Communication Material

Deliverable ID:	**D8.2**
Project Acronym:	**SATERA**
Grant:	**101164313**
Call:	**HORIZON-SESAR-2023-DES-ER-02**
Topic:	**HORIZON-SESAR-2022-DES-ER-01-WA2-1**
Consortium Coordinator:	**UPV**
Edition date:	**13 December 2024**
Edition:	**01.00**
Status:	**Official**
Classification:	**[PU]**

Abstract

This document contains the description of the communication materials available to all the SATERA partners for communication activities and SATERA visual identification.

EUROPEAN PARTNERSHIP

Co-funded by the European Union

Authoring & Approval

Author(s) of the document

Organisation name	Date
UNITOV	03/11/2024

Reviewed by

Organisation name	Date
UPV	12/12/2024
ENAIRE	12/12/2024
COLLINS	12/12/2024
UNITOV	12/12/2024
UNIV COIMBRA	12/12/2024
INPE	12/12/2024

Approved for submission to the SESAR 3 JU by[1]

Organisation name	Date
UPV	17/12/2024
ENAIRE	17/12/2024
COLLINS	13/12/2024
UNITOV	13/12/2024
UNIV COIMBRA	19/12/2024
INPE	19/12/2024

Rejected by[2]

Organisation name	Date

[1] Representatives of all the beneficiaries involved in the project

[2] Representatives of the beneficiaries involved in the project.

Document History

Edition	Date	Status	Company Author	Justification
00.01	03/11/2024	Draft	UNITOV	First draft
00.02	12/12/2024	Draft	UNITOV	Second draft
01.00	13/12/2024	Final version	UNITOV	Final Version

SATERA

SPACE-BASED COMPOSITE ADS-B AND MULTILATERATION SYSTEM VALIDATION THROUGH SCALABLE SIMULATIONS

SATERA

This document is part of a project that has received funding from the SESAR 3 Joint Undertaking under grant agreement No.101164313 under European Union's Horizon Europe research and innovation programme.

Table of Contents

List of Figures

List of Tables

1 Introduction

1.1 Applicable reference material

[1] SESAR 3 Joint Undertaking Multiannual Work Programme 2022-2031

[2] Grant Agreement N° 101164313 — SATERA — HORIZON-SESAR-2023-DES-ER-02

[3] SESAR 3 Joint Undertaking Visual Identity Charter, November 2022

[4] Guidance Social media guide for EU funded R&I projects

[5] Project's teaser videos guidelines

[6] EU emblem and guidance on its use

[7] Communication-at-a-glance guidelines

[8] SESAR 3 Project Handbook

[9] SESAR 3 Joint Undertaking Communication Guidelines

[10] SATERA Initial CDE

2 Visual identity

The visual identity is the first key aspect for a clear, attractive, coherent, and effective communication structure. The SATERA visual identity will be shaped, following the SESAR 3 JU Visual Charter [3] which specifically aims to:

1. Build brand recognition and thereby brand value
2. Improve the efficiency of both internal and external communications
3. Produce a professional and consistent visual identity across all media

Digital promotional materials, such as flyers, brochures, and posters, are and will be developed along all the project to provide an overview of the project, highlight each partner's role within various work packages, and outline the project's main goals and potential impact on scientific and commercial development across the European Union exploiting the building blocks provided in these sections.

These materials are shared with partners to support their efforts in presenting and promoting the SATERA project and its outcomes.

Printed versions will be produced on an as-needed basis for specific activities, with a focus on minimizing print quantities to ensure sustainability.

In the following sub-sections, the communication materials useful to build a clear visual identity are reported.

2.1 Logos

The SATERA logo (in Figure 1) has been designed by the SESAR 3 JU Communications office, following the SESAR 3 JU Visual Charter, which provides the key elements for the logo branding, including the font (Titillium regular) and the colour deep blue (HEX 00306F) identified for Exploratory Research projects.. A secondary white logo in white is also available (Figure 2). Both, the SATERA logos are available to all the partners in the internal repository and on STELLAR platform.

Figure 1: Project logo

Figure 2: Project logo (white)

Moreover, to ensure consistent communication and build brand recognition, SATERA will use the SESAR 3 JU logo (Figure 3, left) and the European Union logo (**Figure 3**, right) in all communication materials promoting its project activities [7][9].

The communication and dissemination activities will always indicate that they reflect only the author's view, and that the SESAR 3 JU is not responsible for any use that may be made of the information it contains.

When displayed together with another logo, the SESAR 3 JU logo and the EU emblem will have appropriate prominence [6].

Figure 3: SESAR 3 Joint Undertaking logo (left), European emblem and funding statement (right)

All the logos are available to all the partners in the internal repository, in the visual identity folders.

2.2 Banners

Different banners with the visual identity of the project, to be used as header or footer in communication materials and websites, were developed and are reported in the following figures (Figure 4, Figure 5, Figure 6, Figure 7, and Figure 8).

Figure 4 Web Header

Figure 5 Web Footer

Figure 6 Printed materials Header

Figure 7 Consortium Footer

Figure 8 Disclaimer Footer

All the banners are available to all the partners in the internal repository, in the visual identity folder.

2.3 QR Codes

QR codes for direct access to the webpage, the Social-media and Newsletter were developed and are available to all the partners in the identity folder in the internal repository. All the QR codes are also reported in the following figures (Figure 9, Figure 10, and Figure 11).

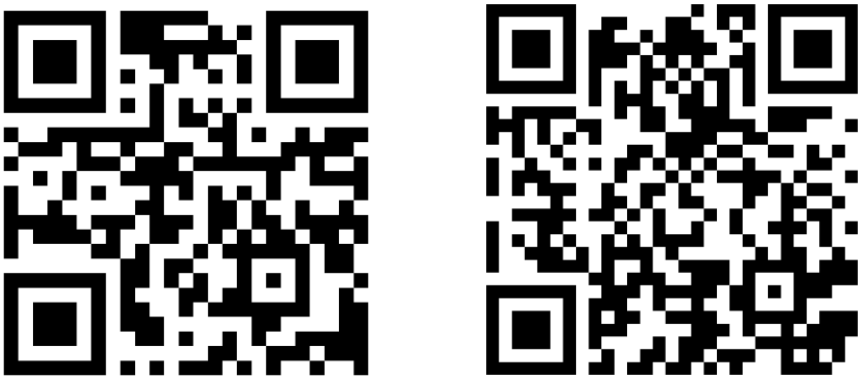

Figure 9 Website direct link QRcode (left), Newsletter direct link QRcode (right)

