



Integrated Arctic Observation System

Research and Innovation Action under EC Horizon2020
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Project coordinator:
Nansen Environmental and Remote Sensing Center, Norway

Deliverable 7.2

Print Materials V1

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7	DTU		30	GFZ	
8	AU		31	ARMINE	
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10	FMI		33	U SLASKI	
11	UNIS		34	BSC	
12	NORDECO		35	DNV GL	
13	SMHI		36	RIHMI-WDC	
14	USFD	0.10	37	NIERSC	
15	NUIM		38	WHOI	
16	IFREMER		39	SIO	
17	MPG		40	UAF	
18	EUROGOOS		41	U Laval	
19	EUROCEAN	0.95	42	ONC	
20	UPM		43	NMEFC	
21	UB		44	RADI	
22	UHAM		45	KOPRI	
23	NORUT		46	NIPR	
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DISSEMINATION LEVEL		
PU	Public, fully open	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

EXECUTIVE SUMMARY

The INTAROS Print Materials are a central part of the Dissemination strategy for the project. They function in conjunction with the products of Task 7.1 – the project website (Deliverable 7.1), e-newsletter, project identity toolkit and branding – to impart a professional quality to the project outputs and recommendations. This document describes how the project identity was conceived, the audiences for the materials being developed over the lifetime of the project and the key materials developed or in development to date namely: brochure, press release, poster, folders, notebooks, and a movie. Additional print materials will be developed as the project progresses.

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1. Introduction

Dissemination in INTAROS

Parallel to the R&D activities contributing to the INTAROS mandate is the effective dissemination of the project and the project results, as described under Workpackage 7.

The objectives of Workpackage 7:

- to disseminate project results to raise awareness of Arctic challenges,
- to inform and engage key user and stakeholder communities and to improve their understanding of the Arctic environmental state and processes,
- to build capacity in using the new products and services originating from the INTAROS project.

Workpackage 7 tasks:

- Task 7.0 Coordination of the Workpackage,
- Task 7.1 Plan and support dissemination activities,
- Task 7.2 Informing decision-makers in European agencies and businesses,
- Task 7.3 Informing Arctic and international bodies,
- Task 7.4 Interdisciplinary science dissemination,
- Task 7.5 Capacity building for early-career scientists,
- Task 7.6 Capacity building for high-school and general public,
- Task 7.7 Capacity building for local communities and civil society organizations.

Specifically, Task 7.1 calls for the development of a Dissemination Plan to be developed at the beginning of the project, in order to guide the direction and relevance of all subsequent project dissemination activities. The Dissemination Plan is thoroughly outlined in Deliverable 7.3 and contains a complete description and goals of activities, targeted audiences, methods, timing, and expected outcomes.

Project Identity

Part of the Dissemination workpackage for INTAROS includes the development of a project identity. Creating a project identity shows the project in a professional light. Selecting a particular palette of colours, fonts, tone of communication and a recognisable logo helps the project to stand out and be more readily recognised by the target audiences, which include researchers and research institutes; public services; commercial operators; investment, insurance, and environmental organizations; policy makers; local communities, and educational institutes.

Having a project identity is intended to convey a sense of trust, to show that INTAROS is a competent entity and that it can be a dependable point of reference for the longer term. The identity also imparts a personality, a feeling, to the project, that should be unique and original. The advantages of a strong project identity reach beyond the positive impacts it can have on external actors, it can also have a positive effect on the project participants themselves. The project identity can influence the commitment of the partners to promoting the project and maximizing the quality outputs and performance, contributing to the overall good reputation of the project brand.

Target Audiences

The dissemination of results, tools, and knowledge from the project aims to target a range of stakeholders within services, businesses, science, and society. The dissemination will also contribute to the development of relevant national, European, and Pan-Arctic policies. The dissemination will also share knowledge about the Arctic with the academic community and with the public at large.

Dissemination and exploitation activities are closely linked with communication and stakeholder engagement. A part of the strategy is to establish a Pan-Arctic Observing Forum that will include scientists, funding bodies, policy makers, technology experts, and other stakeholders. The Engagement Strategy, which will be developed as part of INTAROS Workpackage 1, will further identify specific user and stakeholder groups to be targeted as well as develop new ideas for usage of data aimed at the target groups.

