



PROMPT

UCPM-2022-PP/G.A-101101263

Work package 2 Del. Number D2.1.

WEB AND SOCIALS

WP No	Del Rel. No	Del. No	Title	Description	Lead Beneficiary	Nature	Dissemination level	Est.Del. Date
WP 2	D.2.1	D.3	Web and socials	Creation of project account on the mains social media platform 1 platform: FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN, website of the project	ERI	Web sites , patent filings, videos, etc	Public	31 March 2023

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Description of the activities:

Internal communication. Creation of a “secured area” web platform giving access to all project documents and reminders on the deadlines, reporting templates, guidelines, agendas, meeting minutes, etc.

External dissemination. Creation of a project logo and slogan - Raising awareness of the project: publishing news in newspapers and broadcasters.

Creation of social media as the main tools of project partner and stakeholder protagonist.

1. INTRODUCTION

To facilitate exchanges between Partners and allow them to always have readily all project documents and useful internal and external communication tools available, has been prepared a “secured area” collaborative platform on Outlook Drive called 2022- prompt. In the outlook Drive each partner can share and work on common documents and materials expressing comments, suggestions, or corrections in real-time. A shared project calendar has been set up, with which partners can easily plan and share the project activities and for any internal communication a mailing list has been created. Specific tools such as Doodle or Framadate have been used to agree on dates for meetings or events.

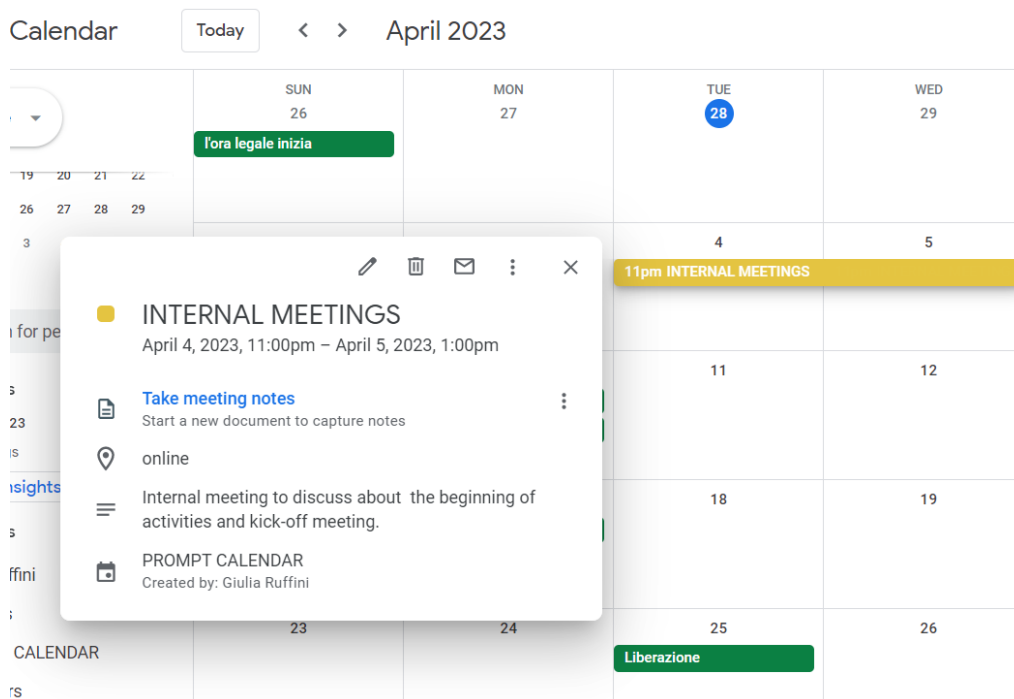
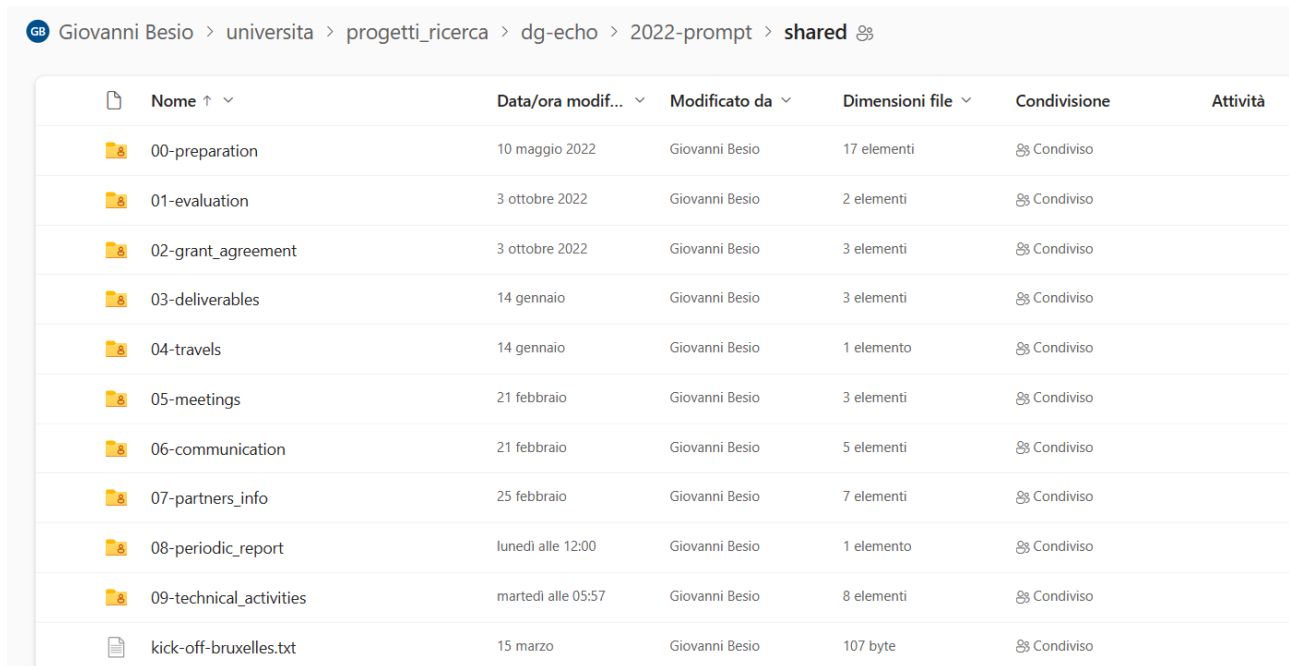


