



Meteo Italian Supercomputing poRtAL

Deliverable

A2.1 Dissemination and Communication Plan

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Executive Summary

The MISTRAL project stems from the need to fill the lack of a single national portal for meteorology and meteorological modelling in Italy; a strategic portal which contributes to the increase in the production of open data, encourages interaction with stakeholders and allows the acquisition of new technical knowledge.

The project is coordinated by CINECA, excellent technical provider, and involves the joint participation of very important partners: ECMWF (European Centre for Medium-Term Forecasts), Arpa Piemonte (which will be responsible for providing data and weather forecasts), Arpa Emilia-Romagna, Civil Protection Department and Dedagroup Public Services srl.

The Communication Plan of the MISTRAL project includes a list of actions and products, toward all partners involved in the implementation of the activities, designed to:

- inform on the objectives and intermediate and final results of the project;*
- disseminate the results;*
- reach the subjects of national and international networks;*
- build participation and consensus around it.*

Objectives of MISTRAL project

The specific objective of the project is the creation of a national meteorological open data portal (MISTRAL), which provides users with observed data, meteorological forecasts and analyses, grid data and data produced by numerical modelling and its post-processing, for public reuse, with possible repercussions on the commercial front for the development of customized services.

The data presented in the portal will be those of the institutional network, headed by the Department of Civil Protection. The data will be accessible from a single platform (based on API interface and developed by CINECA), which will also contain products and graphics visualizations.

The MISTRAL platform will be uploaded directly to the National Open Data Portal (<https://www.dati.gov.it/>), which feeds the European Portal (<https://www.europeandataportal.eu/en/>).

The main users of the products will be the Department of Civil Protection, the public administration, national and international organizations and citizens.

1. DISSEMINATION AND COMMUNICATION STRATEGY

The communication strategy of the MISTRAL project defines the structure and content of the messages to be conveyed, the target groups to which they should be addressed and the most effective tools to do it.

Most of the communication activities described in this Communication Plan will be carried out in the final phase of the project, when the MISTRAL portal will come out.

Communication activities concerning the collection of requirements and needs of potential portal users, including Hackathon, will take place in the intermediate phase of the project.

Dissemination of the results implies a long-term relationship with the stakeholders, who will provide ongoing feedback in order to improve the message.

As the partners involved in this project are very important, it is worthwhile using their websites to convey the main information and communications.

The project's communication plan therefore intend to define a number of key factors:

WHAT:

- *the graphical aspects of the logo and visual identity*
- *the media to be chosen and the products to be realized in order to promote and to inform about the intermediate and final purposes, objectives and results of the project.*
- *Project web site <http://www.mistralportal.eu/>*
- *Mistral project publicity on the partners web site*
- *Press releases in order to reach the general audience*
- *4 Newsletter*
- *Advertising material (brochure, folders, presentations, articles)*
- *Events, as Hackathon and press conferences, in order to collect requirements, to introduce the results of the activities to various segments of public and other institutions*
- *Possible dissemination material, such as posters, brochure, roll-up...*

WHO:

- *all the subjects involved in the realization of the activities,*
- *subjects of the national and international networks*
- *the citizens and all the potential external customers. In the plan the customers have been characterized in target groups including media - the insurance communities - the civil protection system (all the actors) - the scientific community, the citizens, the sector communities (agriculture,*

terrestrial, aerial and naval transport, energy production and transmission, tourism, private sector, local governments, public authorities and lawyers).

WHY:

- *the scope of the dissemination and communication plan is to gain national and international public consent*
- *to assure participation and contribution by the data owners, by the meteorological agencies and networks - both private and public, public institutions and private interested customers*
- *to create future collaborations and relationships for a sustainable business model able to assure a long lasting portal use.*

WHEN:

- *the timeline of the communication plan foresees the creation of a logo, the project visual identity and the project web site.*
- *On 30th of May 2019 Hackathon*

2. DISSEMINATION AND COMMUNICATION PLAN

2.1 Lead partner tasks and project partnership

The project leader is responsible for coordinating most of the activities. ARPA Piemonte has the task of coordinating the communication activities.