To date, INTAROS has identified a series of target audiences for the project outputs; these include:

- EU Agencies including European Environment Agency (EEA), the European Maritime Safety Agency (EMSA), and EU Arctic Information Centre,
- Decision-makers and policy developers such as members of the European Parliament and representatives from the European Commission, political decision-makers (Regulatory and Implementing Community), agencies and organizations,
- International bodies of pan-Arctic cooperation, focusing on the Arctic Council and its working groups (AMAP, CMBP, PAME), Indigenous People Secretariat and permanent participants, as well as other intergovernmental bodies such as ICES and OSPAR, Others include but are not limited to: EPOS-N, GEO, ICOS, IGS, WGMS.
- Researchers and research organisations, the broader scientific international community in natural sciences, engineering, social sciences, economic, legal, etc.
- Commercial operators such as investment, insurance, and environmental organizations, maritime industry, oil and gas companies, shipping, tourism, cruises, fisheries, mining, construction, transport and logistics providers, environment technology, risk assessment, and consultancy companies,
- Public services, policy makers, responsible for the implementation of legislation, emergency services, environmental protection, and other.
- Local communities,
- Educational institutes.

Deliverable context and objectives

In support of the Dissemination Plan (Deliverable 7.3) and in order to strengthen the visual identity of the project, a series of printed materials have been and will continue to be developed during the project. This Deliverable 7.2 describes the currently (month 6) developed printed materials as well as those planned for the future.

2. Print Materials

The Dissemination Plan (Deliverable 7.3) for INTAROS comprises several elements including print materials (brochures, factsheets, press release, policy briefs, photos), project identity toolkit (graphical image, logos, lettering, templates) and branding (e.g. pens, folders, writing pads). The purpose of these print materials is to ensure consistency in the project identity. This will reinforce the image of the project at every point of contact between the Consortium and the target audiences outlined in Section 1. This deliverable describes the products envisaged to date, those that have already been developed and those that will continue to be developed throughout the project.

Graphic Identity

Description: A logo was developed to reflect the theme and direction of the project. An original image was professionally created to depict the land and sea elements of the Arctic region. Various versions of the logo were developed for use on in different contexts and through different media (Figure 1). To accompany the logotype, lettering was also created to give a consistent look to the other print materials.

Audience: All project partners, general, all audiences.

Dissemination points: All print and non-print/online materials, e-newsletter, Factsheets, Press packs (Task 7.4), Summer School material (Task 7.5), Educational packages (Task 7.6) and all official documents prepared in all the WP. The logos are available for partners through a [dropbox link](#) prepared to share common project materials and also in the password protected partner area on the website.



Figure 1. RISC-Kit Logotype and lettering.

Brochure

Description: An informative foldout pamphlet was developed to present the INTAROS project and its objectives to a broad audience. The pamphlet was designed to be eye-catching, featuring beautiful photographs of the Arctic and using an interesting fold-out configuration. In terms of content, the pamphlet describes the key principles underlying the INTAROS approach. The external face of the brochure is shown in Figure 2 and the inside face is shown in Figure 3.

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, conferences, exhibitions, one-to-one meetings, etc.



Figure 3. INTAROS brochure, inner face.

Brochure – A4 Version

Description: A second version of the INTAROS brochure was created. The purpose of the A4 brochure was to allow partners who did not have access to professional printing services, the option to reproduce the INTAROS brochure for their particular needs. The outer cover of the A4 brochure is shown in Figure 4 and the inner cover is shown in Figure 5.

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, conferences, exhibitions, one-to-one meetings, etc.



Figure 4. A4 INTAROS brochure, outer face.

