



**SELSUSTAINED CROSS-BORDER
CUSTOMIZED CYBERPHYSICAL SYSTEM
EXPERIMENTS
FOR CAPACITY BUILDING AMONG
EUROPEAN STAKEHOLDERS**

Research Innovation Action

Project Number: 872614

Start Date of Project: 01/01/2020

Duration: 48 months

DELIVERABLE D2.3

Project Collaterals

Dissemination Level	Public
Due Date of Deliverable	03 2020, Project Month 03
Actual Submission Date	31.03.2020
Work Package	WP2, Promotion, Outreach, and Advertising
Task	Task 2.3: Multimedia Promotional Material Development
Lead Beneficiary	TalTech
Contributing beneficiaries	UoP
Type	R
Status	Final
Version	03/E



Abstract

The main aim of this task is to prepare printable materials of the project like press releases, posters, leaflets and slide deck for general presentations. This document will describe the material that should be disseminated (based on the target audience).

History and Contributors

Ver	Date	Description	Contributors
00	19/03/2020	Document structure	TalTech
01/D	28/3/2020	Draft of the deliverable	TalTech, UoP
02/R	30/3/2020	Draft of the deliverable following internal review	BTU, AVN
03/E	31/03/2020	Deliverable final version ready	TalTech

Executive Summary

This document describes different promotion, outreach and advertising materials, developed or to be developed during the project. These materials are directly related to project dissemination and communication activities. The SMART4ALL dissemination plan will identify and organize the activities to be performed in order to maximize the impact of the project. The objectives are to communicate the right information to the right people at the right time using the right language and considering the dissemination needs of the project at each stage of its lifecycle. Communication activities aim to communicate the projects activities and results to a wider audience and to support the overall dissemination and exploitation strategies. Defining an effective communication policy is extremely important for SMART4ALL, a project focusing on networking and technology transfer.

The purpose of this task is to produce “eye-catching” and attractive electronic and printed dissemination materials, such as the project logo, posters, banners, leaflets and newsletters. The target is to structure the visual identity of the project. Printable material with information for different target groups will be provided to all partners to distribute at various venues, while electronic copies will be used for online publications, articles and other references at local and international press.

1 PRINTED AND ELECTRONIC DISSEMINATION MATERIAL

1.1 Project logo

The project logo has been developed as a central graphic symbol or visual emblem that will be used throughout all the project related materials. The logo is a cornerstone for all dissemination materials.



1.2 Project Flyer

The project flyer will be distributed at events and info sessions. Its double-sided design enables to include all the necessary information, such as a project overview, a list of partners and funding opportunities.

Reinventing Collaboration

Selfsustained Cross-Border Customized Cyberphysical System Experiments for Capacity Building among European Stakeholders

SMART4ALL

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SMART4ALL is a four-year Innovation Action project funded under call DT-ICT-01-2019: Smart Enabling Everywhere - Area 2: Customized low-energy computing powering CPS and the IoT.

SMART4ALL has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 922014.

www.smart4all-project.eu

SMART4ALL in a nutshell

SMART4ALL is an extensive network of Digital Innovation Hubs aiming at boosting digital technology uptake and corresponding business development across **South, Eastern and Central Europe**.

It builds capacity via the development of self-sustained, cross-border Pathfinder Application Experiments that transfer knowledge and technology between academia and industry.

SMART4ALL offers funding of **2,2 Mio Euros** via **9 open calls** and novel coaching services from world lead experts in **ethics, technology, funding and business development**.

The main domains targeted are **digitized environment, digitized agriculture, digitized transport and digitized anything**.

Three types of Pathfinder Application Experiments:
Knowledge Transfer Experiments (KTE)
Focused Technology Transfer Experiments (FTTE)
Cross-domain Technology Transfer Experiments (CTTE)

SMART4ALL provides AI based services through **Marketplace-as-a-Service**, an one-stop-smart-shop for startups, SMEs and Slightly Bigger Companies, that revolutionizes entrepreneurship and leverages market penetration for startups, spin offs and spin outs.

How to fund your idea

APPLY NOW

- 01 PROPOSAL SUBMISSION**
Beneficiaries submit a Short Form
- 02 ELIGIBILITY CHECK**
FBA based on eligibility criteria
- 03 EXPERTS EVALUATION**
Experts Panel
2 independent experts per proposal
- 04 CONSENSUS MEETING**
SMART4ALL Selection Committee
Steering Committee + 2 experts
- 05 FINAL SELECTION**
SMART4ALL Selection Committee
Steering Committee + IAB

Rejection X

FSTP AGREEMENT SIGNATURE

Check at SMART4ALL official website for details how to fund your application experiment, the Open Calls' cutoff dates and detailed guidelines for proposal preparation.

<https://www.linkedin.com/groups/12369183>
<https://www.facebook.com/SMART4ALL-Project>
https://twitter.com/smart_4all

1.3 Project poster

The project poster can be used at various events, such as seminars, trade shows, conferences etc. It can be used as a stand-alone advertising article or to decorate a booth, poster stand or similar. The main focus is to advertise funding possibilities.



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DIGITIZED ANYTHING



DIGITIZED AGRICULTURE



DIGITIZED TRANSPORTATION



DIGITIZED ENVIRONMENT

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https://twitter.com/smart_4all



1.4 Roll-up

The roll-up banner can be used as a stand-alone advertising material in various events, during presentations, etc. It can also serve as a backdrop for various other promotional materials (photos etc.). The roll-up has been designed to be self-explanatory.



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2 NEWSLETTERS AND PRESS RELEASES

SMART4ALL newsletter will be crucial to gather leads and continue growing the project database, so it will be a key channel of the communication and dissemination strategy. It will be sent quarterly to generate more deal flow to spread the word about the project and the open calls. The branding of the newsletter will be aligned with the look and feel of the rest of the communication materials.



Campaign title

Campaign text

Art is an expression of the soul. Art Biz is here to document and advocate for those artists that seek cultural revolution by bettering our streets with their design. Check out some of the up-and-coming artists, as well as a showcase of the latest pieces to spring up around the city.

Sample content follows.....



Darla Grey

Darla has been practicing graffiti since she was 6. Her personality shows in her affinity for colorful pieces. Her latest work can be seen in the Dandy Street Tunnel.

[read more >>](#)



Justin Greene

After finding inspiration while backpacking in Nepal, Justin started his paint mixing business, JG Paints. You can find his most recent piece behind La Bar on 5th.

[read more >>](#)



Dee Smith

Even if you've never met Dee, you've met her work. She's released over 950 pieces in the past 2 years all over the city! In Bloom flower shop sports her latest piece.

[read more >>](#)



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