The partners duties are:

- *to promote the project development on their own web sites*
- *to give ARPA Piemonte feedbacks about the promotional actions*
- *to supply news and press releases on the basis of the project development, the project achievements and the events*
- *to supply, whenever possible, data for the web site (such as photos, videos, texts, documents, etc)*
- *to participate at the Hackathon*

ARPA Piemonte, in charge of the Activity 2: "Dissemination, sustainability and outreach" coordination, will have the task of:

- to write up the MISTRAL Communication and dissemination Plan
- to write up the reports on the dissemination activities
- to organize the Hackathon
- to collect the material for the web pages of the partners
- to manage the material for the press releases and newsletter
- to compile a catalogue of training materials related to the portal. They will be created during the project about the use of the portal itself and the contents available on it. Training materials will include texts, videos, infographics etc.

2.2 The visual identity of the project

The visual identity of the MISTRAL project defines the unique communication style of all the activities that have an impact on the outside world. All its elements must be perceived as coming from the same entity.

A shared line makes the communication process more efficient in terms of communication.

The visual identity consists of several elements of visual communication and graphics that represent the project, such as: logo, colours, templates, photographs, graphic elements in general.

All the elements produced and elaborated during the project are usable; all the material created will be available on the project's web platform.

The visual identity of the MISTRAL project, in all its elements, aims to identify the project in a clear, immediate and strongly communicative way.

The Project logo and colours

The proposal opted for a colour palette based on light blue, light orange and gray. Light blue evokes creativity and communication in the fields of technology and web. Orange evokes creativity and modernisation and it is particularly suitable on the Web in call to action elements. Light blue and orange also recall water, air and sun.

Logo uses a wave fading in a series of dots. Waves and dots stand for a flux of digital data, recalling also a gust of wind (Mistral).

The light colours and the general graphic arrangements are conceived to inspire confidence and optimism. In the present circumstances we deemed it of relevance to communicate a positive view on a project aiming at offering more opportunities to an improved support to weather forecasting and on-time warnings.

The logo is available in the following formats:

- Vector format in AI

- PNG High/Low Resolution in colour on a transparent background
- PNG High/Low Resolution in black on a transparent background
- PNG High/Low Resolution in white on a transparent background
- JPEG High Resolution in positive monochrome
- JPEG High Resolution in negative monochrome
- JPEG Low Resolution in colour
- PDF in colour
- EPS in colour

The colours of the logo are specified with both the RGB and CMYK codes:

Dark gray:

CMYK: 0, 0, 0, 80%

RGB: 51, 51, 51

WEB: #333333

Orange:

CMYK: 9%, 35%, 90%, 0

RGB: 228, 156, 21

WEB: #e49c15

Light blue (in the middle of shading)

CMYK: 35%, 0, 0, 0

RGB: 170, 219, 246

WEB: #aadb6



PNG High/Low Resolution in colours on transparent background

JPEG Low Resolution in colour



PNG High/Low Resolution in white on transparent background

JPEG High Resolution in negative monochrome



PNG High/Low Resolution in black on transparent background

JPEG High Resolution in negative monochrome on white background



JPEG High Resolution in negative monochrome on black background

The logo must not be modified in terms of proportions or colours; in particular, it must not be altered, deformed or distorted in terms of shape or proportions; it is not allowed using single parts of the logo separated from the rest and changing colours and fonts.

In addition, the logo must be used on the different background shades according to the characteristics of the visual identity listed below.

The logo will be used in all the documents that will be produced during the project activities, in the publicity and dissemination materials provided by this Communication Plan.

In all communication and dissemination activities the project's logo will be always used with the European Union's one.