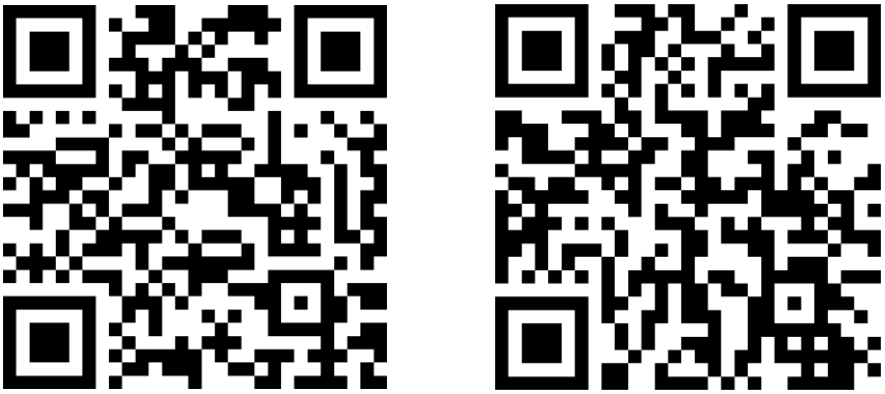

Figure 10 YouTube direct link QRcode(left), LinkedIn direct link QRcode(right)

Figure 11 X direct link QRcode

All the QR codes are available to all the partners on the internal repository, in the communication materials folders.

2.4 Poster Templates

The following template was created for SATERA posters design and development (50X70 cm). It can be used, for example, in scientific conferences and fairs (Figure 12).

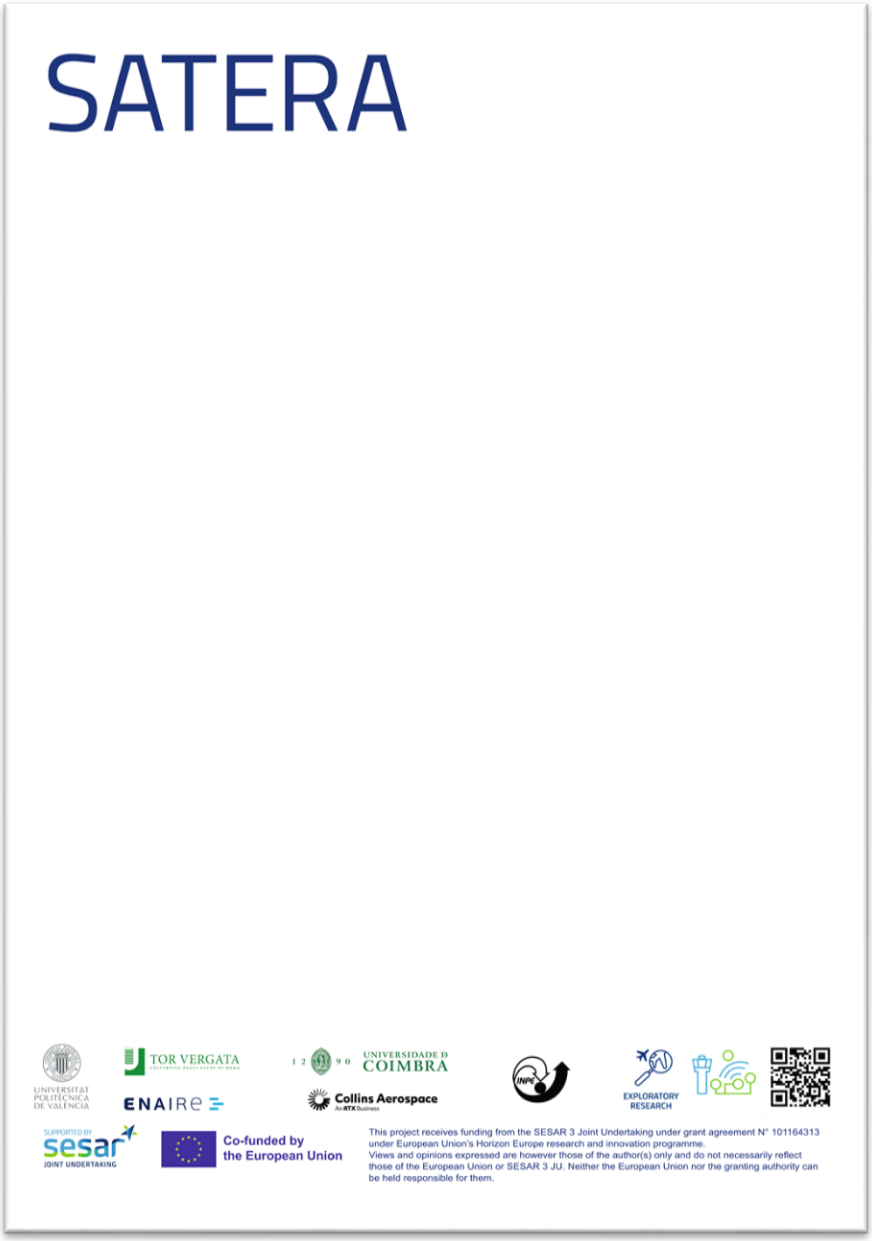

Figure 12 Poster 70cm x 50 cm Template

All the templates are available to all the partners on the internal repository, in the communication materials folders.

2.5 Rollup Templates

The following template was created for SATERA Roll-ups to be tailored and used in fairs, conferences, workshops (Figure 13).

