



D.7.2 Initial Dissemination Material

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Executive Summary

The current deliverable under the title “*D7.2 Initial Dissemination Material*” presents all the dissemination and communication material produced by the EFFECTOR consortium by M6 of project’s lifecycle, i.e. October 2020 – March 2021. Particularly, it outlines in detail the elements of the EFFECTOR visual identity (*including the official EFFECTOR templates*), the project’s printable dissemination materials (*poster, leaflet, brochure*) as well as the digital ones (*the 1st newsletter issue, 1st press release, project’s overall presentation and other supportive digital material*). Moreover, it lists the foreseen actions related to the creation of further dissemination materials from M7 to M18 (*project’s completion*).

D7.2 is a public deliverable of this project, part of WP7 and additionally includes information about the project's scope and objectives as well as the description of WP7 in order to ensure that no prior knowledge related to the project, the DoA and the other WP7 deliverables is requested from the reader. Overall, it is based on, and is consistent with the DoA and the GA, but is not a substitute for reading these documents.

1. Introduction

The current chapter introduces to the reader the EFFECTOR project and presents in brief the work package 7 where the communication and dissemination activities are coordinated. The purpose and scope of this deliverable as well as its relations to other EFFECTOR deliverable are also explicated. D7.2 is a public deliverable of EFFECTOR and for this reason all the aforementioned information is provided in order to ensure that no prior knowledge related to the project, the DoA and other WP7 deliverables is required from the reader for its comprehension.

1.1 The EFFECTOR project

Keeping seas and oceans safe, secure and clean is a priority. Ensuring adequate maritime security is necessary to protect the EU's strategic maritime interests. The **EU-funded project, EFFECTOR**, will boost maritime surveillance and improve decision support. By implementing an interoperability framework and associated data fusion and analytics services for maritime surveillance and border security, the project will foster collaboration between maritime stakeholders. This will allow the faster detection of new events and better-informed decision making. Moreover, the joint understanding and undertaking of a situation across borders will allow the seamless cooperation between operating authorities and on-site intervention forces, ensuring that all existing privacy and data protection rules are fully respected. The project will test its solution in **France, Portugal and Greece**.

EFFECTOR aims to enhance **maritime surveillance**, improve **decisions support**, and foster **collaboration of maritime stakeholders** by implementing an **Interoperability Framework** and associated **Data Fusion** and **Analytics** services for **Maritime Surveillance** and **Border Security** that will allow faster detection of new events, better informed decision making, achievement of a joint understanding and undertaking of a situation across borders, allowing seamless cooperation between operating authorities and on-site intervention forces ensuring that all existing privacy and data protection rules are fully respected. Specifically, EFFECTOR will **unlock the full capabilities** of maritime surveillance systems and data sharing at tactical and strategic level by introducing applied solutions for enhanced border and external security, including the implementation of a multilayered data lake platform for end-to-end interoperability and data exploitation, the exchange of enhanced situational awareness pictures at different level with **CISE** and **EUROSUR**, the adoption of interoperability standards for exploiting data sources and systems currently underutilized in maritime environment and the demonstration of new concepts and tools for knowledge extraction, semantic representation, data fusion, analytics, and federated querying that can scale from local to regional and up to national and transnational level.

The EFFECTOR solution will be tested, validated and demonstrated in real operational scenarios together with maritime authorities, End Users and practitioners in **France, Portugal and Greece**. The project will leverage on the developments, results and experience from current and previous research projects from National Procurement projects of CISE Nodes and Adaptors and on the CISE infrastructure of the End Users.

1.2 WP7: Impact Creation, Exploitation and Standardization Activities

The activity of this work package shall include dissemination, standardization and exploitation tasks. The scope will be to disseminate the project objectives and results to a wide group of stakeholders establishing a consistent communication channel with them using web tools, social and professional networks and relevant events in order to increase the potential impact of EFFECTOR and improve the opportunities for exploitation of the project outcome. National Civil and Military Border Authority Nodes are foreseen to ease the adoption by the local authorities. Each involved Member State has a local organization supporting its users, and the benefits of this approach in which the public authorities and operational users can interact in their own language and culture, which eases the establishment of trust channels.

