



Excellent peripheries for a strong  
European Research Area

## **7.3 – EXPER Promotional Materials**

Grant Agreement n°. 101071329



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the European Union

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## Acronyms & Abbreviations

D	Deliverable
DoA	Description of the Action
EC	European Commission
EU	European Union
GA	Grant Agreement
HEI	Higher Education Institution
R&I	Research & Innovation
PC	Project Coordinator
PO	Project Officer
SC	Steering Committee
WP	Work Package



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## 1. EXECUTIVE SUMMARY

A suite of promotional materials has been developed by Consulta Europa (CE) and it will be used as part of the EXPER project's dissemination and communication activities to bring additional awareness to both the initiative and the results achieved throughout the project. This document covers the initial set of promotional materials prepared to propagate and raise awareness with stakeholders and end-users as the visual communication actions planned for EXPER by M6 and more can be created according to throughout the duration of the project. The development of these materials is one of the four deliverables associated with Work Package Seven (WP7) on Dissemination, highlighting the importance the project places on effective communication and outreach efforts.

## 2. CONTEXT ANALYSIS

### 2.1 THE PROJECT

The EXPER project, aims to enhance the scientific excellence and innovation capacity of the University of Las Palmas de Gran Canaria (ULPGC) and Azores University (UAC) through capacity-building activities and international cooperation. The project will establish collaborations with renowned universities in Rostock, Germany and Calabria, Italy, focusing on research areas relevant to the blue economy and circular economy.

By doing so, EXPER will enhance the reputation of ULPGC and UAC, making them more appealing to both local and international talent. The project will also work towards designing and planning the institutional transformation of the universities, with a focus on knowledge transfer through supporting activities, laying the groundwork for a European University Alliance.

### 2.2 THE CONSORTIUM

EXPER project is managed by a consortium of ten partners and one affiliated entity from four European Union countries (Spain, Portugal, Germany and Italy). In particular, the consortium counts on the participation of representatives of R&I ecosystems of two Widening Regions, the Azores (Portugal), and Canary Islands (Spain), including two HEIs, governmental institutions and one SME, two HEIs from Germany and Italy and one technological consultancy from Germany. The consortium is listed below in Table 1.






Table 1. EXPER's Consortium.

Nº	Role	Short Name	Participant organisation name	Country
1	Coordinator	ULPGC	UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA	ES
1.1	Affiliated Entity	FCPCT ULPGC	FUNDACION CANARIA PARQUE CIENTIFICO TECNOLOGICO DE LA UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA	ES
2	Beneficiary	UAC	UNIVERSIDADE DOS ACORES	PT
3	Beneficiary	UNICAL	UNIVERSITA DELLA CALABRIA	IT

4	Beneficiary	SPEGC	SOCIEDAD DE PROMOCION ECONOMICA DE GRANCANARIA SA	ES
5	Beneficiary	EMERGE	ASOCIACION CANARIA DE STARTUPS EMPRESAS DEBASE TECNOLOGICA E INVERSORES ANGELES	ES
6	Beneficiary	TERINOV	PCTTER ASSOCIACAO PARQUE DE CIENCIA E TECNOLOGIA DA ILHA TERCEIRA	PT
7	Beneficiary	ATRINEOAG	ATRINEO AG	DE
8	Beneficiary	CE	CONSULTA EUROPA PROJECTS AND INNOVATION SL	ES
9	Beneficiary	ITC	INSTITUTO TECNOLOGICO DE CANARIAS,S.A.	ES
10	Beneficiary	UROS	UNIVERSITAET ROSTOCK	DE

### 3. COMMUNICATION ACTIONS

The Dissemination WP7 responds to all project objectives given that its main purpose remains at disseminating and transferring the outputs and results of all EXPER activities to its key stakeholders. This way, the specific objectives of this WP are:

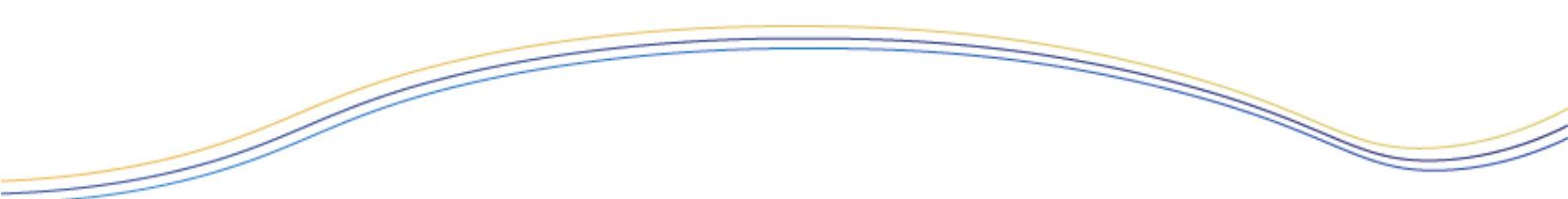
-  To raise awareness among staff of EXPER HEI, citizens and representatives of surrounding ecosystems, on the role of HEI and of R&I in fostering regional development and addressing societal challenges
-  To disseminate information on the project objectives, activities and expected results
-  To raise awareness on the relevance of gender equality and diversity in R&I, of responsible research
-  To foster the uptake of EXPER results and support their replication in other EU HEIs
-  To inform about the preparation of an EXPER European University Alliance

Thus, in respond to the communication and dissemination activities in EXPER, by creating promotional materials, the project will target consequently at ensuring its visibility but similarly at causing effective interactions with relevant stakeholders.

Promotional materials are compelling channels in which its use can be a strong support towards disseminating a variety of information to a vast audience related to the projects matters. Hence, its communication uses are displayed on Deliverable 7.1 of Dissemination and Exploitation Plan, including Communication Activities which has been already submitted to detail all its pertinence.

#### 3.1 PREVIOUS COMMUNICATION ACTIONS

Since the beginning of the project WP7 team has undertaken a series of communication activities aimed at developing a visual identity that effectively conveys the message of the project's objective. These activities included several consultation with EXPER partnership to gain an understanding of their needs and preferences on transmitting information to citizens and representatives of the surrounding ecosystems and raise stakeholder engagement.



In addition, WP7 leader has been following current trends and best practices in visual identity design for projects related to higher education and research and innovation. Based on this information, WP7 has developed a visual identity that effectively communicates the project's purposes, including the importance of the role of HEI and R&I in fostering regional development and addressing societal challenges. Note that, this visual identity has been used in communication materials such as the website, presentations, deliverables, and has helped to raise awareness among the target audience and build support for the project.

