

# Milestone M39 (M7.1+7.2+7.4+7.5) Communication tools and procedures set up



**RI-URBANS**

**Research Infrastructures Services Reinforcing Air  
Quality Monitoring Capacities in European Urban &  
Industrial Areas (GA n. 101036245)**

**By**

**CSIC & FMI**



***23<sup>rd</sup> June 2022***

### Milestone M39 (M7.1+7.2+7.4+7.5): Communication tools and procedures set up

Authors: Alicia Arroyo (CSIC), Giulia Saponaro (FMI)

<b>Work package (WP)</b>	WP7 Communication, dissemination and exploitation
<b>Milestone</b>	M39 (M7.1+7.2+7.4+7.5)
<b>Lead beneficiary</b>	CSIC
<b>Means of verification</b>	Mailing lists-workspace available, social media, brand-book, & external communication tools. Months 1, 2, 7 & 9
<b>Estimated delivery deadline</b>	M9 (30/06/2022)
<b>Actual delivery deadline</b>	23/06/2022
<b>Version</b>	Final
<b>Reviewed by</b>	WP7 Leaders and Project Coordination Team
<b>Accepted by</b>	RI-URBANS Project Coordination Team
<b>Comments</b>	Report summarising the RI-URBANS internal and external means of communication, and the brandbook.

## Table of Contents

<b>1. ABOUT THIS DOCUMENT</b> .....	<b>4</b>
<b>2. INTERNAL COMMUNICATION SET UP (M7.1)</b> .....	<b>4</b>
2.1 MAILING LISTS .....	4
2.2 INTRANET .....	5
2.3 TEMPLATES .....	5
<b>3. SOCIAL MEDIA CHANNELS SET UP (M7.2)</b> .....	<b>5</b>
<b>4. RI-URBANS BRAND-BOOK (M7.4)</b> .....	<b>5</b>
4.1 FONT .....	5
4.2 COLOUR .....	6
4.3 LOGO.....	7
<b>5. GUIDELINES FOR EXTERNAL COMMUNICATION (M7.5)</b> .....	<b>8</b>
5.1. WEBSITE .....	8
5.2. PRESS RELEASES .....	9
5.3. MEDIA CONTACTS .....	9
5.4. SOCIAL MEDIA .....	9
5.5. LEAFLET.....	9
5.6. VIDEOS .....	9

## 1. About this document

This document summarises the communication tools and procedures set up for RI-URBANS (Research Infrastructures Services Reinforcing Air Quality Monitoring Capacities in European Urban & Industrial Areas, Horizon-2020 GD project #101036245). This is a public document, available at the RI-URBANS website, <https://riurbans.eu/work-package-7/#milestones-wp7>, and distributed to all RI-URBANS partners for their use as well as submitted to European Commission as a RI-URBANS milestone M39.

The Milestone M39 resulted from a combination of four milestones depicted in the proposal: M7.1 (Internal communication set up), M7.2 (Social media channels set up), M7.4 (RI-URBANS brand-book), and M7.5 (Guidelines for external communication).

## 2. Internal communication set up (M7.1)

### 2.1 Mailing lists

The internal communication within RI-URBANS involves the beneficiaries of the project consortium. A set of mailing lists has been created to facilitate communications between the RI-URBANS members and, specifically, the interaction among the teams involved in each work package (WP). The names of the mailing lists included the project name, the WP number and a short text reminding the community on the content of the WP for clarity. These mailing lists are already available and fully operational:

- **WP1 (Novel AQ metrics & advanced source apportionment STs):**  
ri-urbans-wp1-aq-metrics@helsinki.fi
- **WP2 (Health effect assessment of PM, PM components, nanoparticles, & their source contributions):**  
ri-urbans-wp2-health-effects@helsinki.fi
- **WP3 (Improving modelling & emission inventories for policy assess):**  
ri-urbans-wp3-modelling@helsinki.fi
- **WP4 (Pilot implementations for testing and demonstrating services):**  
ri-urbans-wp4-pilots@helsinki.fi
- **WP5 (Upscaling RI-URBANS' STs):**  
ri-urbans-wp5-upscaling-sts@helsinki.fi
- **WP6 (Stakeholder engagement strategies):**  
ri-urbans-wp6-stakeholder-engag@helsinki.fi
- **WP7 (Communication, dissemination and exploitation):**  
ri-urbans-wp7-comms@helsinki.fi
- **WP8 (Management and coordination):**  
ri-urbans-wp8-management@helsinki.fi
- **WP9 (Ethics):**  
ri-urbans-wp9-ethics@helsinki.fi

In addition to the work-package based mailing list, a **general mail list** (ri-urbans@helsinki.fi) was created to reach out at once all RI-URBANS participants, while a **scientific-focused mailing list** (ri-urbans-science2@helsinki.fi) was established to involve the EU Partners/Beneficiaries research staff contributing to RI-URBANS' scientific goals.

## 2.2 Intranet

The backbone of RI-URBANS internal communication and management is the **RI-URBANS Intranet**. The platform is based on the Microsoft Office 365 Share Point. For the implementation of the platform, thirty licences were purchased allowing the RI-URBANS partners and members to access easily. Three practical workshops were organized to support the RI-URBANS users in familiarizing with the platform. The Share Point workplace allows to share and manage any public material, databases, working documents, contacts, etc. among the project consortium members. Thus, the RI-URBANS intranet represents an effective tool to promote efficient teamwork and a single unified point access to any project's deliverables and milestones. The intranet is fully operational now and an access point will be available on the RI-URBANS website via a dedicated "Intranet" tab.

## 2.3 Templates

RI-URBANS provides several developed templates for all project members to communicate outcomes and results in a coherent way. Several templates have been designed - for deliverables, milestones, meeting minutes, associated partnership applications, and power point presentations. Templates can be downloaded/ found under the PROJECT DOCUMENTATION > TEMPLATES tab on the Intranet.

## 3. Social media channels set up (M7.2)

RI-URBANS project can be found on two social media platforms:

- **Twitter** (@RI\_URBANS, 114 followers at 20/04/2022)  
Twitter is the main social media channel and allows the general communication of the project. Language will be neutral, but some informal speech will be allowed to increase user engagement and promote a RI-URBANS community. Audio-visual content, such as videos and images will be used. This channel also reinforces the relationship with other air quality institutions, agencies and stakeholders, potentiating their common objectives and synergies.
- **LinkedIn** (@RI-URBANS, 39 followers at 20/04/2022)
- LinkedIn aims at communicating advancements of the project in a more official way. LinkedIn posts are intended to convey open data outcomes.

## 4. RI-URBANS brand-book (M7.4)

### 4.1 Font

The selected typeface for RI-URBANS visual identity is Roboto (Figure 1).

Aa  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#€%&.,?;)

*Figure 1. Roboto family font is the main typeface of RI-URBANS project.*

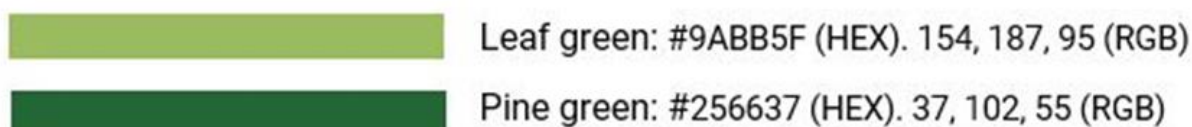
Roboto is a geometric sans-serif font, which conveys cleanliness and modernity, two features related to RI-URBANS project. It also has good legibility, and it is appropriate for web use.

However, other typefaces, such as Calibri or Arial, can be used instead when Roboto is not available for documentation.

#### 4.2 Colour

RI-URBANS is represented by two main colours: leaf & pine green (**Figure 2**), which relate to air quality and sustainability, and tie in with the European Green Deal challenges.

