D8.3

Dissemination Material V1

Version
V1.0

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Project	MED1stMR	**Deliverable**	D8.3
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Type of Action	RIA	**Related work package**	WP8
Start date of project	01.06.2021	**Dissemination level**	Public
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		Actual submission	31.05.2022

Versions

Version	Date	Author(s)	Description
V0.1	02/04/2022	Valerie Schlagenhaufen (USE)	First draft
V0.2	08/04/2022	Valerie Schlagenhaufen (USE)	Additions and further elaboration of draft
V0.3	12/04/2022	Birgit Harthum (USE) Gerhard Helletzgruber (USE)	Revision and addition
V0.4	15/04/2022	Valerie Schlagenhaufen (USE)	Version sent to the consortium for feedback
V0.5	23/05/2022	Helmut Schrom-Feiertag (AIT)	Final revision and formatting
V1.0	31/05/2022	Vendula Rajdlova (AIT)	Final version, submission to EC portal

Report Review

Version	Date	Reviewer(s)	Statement
V0.2	13/04/2022	Birgit Harthum (USE) Gerhard Helletzgruber (USE)	Additions
V1.0	23/05/2022	Helmut Schrom-Feiertag (AIT)	Approval for submission

List of Acronyms and Abbreviations

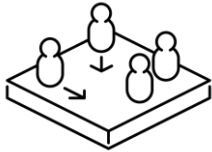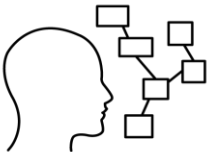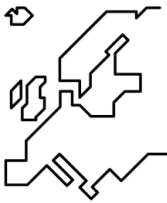| Acronym/ Abbreviation	
GA	General Assembly
MR	Mixed Reality
PPT	PowerPoint
VR	Virtual Reality

Relation to Objectives

Objective	Description
	Obj. 1: Pioneering MR training approach for enhanced realism This deliverable contributes to the coherent communication and dissemination (through printed dissemination materials) of the project results that supports the consortium to position the MED1stMR approach as pioneering solution for enhanced training.
	Obj. 2: Effective training scenarios and a training curriculum The present deliverable summarizes the contributions to the dissemination and communication by providing material that helps to visualise and explain Obj. 2 of the project.
	Obj. 3: Physiological signal and trainee behaviour feedback loop and smart scenario control The present deliverable summarizes the contributions to the dissemination and communication by providing material that helps to visualise and explain Obj. 3 of the project as it explains background information and therefore helps to create awareness of the topic and the objective.
	Obj. 4: Position the pioneering MR training approach across Europe This deliverable contributes to Obj. 4 as the presented dissemination materials stimulate an exchange of knowledge across countries and first responder organizations and position the innovative approach and solution of MED1stMR.

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Executive Summary

This document reports on the first set of dissemination materials with general information about the MED1stMR project. The aim of the dissemination material is to inform the relevant target groups (with a special focus on the target groups of policy-makers, general public and end users) about the project and to provide information in a concise and condensed way. The material is supposed to be displayed and handed out at conferences, events and during any other dissemination relevant meetings. Additionally, the files containing the dissemination material are available for download on the project website (www.med1stmr.eu).

The design of all materials is aligned with the visual Identity style guide as presented in the Dissemination Plan (D8.1) and meet the legal requirements as agreed in Art 29.4 and Art 29.5 of the Grant Agreement No 101021775.

Relation to other deliverables and tasks in MED1stMR

Table 1: The work and the document build on results from the following deliverables.

No.	Title	Information on which to build
D8.1	Dissemination Plan	The present deliverable is influenced by the overall communication and dissemination strategy of the project as outlined in D8.1 – Dissemination Plan. Specifically, the visual identity, style guide and content experience strategy (see D8.1, chapter 3 & 4) had a direct influence on the development of the dissemination materials.

Table 2: The results of this work will be incorporated into following work and developments

No.	Title	Basis for
D8.4	Dissemination Material V2	The iterative development process, design and content as presented in the introduction of this document serves as basis for the second (and all other) sets of printed materials that will be reported in D8.4 and the Dissemination Reports (see D8.14 and D8.15).
D8.14	1st Report on Dissemination Activities	All dissemination activities up to M18 will be reported in D8.14. This includes a reporting on 1) the development of printed materials and 2) the occasions where they were handed out.
D8.15	2nd Report on Dissemination Activities	All dissemination activities from M18 to M36 will be reported in D8.15. This includes a reporting on 1) the development of printed materials and 2) the occasions where they were handed out.