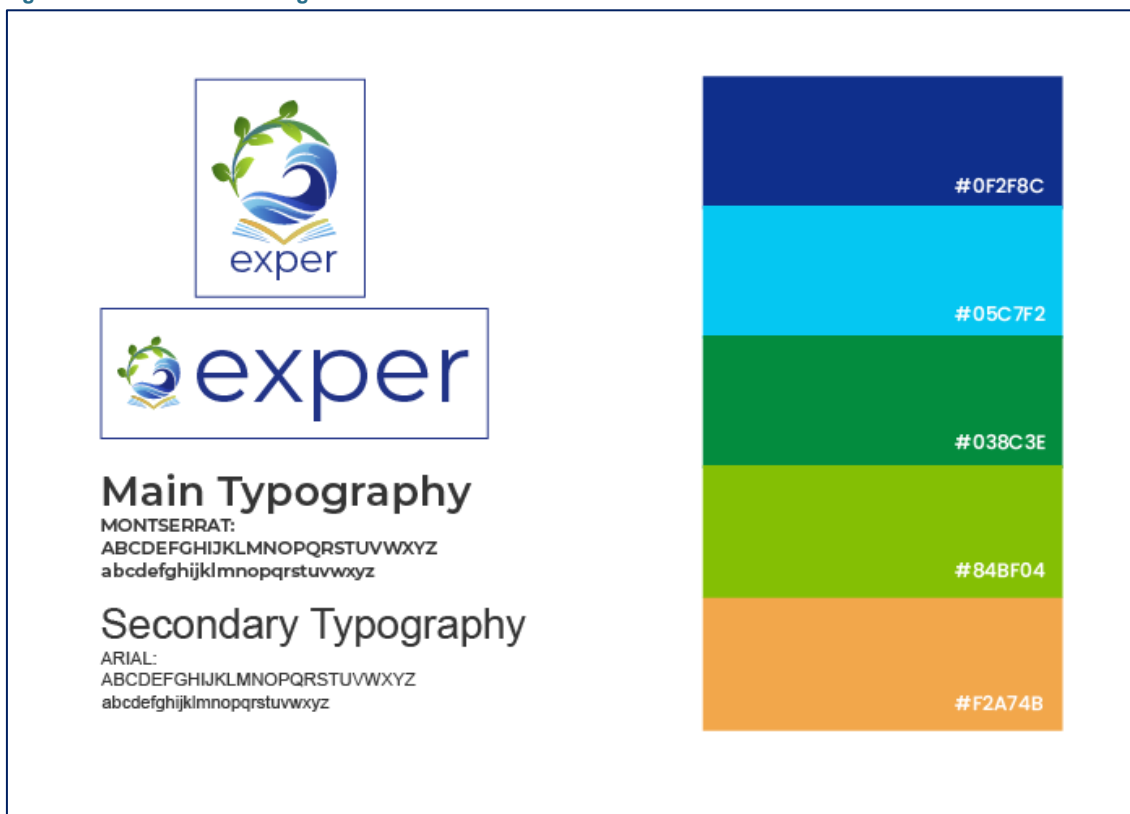
### 3.1.1 VISUAL IDENTITY

EXPER has created a strong and consistent visual identity to effectively disseminate project results. The logo and its primary colours together with the style or design line will be utilised throughout the project duration not just in dissemination and communication materials but in all project documents, thereby defining the project's identity and assuring recognisability.

The logo in Figure 1 was developed by Consulta Europa with the feedback and suggestions of all partners. After several trials and options, the logo was also discussed in the Kick-Off Meeting, and through a voting process the logo was chosen. To develop the logo, the main elements of the project were taken into consideration.

The logo features a book in its base, with a wave and a plant forming a circle on top of it. The plant symbolises growth and green economy and the wave, as a common area for universities, becomes a motor of movement as well as representing the blue economy. Finally, the book represents knowledge and excellence. At the same time, the concept of circular economy is represented in the circular shape of the logo.

Figure 1. EXPER's brand image.



### 3.1.2 TYPOGRAPHY

Typography is an essential element in developing a visual identity as it helps to convey visually a message and it's a process that gives personality in using font styles, sizes, and colours. The right typography can create a strong and consistent visual language across different media, such as logos, websites, leaflets, and promotional materials, helping to build recognition and establish a sense of professionalism and credibility.

Typography can also convey emotions, evoke different feelings and associations, and influence the audience's perception of the project. Therefore, choosing the right typography is a crucial part of developing a visual identity that resonates with the target audience and effectively communicates the brand's values and mission. The following fonts have been chosen as part of the visual identity of the project:

- 🌐 Arial: Arial is a sans-serif widely used font that is known for its clarity and legibility. Arial is included in many software programs and is often used in business and academic settings for documents, presentations, and websites.
- 🌐 Montserrat: Montserrat is a sans-serif font that is known for its modern and clean design. Montserrat is often used in digital media, such as websites and social media posts, as well as in print media, such as posters and advertisements. It is a versatile font that can be used for a variety of purposes.



Arial and Montserrat are useful in various forms of communication, including print and digital media. Arial is a clean and easily readable font, with uniform spacing and shapes that make it a popular choice for business documents and presentations. Montserrat, on the other hand, is font that has a more modern and contemporary look. It is often used in branding and promotional materials, as well as in web design. Montserrat has a strong and clear visual impact that makes it useful for conveying important messages in a visually appealing way. Both Arial and Montserrat are versatile fonts that can be used in various styles and sizes to ensure clear communication and readability.





### 3.1.2 PROJECT WEBSITE

The creation of the EXPER project website was one of the first steps in the project's communication efforts (as outlined in Deliverable 7.2). Thus, the website was designed to promote and display the project, displaying its results and accomplishments throughout its duration, as well as offering updated information on the project, its partners, collaborations, meetings, and more, to all potential target audiences. This way, the website can be access by the following URL: <http://www.exper-project.eu/>.

Thereby, the use of a .eu domain was chosen to associate the project with the European Commission, which provides funding for the project. Additionally, the website's footer includes a statement indicating the project's grant agreement number and the EU emblem.

### 3.1.3 DISSEMINATION AND EXPLOITATION PLAN INCLUDING COMMUNICATION ACTIVITIES

At the 6th month, the project team presented a Communication and Dissemination Plan (as detailed in Deliverable 7.1 - Dissemination and Exploitation Plan including communication activities). The plan outlines the different target audiences the consortium wishes to reach, including specific stakeholders identified during the project. These audiences include actors from the Quadruple Helix such as:

-  Academia (inside and outside partnership)
-  Business sector
-  Civil society (citizens) organisations and associations
-  Policy makers

Additionally, the plan also outlines the various communication channels and actions that will be put into place, including submitting work to open access repositories, attending events, workshops, webinars, updates on the project website, utilising social media, publishing in relevant channels, issuing press releases, producing audio-visual content if needed, among others.

## 4. PROMOTIONAL MATERIALS

Promotional materials play a key role in the success of any project, especially in the propagation of information and reaching the target audience. In the case of the EXPER project, promotional materials have been developed with the intention of creating awareness, promoting its objectives and expected outcomes, and engaging stakeholders.