The main objectives for this work packages are the following: **(i)** Use several communication and dissemination means and tools for increasing the visibility of the project objectives and its relevant findings and achievements (*journals, conferences, social media, blogs, newsletter, project website*). **(ii)** Create and maintain a large and specialised network of stakeholders,

experts in border and external security and maritime surveillance. **(iii)** Push project outcomes to market through the EFFECTOR industrial partners and SMEs, perform promotion campaigns. **(iv)** Organize events and interactive meetings (*at national and EU level*) for disseminating the results of the project to target audiences and key stakeholders, including policymakers as well as for collecting relevant feedback from them. **(v)** Investigate, elaborate and plan the perspective of EFFECTOR compared to the requirements of the operational End Users. **(vi)** Identify new market opportunities and help bring to market the EFFECTOR outputs. **(vii)** Establish new business connections; explore new ways of funding or creating new opportunities for innovation are also goals for the Exploitation Plan. **(viii)** Manage IPR and protect new knowledge created within the project. **(ix)** Analyse standardization needs and contributing to relevant standardization activities.

WP7 is divided into **five tasks** which namely are:

- **Task 7.1:** Dissemination and Communication
- **Task 7.2:** Workshops Coordination
- **Task 7.3:** IPR Review and Patenting Process
- **Task 7.4:** Exploitation Plan and Market Large Uptake Assessment
- **Task 7.5:** Standardization

1.3 The Deliverable D7.2: Purpose and Scope

According to the DoA, the deliverable "*D7.2 Initial Dissemination Material*" describes in detail all produced printed and digital dissemination material within the period October 2020 to March 2021 (M1-M6). The materials presented in this document were created in order to support the EFFECTOR dissemination and communication activities and the overall promotion of the project to stakeholders and beyond.

1.4 Intended readership

The deliverable D7.2 is mainly addressed in **five main categories** of audiences: the European Commission, which is the funding authority, the EFFECTOR project partners, the target groups (*related industry /community, end users/technology consumers, facilitators*), representatives of organizations involved in EU funded projects under similar topic and the general public. The table below describes the reasons for interest in reading the current document by the aforementioned audience categories.

Table 1: Intended readership

Intended audience	Reasons for interest in reading
EFFECTOR project partners	To be informed about the produced printable and digital materials and utilize them when necessary for assisting to the wider promotion of the project and its results either individually per partner or as consortium in whole.
European Commission	As the Funding Authority to assess the effort made in regard to the produced dissemination materials and their quality. It constitutes an official report of the project to EC / REA.
Target Groups <i>(related industry /community, end users/technology consumers, facilitators)</i>	To be informed about the EFFECTOR project in general (<i>scope, objectives, expected impact, contact details with the project etc.</i>), the offered solution and the produced results.
Representatives of organizations involved in EU funded projects under similar topic	To share knowledge and best practices on the creation of dissemination materials. Moreover, it can assist in expanding the EFFECTOR network by introducing it to other related EU funded ones.
Anyone interested <i>(general public)</i>	To be informed about the project in general.

1.5 Structure of the deliverable

This deliverable is consisted of **six chapters**. The **first chapter** is an introductory one where the reader is informed about the purpose of the project, the tasks included in work package 7 and the scope and objectives of the current deliverable. Moreover, the intended audience is presented along with the reasons for interest in reading D7.2 per each. The **second chapter** presents the visual identity of the project, the **third** one the printable materials that the consortium created until M6 and the **fourth chapter** showcases the EFFECTOR digital dissemination materials. Lastly, the **fifth chapter** lists the foreseen actions related to the creation of further dissemination materials from M7 to M18 (*project's completion*).

1.6 Relationship with other EFFECTOR deliverables

Table 2: Relation of D7.2 with other WP7 deliverable

WP7 Deliverables	Dependencies and relation
D7.1 Communication and Dissemination Strategy and Plan	D7.1 sets the communication and dissemination strategy, delineates the types of the dissemination material to be produced, the channels via they will be communicated and describes the timeframe for their production. The deliverable D7.2 is the first tangible result of the strategy set in D7.1 which outlines with the form of a report all printed and digital material produced within the period M1-M6. .

1.7 List of abbreviations and acronyms

Abbreviation	Meaning
ASMP	Administration for Maritime Safety and Port Management
CISE	Common Information Sharing Environment
DoA	Description of Action
D7.1	Deliverable D7.1 Communication and Dissemination Strategy and Plan
D7.3	Deliverable D7.3 EFFECTOR Initial Web Presence
EAMA	Executive Agency "MARITIME ADMINISTRATION"
EC	European Commission
EU	European Union
GA	Grant Agreement
HMOD	Hellenic Ministry of Defence
ICCS	Institute of Communication and Computer Systems
MMAIP	Ministry of Maritime Affairs and Insular Policy
Mx	Month x
NCC	National Coordination Centre
PTN	Portuguese Navy
SaR	Search and Rescue
SGMER	Secrétariat général de la mer
WP	Work Package

2. EFFECTOR Visual Identity

The visual identity of a project includes its logo design, typography fonts, colors, imagery and any other visual (such as templates) that are used in order to communicate it to public. In EFFECTOR's case, all the aforementioned elements were discussed and agreed amongst the consortium and created within the context of conveying the values and the key messages of the project to target groups. Lastly, the visual identity of the project is consisted of the tangible and visual elements which namely are templates (*letterhead, PowerPoint, Word doc, Agenda*), printed materials (*leaflet, brochure, poster*), online presence (website, social media) and audio-visual materials (video). The aforementioned materials will assist to the effective communication of the project to target audience and beyond in all types of activities.