As established in the Article II.7 of the CEF Grant Agreement, any communication or publication related to the MISTRAL project, made by the beneficiaries jointly or individually, including those given at conferences and seminars or any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), shall indicate that the action has received funding from the Union and shall display the European Union emblem. When displayed in association with another logo, the European Union emblem must have appropriate prominence. The EU emblems are available @ <http://europa.eu/!YX79Pd>.

PowerPoint e Word templates

PowerPoint:

the background for PowerPoint presentations will be white.

The first slide of the templates shows an oblique stripe in orange colour at the top.



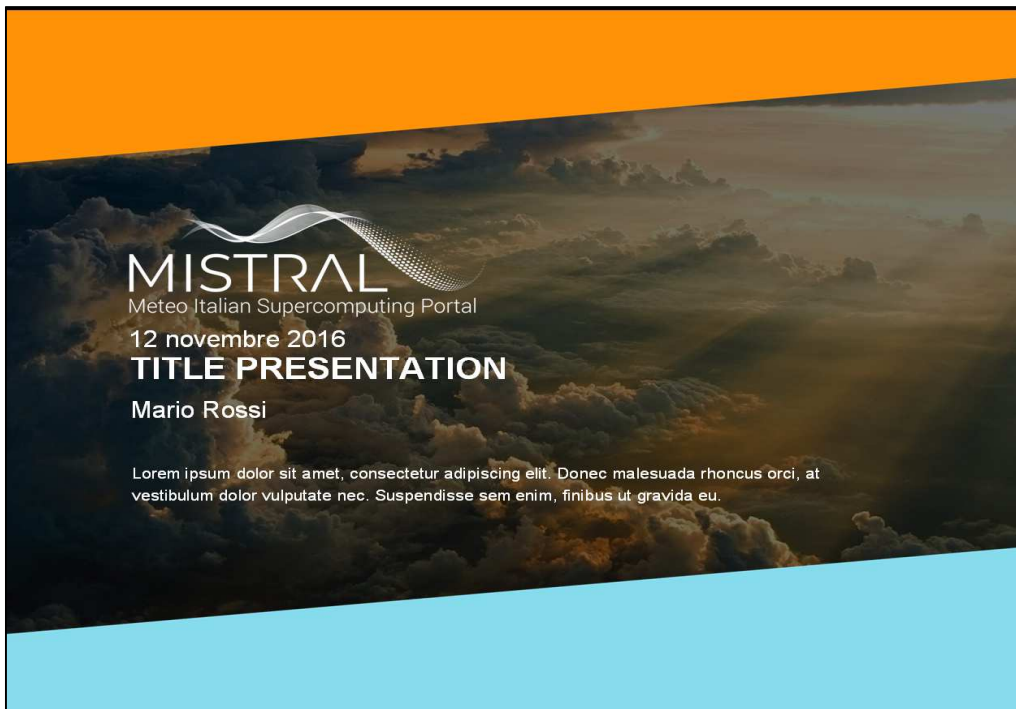
In the middle of the page there is the image below:



For the title and text on the cover is used Roboto font in white colour and the logo in white on transparent background. At the bottom there are instead reported an oblique stripe in light blue colour.