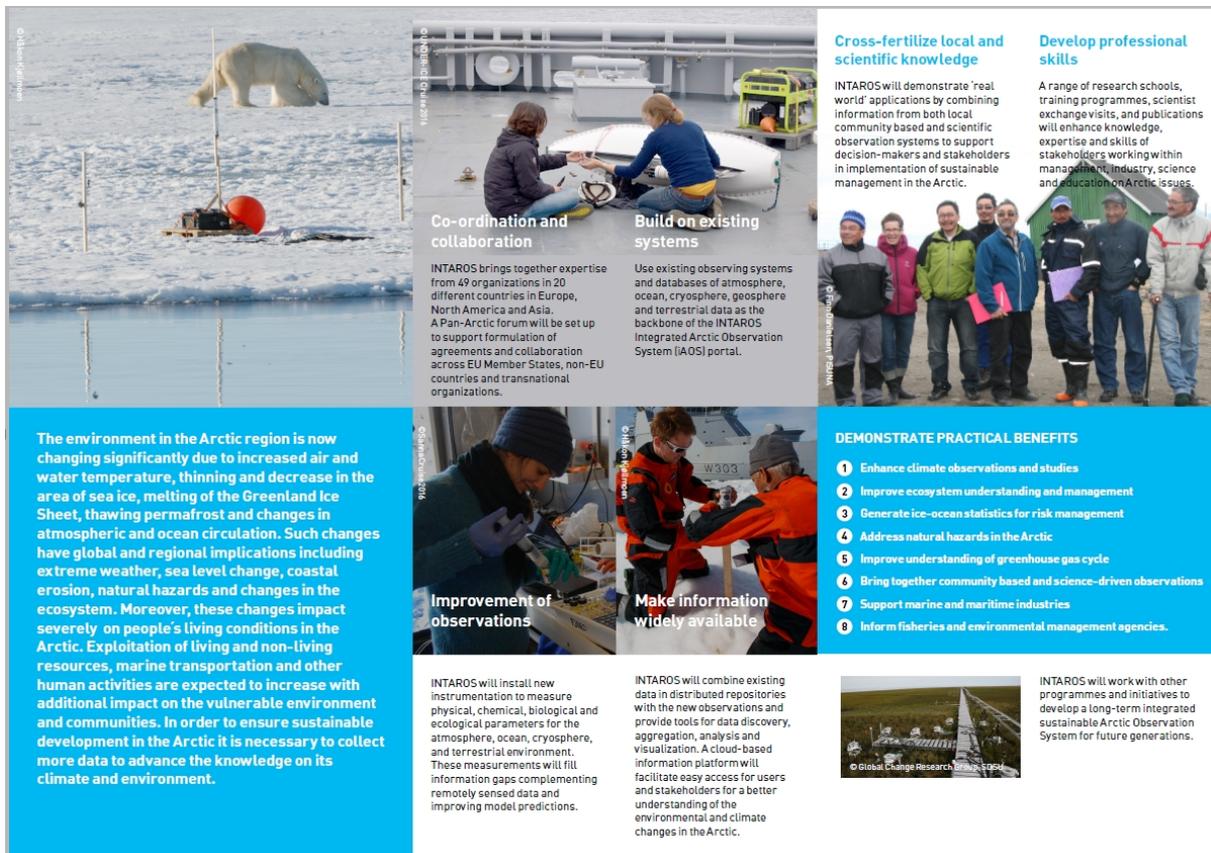


Figure 5. A4 INTAROS brochure, inner face.

Folders

Description: Visually appealing folders are being developed for INTAROS. Figure 7 shows the three different designs that will be produced for the project. The folders follow an A4 format and are designed to hold various other project print materials.

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, conferences, exhibitions, training events and summer schools, one-to-one meetings, etc.

Notepads

Description: Branded notebooks are planned for use during INTAROS events and meetings. These notebooks will feature elements of the INTAROS graphical identity and will be designed to fit in with the overall image of the project and to correspond with the aesthetic of the other project materials. These notebooks will be A5 or similar in size, ring bound and with simple lined paper.

Audience: General, all audiences, meeting participants, summer school students, etc.

Dissemination points: All stakeholder meetings, partner meetings, workshops, one-to-one meetings, summer school, etc.

Press Releases

Description: Press releases will be created to call attention to particular landmark events during the project. The first of these press releases (Figure 8) was used to announce the launch of the INTAROS Project, and can be downloaded [here](#). The announcement was distributed through institutional contact lists of the INTAROS consortium, via the EU Cordis portal, and press offices in Norway. Future press releases will be distributed through similar channels.

Audience: General, all audiences, particular targeted audiences as appropriate.

Dissemination points: Local and national media, EU Cordis Portal, Institutional newsletters, project e-newsletter, Arctic Council news, etc.

Posters

Description: During the first months of the project a single poster was developed by the project coordinator to promote the project. The poster is depicted in Figure 8. As many more posters are expected to be produced during the course of the project, a poster template is being developed by the workpackage 7 leaders. The poster template will be provided to the INTAROS Consortium to ensure a similar visual context for all future posters produced. The basic template will be adaptable to various contexts, messages and audiences.

Audience: General, scientific community, stakeholders, civil society.

Dissemination points: Stakeholder meetings, conferences, exhibitions, etc.

Other potential Print Materials

Description: Further materials are also planned for the duration of the project. These materials may include INTAROS factsheets, and elements to contribute to the Press packs developed in line with Task 7.4, summer school material developed under Task 7.5, and the educational package developed in line with Task 7.6.

Audience: Variable according with the material.

Dissemination points: Variable according with the material.

