

# PROJECT COMMUNICATIONS

At a glance



EUROPEAN PARTNERSHIP



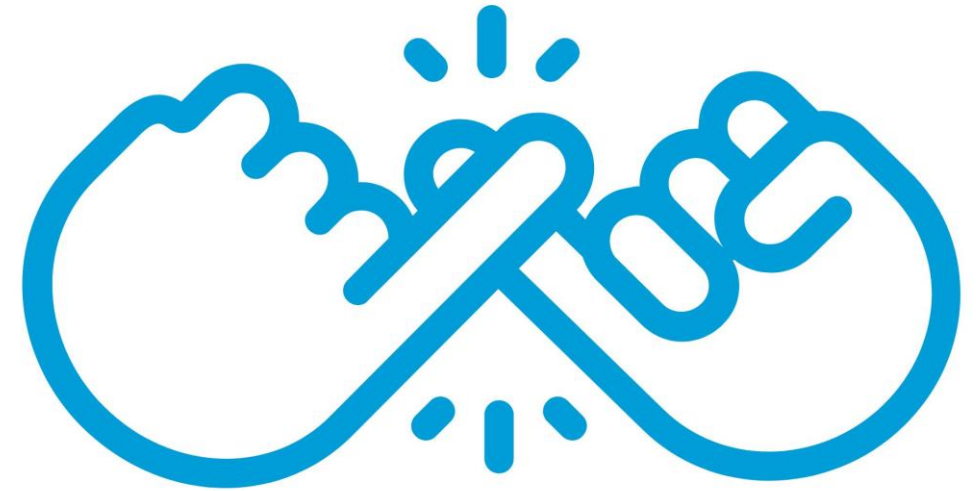
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# Communication is a contractual obligation

## Horizon Europe - Article 17 and Annex V

Project beneficiaries are obliged to:

- 1 **Promote** activities according to a communications plan.
- 2 **Display** logos of funding bodies and disclaimer
- 3 **Acknowledge** the source of the funding.
- 4 **Coordinate** all planned activities between consortia members and with the SESAR 3 JU



Breach of contract obligations  
may lead to reduced grant

# 1 Promote activities according to a communications plan.

## Article 17.1

1. Inform, promote and communicate **activities** and **results**
2. Develop a **communications plan**
3. Target **multiple audiences** (including the media and the public)
4. Convey **clear** and **simple messages**
5. Use the right **media** channels
6. Communicate throughout the **lifetime** of the project



Before engaging in a communication expected to have a major media impact, the beneficiaries must inform the granting authority (SESAR 3 JU)

2  
3

# Display logos of funding bodies and disclaimer

## Article 17.2/3 and Annex 5

### Logos



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### To be used for:

- Activities media relations, conferences, seminars, etc,
- All material: website, publications, posters, presentations, roll-ups, etc
- All formats: paper, digital
- Infrastructure, equipment, vehicles, supplies or major results funded by the grant

### Acknowledgement *(For Horizon Europe projects only)*

*The project is supported by the SESAR 3 Joint Undertaking and its founding members.*

### Disclaimer

*'Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or SESAR 3 JU. Neither the European Union nor the SESAR 3 JU can be held responsible for them.'*



# Additional SESAR 3 JU branding components



Streamlined visual identity for projects:

- Project logo style per programme strand
- Association with SESAR 3 JU logo, EU emblem and grant agreement text.
- To be used in all communications material

All logos are available in STELLAR under the call name.

## CORUS



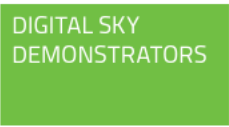
**DEEP BLUE**  
 C 100% / M 85% / Y 5% / K 30%  
 R 0 / G 48 / B 111  
 #00306F

## ERICA



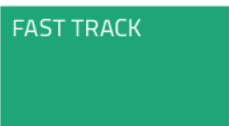
**LIGHT BLUE**  
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 R 0 / G 157 / B 217  
 #009DD9