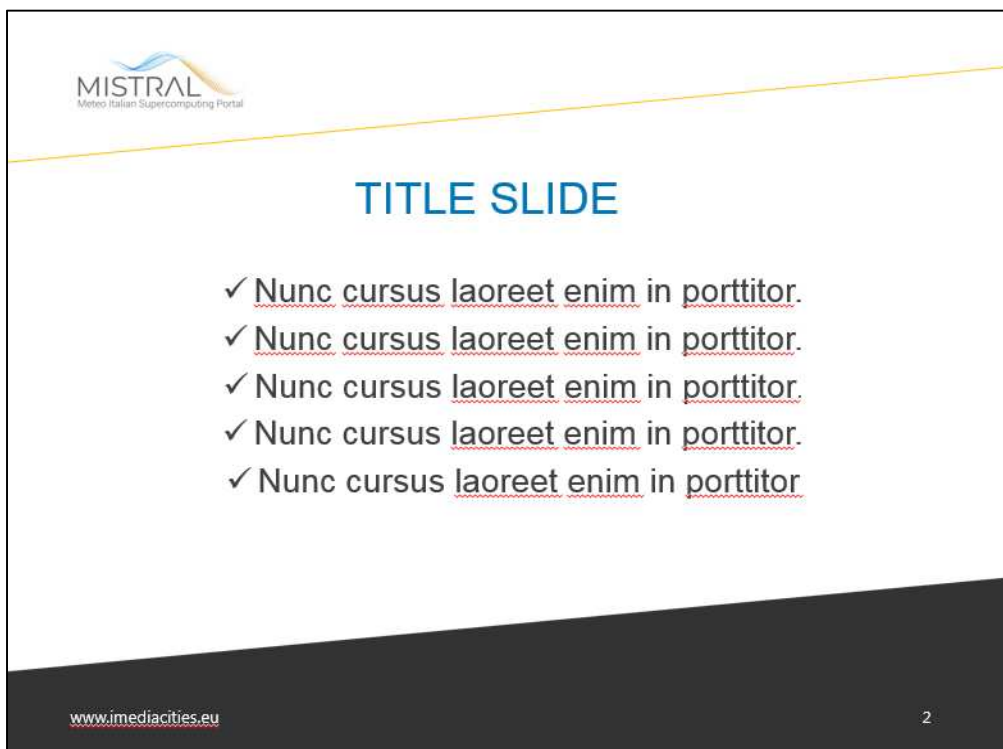


The whole image for the cover will be as following:

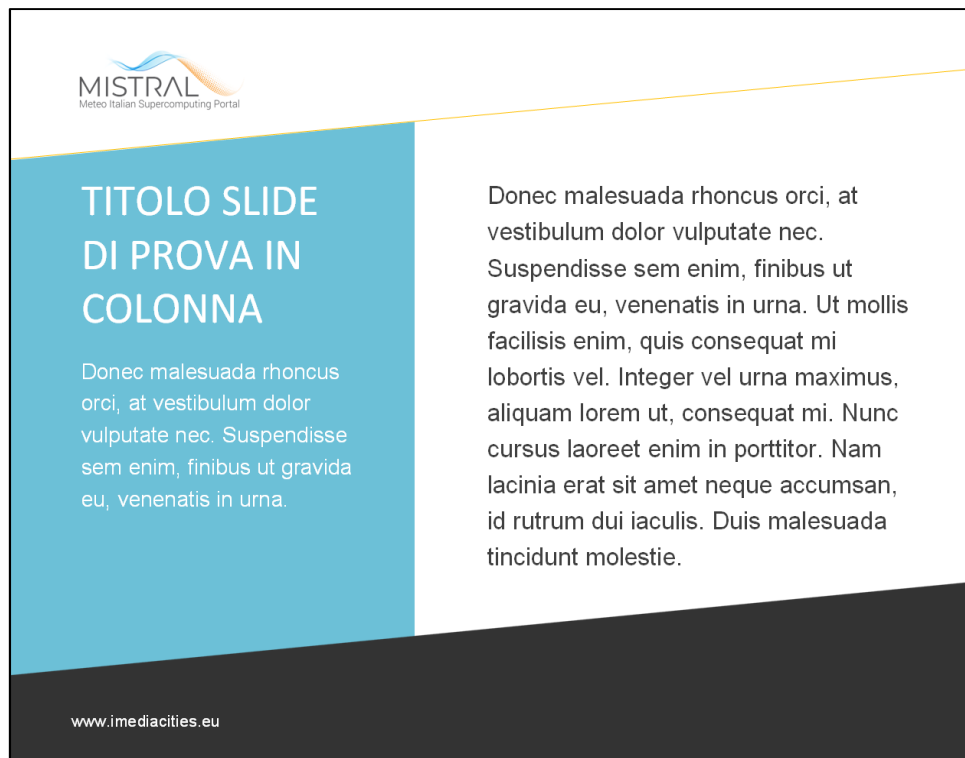


For the following slides of the presentation the stripe at the top is a thin orange oblique line and above it there is the logo in colour. The text is in blue for title and in dark grey for content. (colour code below).