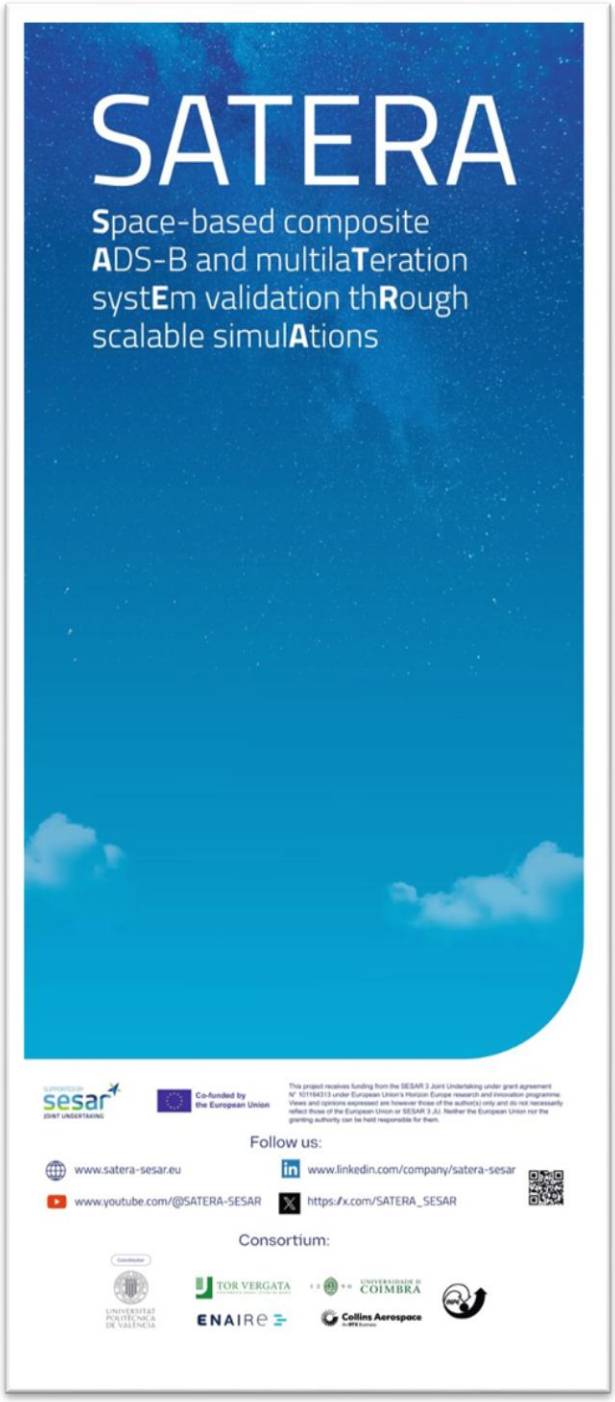

Figure 13 Roll-up Template

Roll-up template is available to all the partners on the internal repository, in the communication materials folders.

2.6 Presentation Template

The presentation template proposed by SESAR 3 JU will be used for the project presentations. The presentation is customized by adding the SATERA logo and disclaimers (when needed).

The template is available to all the partners in the internal repository, in the communication materials folders. Examples are reported in Figure 14 and Figure 15.

Figure 14 Example of a SATERA presentation slide, Title.

Figure 15 Example of a presentation slide, Consortium

2.7 Report Templates

Any SATERA documents will use the template proposed by SESAR 3 JU, customized with the project logo, and disclaimers when needed (Figure 16 shows the first two pages of the word template, and Figure 17 shows an example of a SATERA document/deliverable).


SATERA

SATERA Report Template

Deliverable ID:	[D.X]
Project Acronym:	SATERA
Grant:	101164313
Call:	HORIZON-SESAR-2023-DES-ER-02
Topic:	HORIZON-SESAR-2022-DES-ER-01-WA2-1
Consortium Coordinator:	UPV
Edition date:	[Click or tap to enter a date]
Edition:	[Edition Number]
Status:	Official
Classification:	[PU]

Abstract

This document contains is the reference report template for any SATERA documents

Authoring & Approval

Author(s) of the document

Organisation name	Date
UNITOV	
UPV	

EUROPEAN PARTNERSHIP

Co-funded by the European Union

Satera Template v2

SATERA

COLLINS	13/09/2024

Reviewed by

Organisation name	Date
UPV	
ENAIRE	
COLLINS	
UNITOV	
UNIV COIMBRA	
INPE	

Approved for submission to the SESAR 3 JU by[1]

Organisation name	Date
UPV	
ENAIRE	
COLLINS	
UNITOV	
UNIV COIMBRA	
INPE	

Rejected by[2]

Organisation name	Date

Document History

Edition	Date	Status	Company Author	Justification
00.01				

[1] Representatives of all the beneficiaries involved in the project

[2] Representatives of the beneficiaries involved in the project.

EUROPEAN PARTNERSHIP

Co-funded by the European Union

Figure 16 SATERA Word Template

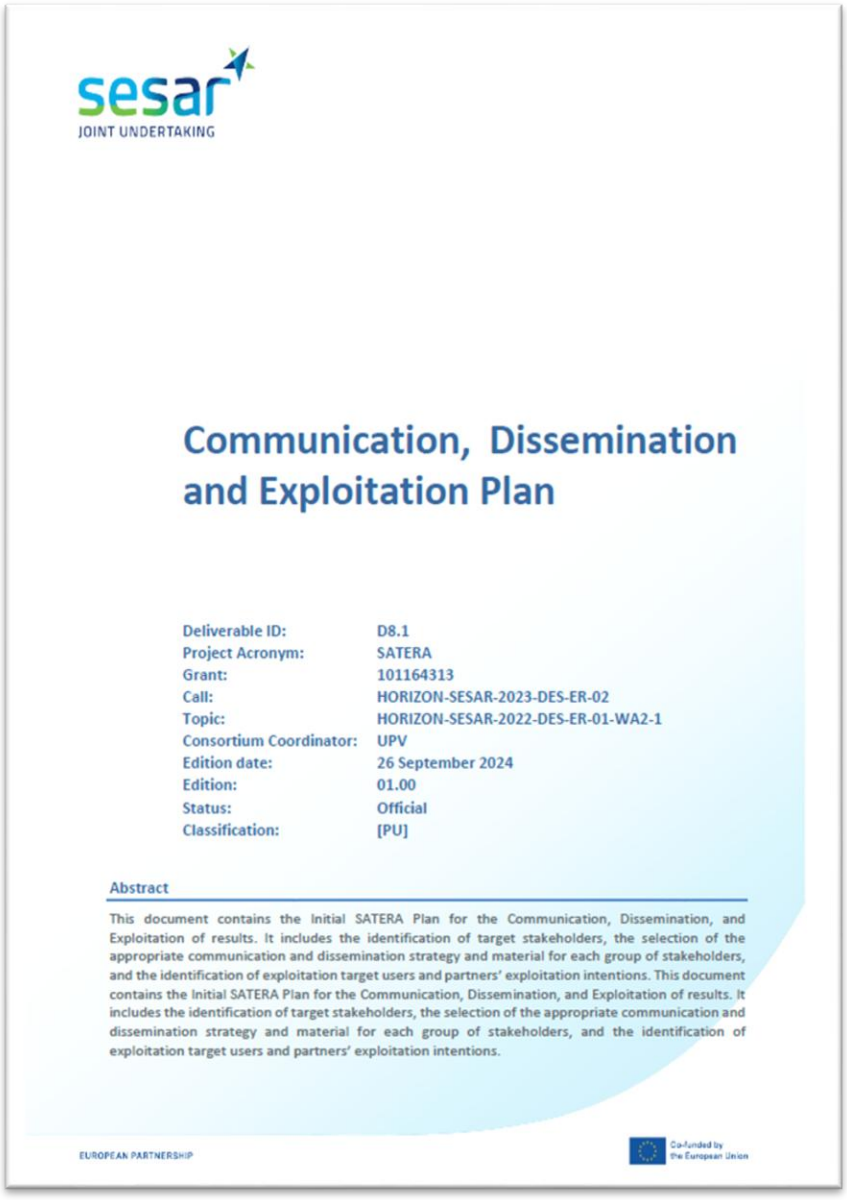

Figure 17 Example of a SATERA document

The template is available to all the partners in the internal repository, in the communication materials folders and on STELLAR platform.