Consequently, the materials have been designed in a visually appealing way to capture the attention of the target audience and promote the project in various channels such as social media, press releases, newsletters, and events. The availability of different promotional materials such as roll-ups, banners, templates, and logos in different formats makes it easier for partners to use and disseminate information about the project to a wider audience, thereby increasing its visibility and impact.

### 4.1 LEAFLET AND ROLL-UP

A leaflet is a small, printed document that contains information about a particular topic, product, or event. It is typically designed to be handed out to people in public places, such as in front of a store or at an event, to provide them with a quick overview of the information being conveyed. Leaflets are often used as a promotional tool because they are easy to produce and can be distributed to a large number of people.

A roll-up, on the other hand, is a larger, more visual promotional material designed to be displayed at events or in public places. It is typically printed on a large sheet of paper or fabric and then mounted on a portable stand. Roll-ups are often used to promote a particular product, service, or event because they can be seen from a distance and are attention-grabbing. This can be especially effective in attracting people to visit a booth or exhibit at a trade show or conference.

Producing leaflets and roll-ups that showcase the EXPER project's approaches and outcomes will provide a clear and visually appealing way to disseminate information to a wide range of audiences. The leaflets will give interested parties an overview of the project and its objective, and direct them to regularly updated dissemination channels, such as the project website and social media. This approach presents an opportunity for personal engagement at academic, commercial, and socio-economic events and EU-organised events.

#### 4.4.1 LEAFLET

In this context, a preliminary version of the leaflet has been created using the project's visual identity and a template will be developed to be edited and cater to a wide range of stakeholders and end-users. The variations then will be based on the generic leaflet design. Below is shown the preview of this promotional material:

Figure 2. EXPER leaflet – Outer side.

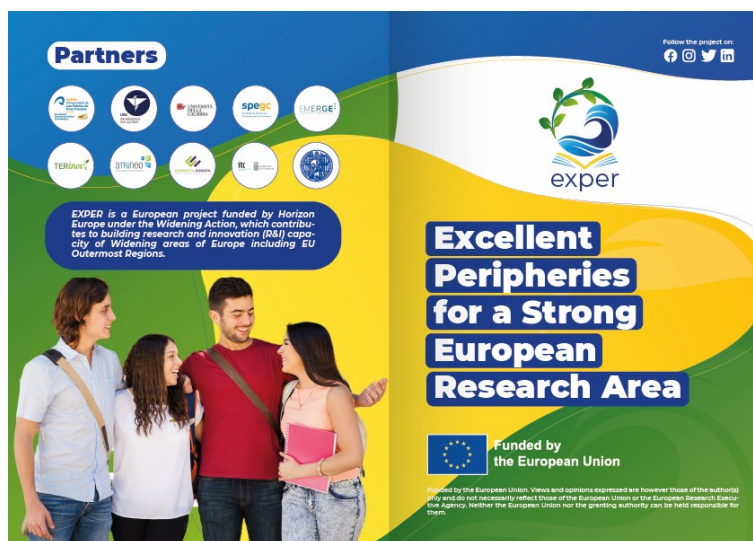


Figure 3. EXPER leaflet – Inside.

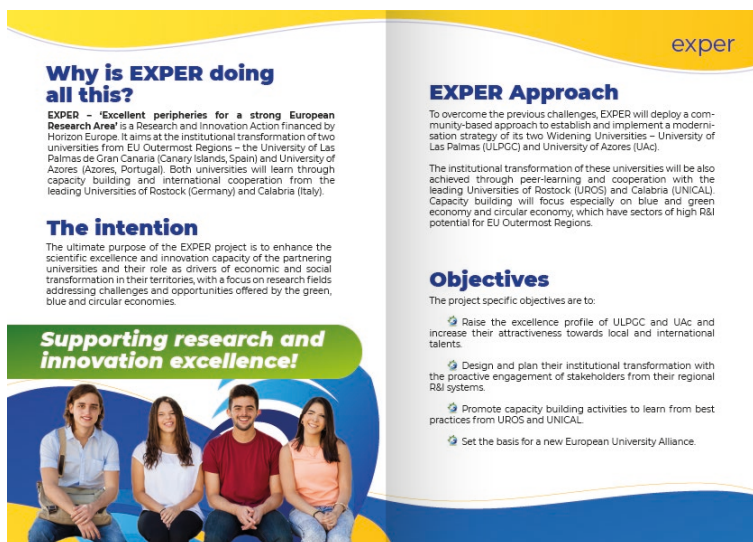


Figure 4. EXPER leaflet mock-up



## 4.1.2 ROLL-UP

The roll-up is an effective tool for raising awareness and reaching stakeholders. This promotional material will be available to each project partner to be used at events and to display in their respective institutions to increase visibility. The roll-up will be available as well in both print and digital formats, and its design will be adapted to various sizes to promote the project on various online platforms, including websites, digital newspapers, and social media channels. This will help to effectively spread the word about the project and engage a wider audience. A representation of this material can be found below:

Figure 5. EXPER Roll-Up Design



Figure 6. EXPER leaflet – Mock-Up.