Movies

Description: Although not strictly a print-material, an informative movie was made to present the INTAROS project and its objectives to a broad audience, based on image material available *a priori* from the project partners. Video material can be powerful for engaging an audience and transmitting key messages quickly.

Synopsis: The environment in the Arctic region is now changing significantly due to increased temperature, thinning and decrease of the sea ice, melting of the Greenland Ice Sheet, thawing permafrost and changes in atmosphere and ocean circulation. Such changes have global as well as regional implications, including e.g. natural hazards, extreme weather, sea level change, coastal erosion and changes in the ecosystem. These changes have severe impact on people's living conditions in the Arctic. Furthermore, exploitation of resources, marine transportation and other human activities are expected to increase with additional impact on the vulnerable environment. In order to ensure sustainable development of the Arctic it is necessary to collect more data and build up more knowledge on climate and environment in this region.

Another movie will be made during the implementation of INTAROS.

Audience: General, all audiences. Published at YouTube;

<https://www.youtube.com/watch?v=4zphDKqTRNs>

Dissemination points: All stakeholder meetings, conferences, exhibitions, one-to-one meetings, etc.

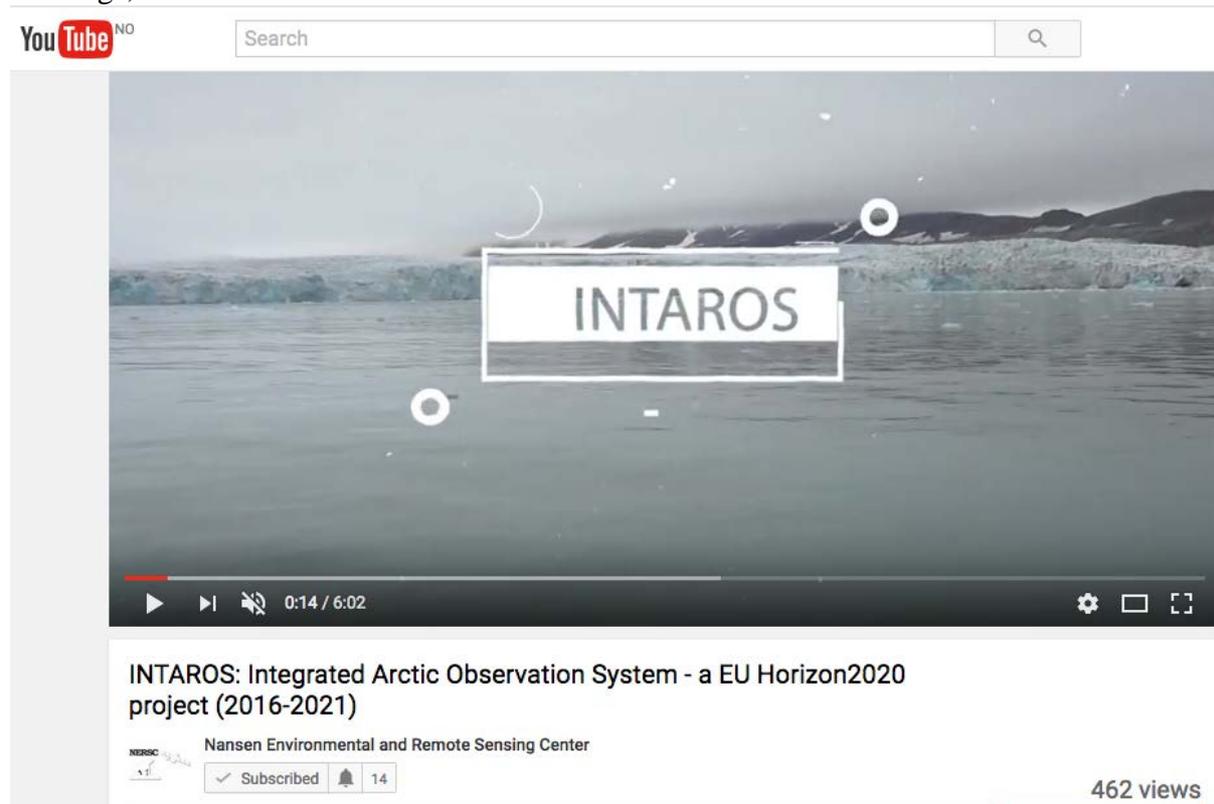


Figure 6: Screen shot from the initial INTAROS movie prepared for the project kick-off and available through YouTube.