2.1 EFFECTOR Logo

The **EFFECTOR logo** was the first communication material of the project that was created in order to build a brand identity that distinguishes it from other project and products/services. It was designed by ICCS, the task leader of "T7.1 Dissemination and Communication", and guidelines for logo's usage were provided to the consortium partners. Particularly, the logo should appear once per layout and depending on the background **two versions** were produced, the positive and negative (*Figure 1*). Moreover, under no condition the EFFECTOR logo should not be altered by partners regarding its colors and graphics, rotate, skew and/or apply any other modification on it.

The logo resembles a compass, which symbolises navigation and orientation, that shows direction relative to geographic cardinal points. Its colors, shades of blue, symbolize the colors of the sea as EFFECTOR aims to unlock the full capabilities of maritime surveillance. As a result, the EFFECTOR logo contributes to make the project easily recognizable by stakeholders and general public. The logo will be included in all communication tools used throughout the project's lifecycle and will be placed in a clear, recognizable and easily distinguishing position for attracting attention



Figure 1: EFFECTOR logo versions (positive & negative)

2.2 EFFECTOR Typography Fonts

Typography fonts consist one of the main elements of EFFECTOR visual identity and in order to preserve a consistent one for the project the official fonts should be used in all activities. The official EFFECTOR typography fonts is **Montserrat**¹. Regarding font's style, a depiction is provided in *Figure 2* while detailed information has been provided to project partners.

¹ https://fonts.google.com/specimen/Montserrat?selection.family=Montserrat&sidebar.open=true&preview.text_type=custom#standard-styles

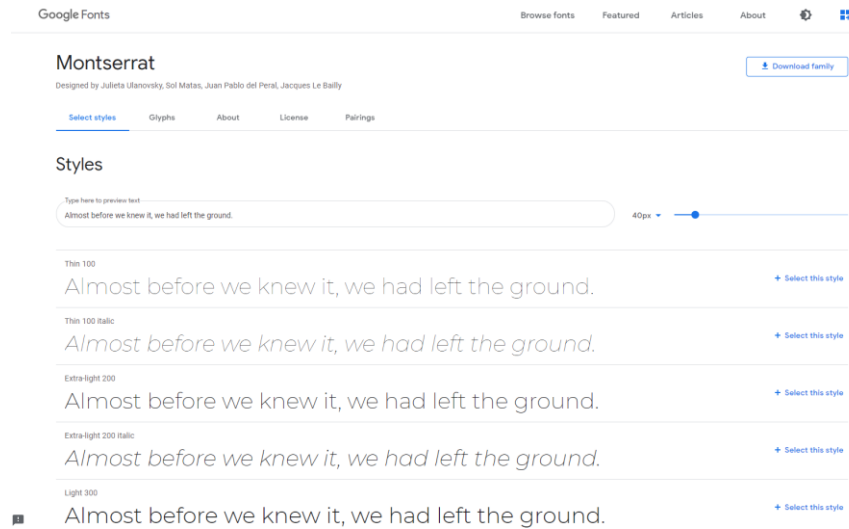


Figure 2: EFFECTOR typography fonts

2.3 EFFECTOR Colour Palette

The **EFFECTOR colour palette** is divided into **EFFECTOR sign gradient colour** and **alternative blue gradient colours**. The colour spectrum spans per category as follows:

- **EFFECTOR sign gradient color:**
 - From **RGB= R0 G234 B209** (*color's code: #00ead1*) to **RGB= R0 G85 B203** (*color's code: #0055cb*);
 - From **CMYK = C60 M0 Y30 K0** to **CMYK = C88 M70 Y0 K0**.

- **Alternative blue gradient colors:**
 - From **RGB = R0 G85 B203** (*color's code: #0055cb*) to **R0 G174 B 239** (*color's code: #00aeef*);
 - From **CMYK= C88 M70 Y0 K0** to **C70 M14 Y0 K0**.

Lastly, the font's colour is blue-black, **RGB= R55 G55 B75** (*color's code #37374b*), **CMYK= C60 M75 Y47 K42**.