At the bottom the stripe is in dark grey colour and contains the website in white.



It is allowed creating a layout as following in the example below:



The colors used for text are:

Grey color (for text)

CMYK: 0, 0, 0, 80%

RGB: 51, 51, 51

WEB: #333333

Blu color (for titles)

CMYK: 86, 50, 0, 0

RGB: 0, 118, 182

WEB: #0076b6

orange color:

CMYK: 9%, 35%, 90%, 0

RGB: 228, 156, 21

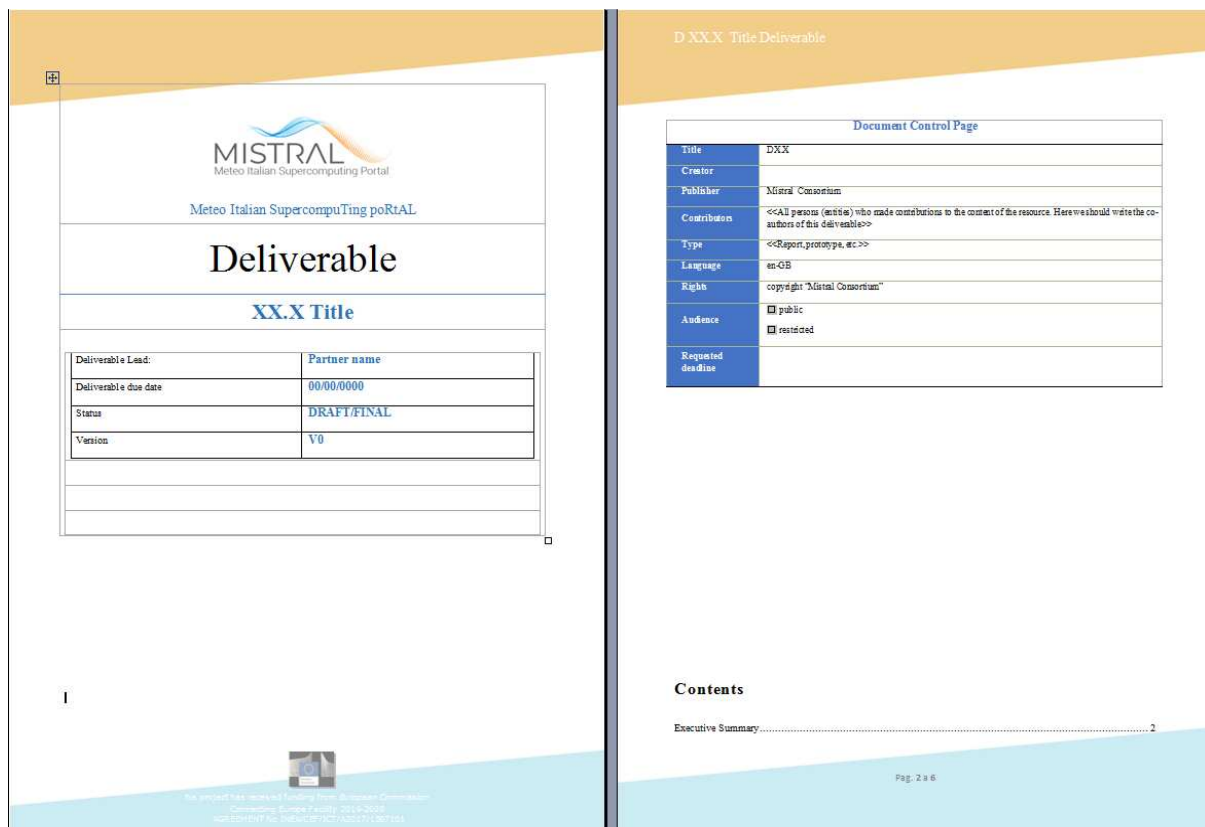
WEB: #e49c15

The Power Point format will be used for all presentations relating to the project or any part of it, whether in internal communication between the project partners, in external communication.