## ADCENSIO



**GREEN GRASS**  
 C 60% / M 0% / Y 100% / K 0%  
 R 122 / G 181 / B 29  
 #7AB51D

## FAST TRACK



**DARK GREEN**  
 C 80% / M 10% / Y 100% / K 0%  
 R 25 / G 156 / B 105  
 #199C69

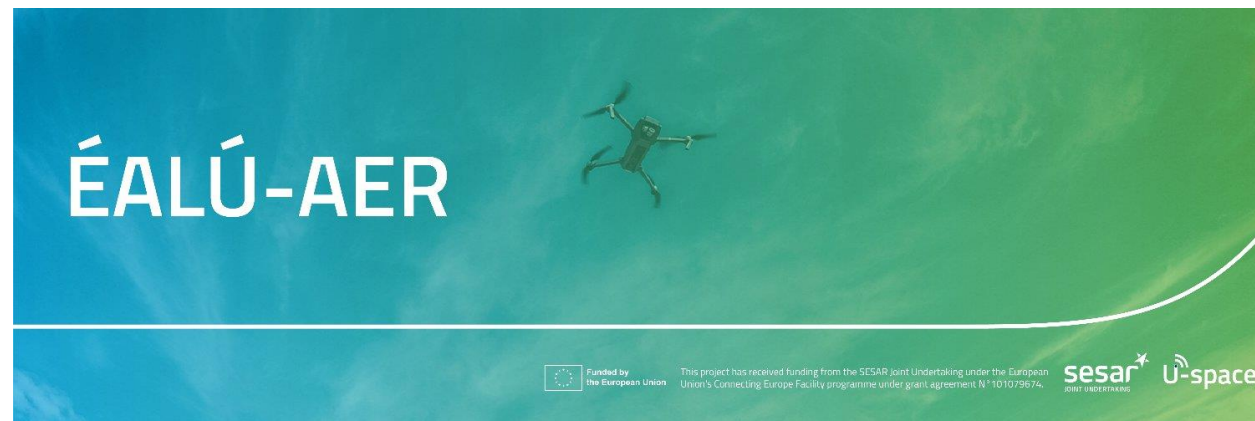


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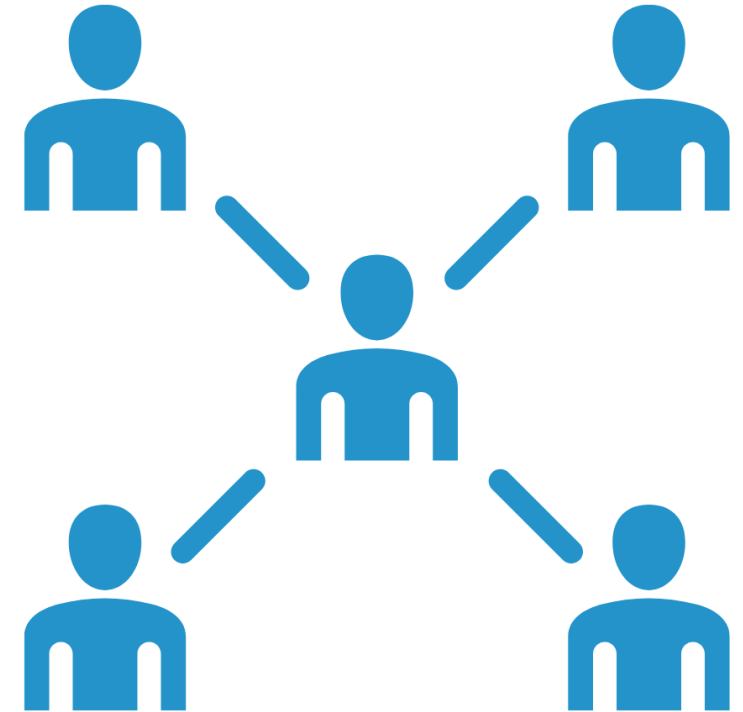
2  
3

# Examples of project branding



## Coordinate all planned activities between consortia members and with the SESAR 3 JU

- Ensures that project communications and outreach milestones are **integrated** into broader SESAR 3 JU communications scheduling and planning;
- Enables a **consistency** check of project strategies, key messages, targeted audiences and communications material and an alignment with the SESAR 3 JU's core objectives;
- Provides communications **support** of the SESAR 3 JU in promoting project events and conferences;
- **Maximises outreach** by using SESAR 3 JU communications channels and cooperative arrangements to further cascade relevant content.



Projects will be requested to appoint a communications point of contact (PoC).

<b>Website</b>	<a href="http://www.sesarju.eu/">www.sesarju.eu/</a>
<b>SESAR 3 JU logos and visual identity charter</b>	<a href="http://www.sesarju.eu/logo">www.sesarju.eu/logo</a>
<b>E-newsletter and subscription</b>	<a href="http://www.sesarju.eu/enews">www.sesarju.eu/enews</a>
<b>Social media channels</b>	<ul style="list-style-type: none"> <li>• @SESAR_JU (Twitter), @SESAR Joint Undertaking (LinkedIn), SESARJU (Youtube)</li> <li>• @HorizonEU (Twitter) and @European Commission (LinkedIn)</li> <li>• @cinea_eu (Twitter), cinea - european climate, infrastructure and environment executive agency (LinkedIn)</li> </ul>
<b>Social media hashtags</b>	<p>#ATM #DigitalSky #innovation #SESAR3JU #</p> <p>HorizonEU #MobilityStrategy #U-space</p> <p>#HorizonEurope #CEFTransport</p>
<b>Key publications</b>	<ul style="list-style-type: none"> <li>• Multiannual work programme</li> <li>• SESAR 3 JU brochure</li> <li>• European ATM Master Plan</li> <li>• SESAR Solution Catalogue</li> <li>• SESAR Innovation Pipeline – annual highlights</li> <li>• U-space</li> </ul> <p>Available here: <a href="https://www.sesarju.eu/publications">https://www.sesarju.eu/publications</a></p>
<b>Videos</b>	<p>SESAR 3 JU animation: <a href="https://youtu.be/KWL9DJwMewE">https://youtu.be/KWL9DJwMewE</a></p> <p>Digital European Sky: <a href="https://www.youtube.com/watch?v=chx27ZrIPoM&amp;t=156s">https://www.youtube.com/watch?v=chx27ZrIPoM&amp;t=156s</a></p> <p>U-space: <a href="https://www.youtube.com/watch?v=XuwZR0IUeu8&amp;t=3s">https://www.youtube.com/watch?v=XuwZR0IUeu8&amp;t=3s</a></p>



# STAY IN TOUCH!



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@SESAR\_JU/#SESAR3JU



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