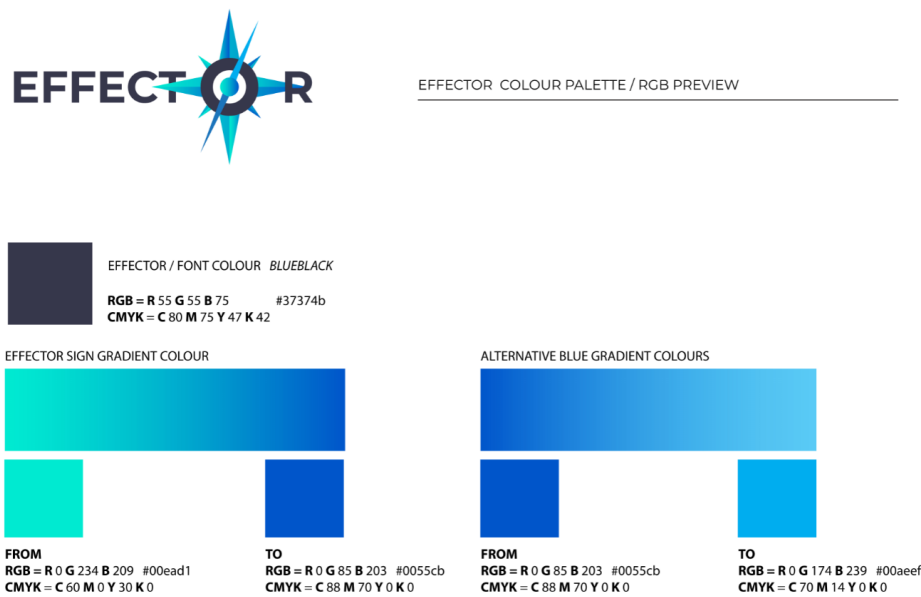


Figure 3: EFFECTOR Colour Palette

2.4 EFFECTOR templates

The project's templates complement the overall visual identity of EFFECTOR. With the creation and utilization of templates the consortium ensures common and consistent presentation of the project and its produced results to target groups, stakeholders and general public. To this end, T7.1 leader, from the very beginning of the project in M1 created and delivered to the consortium **five main template types** which namely are: **a)** the **Word doc** template (*Figure 4*) which serves as the EFFECTOR official deliverable template, **b)** the **PowerPoint** template (*Figure 5*) for making all project presentations in meetings, conferences, workshops and other types of events), **c)** the **Meeting minutes** template (*Figure 6*) for putting on record the discussion made by project partners during all types of consortium's meetings i.e. physical and virtual ones, **d)** the **Agenda** template (*Figure 7*) for EFFECTOR meetings, workshops etc., and **e)** the **press release** template (*Figure 8*) for creating the project's major announcements to press and media.

Ref. Area [20202242894 - 27/04/2020]

EFFECTOR

DX.X Deliverable Title

Project Title	An End-to-end Interoperability Framework For Maritime Situational Awareness at Strategic and Tactical Operations
Project Acronym	EFFECTOR
Deliverable Identifier	Document number
Deliverable Due Date	YYYY-MM-dd
Deliverable Submission Date	YYYY-MM-dd
Deliverable Version	v.X.X
Author(s) and Organization	Name 1 (partner), Name 2 (partner), ...
Work Package	WPx Title
Task	Task X.X Title
Dissemination Level	Choose an item.

Document Control Page

Deliverable Number	DX.X
Deliverable Title	Deliverable Title
Deliverable Version	v.X.X
Work Package Number	WPX
Work Package Title	WP Title
Submission Date	YYYY-MM-dd
Dissemination Level	Choose an item.
Status	Choose an item.
Author (s)	Name 1 (partner), Name 2 (partner),...
Contributor (s)	Name 1 (partner), Name 2 (partner),...
Four Reviewer (s)	Name 1 (partner), Name 2 (partner), ...
Security assessment	Choose an item.
Consent (if any)	Consent (if any)
Funding authority	European Commission
Funding Programme	Horizon 2020 Research and Innovation Programme
Topic	SU-BE303-2018-2019-2020
Rights	EFFECTOR Consortium

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Figure 4: Deliverable template (Word doc)

EFFECTOR

An End-to-end Interoperability Framework For Maritime Situational Awareness at Strategic and Tactical Operations

Presentation Title

Presentation subtitle

Presenter: First Name, Last Name

Organization: Insert your organization' name

Partner's logo

Date, Location

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Figure 5: Presentation template (PowerPoint)

Ref. Area (2020)2242994 - 27/04/2020



An End to end Interoperability Framework For Maritime
Situational Awareness at Strategic and Tactical Operations
Grant Agreement Number: 883374