Word:

the template for the Word format of the documents is as the example below.

For deliverables of the project it will be:

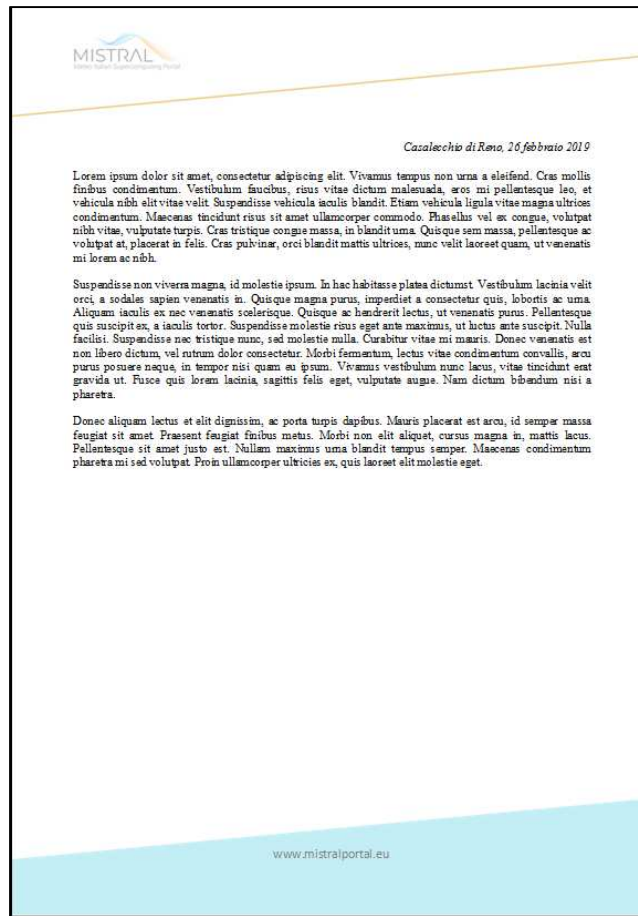


The deliverable's template shows an oblique stripe in orange colour at the top and another in light blue at the bottom. On the first page at the top there is the Mistral logo in colour version and at the bottom there is the Eu logo and below a text in white:

**This project has received funding from European Commission
Connecting Europe Facility 2014-2020
AGREEMENT No INEA/CEF/ICT/A2017/15671**

The text will be written with the same colour codes used for Power Point presentation for title and content.

For the letterhead it will be:



At the top there is a thin orange oblique line and above it there is the logo in colour version. The text is in dark grey for content. At the bottom the stripe is in light blue colour and contains the website.

The Word format will be used for all project documents and written communications, both internal and external, such as letters, reports, etc..

The logo of the project, the symbols of the institutions participating in various capacities in the implementation of the project and of the partners:



All materials for coordinated image are available on the mistral project website.

Fonts

The institutional font of the project is **Roboto**.

It is used also for the payoff "Meteo Italian Supercomputing Portal" inside the logo.

As an alternative to the Roboto font, **Arial** can be used, a font that is present, by default, on the most common versions of operating systems and software for word processing, layout and graphics. Both Roboto and Arial fonts include a whole family of characters that includes the standard font and its variants.

For Roboto they include: regular, black, black italic, bold, bold italic, italic, light, light italic, medium, medium italic, thin and thin italic.