2.8 Flyers Templates

The following templates were created to design flyers for communication events (Figure 18 and Figure 19).

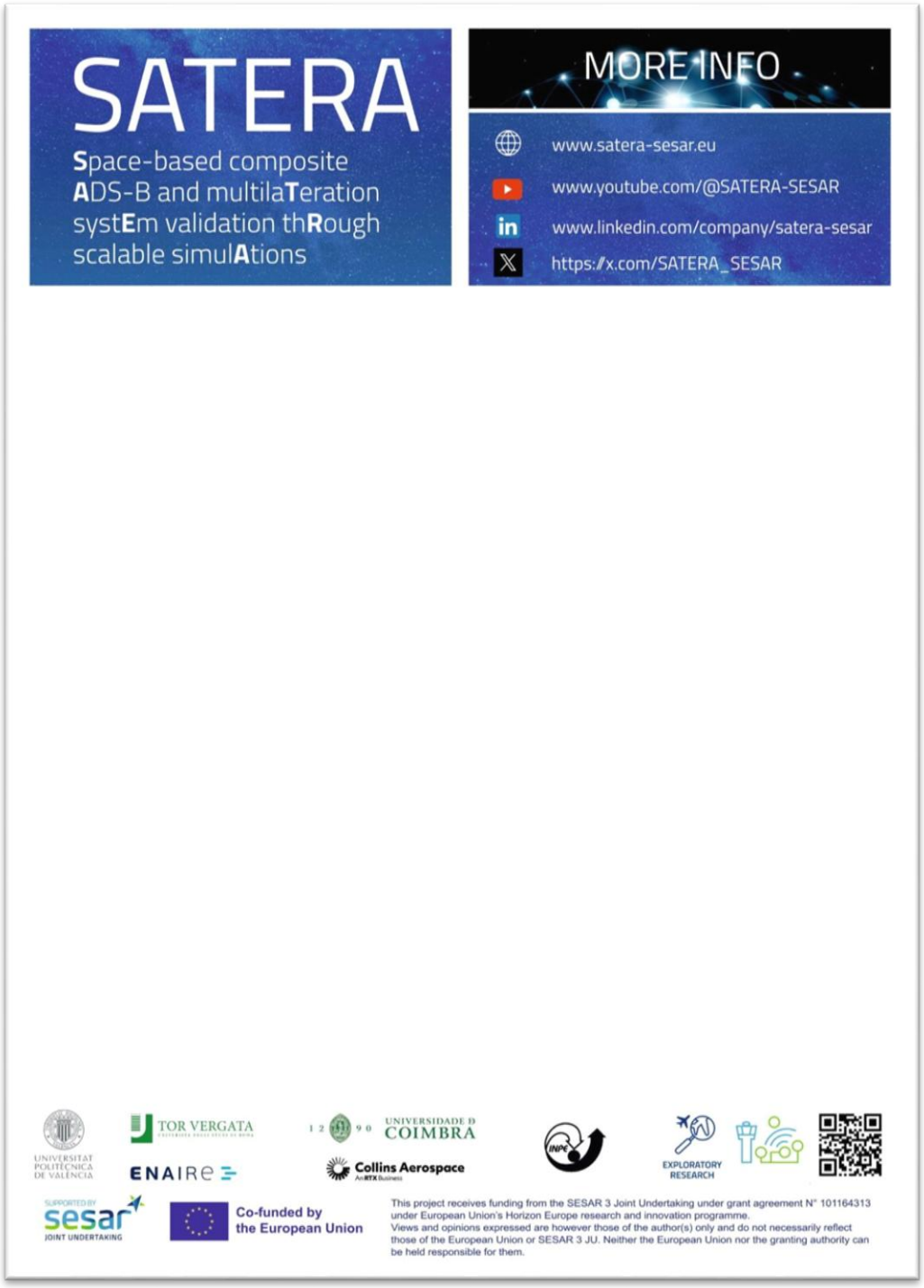

Figure 18 SATERA Flyer template (Dark), A4

Figure 19 SATERA Flyer Template, A4

The templates are available to all the partners on the internal repository, in the communication materials folders.

2.9 Newsletter Template

The following template for the newsletters was created and is available for future use (Figure 20).

Figure 20 Newsletter Template

2.10 Stickers

Stickers in two standard formats (70x36cm and 105x74cm) were created for all the logos and are available for printing in A4 sheet (Figure 21, Figure 22, and Figure 23).

Figure 21 SATERA Logo Stickers (big)

Figure 22 SESAR 3 JU and EU Logos Stickers (big)

Figure 23 all-logos Stickers (small)

3 Website

The SATERA website serves as a primary channel for communication and dissemination of the project. It offers an overview of SATERA, detailing the project objectives, activities, and outcomes. Additionally, the website features news updates, event information, downloadable communication materials, and links to relevant external resources. It also provides regular updates on project progress, activity status, and other relevant communications related to SATERA.

The table below (from Initial CDE, [10]) describes the structure of the website.

Page	Content
Homepage	Header with logo and menu Banner with title and picture Project description Project objectives Latest news Footer with funding acknowledgments, contacts, social media links, link to SESAR 3 JU website
About page	Context Objectives and methodology Expected outcomes Advisory Board members
Consortium	Logos and descriptions
Results	Public deliverables Scientific publications Communication and dissemination material Solutions
News & events	News and events
Download	Documents of the project (brochures, posters etc.)

Table 1: SATERA preliminary website structure

Additionally, the site offers access to the project's biannual electronic newsletter.

The project website URL is:

https://www.satera-sesar.eu/

The figures below present selected screenshots of various pages (Figure 24, Figure 25, Figure 26, and Figure 27).