1   Introduction

The development of the first set of printed materials was a collaborative effort of WP8-lead USE, project partner MIND and AIT as coordinator. In addition to the iterative creation of the 3 mainly involved partners (Figure 1), the rest of the consortium provided feedback on the dissemination materials before finalisation.
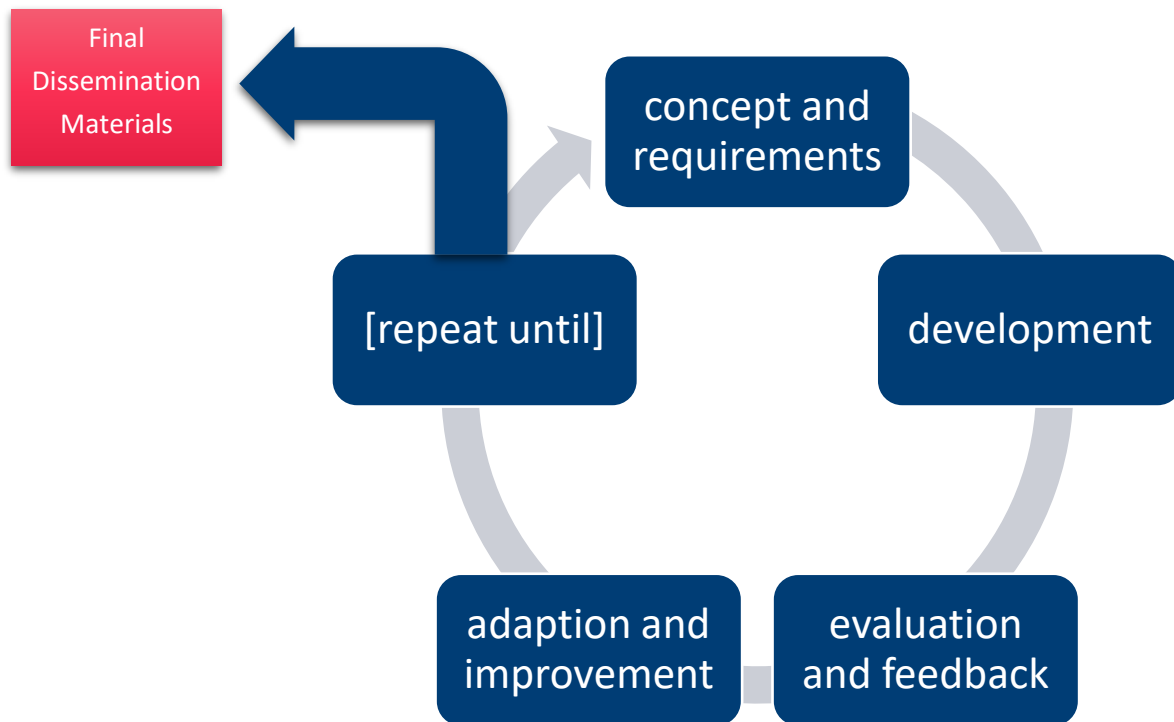

Figure 1: Iterative development process of printed materials

Legal aspects: All dissemination and communication materials of MED1stMR display (if possible) the funding information, the EU emblem, the disclaimer excluding the Agency and the Horizon 2020 logo as agreed in Art 29.4 and Art 29.5 of the Grant Agreement No 101021775.

2   Dissemination & Communication Materials V1

2.1   Flyer

In the first months of the project, a six-pages-flyer was developed that covers the most important information about the project and its plans (Figure 2). The aim is to provide compact and comprehensive basics of the project. It is and will be handed out at events, conferences and any other dissemination relevant meetings by all project partners. The flyer comprises the general project information, key visuals, benefits for all target groups, the work plan, the consortium members and contact details from the coordinator AIT.

Flyer: Link to PDF download

Figure 2: MED1stMR Flyer V1

2.2 Poster

The poster of MED1stMR has been developed with the aim to provide general information about the project (Figure 3). It contains, amongst others, the logo, the slogan, objectives and icons, information about the MR solution that will be developed and information about the consortium of the project.

This is the most important information to introduce the project to target audiences that are not familiar with it yet in an eye-catching format. The design is aligned with the visual identity that has been determined in the Dissemination Plan (see D8.1) and is consistent with the other dissemination materials and channels (e.g. folder, website, etc.). This has been done to ensure a high recognition value. The poster format is A1 (594 x 841mm) and it will be used at events, conferences and meetings but also as background in online meetings.