Figure 1 Project calendar

2. STRUCTURE OF THE OUTLOOK DRIVE OF PROMPT PROJECT

The Drive folder will be useful to the Partners both in the management of the project, for the sharing of administrative documents, and in the realization of the project activities, as in the shared drafting of the products and the sharing of the Communication material (videos, photos, files, etc.). The basic structure of the PROMPT Drive folder is shown below, which during the course of the project, can be modified and enriched based on the development of the activities and needs of the Partners.



GB Giovanni Besio > universita > progetti_ricerca > dg-echo > 2022-prompt > shared

Nome	Data/ora modif...	Modificato da	Dimensioni file	Condivisione	Attività
00-preparation	10 maggio 2022	Giovanni Besio	17 elementi	Condiviso	
01-evaluation	3 ottobre 2022	Giovanni Besio	2 elementi	Condiviso	
02-grant_agreement	3 ottobre 2022	Giovanni Besio	3 elementi	Condiviso	
03-deliverables	14 gennaio	Giovanni Besio	3 elementi	Condiviso	
04-travels	14 gennaio	Giovanni Besio	1 elemento	Condiviso	
05-meetings	21 febbraio	Giovanni Besio	3 elementi	Condiviso	
06-communication	21 febbraio	Giovanni Besio	5 elementi	Condiviso	
07-partners_info	25 febbraio	Giovanni Besio	7 elementi	Condiviso	
08-periodic_report	lunedì alle 12:00	Giovanni Besio	1 elemento	Condiviso	
09-technical_activities	martedì alle 05:57	Giovanni Besio	8 elementi	Condiviso	
kick-off-bruxelles.txt	15 marzo	Giovanni Besio	107 byte	Condiviso	

Figure 2 Structure of project Drive

3. PROJECT IDENTIFICATION (LOGO)



MODELLING OF HAZARDOUS SPILLS IN AIR
AND SEA AND FLOATING CONTAINERS

Figure 3 Project logo



A befitting logo was successfully created for the PROMPT project to depict its function.

The main output of the project is to develop a tracking big size of floating objects such as containers on the sea surface which will be used to track oil or NHS spill information, thus, the "box" of the logo in green depicts that, and a slogan "MODELING OF HAZARDOUS SPILLS IN AIR AND SEA AND FLOATING CONTAINERS"

The blue marks summarize the context (the wind) in which the satellite will be used for detection. The green sign is a check, a "checkmark" and is normally used to indicate the concept of "yes", of confirmation of the fact that a certain theme is under control.

In its entirety, the icon aims to represent PROMPT's response to problems and emergencies, such as accidents or sudden polluting episodes, in the marine environment.

4. CREATION OF SOCIAL MEDIA

The following social media platforms were created successfully to ensure wide project visibility:

1. **Facebook** Project page: <https://www.facebook.com/promptproject>
2. **Instagram** Project page: <https://www.instagram.com/promptproject/>
3. **Twitter** Project page: @promptproject
4. **LinkedIn** Project page: <https://www.linkedin.com/company/prompt-project/>

The above social platforms were created to target the main project stakeholders in order to share project progressive information including project activities and results.

The content of the platforms will be prepared by ERI in consultation with the rest of the partners to ensure reliable and authentic data for dissemination. Content will be posted with pictures, and videos if necessary to showcase maximum understanding.

The communication and dissemination team is responsible for regular communication and dissemination of the project activities and results, thus, they will ensure maximum activation of the social media platforms by constantly updating the pages.

The platforms will provide general news that is of relevance to the project and project updates, as well as highlight mentions of the PROMPT project in external media and promote PROMPT's involvement in external events.

All the partners and especially ERI undertake to update the platform during the entire duration of the project.

All Partners are called upon to collaborate in updating the contents to keep the status of the documents and social communications up to date with the progress of the project and ensure the correct distribution of information.





5. PROJECT TEMPLATES

Project templates namely: Microsoft PowerPoint and word documents have been successfully prepared as part deliverables for partners to utilize for all writings and presentations that concern the PROMPT project. The templates bear the project logo, EU emblem, and all partner's logos, and they are available in the above-created drive for partners' disposal.

6. COMMUNICATION AND DISSEMINATION PLAN

As part of deliverable 2.1, a comprehensive communication and dissemination plan is successfully prepared to serve as a roadmap in order to stimulate and maximize the project's communication and visibility actions. The plan is designed to guarantee optimal visibility of the project's activities, outputs, outcomes, and impacts to the relevant stakeholders. Moreover, the plan is tailored to ensure wide visibility of how the European Commission's funds will be spent on the project and expose the European Commission as a co-funded (85%) of this project.

Below is the structure of the plan:

- 1. Objectives**
 - 1.1 Communication objectives**
 - 1.2 Target groups**
 - 1.3 Key messages to target group**
- 2. Activities**
 - 2.1 Communication tools and channels identified**
 - 2.2 Main communication activities**
- 3 Resources**
 - 3.1 Human Resources**