The website will be linked to the SESAR 3 JU website of the project (https://sesar.eu/projects/SATERA)

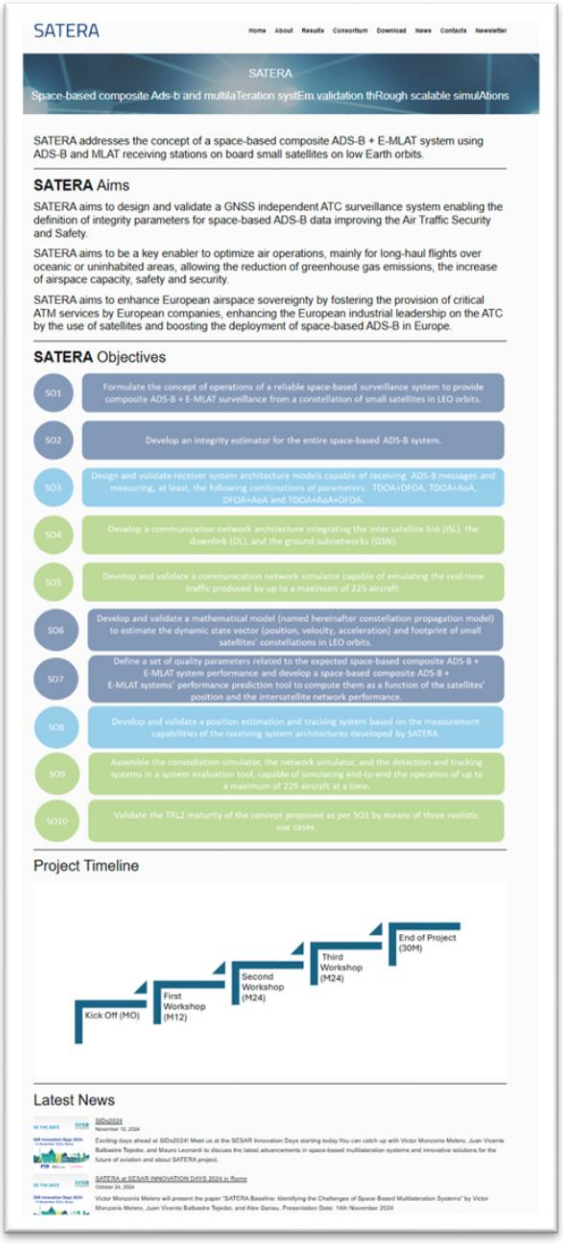

Figure 24 Website -Homepage

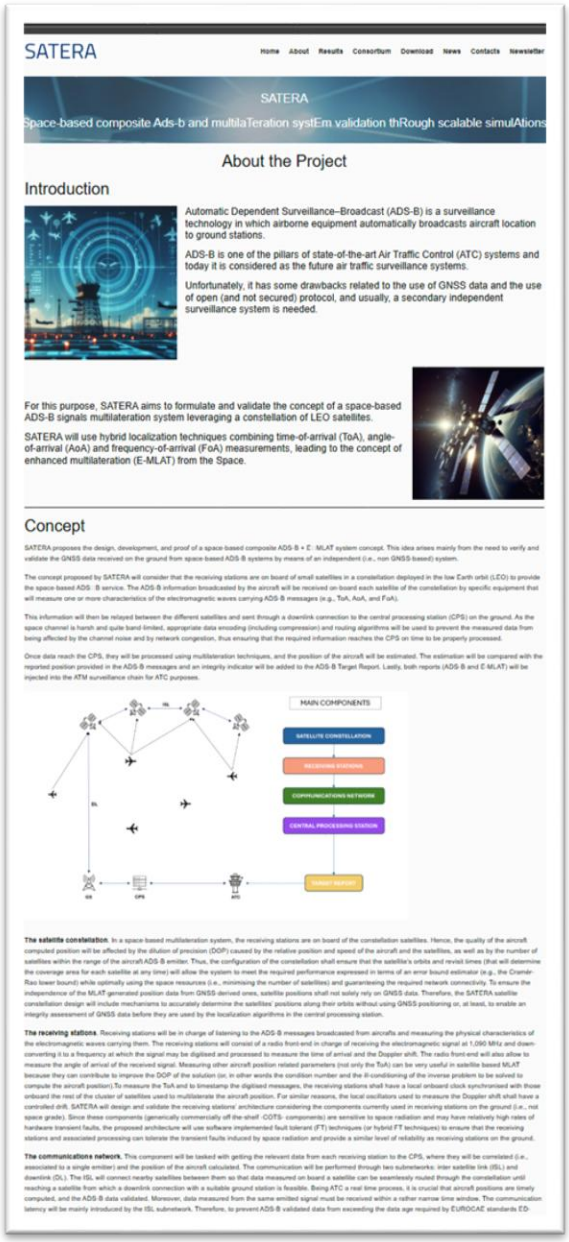

Figure 25 Website – About page

Figure 26 Website – Consortium page

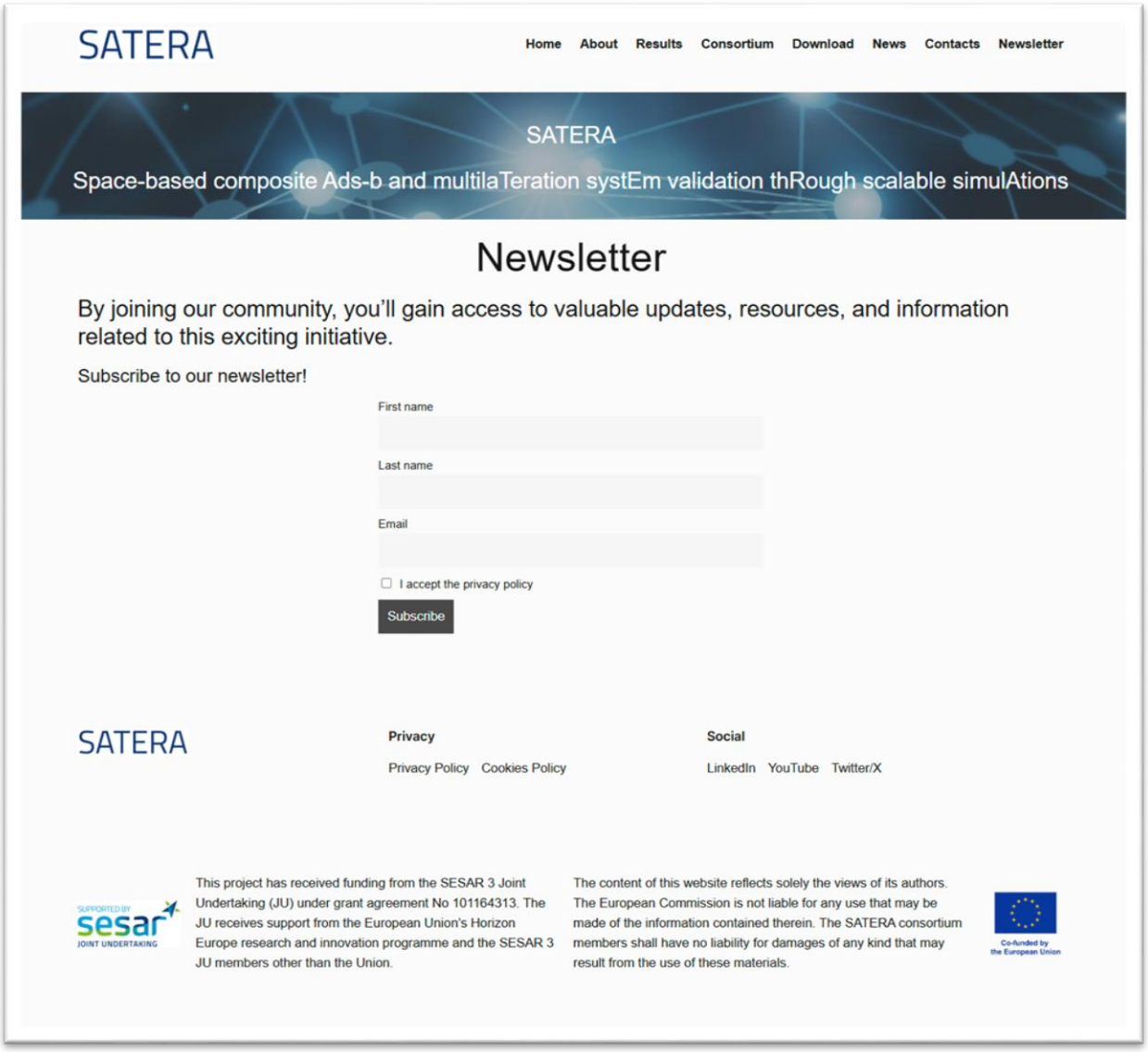

Figure 27 Website – Newsletter page

4 Press releases

Press releases are official announcements sent to selected members of the news media to publicize noteworthy information. They will be concise, engaging news stories designed to capture the attention of journalists and/or publications.

Press releases' structure will respect the guidelines provided by SESAR 3 JU in the *DES HE CDE Plan - Annex I - Press releases*.

Press notes about the project will be prepared whenever significant events or activities occur. These notes will be crafted by the task leaders responsible for each development and then distributed by all partners through their respective networks.

When possible, they will include logos and banners as described in the visual identity section.

Up now, SATERA was cited in three different press releases:

- SESAR3 JU news on the Kick-off for 18 new SESAR exploratory research projects (19 September 2024), https://www.sesarju.eu/news/kick-18-new-sesar-exploratory-research-projects
- SNA-ITACA website news, on the participation to the SESAR Innovation Days in Rome, https://www.itaca.upv.es/the-sna-itaca-group-highlights-at-the-sesar-innovation-days/
- Tor Vergata university website news, on the participation to the European Researcher's Night in Rome (https://web.uniroma2.it/it/contenuto/roma-tor-vergata-protagonista-della-notte-europea-dei-ricercatori-e-delle-ricercatrici-2024)

5 Flyers

A first flyer for general communication events was created.

