



D5.2 - DIGNITY

Communications materials

Date: 21 July 2020

Version: Final

Authors: Margaret Pesuit, Federico Giorgilli, ISINNOVA

Quality review: Silvia Gaggi, ISINNOVA

Project: DIGNITY | www.dignity-project.eu

Project duration: 01.01.2020 – 31.12.2022

Grant Agreement N°: 875542

Coordinator: Silvia Gaggi

Email: sgaggi@isinnova.org



Executive summary

This deliverable provides an overview of the DIGNITY communications materials. It includes detailed descriptions as well as images of the leaflet, roll-up and project presentation.

Document history

Date	Person	Action	Status

Status: Draft, Final, Approved, and Submitted (to European Commission).





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1. DIGNITY leaflet



The DIGNITY leaflet will be one of the main ways that partners spread the word about the project at events and workshops. It offers an overview of the project, its expected results and its approach, as well as the benefits for the target groups and information about the consortium. The back cover features the DIGNITY logo, contact information, social media information, and the EU funding acknowledgement. The colours, design, and fonts all reflect the project's visual identity, as do several captivating photos that express the philosophy of the project. The leaflet is folded in three, has a square format and is 21x21 cm closed and 21x63 cm open.

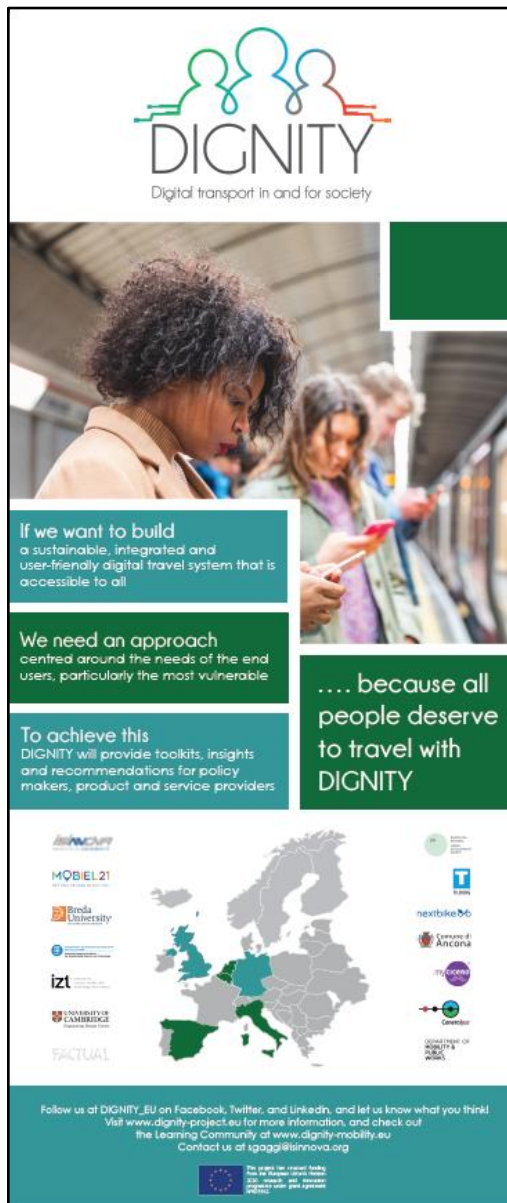
A print version of the leaflet has been made available on the Google Drive so that partners can locally print the exact number that they need, when they need it. This was done to minimize the leaflet's economic and environmental costs.





The leaflets will be translated into Dutch, German, Italian, Spanish and Catalan. Once the translations are available, print versions of these will be uploaded to the Google Drive.

In addition, digital versions in all languages (English, Dutch, German, Italian, Spanish and Catalan) will be made available on the DIGNITY website.



2. DIGNITY roll-up

The DIGNITY roll-up measures 200x85 cm and is designed to be exhibited at project-related events to raise awareness about the project. The main photo shows a multiracial group of people looking at their phones and waiting for the subway. At the top of the roll-up is the project's logo and at the bottom is a section with contact and social media information, along with the EU funding acknowledgement. In the middle is the project's main message and information about the consortium. The main message briefly describes the project and is meant to appeal to a wide range of audiences. Below the main message, the consortium section features a map showing the countries involved and the partner logos. The colours, design, and fonts used reflect the project's visual identity and match the leaflet and the website.

A print version of the roll-up has been made available on the Google Drive so that partners can print it locally, reducing economic and environmental costs.



3. DIGNITY project presentation



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 875542.

The DIGNITY project presentation is designed to support the consortium partners when they present the project at external events. It begins with basic information about the project, such as the project's duration, budget, and links to the website and learning community platform, which is followed by its objectives and strategy, and information regarding the consortium partners.

It also gives some background on the need for the project and what inspired it, as well as the objectives and how the project will reach them. It then provides further detail on the DIGNITY approach, the pilots, the project's target groups, the learning community and the expected results. The EU funding acknowledgement is featured on each page, and an email address for further information is provided at the end.

The presentation has been uploaded in PowerPoint on the Google Drive, so that partners can edit the information for brevity or add more information as they see fit.



The learning community

- Target groups will be connected on the learning community platform
- The platform will be a place for networking and co-creating knowledge
- Here they can discuss their experiences with digital mobility and analyse the project's outputs
- Working together, they will create strategies to improve current systems, products and services
- The community will provide feedback for some outputs, such as the toolkit and insights, enriching the knowledge created

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