Insert Text Meeting Minutes

Meeting Date: DD/MM/YY
Venue: Location / Virtual
Minutes Version: v1.0
Work Package: WPX
Rapporteur Name: Insert Full Name
Rapporteur Organisation: Insert Organization's Name
Dissemination Level: Insert Dissemination Level

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Insert Text Meeting Minutes



Agenda Items

Day I – Insert Day, Month, Year

No.	Description	Time	Organization	Links

Day II – Insert Day, Month, Year

No.	Description	Time	Organization	Links

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Insert Text Meeting Minutes



Actions

No.	Work package	Description	Responsible	Deadline

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Figure 6: Meeting minutes template

Ref. Area (2020)2242994 - 27/04/2020



An End to end Interoperability Framework For Maritime
Situational Awareness at Strategic and Tactical Operations
Grant Agreement Number: 883374

Agenda

Insert No. Project Meeting

City, Country / Virtual
DD – DD, MM, YYYY

Venue Details

Venue / Building Name

Venue Address: Street, number, post code

URL: Share Link
(e.g. venue's website, Google Maps)

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Insert No. Project Meeting, City, Country



Day I – Insert Day, Month, Year

Timeslot	Presentation	Partner
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm	Coffee Break	
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm	Lunch Break	
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm	Coffee Break	
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm	Closing Day I	

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2 | Page

Insert No. Project Meeting, City, Country



Day II – Insert Day, Month, Year

Timeslot	Presentation	Partner
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm	Coffee Break	
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm	Lunch Break	
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm	Coffee Break	
hh:mm – hh:mm		
hh:mm – hh:mm		
hh:mm – hh:mm	Closing Day II	

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Figure 7: Agenda template

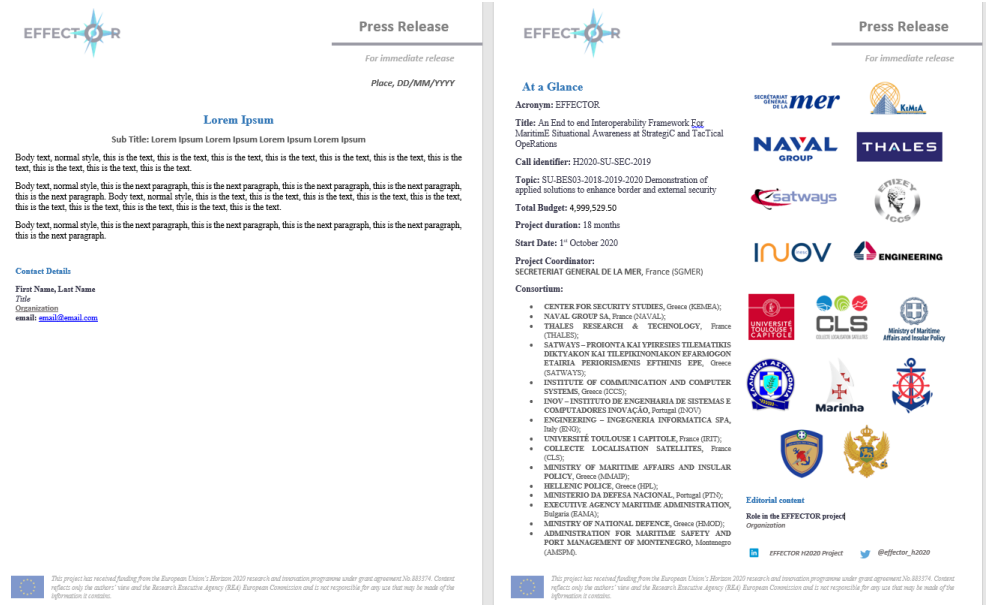


Figure 8: Press release template

3. Printable Materials

Printable dissemination materials were created in M5 and M6 in order to raise awareness about the project and promote it to stakeholders and general public in various outreach activities and events (*physical and virtual*) such as workshops, conferences, exhibitions etc. The EFFECTOR printable materials created so far are the **poster**, **leaflet** and **brochure**. It should be noted that they will be printed upon partners' request which will be highly depended on project's participation in physical events. All promotional materials are also available in digital format with shareable link at the EFFECTOR website on section "Press Kit", subsection "[Promotional Materials](#)" so anyone interested can find them online.

3.1 Poster

The **EFFECTOR poster**, suitable for placing it on wall or pin board, includes both textual and graphic elements of the project. It is compliant with the EFFECTOR visual identity and includes the following information around the project:

- EFFECTOR logo;
- Project's website (*URL*);
- Project's full name and acronym;
- Project's Facts (*i.e. total budget, project duration, start date of the project, project coordinator*);
- Project's moto (*Unlocking the full capabilities of maritime surveillance*)
- EU emblem and the required acknowledgement text;
- Disclaimer for excluding Research Executive Agency / European Commission responsibility;
- QR code linked to project's website;
- EFFECTOR social media accounts in Twitter and LinkedIn;
- Project partners' logos (consortium)
- Contact details with the consortium.