It contains the project contact information, the consortium logo, the main aims of the project and its short abstract (Figure 28). It is available on the internal repository and on the SATERA website (https://www.satera-sesar.eu/download/).

Figure 28 SATERA Flyer for general event (First version)

6 Roll-ups

Two Roll-ups to be used for communications, were already created and are available in the internal repository. The first one was already used for the project Kick-off Meeting, and the second one was used in the European Researchers' Days in Rome. They are reported in the following figures (Figure 29 and Figure 30). All the roll-ups are also available on the website (https://www.satera-sesar.eu/download/).

Figure 29 SATERA Roll-up (version A)

Figure 30 SATERA Roll-up (version B)

7 Social media

The consortium has created three social media accounts (on X, LinkedIn, and YouTube).

These channels will facilitate continuous communication with specialized audiences, institutional bodies, and the public.

Through these platforms, the project shares articles and updates from the SATERA website, promotes events, shares videos, disseminates findings and results, and maintains regular engagement with related projects. The project will also be integrated with all relevant social media channels of the EC and SESAR 3 JU.

7.1 LinkedIn

A SATERA account was created on LinkedIn:

https://www.linkedin.com/company/satera-sesar/

The account profile is reported in the following figure (Figure 31).

UNITOV will manage the profile to help in the dissemination of project activities and results.

The official language of the profile is English, and the account is considered a useful way to immediately disseminate project activities and news to a wide audience, as well as to raise awareness about the latest news and trends in the ADS-B + E-MLAT via LEO Satellite (an example of post is reported in Figure 32).

