combination of project-specific media materials, that summarize and clarify the following:

- Project background: motivation, objectives and impact
- Key project details (partners, duration, coordinator, etc.)
- Edge computing overview; project's role in a bigger picture/context
- Expected technology results and their impact on the industry (practical applications & use cases)
- Digital Artwork
- Contact Information & press contact for the program

The deliverable consists of 3 media printable PDF format documents as attachments:

- Brochure (A4)
- Presentation (PowerPoint type)
- Leaflet (A4).

3.1 Target audiences

The deliverable 9.3 intends to cover a wide range of target audiences, which are of FRACTAL's project interest. These dissemination and communication target groups include:

- **General public.** This class does not actively seek information and messages for it should focus on 'European Added Value' in areas of interest to them – industrial use cases and advantages of cognitive edge computing nodes -, rather than the EU's institutions, policies and programmes.
- **Interested General Public,** including concerned citizens. This target audience is involved indirectly in the key application areas or are end- users of services related to edge computing, thus understanding its importance, and thus need clear, useful, non-technical information.
- **Highly Specialised Public,** including stakeholder interested in adopting the results of the project. This segment involves people who are directly involved in relevant activities that could benefit from adopting the advances made during the project in different verticals as transport, energy, industry 4.0, healthcare, etc. This segment includes both researchers or IT developers/integrators aiming to obtain technical information and make use of the open-source results of the project.
- **Interested decision makers,** including local related politicians and, regional/national politicians, local business leaders.

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- **Specialised decision makers**, including industrial and non-industrial stakeholders that are key for scaling up the results of the project, who are professionally motivated to get involved and interested in the outcomes of FRACTAL and will help to catalyse and leverage cognitive edge computing technology investments.

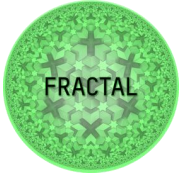
The message, produced in the deliverable materials of Press Kit 2 was influenced by and conveyed with this list of target groups in mind.

3.2 Objectives

The Press Kit 2 deliverable directly contributes to the FRACTAL brand and identity building, which is an important part of communication activities, especially at the project start. Project's logo has been included and is clearly visible in every media material of Press Kit 2. The communication of the project as a brand helps to stay in the people's memories and make them relate the logo with the unique technology developed.

The same ideology was applied on the design and layout of the produced materials. They have a similar distinctive design template, which is easy to perceive and memorable. This template can be utilized in the communication of project's results and experiences beyond the limits of the project's partnership into the maximum number of potential beneficiaries in the participating areas and the whole European region.

Additionally, the goal of the deliverable is to raise the awareness and interest towards the project. Thus, the dissemination of the Press Kit 2 materials is planned to be large-scale and will cover multiple social media channels and web-sites, both internal and external ones to the project.

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4 Media materials and resources

4.1 Brochure

The brochure is a PDF A4 file, which has multiple pages (25 in total, inc. front and back cover). It has a front page with the project title and mentioning of the project relation to the European Union and ESCEL Joint Undertaking ESCEL-RIA. The main objective of this part of the deliverable 9.3 is to communicate FRACTAL project vision, motivation, background, expected technology outcomes and contextual impact (on Edge Computing) fully and understandably. Therefore, the content of the brochure covers the following topics:

- Project description, vision & key facts
- What is Edge Computing and how it can solve the present technology limitations
- Fractal's contribution to Edge Computing technology development and specific objectives addressed on the project
- Expected outcomes of the project and its impact on the society in general
- The industrial applications of the FRACTAL technology with specific use cases.

The document is available for download for the public at the [project website](#).

Both PDF and pptx versions are available for the project partners at [Reports folder of WP9 at SharePoint](#).

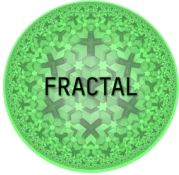
4.2 Program Summary Presentation

The presentation reflects similar content and goals that those of the brochure. It has a traditional Microsoft PowerPoint layout and represents a PDF printable file. It has a total of 32 slides, including the front page, which mentions the project's relation to the European Union and ESCEL Joint Undertaking ESCEL-RIA. The main objective of this part of the deliverable 9.3 is to clearly communicate FRACTAL project aim, technology outcomes and contextual impact (Edge Computing). Therefore, the content of the presentation covers the same topics as the brochure, which are:

- Project description: vision & key facts
- Context: present IoT barriers & edge computing
- FRACTAL's contribution to edge computing
- Expected project outcomes
- Impact: FRACTAL industrial applications and technology use cases.

The document is available for download for the public at the [project website](#).

Both PDF and pptx versions are available for the project partners at [Reports folder of WP9 at SharePoint](#).

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4.3 Leaflet

The leaflet is a short 2-page PDF A4 document, which has the project description, key facts consortium. The aim of this part of the deliverable is to briefly communicate FRACTAL 's project motivation and goals and to reflect the joint effort by showing the participating organizations.

The PDF document is available for download for the public at the [project website](#).

Both PDF and pptx versions are available for the project partners at [Reports folder of WP9 at SharePoint](#).

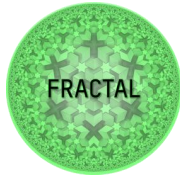
4.4 Digital Artwork

Among the deliverable efforts was the production of the high-quality project-specific digital artworks, to visually communicate the project details and build its identity.

Beside the unified template of the Press Kit 2 materials, other graphical resources included project technology concept visualization, use cases solutions visualization and other project-relevant pictures. The resources are available for the use of the project partners in their communication activities from:

FRACTAL's website [contact & resources page](#)

FRACTAL's SharePoint [graphic resources folder](#)



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5 List of Abbreviations and Terms

ECSEL-RIA	<p>An ECSEL Research and Innovation Action (ECSEL-RIA) primarily consists of activities aiming to establish new knowledge and/or to explore the feasibility of a new or improved technology, product, process, service, method, tool, or solution. For this purpose, they may include applied research, technology development and/or method/tool and integration, testing and validation on a small-scale prototype in a laboratory or simulated environment.</p> <p>The activities have their centre of gravity at TRL 3-4.</p>
Edge computing	Edge computing is a distributed computing paradigm that brings computation and data storage closer to the location where it is needed, to improve response times and save bandwidth.
IoT	Internet of Things
KPI	Key performance indicator