

HADRIAN:

Holistic Approach for Driver Role Integration and Automation Allocation for European Mobility Needs



Project marketing basics and webpage

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1 EXECUTIVE SUMMARY

The deliverable at hand provides a short description of the HADRIAN marketing basics created so far. While each work package (WP) in HADRIAN will have its dedicated marketing and dissemination activities, there is one central WP (WP8) defined in the project, which deals with managing and coordinating these activities project-wide.

To optimally support and perform dissemination and communication activities, professionally crafted materials have been developed. The project marketing basics (corporate Identity, logo, templates etc.) as well as a website were established and are maintained in order to inform the public about the project.

Keywords: Logo, corporate identity, marketing material

2 OBJECTIVES

The main goal of this deliverable is to create the sound basis for further dissemination and exploitation deliverables. The deliverable is created within Task 8.1 “Dissemination & Communication”. The objective of this task is to ensure efficient and effective project implementation and wide visibility of HADRIAN results and activities [2]. Therefore, project partners will disseminate relevant results to the academic community via publication and presentation of papers at major international conferences, workshops, and working groups. To reach this goal, in a first step project marketing basics as well as a website were created.

3 INTRODUCTION

One of the first tasks within the HADRIAN project was the creation of a logo and an appropriate corporate identity. Based on these elements, a fully responsive project website has been developed and launched in December 2019: <https://hadrianproject.eu> [1].

Project activities, results and deliverables shall be widely disseminated on national and European level to the following audiences:

- **Specific “external audiences”** such as relevant target groups / institutions / organizations, other projects, as well as individuals.
- **Wider “external audiences”** such as ‘the community’ or the broad public, and
- the **“internal audience”**, i.e. all partners of the OSCCAR partner consortium.

The identified stakeholders are:

- HADRIAN project partners
- Other related EU projects
- Scientific/Academic Community
- Researchers / Experts
- Students (PhD or Master Thesis)
- Industry & Business Associations
- Civil Society
- General Public
- Media (regional, national and international)
- Policy Makers
- Investors
- Customers
- Public authorities involved (National Funding Authorities, Horizon 2020,...)
- European Union / European Commission
- Others

4 DESCRIPTION OF THE WORK

4.1 Logo and corporate identity

The corporate design of HADRIAN was developed at the very beginning of the project for internal communication as well as for external audiences and stakeholders. The goal was to establish and transport a joint image of the project to ensure uniform appearance to the external community on all levels (regional, national, European, international). It aims to give a clear, homogeneous and appealing image to the project in all its communication and dissemination activities.

What are the essential targets of the project? What is the core task of HADRIAN? These were the main questions that were discussed when developing the logo.

The connection between technology and human nature is symbolized in two joint arrows, one in grey (technology) and one in green (human nature). These arrows also form the first letter of HADRIAN. The font of HADRIAN is modern and is associated with future and a holistic approach.

Figure 1 shows the logo that has been developed.



Figure 1 HADRIAN logo

The key visual, part of the corporate design, is explained in more detail in the following chapter.

4.2 HADRIAN website

The HADRIAN website is a central element for HADRIAN dissemination activities. This section provides an overview of the website, which went public in December 2019.

The website has been established by badinger.cc in corporation with Peter Mörtl (VIF). It has been designed for both an external audience and the project partners. The website is one of the most important marketing and dissemination tools. It gives a clear overview of the vision and the approach of the project. Some technical details are given too, taking into account that the contents should be easy to read and understand.

The project website will be designed, maintained and updated on a regular basis. The website shows the project specific logo, acts as a contact point for interested parties, provides a project summary and project information as well as company profiles of each project partner. It informs the public about ongoing R&D activities and hosts public project deliverables as well as publications for the general public and newsletter.

The structure of the website is clear and easy to handle. The reader should find as quickly as possible the contents he/she is looking for.

In the screenshot below you find the landing page with the menu bar in the header and a news section below the key visual.