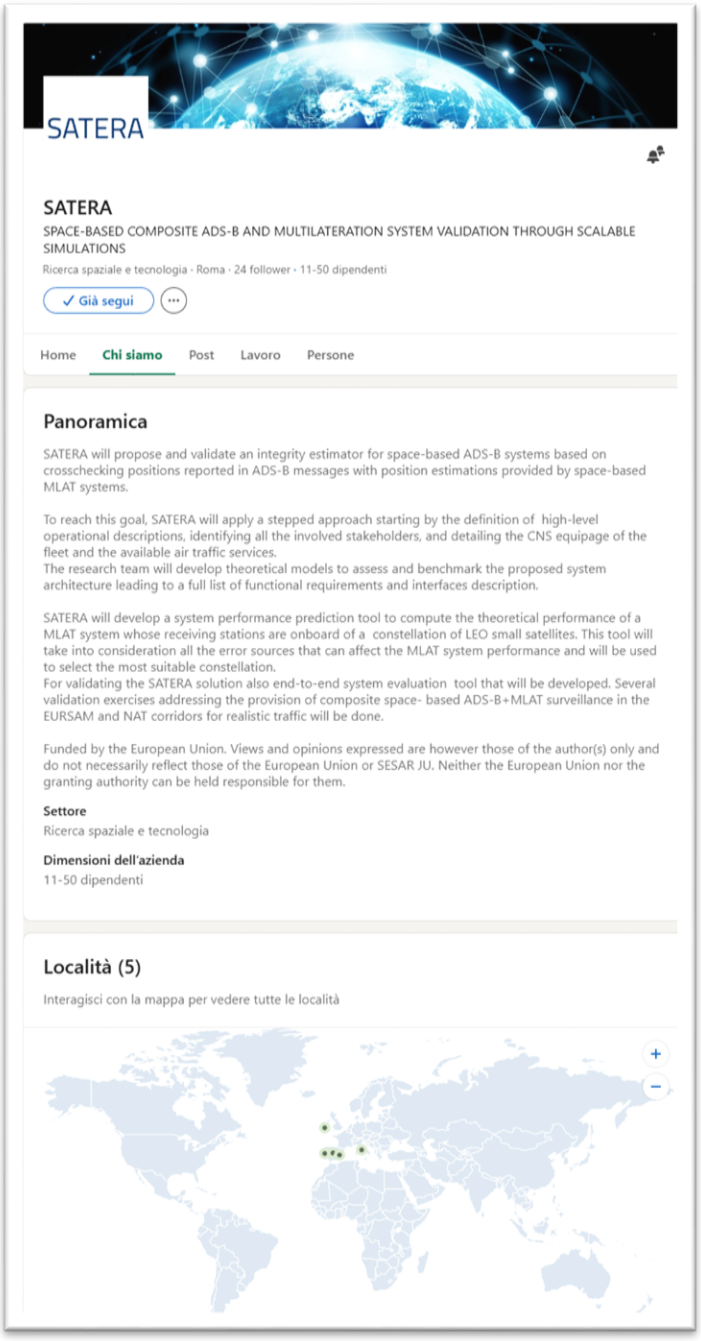

Figure 31 SATERA account on LinkedIn

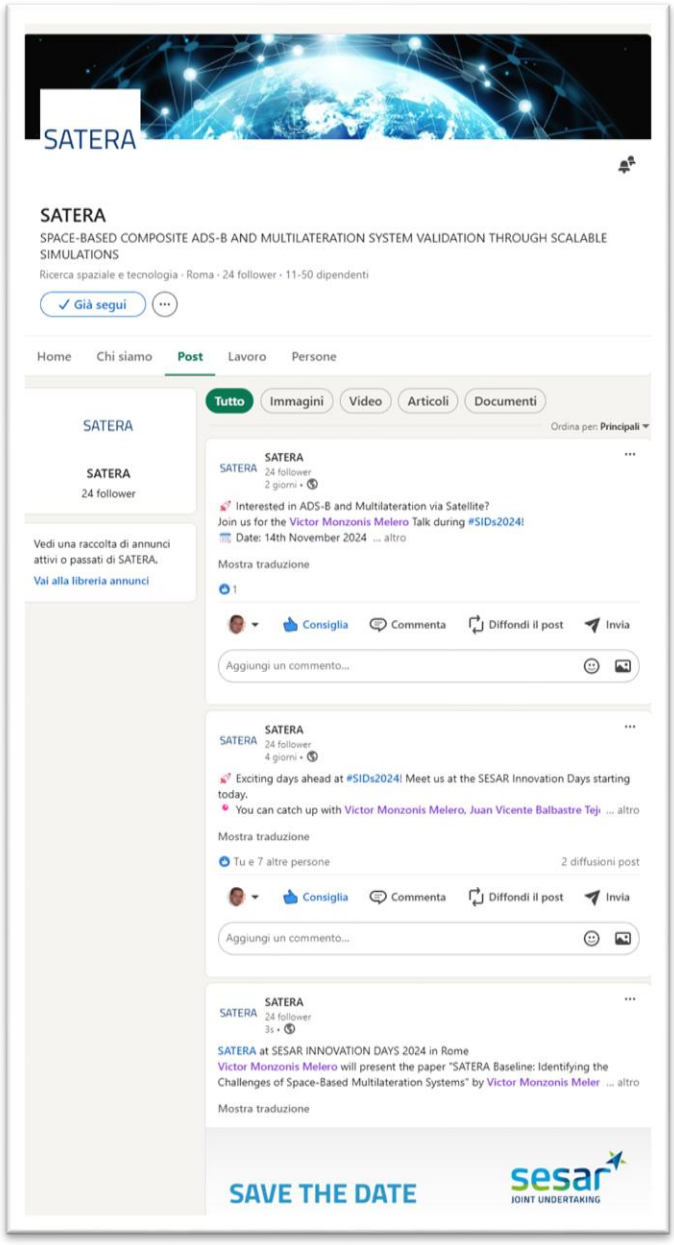

Figure 32 SATERA account on LinkedIn, example of posts

7.2 X

A SATERA account was created on X:

https://x.com/satera_sesar

The account profile is reported in the following figure (Figure 33).