Poster: Link to PDF download

Figure 3: MED1stMR Poster V1

2.3 Roll-up

The MED1stMR roll-up serves as portable presentation system and can be set up in just a few steps (Figure 4). It is used as a visual support for presentations, meetings and events to ensure a high recognition. Compared to the flyer and the poster, the roll-up contains less information and more visual components aligned with the visual identity and style guide as outlined in the Dissemination Plan (see D8.1).
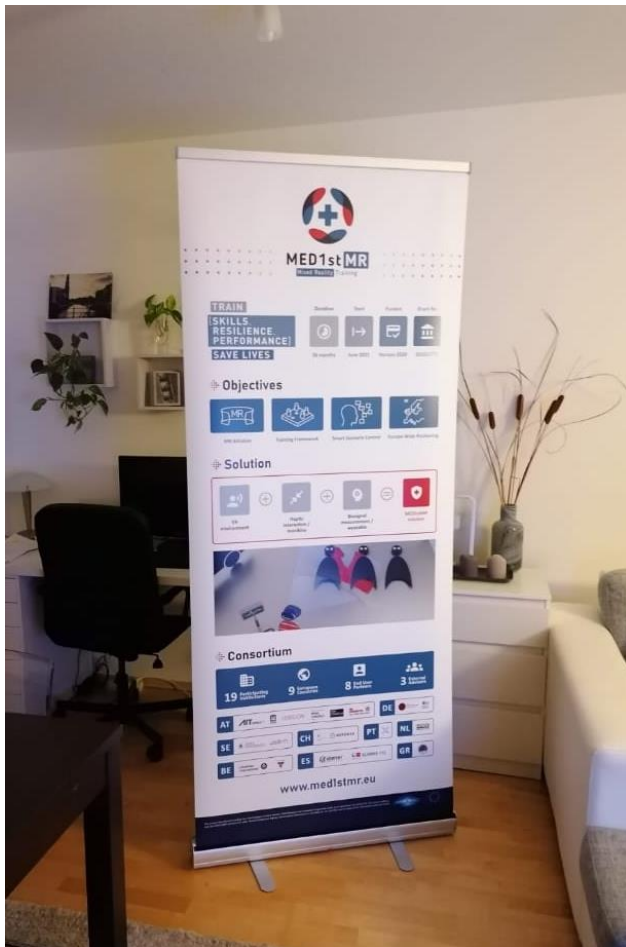
Roll-up: Link to PDF download

Figure 4: MED1stMR Roll-up V1

3   Other Materials V1

In addition to the printed materials that contain information about the project, other materials were developed to be used and handed out by the project partners.

3.1   Notebooks

The project has developed notebooks with the MED1stMR logo on top and the link to the official project website on the bottom (Figure 5). It serves as 1) meeting and workshop material for the consortium members (specifically end users) and 2) as give-away at events and conferences for external stakeholder. Thereby, it contributes to a higher recognition value of the project and increases the number of visitors on the project website (see D8.2).

Figure 5: MED1stMR Notebooks

3.2 Pens

The MED1stMR pens were developed and are used at meetings and workshops with end-users and other stakeholders (Figure 6). The design is aligned with the other materials and displays the logo of the project.

Figure 6: MED1stMR Pens

3.3 PPT Slide Deck

As a complement to the physical dissemination and communication materials, a PPT slide-deck was developed (Figure 7), that contains all relevant information about the project (see D8.1). This slide-deck is shared with all project partners and may be adapted, presented and distributed to relevant target audiences and ensures high quality presentation material and continuous usage of the visual identity. The official project PPT template was used and the content is updated with new accomplishments, results and other information by USE regularly. Another aim is to make project dissemination as easy as possible for end-users and other partners and keep the barrier of "not feeling able to set up appropriate slides" as low as possible and thereby enhance the number of dissemination and communication options of the project.

Figure 7: MED1stMR PPT Slide Deck

4 Conclusion and next steps

The first set of materials as presented in this deliverable was designed and ordered in the first 6 months of the project. It serves as a solid basis to communicate and disseminate the general approach and vision of the project to a broader target audience, with focus on end users and practitioners. The partners have received the files, the materials were handed out at the GA meeting in Zurich (see D1.1) and provided for download on the project website. USE has chosen a cost-efficient supplier that delivers the products to most European countries and all partners may order more material if needed.

The next set of printed materials V2 (see D8.4, D8.14 and D8.15) will focus on results and knowledge generated in the first year of MED1stMR. The development procedure, design and distribution aim for the second (and all other sets) will be aligned with the overall dissemination strategy as outlined in the plan (see D8.1).