These colours should be leading the visual content of documents, templates, or any other graphic material, to emphasise the values of the project and the coherence of its image.



*Figure 2. RI-URBANS corporate colours*

### 4.3 Logo

RI-URBANS logo is based on two concepts: the city skyline and the smog, two of the most iconic elements in European cities.



City skyline

+



Smog

Taking these two concepts into consideration, RI-URBANS logo (**Figure 3, 4**) represents the challenge that the project aims to respond.

With this logo, the overall shape is balanced, and it has enough white space to distinguish all elements clearly even in small sizes.



**Figure 3.** Conceptualization of RI-URBANS logo



**Figure 4.** Monochromatic versions of RI-URBANS logo

## 5. Guidelines for external communication (M7.5)

External communication aims to spread the RI-URBANS outcomes to an external public and stakeholders, such as research institutions, private companies, public administration, citizen, atmospheric monitoring networks, clients, and media/journalists.

The main dissemination and outreach tools are the following:

### 5.1. Website

Objective: Inform about important milestones in the development of the project (i.e. starting from the beginning of the project, until the end of the project with main results and project implementation at European scale).

Target public: anyone interested in air quality over Europe.

Type of language: there are two types of languages employed on the website:

- (1) an easy-to-understand vocabulary is used for highlights, summaries, and general information to reach the interested readers who are not specialized in science;
- (2) a more technical vocabulary is used for detailed and specific information on the project among specialized readers. Under the several [PROJECT > RI-URBANS](#) sections, several dark-green buttons indicate extended information for experts on urban air quality.

The official public website (<https://riurbans.eu>) is regularly updated to meet the requirements on RI-URBAN information supply and visibility. Google Analytics has been also implemented as the main tool to analyse user traffic, promote the most useful sections, and obtain meaningful insights about visitors' behaviours. The statistics will be used to monitor and evaluate the defined project's key performing indicators.



## 5.2. Press releases

Objective: Inform about important milestones in the development of the project (i.e. beginning of the project, project implementation at European scale).

Target public: journalists and media platforms; ultimately, the general public.

Type of language: simple, easy-to-understand vocabulary, with emphasis on the relevance of the RI-URBANS advancements to achieve better air quality in Europe.

## 5.3. Media contacts

Objective: Boost the impact of communication actions at national and international level throughout the project.

Target public: Communication and press offices from RI-URBANS partner institutions; external journalists from different media.

The relationship between WP7 and other press offices has been established already and there is a growing mailing list of interested journalists and press offices.

## 5.4. Social media

As explained in Section 3 of the current document, there are two social media channels: Twitter (@RI\_URBANS) and LinkedIn (@RI-URBANS).

Objective: Inform about the progression of RI-URBANS and boost the engagement with the general public, other institutions and stakeholders.

Target public: citizens, research institutions, agencies, and stakeholders

Type of language: simple, easy-to-understand vocabulary, favouring a bi-directional communication between the project and the beneficiaries.

## 5.5. Leaflet

The RI-URBANS leaflet will be designed and printed to be presented in meetings, conferences and other events related to the project (**D52/D7.3 RI-URBANS brochure/flyer/roll-up and teaser** on M12).

Objective: To summarize the main goal and objectives of the project, the motivation, and the service tools offered by RI-URBANS. The online version of the leaflet will be uploaded to the website (<https://riurbans.eu/outreach/>) and shared with the rest of the partners and communication officers of the institutions.

Target public: RI-URBANS members, stakeholders, citizenship.

Type of language: simple, catchy, easy-to-understand, with low level of technical wording and more emphasis on diagrams, icons, and other drawing-based images.

## 5.6. Videos

It is scheduled to create three videos throughout the project: **video teaser**, at the beginning (to present the main objectives and motivation of RI-URBANS); **video result promotion**, in the middle (showing the part of the RI-URBANS outcomes and progression of the project); **video legacy**, at the end (final video with interviews, main achievements, and its impact on Europe).