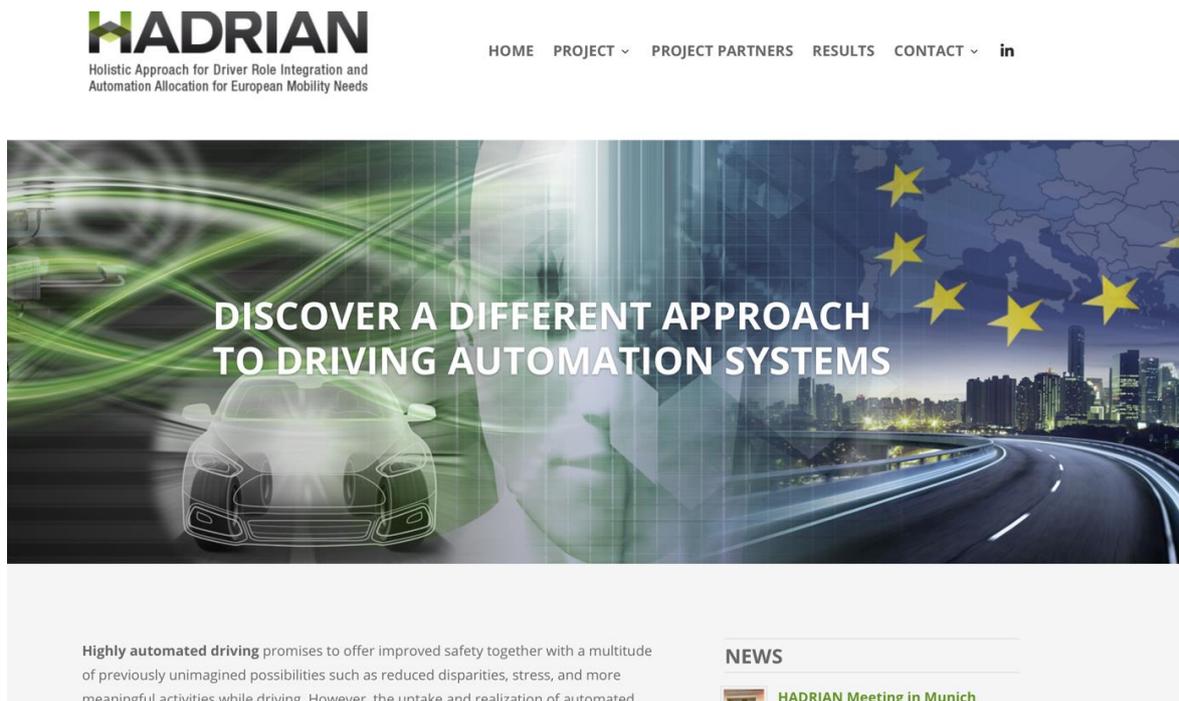


Figure 2 HADRIAN landing page with menu and key visual

The **menu** contains:

- A general description as well as a news section which provides news and highlights of the project. On the homepage key facts and goals are provided. This guarantees that the most important general information is available at first glance (HOME).
- Project's vision (holistic vision), a brief description of the project and the key elements (PROJECT).
- Information about project partners involved (PROJECT PARTNERS)
- Results, where key outcomes like public deliverables and publications are going to be published (RESULTS) and
- the possibility to get in touch with the coordinator (CONTACT).

It aims at fostering communication and spreading information on the project and its progress featuring many and various aspects of the project and the work performed. It provides information on the status and progress of the project, as well as specific activities and events, gives insight into the research work and presents important achievements.

Below the menu, the **key visual** is presented. The picture shows the interaction of mobility, the human being and the road and city infrastructure of the EU. It symbolizes the main meta topic of the project.

The landing page continues with a brief description of the project and a news section. If the reader wants to find out more about NEWS, each of the **news elements** is linked to a description of the event with a photo.

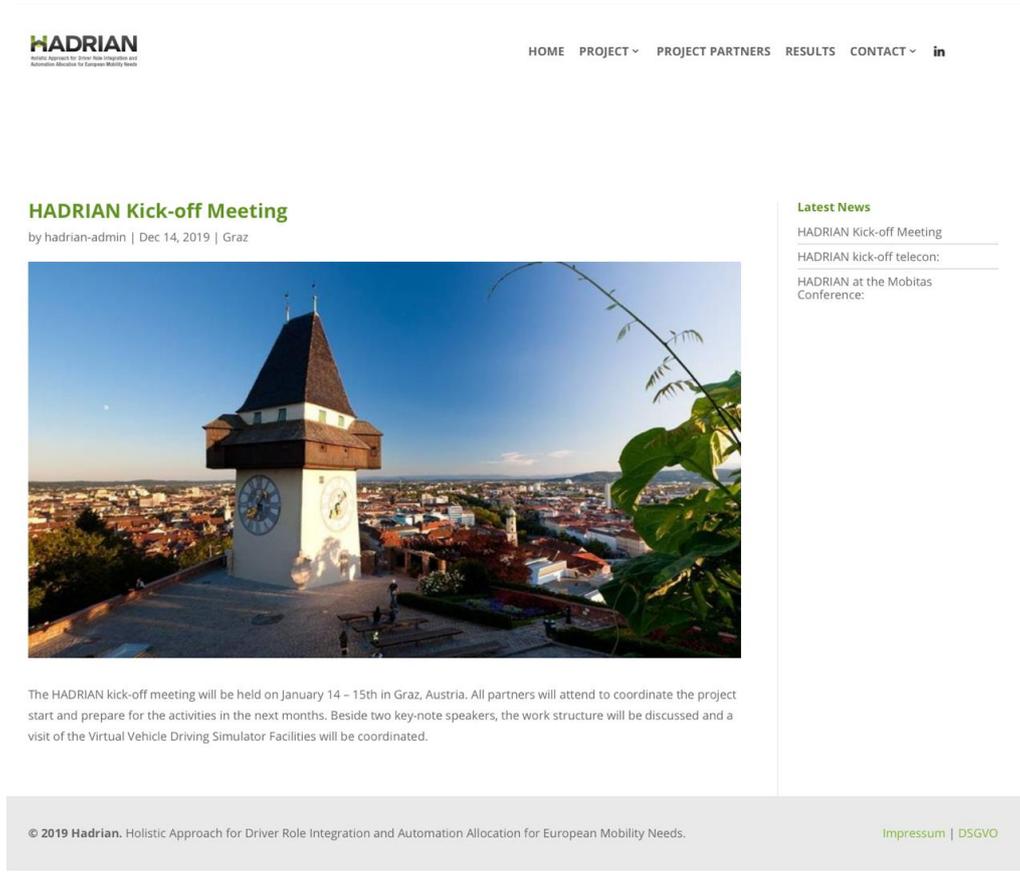


Figure 3 HADRIAN news section

Under PROJECT, the reader can choose between three sub themes: project overview, holistic vision and key elements.

