- **Until Q2 2018**

Graphic Identity, Templates & Products

Creating the solid backbone of the projects graphic identity has been key to successfully communicating our message. Furthermore, it is our experience that this is especially necessary in projects with geographic decentralized partnerships, and great potential for international communicative reach, as the one in the Northern Connections project.

Binding the partners together by creating a single, cohesive identity and voice, to help communicate progress to future collaborators, will ensure success in several of the projects work packages. As such, the focus in the beginning of the project has been the dissemination of the following Graphics, Templates & Products to the group of partners:

Graphics

- NorCons **Graphic Main Information**

Explains which font to use in which connection. Codes for colours, pictures, templates etc.

- NorCons **Logo**

The logo can be found in the following three formats: .ai.file, .Png file & .Jpeg file.

- NorCons **Icons**

The round icon element in the logo comes as negative/positive/yellow/white.
(This allows flexible use as visual elements).

- NorCons **NorCons Native Photos**

As seen on the webpage, Northern Connections identity photos are born with a yellow to blue filter. Where the two meet, the picture turns green. Such a symbolic feature for green transition! Additionally, the photos come as high resolution.

Templates

- Word Template - **Letter**

A generic template, used when creating material containing information about the project. (eg. when contacting stakeholders as a Northern Connections representative).

- Word Template - **Invitation**

This template ensures that the visual identity is the same regardless of country. Partners are able to edit the template as they wish e.g. adding local pictures etc.

- Word Template - **Report**

Used when reporting to the WP Management.

- Word Template - **Meeting Summary**

Used when contacting stakeholders about meetings as a Northern Connections representative.

Presentation Material

- **PowerPoint presentation**

Contains general information on the project. Partners are also able to add/change the suggested Northern Connections photos to local/national photos if this is relevant the specific targeted audience. The master slide section also contains a guide on how to change photos.

- **Prezi** *(Under development!)*

Prezi is a visual and dynamic form of presentation and is an alternative or supplement to a PowerPoint presentation. The Prezi presentation will explain the project in a few minutes and updated when relevant.

- **Cover Folder / Brochure** *(Under development!)*

The brochure of Northern Connections is produced to functions as a cover folder and a brochure at the same time. The cover folder/brochure contains information about the project on the outside and the inside. The papers inside can be changed when relevant.

- **Until Q2 2018**

Communication Channels

- **Interreg Northern Connections Homepage**
  Used for publishing information, articles, videos and related material concerning the project.
  Target groups: Politicians, clusters, SME's & internal project partnerships.

- **Social Media**
  - **Twitter -** Used to tweet out news and to inform our network.
    Target groups: Politicians, clusters, SME's & internal project partnership.

  - **YouTube** - Used for posting videos about the project, videos made by our partners, webinars, videos from our events, meetings etc.
    Target groups: Clusters & internal project partnership.

- **NorCon Newsletter**
  Used for knowledge sharing about the project. The articles are mostly produced by the partners in the project, and addresses both internal and external subject matters.
  Target group: Politicians, clusters, SME's & internal project partnerships.

  - **Partner Testimonials in Newsletter**
    The Partner Testimonials are to be found within the newsletter. The Partner Testimonials are written by a different partner each time. In addition, the testimonial is about why the partners are a part of the project and what the partners contribute with in the project etc.
    Target groups: Clusters & internal project partnerships.

- **Toolbox**
  The toolbox functions as an inspirational catalogue, which comprehends matchmaking, knowledge sharing and idea creation. Is to be used in support of both policy and cluster related activities.
  Target groups: Politicians, clusters, SME's & internal project partnerships.

- **Webinar - Innovation of the Month**
  As of march 2018, we have successfully held one *Innovation of The Month.* Hosted by a partner

  in the project, the concept aims to give an in-depth view of the practical application a tool (see toolbox) used by the host selected within the partnership. The webinar is published every second month.
  Target groups: Clusters & internal project partnerships.

Target groups

The above mentioned target groups are dynamic and will be revised following an analysis, that will be carried out in Q3 of 2018. This will ensure that the projects communication channels – and those of our partners - are used for target-oriented communication, and not just seen as, and used as, generic communication channels.

The analysis mentioned above, will also reflect the need for more qualified communication towards the national administrative policy level in EU and beyond. As such, we view the projects Toolbox and new channels as dynamic, and is therefore subject to ongoing revision and streamlining in accordance to the goals and results of the project.

- **As of Q2 2018**

New additions

Dissemination Log

By the end of Q1 2018 a new app will be introduced in the NorCon Podio workspace.

The so called *Dissemination Log* aims to shorten and ease the manner in which partners are able to get their communicative products on to our digital platforms (eg. Social media, newsletters and/or webpages). Giving both partners and the WP2 team an opportunity to, digitally, create *Communication Assignments* with the possibility to specify content, set dates for publication, attach files and tag responsible parties within the workspace.

This new process will ensure that the lead and co-lead on WP2 are able to stimulate responsible producers of material within the group of partners, in due time, and provide support throughout the entire process.

All contact with the producer of the content - or, tagged responsible party – will be made with a direct focus on the specific delivery of the product, herby giving the WP2 team the possibility to manage content for newsletters and social media activity – both short, and long term without.

News gatekeepers

Gatekeepers has been selected within WP's 4, 5 & 6.[1] These will be tasked with finding newsworthy material, identifying news stories and summing up WP results to be communicated

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[1] Overview - News gatekeepers

via the projects communication channels. As such, these gatekeepers will function as a liaison between the WP Communication team and the source of the news generated in the specific WP.

Strategic overview

Within Q2 of 2018 the WP2 team aim to get the NorCon podio workspace event calendar up to date, adding the upcoming Living Lab Events.[2]

Within these Podio-events, we will be able to create Communicative Assignments, in the Dissemination Log, and get an overview of the best possible publication dates of supporting communication, which should focus on attracting companies to the events around Europe, and giving us every possibility to create interesting content for multiple communication platforms.

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[2] Living Lab Event Sequence

Appendix 1

News Gatekeepers

Name	E-mail	Organisation	Work Package
Martin T Laugesen	mtl@cleancluster.dk	CLEAN	WP2
Anne Katrine Arentsen	aka@cleancluster.dk	CLEAN	WP2
Martijn Lanting	lanting@energyvalley.nl	Energy Valley	WP6
Lisa Nieman	lisa.niemann@eehh.de		WP6
Astrid Dose	astrid.dose@eehh.de	Innovatum	WP6
Johanna Stål	johanna.stal@businessregion.se	Business Region Gothenburg	WP4
Christina Folmand Knudsen	czf@aalborg.dk	City of Aalborg	WP5
Mette Larsen	mela@aaalborg.dk	City of Aalborg	

Appendix 2