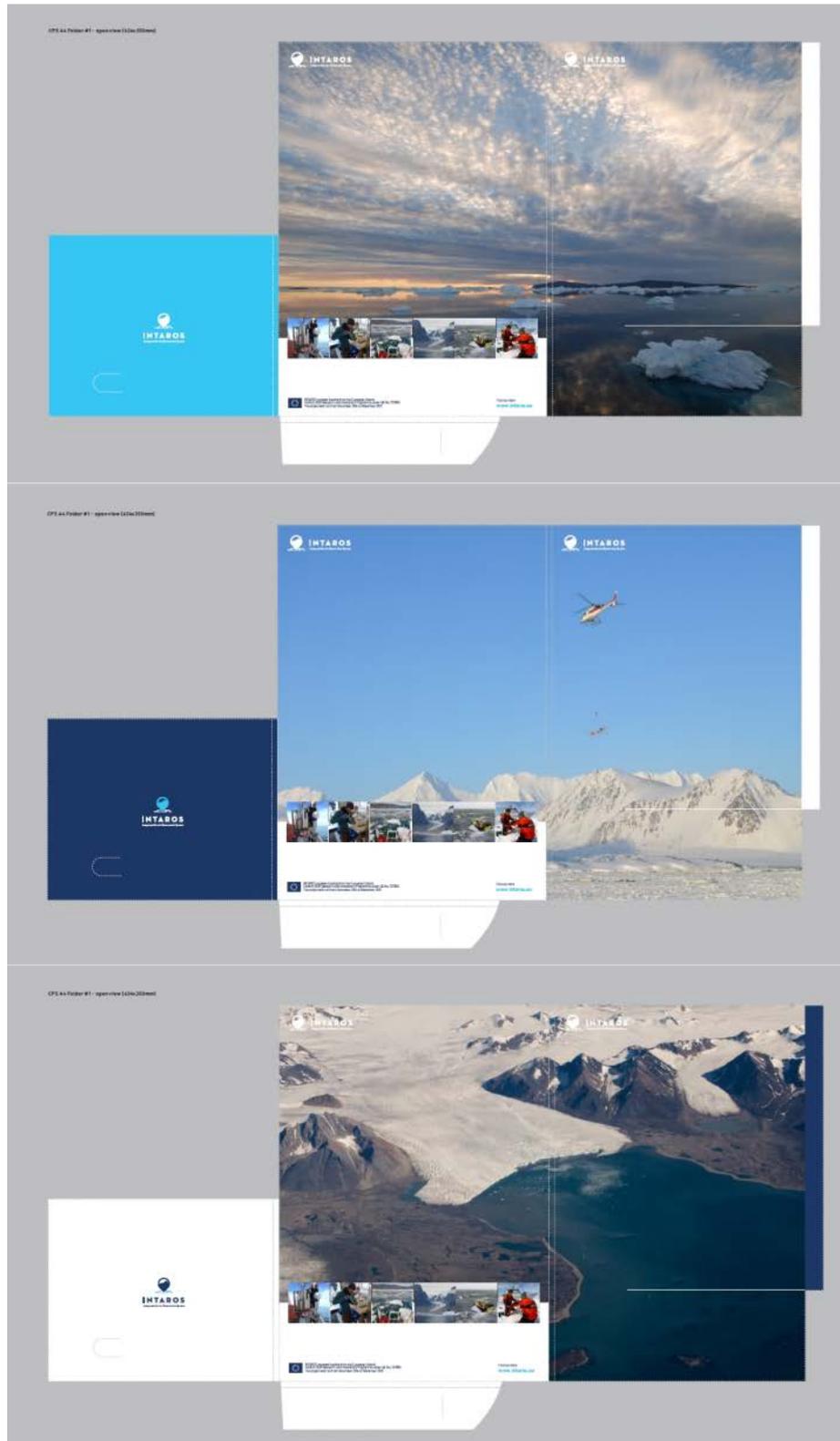


Figure 7. Three different folder options being developed for INTAROS.





European Commission

110 polar scientists gathered in Bergen to kick-off the future observation system for the Arctic

Contributed by: EurOcean

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Such changes have global as well as regional implications, including e.g. natural hazards, extreme weather, sea level change, coastal erosion and changes in the ecosystem. These changes have severe impact on people's living conditions in the Arctic. Furthermore, exploitation of resources, marine transportation and other human activities are expected to increase with additional impact on the vulnerable environment. In order to ensure sustainable development of the Arctic it is necessary to collect more data and build up more knowledge on climate and environment in this region. On this background 110 polar scientists are gathered this week in Bergen, Norway to kick-off a new EU Horizon2020 project INTAROS – Integrated Arctic Observation System.