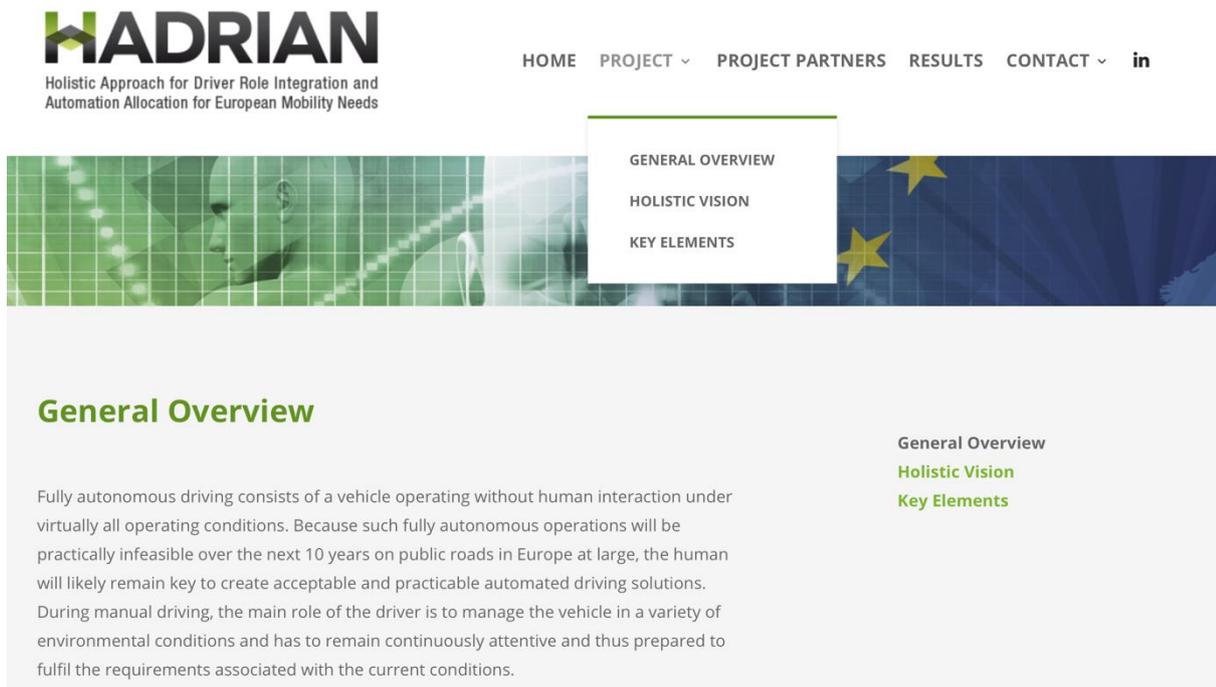


Figure 4 General overview

In the PROJECT PARTNER section, the reader finds the company names of the **16 international partners**.

Project Partners		
1 (Coordinator)	VIF – KOMPETENZENTRUM – DAS VIRTUELLE FAHRZEUG, FORSCHUNGSGESELLSCHAFT MBH	AT
2	UGR – UNIVERSIDAD DE GRANADA	ES
3	NTUA – NATIONAL TECHNICAL UNIVERSITY OF ATHENS	GR
4	VDI/VDE-IT – VDI/VDE INNOVATION + TECHNIK GMBH	DE
5	TEC – FUNDACION TECNALIA RESEARCH & INNOVATION	ES
6	IKA – RHEINISCH-WESTFAELISCHE TECHNISCHE HOCHSCHULE AACHEN	DE
7	BASt – BUNDESANSTALT FUER STRASSENWESEN	DE
8	CEA – COMMISSARIAT A L'ENERGIE ATOMIQUE ET AUX ENERGIES ALTERNATIVES	FR
9	IESTA – INSTITUT FUR INNOVATIVE ENERGIE & STOFFAUSTAUSCHSYSTEME	AT
10	NVT – NERVTECH, RAZISKAVE IN RAZVOJ DOO	SI
11	TUD – TECHNISCHE UNIVERSITEIT DELFT	NL
12	ASF – ASFINAG – AUTOBAHNEN- UND SCHNELLSTRASSEN-FINANZIERUNGS- AKTIENGESELLSCHAFT	AT
13	AVL – AVL LIST GMBH	AT
14	FORD – FORD OTOMOTIV SANAYI ANONIM SIRKETI	TR
15	USR – UNIVERSITY OF SURREY	UK
16	PLUS – PARIS-LODRON-UNIVERSITAET SALZBURG	AT

Figure 5 HADRIAN partners

Under RESULTS, interim and final **project findings** will be published. Under CONTACT, there is the possibility to **write a message** to HADRIAN's project co-ordinator, Peter Mörtl (VIF) and the project manager Manuela Klocker (VIF).



HADRIAN
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[HOME](#) [PROJECT](#) [PROJECT PARTNERS](#) [RESULTS](#) [CONTACT](#) [in](#)



Contact

Project Coordinator:
Peter Moertl, hadrian@v2c2.at

Project Manager:
Manuela Klocker, +43 (0) 316 873 4008

Message

6 + 11 =

Figure 6 Contact information

4.2.1 Responsibilities and updates

In order to fulfil its goal, the website must be designed and continuously maintained with search-engine optimization (SEO) in mind. The project coordination team and the team from IESTA as WP8 lead are responsible for editing and carrying out website updates on a regular basis, including timely uploading of project results produced, papers published, deliverables released or news to be reported.