## 4.2 WEB AND SOCIAL MEDIA BANNER

The EXPER project created web banners in line with the project's visual identity for use on social media and partner websites. As the project progresses, additional digital imagery that better represents EXPER will be created to enhance its accessibility, visibility, and appeal.

Figure 7. EXPER Web and social media Banner.



Figure 8. EXPER Web and social media Banner Variation.




















Note that this can be used as a template, thus the photographs might be different and its elements might change its layout position as the project progresses depending on what the consortium partners and the dissemination purposes are trying to reach by promoting EXPER.

**4.3 NEWSLETTER**

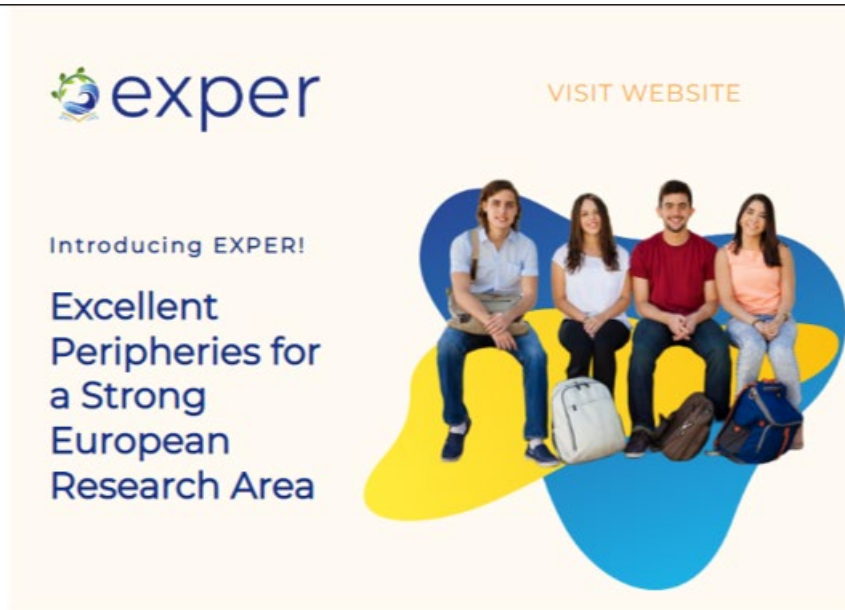
To keep stakeholders informed on the progress of the project, newsletters will be created and sent regularly. The default language for the newsletters is English, however, the consortium will explore the possibility of translating them into Spanish, German, Portuguese, and Italian, with each partner being responsible for their translation. The newsletters will be sent to a database of stakeholders from different EU countries filled by the consortium and will cover the major activities and local events of the project. The time schedule, main contents, and contribution schedule for each newsletter can be found in the table below in relation with D. 7.1 Dissemination and Exploitation Plan, including Communication Activities, although it may vary the content as the project progresses.

Table 3. Newsletter Content Plan for EXPER

N°	Main contents	Contribution by partners	Release of newsletter
1	<ul style="list-style-type: none"> <li> Project presentation</li> <li> Expected outcomes</li> <li> Meet the consortium</li> <li> Project News, Events &amp; Performed activities</li> <li> EXPER in the media</li> </ul>	15 <sup>th</sup> March 2023	31 <sup>st</sup> Mar 2023
2	<ul style="list-style-type: none"> <li> Project News &amp; Results</li> <li> EXPER in the media</li> <li> Future events</li> </ul>	1 <sup>st</sup> Sept 2023	15 <sup>th</sup> Sept 2023
3	<ul style="list-style-type: none"> <li> Project News &amp; Results</li> <li> EXPER in the media</li> <li> Future events</li> </ul>	1 <sup>st</sup> March 2024	15 <sup>th</sup> Mar 2024
4	<ul style="list-style-type: none"> <li> Project News &amp; Results</li> <li> EXPER in the media</li> <li> Future events</li> </ul>	2 <sup>nd</sup> Sept 2024	16 <sup>th</sup> Sept 2024
5	<ul style="list-style-type: none"> <li> Project News Final News incl. final conference</li> <li> Wrap-up on main results and conclusions on the EXPER experience</li> <li> Next steps to exploit and sustain project outcomes in the long term</li> </ul>	28 <sup>th</sup> February 2025	14 <sup>th</sup> Mar 2025