The institutional font and the alternative Arial font, have a full range of characters, this allows you to avoid the misuse of the same characters as, for example, the apostrophe to simulate the accent of uppercase.

If you want to use the Roboto font proposed in the templates files, you have to install it:

- I. in mistral-material folder you find file font-roboto.zip on the mistral website
- II. extract all the files and add them to the windows/fonts folder on your computer.

2.3 Communication and dissemination channels and tools

In order to achieve the objectives of this Communication Plan, the following communication and dissemination channels have been considered.

For external communication are foreseen:

- Press releases for local and national media (radio and TV) to reach the general public
- Newsletter
- Promotional material (brochures, folders, presentations, articles) to provide detailed information and to communicate more effectively with potential final users
- Project page on partners' websites
- Project website to spread an accurate information to potential final beneficiaries: <http://www.mistralportal.eu/>;
- Events, such as Hackathon and press conferences, to gather requirements, present the results of activities to different audiences and other institutions

In addition, for the dissemination of press releases and scheduled events we will use the website and newsletters, which are able to reach a wide audience as well as a specialized audience, through the mailing list of partners.

For internal communication among partners are foreseen:

- *web conferences among partners*
- *mailing list*
- *repository*
- *any project meeting*

The MISTRAL Project website

The communication plan provides for the creation of a website describing the MISTRAL project, to be included in the partners web sites and containing specific and constantly updated information about the project and its progress.

The Mistral website has the following address: <http://www.mistralportal.eu/> and it is in Italian and English language.

Website homepage presents the partners involved and the MISTRAL project logo.

The website should provide accurate information about progress of the project through the creation of a section in which the works (documents, reports, reports), produced during the project activities and addressed to a specialized audience, will be uploaded;

The website will also have the task of informing a wider audience by reinforcing the involvement, animation and dissemination activities.

The pages of the site will illustrate the brochure, the results of the project and its progress. Finally, the notices and information about the public events defined in the Plan and the news will be continuously updated.

A periodic monitoring of the accesses and users, to be shared with the partners, is scheduled in order to monitor in a timely manner an interest on the subject.

Social media

Social networks specific for the project are not foreseen. It would take too long to have a significant number of followers. However, the partners' already existing social media will be used to spread information, news and updates about the project and the portal and it will be done with the hashtag #mistralportal.

Any video created will be broadcast by ARPA Piemonte's You Tube channel and shared through the partners' channels.

Social networks partners' are:

Arpa Piemonte:

Twitter <https://twitter.com/ArpaPiemonte> (@ArpaPiemonte)

Instagram [arpapiemonte](https://www.instagram.com/arpapiemonte)

You Tube <https://www.youtube.com/user/ArpaPiemonte>

CINECA:

Twitter <https://twitter.com/Cineca1969> (@Cineca1969)

Facebook <https://www.facebook.com/Cineca1969>

You Tube <https://www.youtube.com/user/CINECA1969>

ECMWF:

Twitter <https://twitter.com/ECMWF> (@ECMWF)

Facebook <https://www.facebook.com/ECMWF-1500682213547716/>

Linkedin <https://www.linkedin.com/company/ecmwf/>

Arpa Emilia Romagna:

Twitter <https://twitter.com/ArpaER> (@ArpaER)

Dedagroup:

Twitter https://twitter.com/DEDAGROUP_ICT (@DEDAGROUP_ICT)

Linkedin <https://www.linkedin.com/company/dedagroup-spa/>

Dipartimento di Protezione Civile

Twitter <https://twitter.com/dpcgov> (@dpcgov)

Facebook <https://www.facebook.com/DPCgov/>

You Tube <https://www.youtube.com/user/CINECA1969/>

Materials

Each material will be explained in detail below and will be divided into material covering the entire project and material for Hackathon.