4.2.2 Target audience

The website information architecture aims at reaching an audience as wide as possible, including

- Experts in industry and academia interested in using or referring to HADRIAN results
- Research and education organisation interested in the body of knowledge resulting from HADRIAN
- HADRIAN project partners
- Governmental organisations, looking for related expertise
- Other related EU project participants
- General public interested in the state of the art and ongoing research
- Multipliers

4.3 LinkedIn

A **LinkedIn profile** was established. LinkedIn is a social media platform most often used for business-to-business communication and to create a professional image for both individuals and corporations. Aiming to reach experts and professionals, the project has established a group “HADRIAN H2020 Project”. The project LinkedIn page is already active, see also the link:

HADRIAN LinkedIn: <https://www.linkedin.com/groups/13826468/>

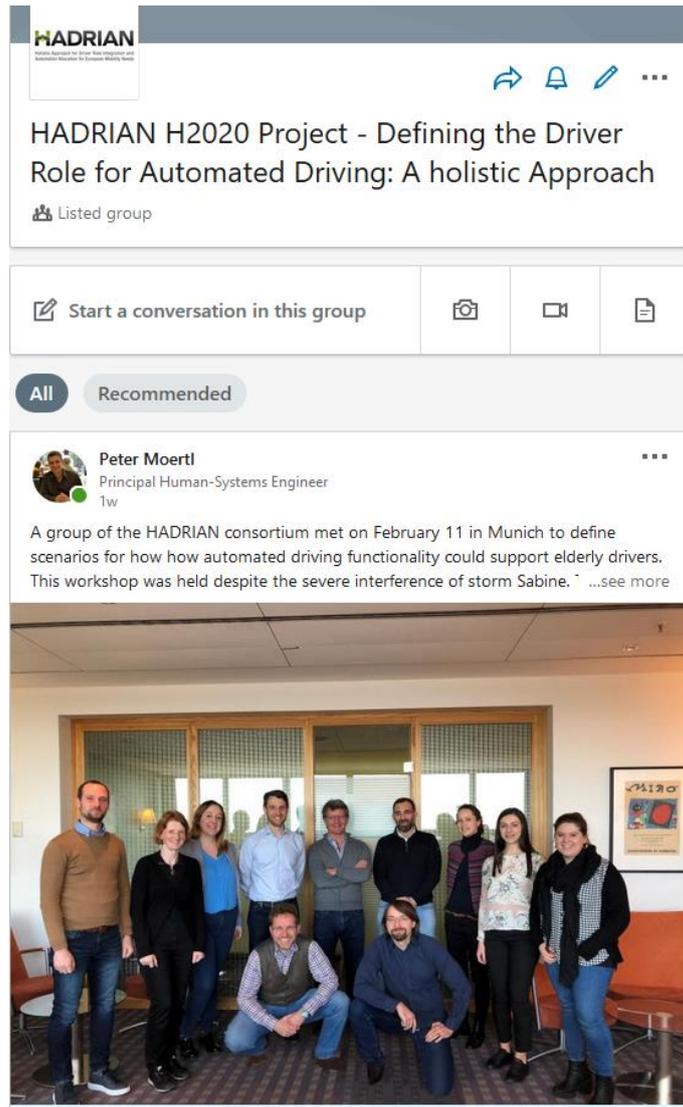


Figure 7 HADRIAN LinkedIn

4.4 General presentation for external communication

In order to provide an homogeneous image of the project to the external stakeholders, a standard presentation of the project has been prepared (

Figure 8). The presentation shows the HADRIAN objectives, consortium, main activities and main expected results. It provides the link to the project website and information to contact the projects coordinator. The presentation will be updated regularly to reflect the achieved results.



Figure 8 General presentation for external communication

4.5 Further material planned

As a next step, a **poster** will be developed to be used at meetings, events, discussions and conferences. It will contain the logo, the ambition of the project and the logos of the consortium partners as well as the EU funding information.