The newsletters will be available in HTML and PDF formats and partners will be encouraged to submit their contributions a two weeks before the scheduled release of each newsletter. Therefore, a first version of the newsletter has been already designed and it displays part of the main content to be diffused:

Figure 9. EXPER 1<sup>st</sup> Newsletter Preview



<b>Grant Agreement Number:</b> 101071329
<b>Funding Scheme Horizon Europe:</b> HORIZON-WIDERA: Widening participation and strengthening the European Research Area
<b>Total Budget:</b> € 1 975 312.50
<b>EU Financial Contribution:</b> 100%
<b>Start Date:</b> October 2022
<b>Duration:</b> 30 months
<b>Coordinator:</b> University of Las Palmas de Gran Canaria

Universities in Outermost Regions face unique challenges due to their small size and isolation, which hinder their competitiveness and development. However, these regions' exceptional geographical and geological characteristics make them valuable laboratories for research and innovation. To overcome their isolation, collaboration with leading research and innovation networks and organisations is essential.

European funding programs emphasise cooperation as an enabling instrument for mutual learning, fostering innovation, and achieving excellence.

By connecting academic and business organisations within and beyond their regions, universities can transform themselves into key players in regional innovation systems.

## Unlocking the Potential of Outermost Regions

We are delighted to present to you the first newsletter release for the EXPER project. EXPER is an EU-funded project that aims to enhance the scientific excellence and innovation capacity of the University of Las Palmas de Gran Canaria (ULPGC) and the University of the Azores (UAc). Both universities will learn through capacity building and international cooperation from the leading Universities of Rostock (Germany) and Calabria (Italy).

# Building a Stronger Network for Research Excellence and Innovation Capacity: The Purpose of EXPER

## Collaborating for Change: Meet the Key Universities of the EXPER Project



ULPGC – FCPCT

The University of Las Palmas de Gran Canaria (ULPGC) is leading the project and is responsible for several key areas. They'll be supported by an affiliated entity called The Canarian Science and Technology Park Foundation of the University of Las Palmas de Gran Canaria (FCPCT), which will help with administrative and financial management and link the university with innovative enterprises and other research centers in the Canary Islands.

[Learn more](#)



UNICAL

The University of Calabria (UNICAL) shares the focus on green and blue economy as key sectors for sustainable development with the other partners. They have special expertise in building entrepreneurial capacities and skills of students and researchers, and are a reference organization in Italy for the deployment of capacity building trainings that involve students, researchers, and companies.



UAc

The University of the Azores (UAc) is representing the research and innovation ecosystem and is committed to creating and promoting knowledge and technology related to biodiversity, volcanology, tourism, marine issues, and transnational challenges. The university has participated in several innovation programs and initiatives, including the H2020 program and regional innovation initiatives.

[Learn more](#)



UROS

The University of Rostock (UROS) is a public university located in northern Germany and is the leading university in EXPER. They'll contribute to capacity building activities and facilitate networking among Widening Universities researchers. As a member of the EU-CONEXUS European University Alliance (EUA), UROS will share the lessons learned in a EUA with EXPER.

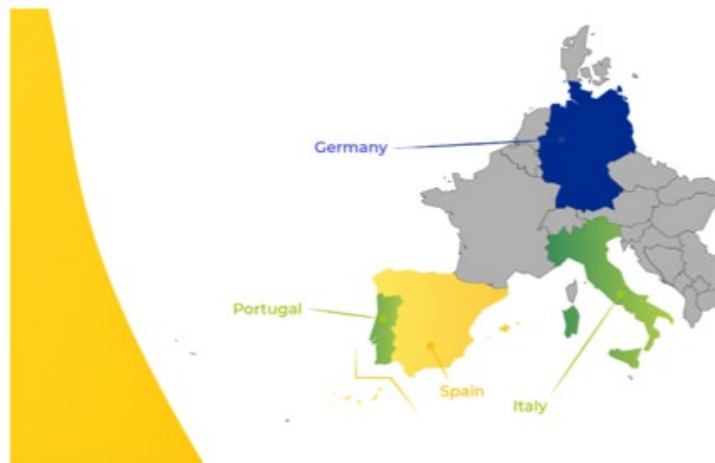


## Consortium Composition

The EXPER project is a powerful collaboration between leading universities in Germany and Italy, and widening universities in Spain and Portugal. These universities are working together to drive innovation and sustainability, while supporting entrepreneurship and building the skills of both students and researchers. But it's not just academia - this consortium is backed by a team of industry experts, startups, and research organisations who are all committed to creating a better future. With their combined expertise and resources, they're sure to make a real impact on the EU:

- Fundación Canaria Parque Científico Tecnológico de la Universidad de Las Palmas de Gran Canaria (FCPCT)
- Sociedad de Promoción Económica de Gran Canaria (SPEGC)
- Asociación Canaria de Startups Empresas de Base Tecnológica (EMERGE)
- TERINOV - Science and Technology Park, Atrineo AG,
- Consulta Europa Projects and Innovations (CE)
- Instituto Tecnológico de Canarias (ITC)

Are you excited to know more about our consortium members? Throughout the project a dedicated section we will be placed on the newsletter to talk about all of them!



## EXPER KICK-OFF MEETING



The project partners gathered in Gran Canaria (Spain) for the kick-off meeting in October 2022 and had the opportunity to discuss boosting the research and innovation capacity of Member States, Associated Countries, and Outermost Regions that lack in terms of research and innovation. With a focus on knowledge transfer and connecting universities with the private sector, partners also outlined the exciting opportunities the project would bring. "EXPER will create spin-off base companies, address intellectual property rights issues, and bring a wealth of knowledge to the Canary Islands," said Sebastián López, director of Innovation and Technology Transfer at ULPGC and project coordinator.

[Read more](#)



## Join us on this exciting journey of discovery and collaboration!

The EXPER project will apply its focus on knowledge transfer by organising supporting activities and setting the basis for a European University Alliance. Through a community-based approach, the project will outline a modernisation strategy of the Widening Universities involving representatives of the surrounding ecosystem. Are you keen to know more about the project?

## Developing the Mission and the Vision of the Widening Universities

### Stay tuned for what's coming next in the EXPER project!

The next steps in this journey involve developing the mission and vision of the widening universities, and involving stakeholders of the surrounding ecosystems in the process.

Through a series of activities, the EXPER project aims to institutionalise change by building the capacity of the universities and fostering international cooperation. The involvement of regional stakeholders in the development of the mission and vision of the universities will ensure that the modernisation strategies developed are aligned with the needs and goals of the universities, as well as the citizens and that the latter have a voice in the process.

EXPER is a significant initiative that will drive economic and social transformation in the territories of the partnering universities, with a focus on research fields addressing challenges and opportunities offered by the green, blue, and circular economy. This way, the project continues to make strides towards the institutional transformation of two universities in EU Outermost Regions.

## Related Projects News



### **BETTER Life for Socially Engaged Research Life Sciences**

BETTER Life will establish a European Digital Centre of Excellence for fostering Socially Engaged Research in Life Sciences, as well as seven regional centres...

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### **E<sup>2</sup>UDRES<sup>2</sup> Ent-r-e-novators Project Meets in Austria to Work on Strategies**

The Ent-r-e-novators project, which started in October 2022, is an initiative that aims to increase the research capacity of E<sup>2</sup>UDRES<sup>2</sup> and co-create a specific joint research strategy for the alliance...

[Read more](#)

### **BI4E – Learn about the project Boosting INGENIUM for Excellence**

The kick-off meeting and the first steering committee meeting of the BI4E Consortium took place on October 7th at the University of Rouen Normandy – CURIB, gathering 25 participants...

[Read more](#)



## Paving the Way for a European University Alliance

EXPER project is not only a research and innovation initiative, but also a preparatory step towards a European University Alliance that involves Outermost Regions with other excellent research organisations in Europe. With UAC and ULPGC being located on islands, the blue economy represents an important field of research, innovation, business, and social activities for both territories. These ORs have also gained recognition at the EU level as living labs, with special environmental conditions, to conduct innovation and research pilots in the marine sector. Additionally, the transition towards a circular economic model is vital for insular territories that heavily rely on natural resources and are under pressure from tourism, which generates additional demands for resources and poses waste management challenges. Blue growth and circular economy thus represent a niche of innovation possibilities with great potential for the Canary Islands and the Azores, and the EXPER project is poised to explore and leverage this potential.



Stay tuned for updates on the project's progress and outcomes, as well as upcoming events and activities at [www.exper-project.eu](http://www.exper-project.eu). Follow us on social media to join the conversation and stay up-to-date with the latest news and developments. Together, let's work towards enhancing research and innovation capacity in the Outermost Regions and achieving excellence in the European research landscape.