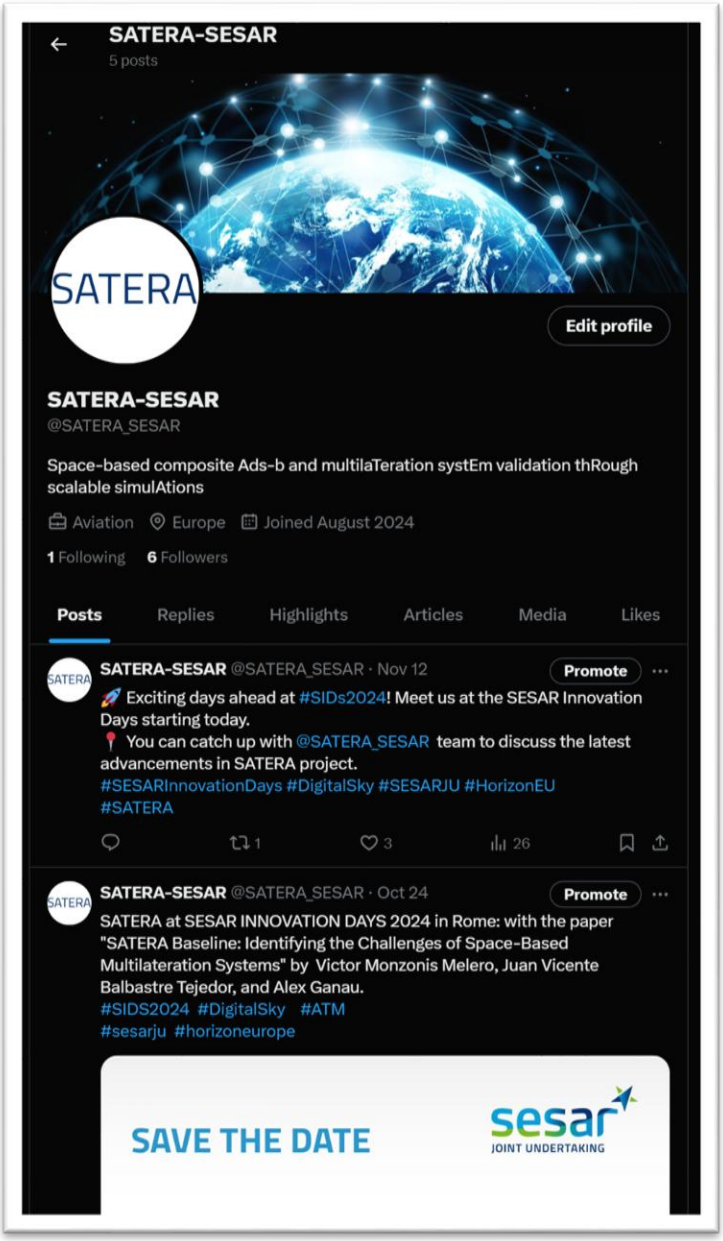

Figure 33 SATERA account on X

The X account is administrated by UNITOV, which regularly upload posts, referring to results and news on the project, and any important information that is relevant to the project. The official language of the tweets is English, even though re-post might be made from original posts in other languages, mainly those of partners. The X account is considered a useful channel to immediately disseminate project activities and news to a wide audience, as well as to raise awareness about the latest news and trends in the ADS-B + E-MLAT via Leo Satellite.

7.3 YouTube

A SATERA account was created on YouTube:

https://www.youtube.com/@SATERA-SESAR

The account profile is reported in the following figure (Figure 34).

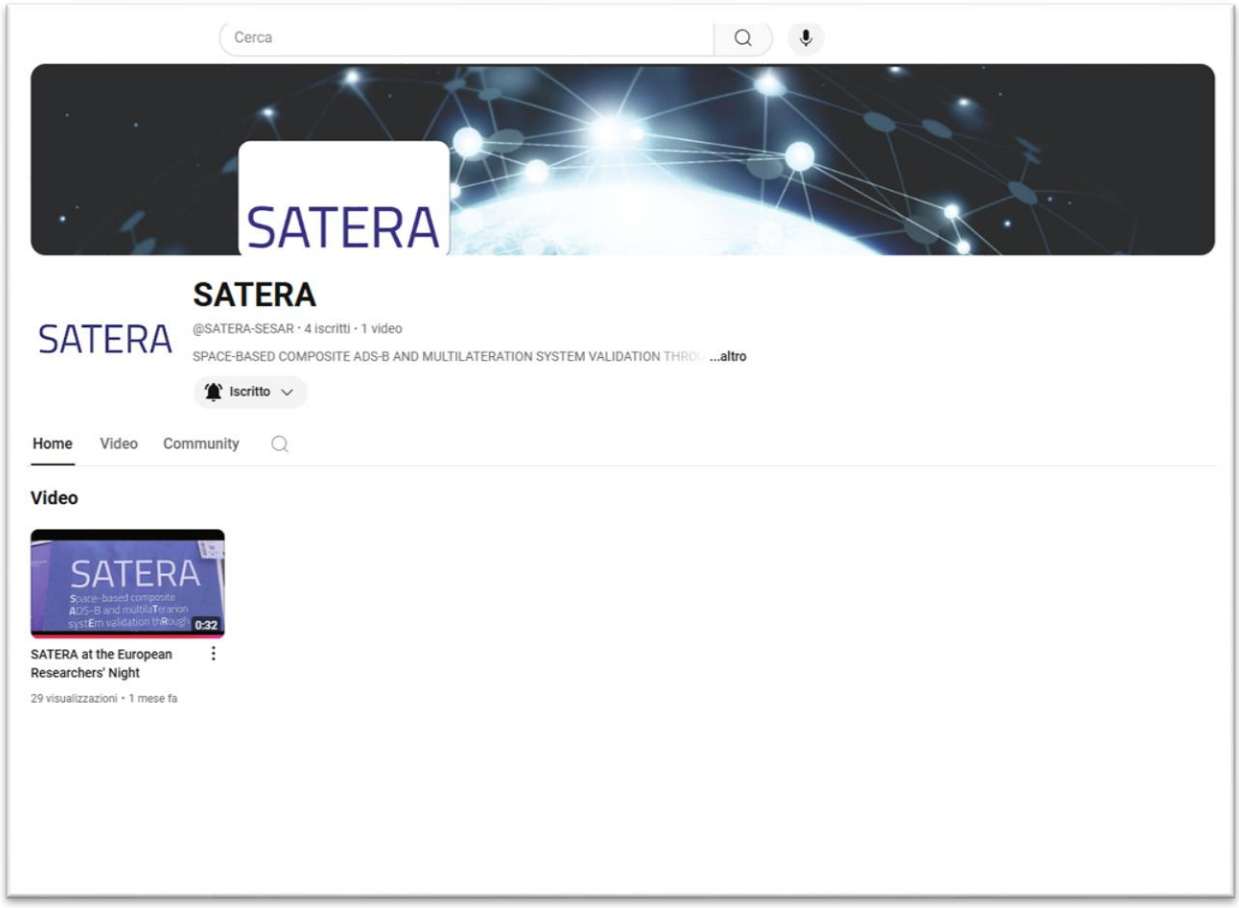

Figure 34 SATERA account on YouTube

8 Videos

Three videos aiming at raising awareness of the project and its expected outcomes will be disseminated for partners to use to present the project, as well as for press relation purposes (Table 2 from [10]).

A first video that aims at presenting the manifold aspects of SATERA, the objectives and impacts of the project, as well as the technical solutions proposed to achieve them (Concept video Teaser), was created following the guidelines given in [5].

Videos	Description	Planning	Link
Concept video Teaser	A teaser to divulgate the project's objectives and expected benefits.	Toward M6	N/A
Interviews	A partners' interviews video aiming at introducing partners, explaining the research activities in which they are involved and describing the features of SATERA technology	Toward M15	N/A
Results	A final video will be produced to summarise project's outcomes and showcase demo activities (toward M30)	Toward M30	N/A

Table 2: SATERA videos

The SATERA teaser video is available in the internal repository, in the SATERA WebSite (https://www.satera-sesar.eu/download/) and on the SATERA YouTube Channel (https://www.youtube.com/watch?v=cJ1nE2RFAKg)

In the following figure, it is possible to see the main highlights of the video. The SATERA video intro and outro developed by SESAR 3 JU are also available on the internal repository.

Co-funded by the European Union

Figure 35 SATERA Teaser Highlights

9 List of acronyms

Acronym	Description
CDE	Communication, Dissemination and Exploitation
GA	Grant Agreement
N/A	Not Available
SESAR 3 JU	SESAR 3 Joint Undertaking
TBD	To Be Determined

Table 3: List of acronyms