To facilitate learning and understanding within the project team, material for **visualization of complex relations** will be developed in the course of the project. It will be also used for dissemination activities. Below you can find the first example: to understand the main use cases better, the following material has been developed:

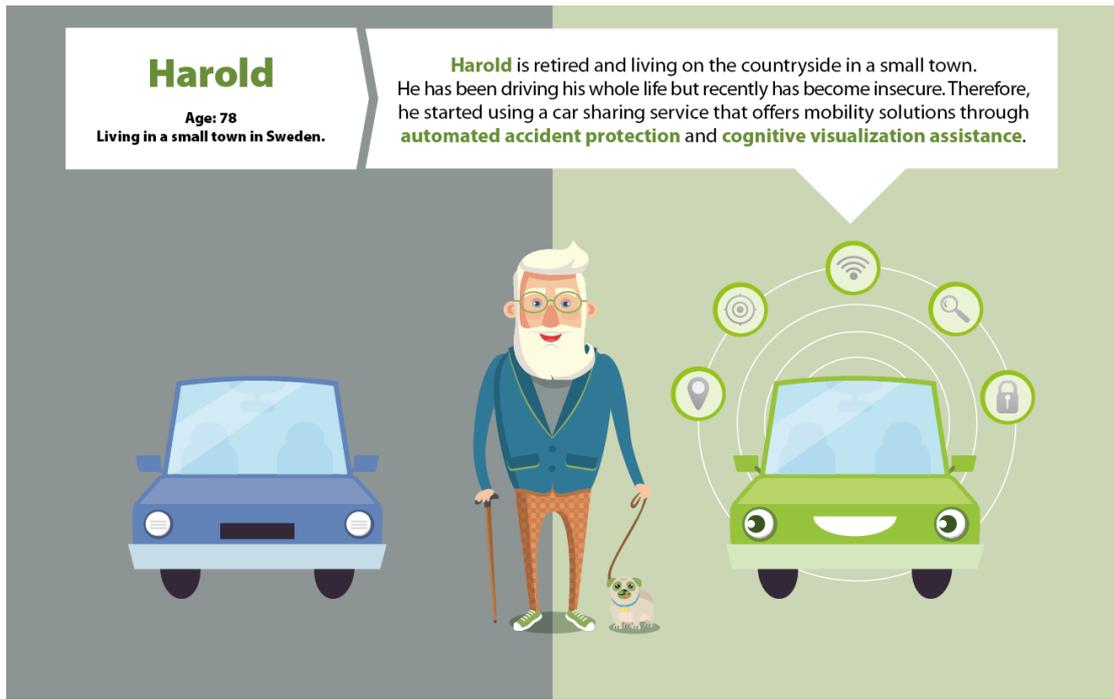


Figure 9 Visualization of complex relations

5 RESULTS AND DISCUSSION

HADRIAN project marketing basics as well as the website were established in order to inform the target audience, interested parties and the public about the project. By developing a professional corporate identity and joint image, a sound basis for further dissemination and exploitation activities has been set already in the beginning of the project. Further steps will be built upon this basis and will use the corporate design elements presented in this deliverable. They will be described in the upcoming deliverables as shown in Table 1.

Deliverable Number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Due date
D8.6	Communication, Dissemination and Exploitation plan	IESTA	Report	Public (PU)	6
D8.2	Intermediate Dissemination & Communication Report	IESTA	Report	Confidential (CO)	18
D8.4	Intermediate Exploitation Report	VIF	Report	Confidential (CO)	18
D8.3	Final Communication & Dissemination Report	IESTA	Report	Confidential (CO)	42
D8.5	Final Exploitation Plan	VIF	Report	Confidential (CO)	42

Table 1 Upcoming deliverables

6 CONCLUSIONS

A first evaluation of work as well as the detailed planning of dissemination, communication and exploitation activities within the HADRIAN project will be reported in deliverable D8.6 Communication, Dissemination and Exploitation plan.

7 REFERENCES

- [1] HADRIAN website: <https://hadrianproject.eu/> (last accessed: 2020-02-24)
- [2] Grant Agreement Number 875597 – HADRIAN, 2019-10-16
- [3] HADRIAN LinkedIn: <https://www.linkedin.com/groups/13826468/> (last accessed: 2020-02-24)

A. ABBREVIATIONS AND DEFINITIONS

Term	Definition
WP	Work Package