A depiction of the EFFECTOR poster is provided in *Figure 9*. Moreover, it is available in digital format at the project's website on <https://www.effector-project.eu/wp-content/uploads/2021/03/EFFECTOR-Poster.pdf>.



Figure 9: EFFECTOR Poster

3.2 Leaflet

The **EFFECTOR leaflet** is a single sheet printed paper that puts across the EFFECTOR message in order to promote the project and its offered solution. It is used for distribution at all communication activities performed by the consortium and is aimed at the wider public. The EFFECTOR leaflet is compliant with the project’s visual identity and includes the following information around the project:

- EFFECTOR logo;
- Project’s full name and acronym;
- Project’s website (URL);
- EU emblem and the required acknowledgement text;
- Disclaimer for excluding Research Executive Agency / European Commission responsibility;
- QR code linked to project's website;
- Brief description of the solution offered by the EFFECTOR project;
- Trial sites (*i.e. France, Greece, Portugal*);
- EFFECTOR social media accounts in Twitter and LinkedIn;
- Project partners’ logos (*consortium*);
- Contact details with the consortium.

A depiction of the EFFECTOR leaflet is provided in *Figure 10* and it is also available in digital format at the project’s website on <https://www.effector-project.eu/wp-content/uploads/2021/03/EFFECTOR-LEAFLET.pdf>.



Figure 10: EFFECTOR Leaflet

3.3 Brochure

The **EFFECTOR brochure** is a trifold leaflet created for distribution at all communication activities performed by the consortium and is aimed to promote the project, its objectives and the EFFECTOR solution to stakeholders and wider public.

D.7.2 Initial Dissemination Material

As the rest of the EFFECTOR dissemination material, it is compliant with the project's visual identity and includes the following information:

- EFFECTOR logo;
- Project's full name and acronym;
- Project's website (*URL*);
- Project's facts at a glance;
- The EFFECTOR demonstrator core principles;
- EU emblem and the required acknowledgement text;
- Brief description of the solution offered by the EFFECTOR project;
- The project's objectives;
- The trial sites (*i.e. France, Greece, Portugal*);
- Disclaimer for excluding Research Executive Agency / European Commission responsibility;
- QR code linked to project's website;
- EFFECTOR social media accounts in Twitter and LinkedIn;
- Project partners' logos (*consortium*);
- Contact details with the consortium and the coordination team of the project.

A depiction of the EFFECTOR brochure is provided in *Figure 11* and it is also available in digital format at the project's website on <https://www.effector-project.eu/wp-content/uploads/2021/03/EFFECTOR-Brochure.pdf>.



Figure 11: EFFECTOR Brochure

4. Digital Material

The online promotion of the EFFECTOR is of utmost importance for the effective communication of the project and its results to target audiences. For this reason, a set of digital materials have been created so far which namely are the 1st newsletter issue, the 1st press release, the general project presentation and the slideshow images of EFFECTOR website. It should be stressed that more digital materials are foreseen to be produced throughout the project’s lifecycle and are listed in Chapter 5 of the current deliverable.

4.1 1st Newsletter Issue

The **first newsletter issue** of the project was published in February 2021 (M5) and covered activities performed by the consortium from the very beginning of the project until January 2021 (M1-M4). It was designed and created by ICCS with project partners’ contribution. The contained visual elements follow the visual identity of EFFECTOR and are compliant with the obligations to the funding authority (REA/EC) with regards to the communication of the action (i.e. EU emblem, acknowledgement text, disclaimer for excluding REA/EC responsibility). The topics included in the first issue were:

- The release of the updated version of EFFECTOR website that was made in January 2021 (M4);
- The 1st project meeting that was organized during December 2020 (M3);
- The first press release that was published in November 2020 (M2);
- The Kick off meeting of the project that was held virtually in October 2020 (M1);
- The EFFECTOR presentation at the first ANDROMEDA workshop that was held few days before the official launch of the project (end of September 2021).

Lastly, it is available on project’s website in the section “Press Kit”, subsection “[Newsletter](#)”. The shareable link of the 1st Newsletter issue is: <https://www.effector-project.eu/2021/02/10/1st-newsletter-issue-february-2021/>

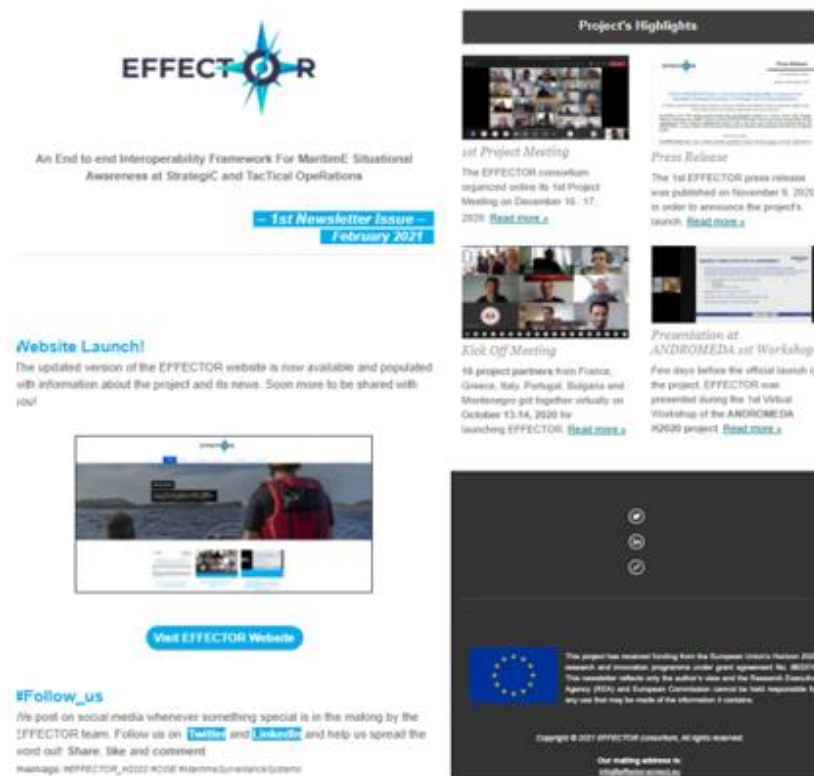


Figure 12: 1st Newsletter Issue

4.2 1st Press Release

The **first press release** was developed by T7.1 leader ICCS and was published in November 2020 (M2) in order to announce the project’s start. Moreover, it included overall information about EFFECTOR and it was prepared in English (EN) language. It available on project’s website at section “*Press Kit*”, subsection “*Press Release*”.

The shareable link of the 1st press release is: https://www.effector-project.eu/wp-content/uploads/2020/12/1st-Press-Release_EFFECTOR_vrs_Final.pdf



Figure 13: 1st Press Release

4.3 General Project Presentation

The official project presentation was prepared by ICCS in order to support the communication activities of the consortium made by partners in various events. The presentation is based on PowerPoint template of the project and it is consisted of 14 slides. Lastly, it includes the following main chapters:

- Introduction to the project;
- EFFECTOR at a Glance;
- Motivation;
- The EFFECTOR solution
- EFFECTOR Demonstrator core principles
- EFFECTOR Trials Sites;
- Project Objectives;
- Expected Impact.
- Consortium;

The presentation is also available online on project’s website at section “*Press Kit*”, subsection “*Presentations*”. It should be mentioned that confidential information is not disclosed and the partners have been advised to use only the information in the official presentation for both presentations and discussions.

4.4 Project’s Fiche

SGMER along with KEMEA prepared the project's fiche and presented EFFECTOR at the second annual “Project to policy kick off seminar” (*P2PKOS*) for security research. The event was organized on 22nd and 23rd of March 2021 by the **European Commission (EC) Research Executive Agency (REA)**. It included participation from 43 projects of the 2019 H2020 Secure Societies call, as well as representatives from the REA, DG HOME (*Directorate-General for Migration and Home Affairs*), DG CNECT (*Directorate-General for Communications Networks, Content and Technology*), additional EC policy officers and other European agency representatives.



Figure 14: Project’s Fiche

4.5 Slideshow Images of EFFECTOR website

Slideshow images were created by ICCS and used at the EFFECTOR website in order to easily convey to its visitors the concept of the project with an easy-to-read manner. The content included in the images are as follows:

- **Slider A:** An End to end Interoperability Framework For Maritime Situational Awareness at Strategic and Tactical Operations - Unlocking the full capabilities of maritime surveillance
- **Slider B:** Interoperability Framework, Data Fusion and Analytics services for Maritime Surveillance and border security