The materials that are expected to be produced during the implementation of the project are:

- *n°1 brochure*
- *n°3 press releases (portal launch, Hackathon, project closure 2020)*
- *n°1 television launch service at the online launch of the portal*
- *n°1 articles in the press at the online launch of the portal*
- *n°1 articles on the web: partners'; websites*
- *n°1 video teaser on the project*
- *n°3 video tutorials*
- *possible infographics*

Brochure

This Communication Plan provides for the creation of a project brochure with its contents, in order to communicate in a clear and concise way what are the main characteristics and objectives of the project.

The brochure is available in front/back A5 format and it is available in two versions: Italian and English.

The layout of the brochure is consistent with the guidelines of the visual identity.

Its diffusion and distribution will be during the main events held among the partners and the public, as well as through the project website (downloadable version).

Press releases

The press release is written in A4 format, with title, buttonhole and summary and aims to disseminate locally information about the project, in order to strengthen participation in the same and raise awareness of the different actors involved and the general public about the project itself.

At least four press releases are expected to be issued, coinciding with the implementation of the project's most valuable actions and on the occasion of the planned public events, in order to increase the visibility of the project outputs.

During two years, four press releases are planned:

- *n°2 press release at the conferences, to launch the portal and close the project*
- *n°1 press release in the occasion of Hackathon in Milan 30th of May 2019*

The press releases will have the task of highlighting the main features of the project, what has been/will be achieved, who has done/will do it, the contribution and benefits that this will bring to the meteorological sector and its users.

Newsletter

This plan proposes four newsletters (one per semester), for the entire duration of the project.

Infographics

The infographics illustrate the data and resources available on the portal.

Video

There will be videos and demos of the MISTRAL platform in a tutorial style with information on the use of the portal and a video presentation of the project. Specifically:

- n°1 video teaser by CINECA
- n°3 video tutorials: n. 2 by CINECA and n. 1 by AR PA Piemonte

ARPA Piemonte will prepare the material for the Hackathon both in digital format and in printable version, which can be reproduced by the partners according to their needs.

ARPA Piemonte will evaluate the possibility of using a printing company for the production of printing materials.

Roll up

The roll-up has a format of 80x200 cm and follows the graphic indications outlined in the visual identity.

Poster

The project poster has a size of 70x100 cm and is in two versions (Italian and English) and follows the graphic directions outlined in the visual identity. The poster is the adaptation of the contents of the brochure, with any addition or change.

Folder

The folder is in A4 format with two sides and printed in four-color.

USB Flash Drives

The USB sticks are silkscreen printed with the black logo of size 33x16mm

2.4 Events

The planned events aim to disseminate the results of the project, but also to share experiences and good practices and to involve the project stakeholders. For this reason we have planned to hold two main conferences, one at the beginning (attended by partners) and a public one at the end of the project. Moreover one intermediate Hackathon, conducted with participatory methods, intend to share objectives, experiences and development strategies with those who represent significant interests on the subject of reference.

This event will allow to gather users' requirements in order to improve portal functionalities and services.

Specifically, the location for the Hackathon will be the Politecnico of Milan.

The event will last approximately one day and will be addressed to nine selected groups: media, insurance, agriculture and transport, energy production and transmission, private providers of weather forecasts, research and university, sport and outdoor, local governments and public authorities.

Alongside the work tables, parallel services and activities are planned, such as continuous catering, a corner for the recording of one's own video message on the subject and an area for free socialization.

The targets of the Hackathon are:

define users' requirements, needs and desires;

- to create debates, discussions and cooperation on the subject;*
- to increase user involvement;*
- to create unconventional learning opportunities;*
- to increase awareness on the potentialities and limitations of the weather sector*
- to create a community*

Annex I. Contact person

For each partner of the project, the following referents are identified, who will have the task of ensuring the performance of the activities assigned in this Plan and ensure the continuity and efficiency of the flow of communication.

ARPA Piemonte: Alessia Zurlo alessia.zurlo@arpa.piemonte.it; Luisa Renier luisa.renier@arpa.piemonte.it

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