[Visit website](#)



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The European EXPER Project to strengthen the outermost regions' universities begins

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## 4.4 SOCIAL MEDIA MATERIAL

The project will regularly utilise social media to share information and engage with a wide audience, as it is considered one of the most effective means of reaching target and general audiences.

A variety of posts have been created to enhance the content shared on social media and reach out to stakeholders on specific online platforms. Existing promotional materials will be posted on social media. As you shown below in the following figure:

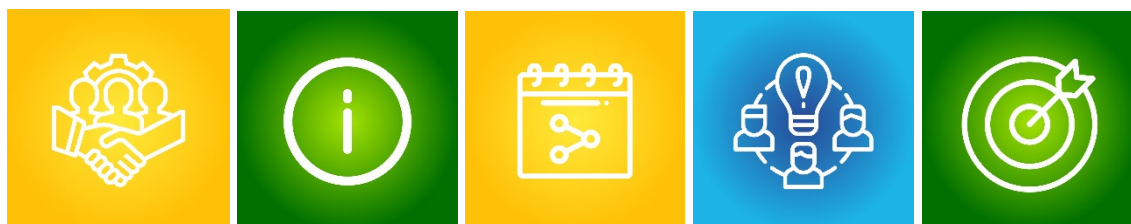
Figure 10. EXPER Social Media Posts



### 4.4.1 ICONS FOR SOCIAL MEDIA USE

Icons for social media are small visual symbols that represent different topics on social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and others. These icons are often used on promotional materials and digital communications to link to the organisation's social media accounts. By incorporating social media icons into the visual identity of the project, it has been possible to create a consistent and recognisable brand image across different channels and platforms, as seen below:

Figure 11. Social Media Icons



The use of social media icons can help to increase the project recognition and promote social media engagement. Additionally, icons can help to make digital content more visually appealing and user-friendly by creating a clear and recognisable way to access social media channels.

#### 4.5.2 HASHTAGS

Hashtags are an important complement of the promotional materials, and it can be employed for all social media posts to convey the message across different channels. The hashtags can be used not only on social media, but also on physical promotional materials, to ensure a cohesive effort in promoting the project. The following newly created hashtags can be used to outreach a wide audience, among others, e.g., **#ExperUniversity #ExperEcosystem #ExperIsExcellence #InnovationWithExper #ExperHEIs #ExperTalents #ExperActions #ExperEvents #TheUniverisityWeWant**

In the same way, existing hashtags can be used to connect the EXPER media content to specific topics that are relevant to the project, e.g., **#repost #azoresislands #motivation #blueeconomy #circulareconomy #oceanimpact #sustentabilidade #facts #knowledge #europeangoals #actnow #knowledge #globalgoals #actnow #unical #uac #uros #capacitybuilding #internationalcooperation #canaryislands #scientificexcellence #innovationcapacity #blueeconomy #circulareconomy #knowledgetransfer #research #innovation #education #training #modernisation #Horizon #EU\_Horizon**

## 5. DOCUMENT TEMPLATES

There are two types of templates available for the EXPER project: (1) templates for Word documents and reports, including external and internal deliverables, and (2) templates for PowerPoint presentations, including a set of public presentation slides. Both templates align with the project's logo and visual identity and partners are asked to use them when presenting the project or creating project-related documents.

Figure 10. EXPER Word Templates



Figure 11. EXPER Slides Templates



## 6. EUROPEAN DISCLAIMER AND EMBLEM OF EU FUNDING

All information released to the public will have a link to the EXPER website where additional details can be obtained. Furthermore, all materials and publications will feature the European Union emblem as the funding organisation, along with a disclaimer that reads: "Funded by the European Union. The views and opinions expressed are solely those of the author(s) and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held accountable for them", according to the Programming period 2021-2027.

## 7. CONCLUSION

In conclusion, the development and distribution of effective promotional materials are key for the success of any project. The EXPER project has identified various channels and tools for promoting its activities and engaging with its stakeholders, including social media, newsletters, press releases, and on-site events. The use of a consistent visual identity and logo, as well as the inclusion of the EU emblem and appropriate funding statements, will ensure that all materials are clearly identifiable and meet the necessary requirements.

Finally, dissemination approaches will further enhance the relevance and effectiveness of the promotional materials, ensuring that they resonate with the intended audiences and facilitate their engagement with the project and by utilising these strategies, the EXPER project is well-positioned to increase awareness and understanding of its objectives and outcomes, ultimately contributing to the achievement of its goals.





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