Figure 15: Slider A of EFFECTOR website

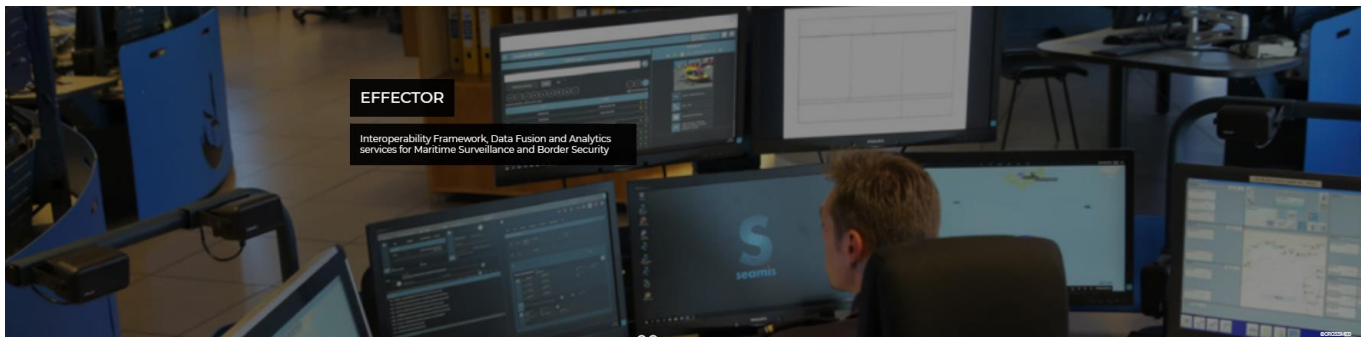


Figure 16: Slider B of EFFECTOR website

5. Future Actions

The foreseen activities related to the creation of further dissemination materials for the period M7-M18 are listed below:

- Creation of a “save the date” digital banner for announcing the 1st Dissemination Workshop at the project’s website and social media;
- Agenda creation of the 1st Dissemination Workshop;
- Creation of a “save the date” digital banner for announcing the 2nd Dissemination Workshop at the project’s website and social media;
- Agenda creation of the 2nd Dissemination Workshop;
- Press releases for major announcement of the project;
- Newsletter issues No.2, No.3, No.4, No.5 and No.6;
- Creation of the project’s video.

6. Conclusions

The deliverable D7.2 “Initial Dissemination Material” (M6) presents in detail all the initial dissemination and communication material, printable and digital, produced the period **M1-M6** (*Oct. '20 – Mar. '21*). The materials created were namely the project's templates, leaflet, poster, brochure, EFFECTOR general presentation, 1st Newsletter Issue, 1st press release and slideshow images employed at the project's website for conveying the project's concept as well as its aim. Figures have been incorporated among the chapters of this deliverable for the visual representation of the aforementioned materials.

It should also be noted that the current deliverable includes a full description of project’s visual identity as it is the basis for the creation of any other dissemination material within the EFFECTOR lifecycle. Lastly, a preview of the forthcoming actions regarding the production of further dissemination and communication materials until the project’s completion is listed.

7. Annex I: Quality Review Report

The EFFECTOR Consortium uses the Quality Review Report process for its internal quality assurance for deliverables to assure consistency and high standard for documented project results.

The Quality Review Report is used individually by selected peer reviewers. The allocated time for the review is 7 calendar days. The author of the document has the final responsibility to reply on the comments and suggestions of the peer reviewers and decide what changes are needed to the document and what actions are to be undertaken.

7.1 Reviewers

Project Coordinator	Alexis Blum (SGMer)
Management Support Team Member	Alkis Astyakopoulos (KEMEA)
Internal Peer Reviewer	Giuseppe Vella (ENG), Alkis Astyakopoulos (KEMEA)

7.2 Overall Peer Review Result

The Deliverable is:

- Fully accepted
- Accepted with minor corrections, as suggested by the reviewers
- Rejected unless major corrections are applied, as suggested by the reviewers

7.3 Consolidated Comments of Quality Reviewers

General Comments	
Deliverable contents thoroughness	Reviewers comment: Giuseppe Vella (ENG): ok Alkis Astyakopoulos (KEMEA): Thorough enough Author's reply: -
Innovation level	Reviewers comment: Giuseppe Vella (ENG): ok Alkis Astyakopoulos (KEMEA): As per DoA Author's reply: -
Correspondence to project and programme objectives	Reviewers comment: Giuseppe Vella (ENG) fully correspondence with project and programme objectives Alkis Astyakopoulos (KEMEA): Fully correspondence as per DoA Author's reply: -
Specific Comments	
Relevance with the objectives of the deliverable	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply:
Completeness of the document according to the its objectives	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

	<input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply:	
Methodological framework soundness	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input checked="" type="checkbox"/> Not applicable Reviewers comment: Author's reply:	
Quality of the results achieved	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply:	
Structure of the deliverable with clear objectives, methodology, implementation, results and conclusions	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply:	
Clarity and quality of presentation, language and format	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply:	
Detailed Comments (please add rows as appropriate)		
No.	Reference	Remark
1		
3		
4		
5		