The Nansen Environmental and Remote Sensing Center in Bergen, Norway and professor Stein Sandven is coordinating the INTAROS: Integrated Arctic Observation System Horizon2020 project awarded under EU call for Blue Growth. INTAROS is one of four projects included in EU's efforts for increased focus on the Arctic and is an important contribution to the implementation of EU's Arctic Strategy during the next five years. Also, the first ever Arctic science ministerial held in 2016 concluded in a Joint Statement on increased international collaboration on Arctic science and was signed by 25 nations and the European Union.

Figure 8. Sample of Press Release issued ahead of the INTAROS launch as prepared by NERSC and its distribution through EU Cordis.

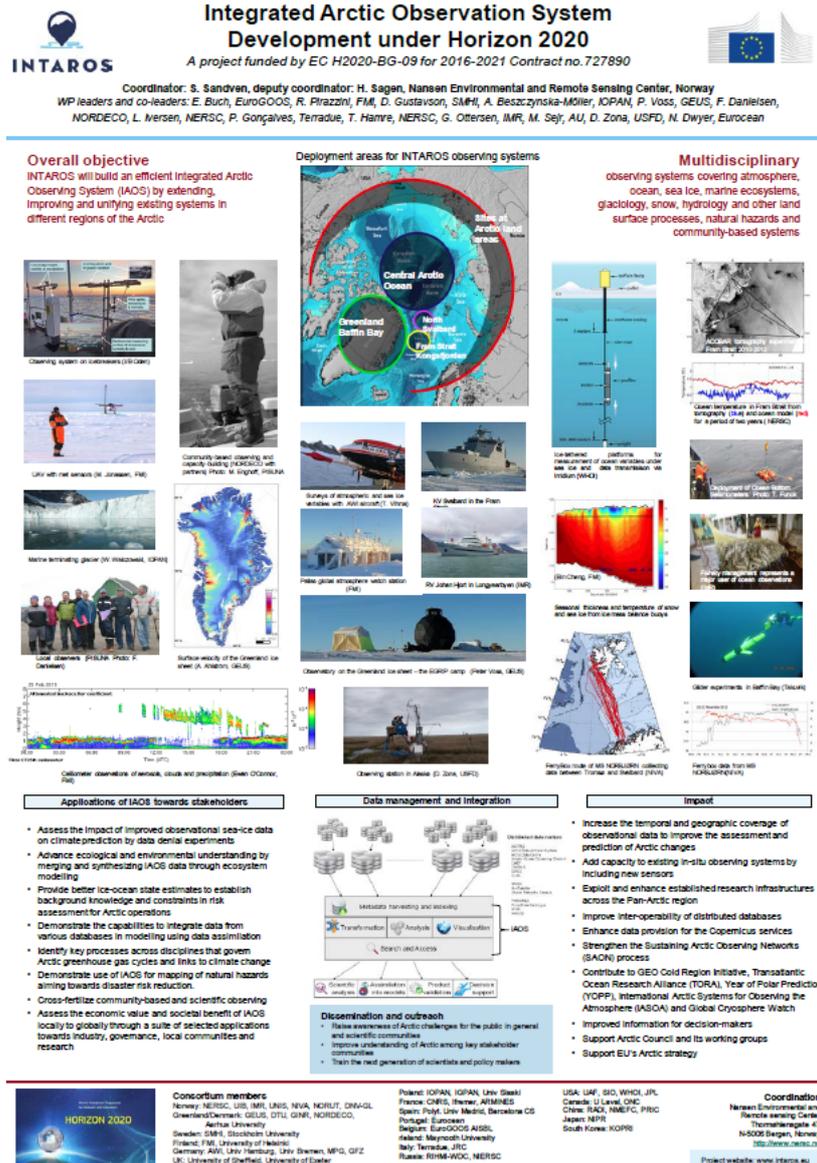


Figure 9. Poster produced by NERSC for the America Geophysical Union Fall Meeting 2016 and also presented at a number of other events

3. Final Remarks

The INTAROS Print Materials are a central part of the Dissemination strategy for the project. They function in conjunction with the products of Task 7.1 – the project website (Deliverable 7.1), e-newsletter, project identity toolkit and branding – to impart a professional quality to the project outputs and recommendations. To date, the core print materials including a brochure, press release, and branding material have been conceived and developed. The Consortium will continue to develop new print materials to meet specific needs throughout the course of the project.

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INTAROS

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Project partners:

