



# RICAIP

## Communication Strategy and Standards

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## Content:

1	Purpose of the Document .....	4
2	Introduction.....	5
2.1	RICAIP Phase 1 2017 – 2018 (Teaming Phase 1) .....	6
2.2	RICAIP Phase 2 2019 – 2026 (Teaming Phase 2) .....	6
3	What is RICAIP? .....	7
3.1	Mission .....	8
3.2	Vision.....	8
3.3	USP .....	8
4	Communication Objectives .....	10
5	Target Groups .....	14
5.1	Industrial Companies .....	14
5.2	Academic and Scientific Community.....	15
5.3	General Public / Civil Society .....	16
5.4	Policy Makers and Associations.....	17
6	Communication Topics and Content.....	18
7	Communication Tools and Channels .....	20
7.1	Synergies with EU and National Networks and Initiatives .....	22
8	Organisational Issues.....	23
8.1	Corporate Identity and Design .....	23
8.2	Role of Executive Board and Communication Board.....	23
8.3	Acknowledgement.....	24
8.4	General Rules of Communication and Recommendations.....	25
9	Communication Roadmap.....	26
9.1	KPIs.....	26
9.2	Communication Roadmap for 2019 – H1 2021.....	27
9.3	Communication Roadmap for the remaining timeframe .....	31
9.4	Exemplary list of industrial trade fairs .....	32
10	Annexes .....	33
10.1	Communication Matrix .....	33
10.2	Corporate Design and Identity .....	36
	<i>RICAIP Logo</i> .....	36
	<i>Phase 2 Corporate Design Update</i> .....	36

## 1 Purpose of the Document

**Disclaimer:** This document is an evolutionary progress and work of the RICAIP Phase 1 “Dissemination and Communication Strategy and Plan” deliverable, which was submitted in October 2017. Therefore, it contains sections and details which were already published back in 2017. The strategy outlined in this document and its findings are evolved from 2017 and reworked based on the RICAIP developments since 2017 (Phase 1 and Phase 2).

This document provides the communication strategy and plan for the RICAIP Centre and its communication policies of RICAIP Centre as an organization.

**Communication strategy** as a strategic document designs the key elements for effective communication to promote the whole action (both the project itself and its ongoing activities and results) to a wider range of audiences, including general public and media. The aim is not only to demonstrate how the EU funding has been used and contributes to societal challenges, but also to take the opportunity for potential engagement of the stakeholders and getting feedback arising from open dialog with particular audiences. This document includes activities and tools promoting visibility towards a variety of different audiences, amplifying the outreach to the general public through traditional and social media to enhance the popularization of Industry 4.0 topics and challenges. The topics and content of the activities shall follow overall RICAIP objectives. A collaborative approach involving all RICAIP partners is a must to maximize the impact.

It is important to note the interlinked document “Dissemination Strategy” as an integral and complementary part of the entire outreach effort. Dissemination shall provide direct outreach to the main stakeholders and potential users of the project results, aiming to make prospective use of the results by them. Without awareness-raising through effective communication from the very beginning, the benefits of using the results would not be known.

## 2 Introduction

The Research and Innovation Centre on Advanced Industrial Production (RICAIP) is the European Centre of Excellence in **AI and industrial robotics and Industry 4.0 related areas**. RICAIP is based on a strategic partnership between leading Czech and German research institutions. The founding partners are CIIRC CTU (Czech Institute of Informatics, Robotics and Cybernetics at Czech Technical University) together with CEITEC BUT (Central European Institute of Technology at Brno University of Technology), DFKI (German Research Center for Artificial Intelligence) and ZeMA (Center for Mechatronics and Automation Technology), both seated in Saarbruecken. These four founding partners of the RICAIP Centre jointly contribute to RICAIP by making their core facilities available and enable RICAIP to operate in a distributed way.

The framework for Czech-German cooperation was set up already in 2016 under the auspices of German Chancellor Angela Merkel. RICAIP Project has been developed in the framework of EU Horizon 2020 Teaming scheme that supports creation of new or update of existing centres of excellence in widening countries through a coupling process with leading scientific institutions. According to the H2020 programme, RICAIP has been realized in two phases: in Phase 1, funding was provided to develop a business plan for the future centre in the host region. In Phase 2, selected Phase 1 proposals receive financial support to start implementing the future centre. The year 2019 became a key year, when the European Commission and, in addition to this, the Czech Ministry of Education, Youth and Sports decided to support the establishing of the centre in the total amount of almost 50 million euros (success of project in H2020 Teaming Phase 2 and ESIF OP RDE).

The partnership within RICAIP will result in transfer of knowledge and expertise from DFKI and ZeMA to CIIRC and CEITEC and vice versa, for a strategic long-term collaboration at all the levels of research, education, innovation management, and technology transfer well beyond this cooperation and the Czech-German borders.

This will guarantee the unique position of the RICAIP Centre within the European Research Area and within the region and will position the centre as a leader in the research field of advanced industrial production and built a strong network across Europe.

## 2.1 RICAIP Phase 1 2017 – 2018 (Teaming Phase 1)

In the RICAIP Phase 1 several communication measures were established including:

- Corporate Design and Identity
- First dissemination and communication strategy and plan
- Communication materials such as presentations, displays, roll-up, flyers, etc.
- Communication channels such as website, twitter, etc.
- View on target groups, materials and content, etc.

## 2.2 RICAIP Phase 2 2019 – 2026 (Teaming Phase 2)

With RICAIP Phase 2 launch in September 2019 several of the abovementioned and already established aspects and topics have been included into the communication activities of the RICAIP centre and are included and overhauled/updated for the Phase 2 communication strategy. The presented strategy paper is on the one hand an upgrade / evolution based on previous work and on the other hand it includes new aspects for the setup of RICAIP as a brand and a European research centre.

### 3 What is RICAIP?

RICAIP is a newly established international distributed research centre of excellence with maximum degree of autonomy, hosted as a new unit at CIIRC CTU, Prague, CZ, with the direct participation of all the above stated partners.

RICAIP focuses on **research areas related to Industry 4.0** and will strengthen **research in industrial production with a focus on robotics and artificial intelligence (AI)**. The centre will connect testbeds in Prague, Brno and Saarbruecken and, (using virtual and augmented reality) enable remote industrial production control or rapid adaptation according to the customer's current needs or available means of production.

RICAIP will conduct research in the field of **artificial intelligence, robotics for advanced industry**, and related fields. RICAIP aims to build a unique **distributed research and experimental workplace - the RICAIP Industrial Testbed Core -**, the first of its kind in Europe to develop and test innovative solutions for **advanced and fully integrated industrial production**, continually optimizing to the changing environment. In addition, RICAIP EU Testbed Core aims to become a major contributor to the **international standardization efforts** of the Industry 4.0 initiative, facilitating technology and knowledge transfer from academia to industry through the deployment and development of technical solutions tested and validated in the relevant industrial environment.

RICAIP Centre will enable a strong interdisciplinary, integration-oriented, and pro-growth approach, gathering the critical amount of international excellence, research capacities, and allowing a new quality of research in **Industry 4.0**. The unique set up of the consortium will enable to transfer the best practice from Germany – the leading EU country regarding the Industry 4.0 initiative to the Czech Republic and others.

RICAIP, in the long-term perspective, will be a world-class, EUR 30 mil/year, 350 researchers, and distributed research centre significantly transcending the initial consortium members. With infrastructure in Prague, Brno, Saarbruecken and further nodes in Europe, RICAIP will be working together with industrial partners on over 100 projects in all aspects of Industry 4.0 and **distributed manufacturing systems** and value chains in a profoundly changing industrial sector. In this respect, RICAIP will be established as **a European legal entity - European Economic Interest Grouping (RICAIP EEIG)** at the end of the project. The goal is to enable RICAIP's sustainability and future operation on the European arena and organic growth of the network of Industry 4.0 distributed testbed across national borders. RICAIP EEIG main



ambition is to promote new business development strategies and networking activities for RICAIP founding members.

### 3.1 Mission

**“World-class research network for application-oriented research in the advanced production area”**

Our mission is to create a collaborative ecosystem for academia, industry (large and small caps) as well as national and regional authorities to produce valuable high-impact and application-oriented research results for producing and manufacturing companies. By creating and leveraging this ecosystem, we make a significant contribution to the fundamental and applied research in artificial intelligence, machine learning, computer science and robotics across Europe. With our partners we establish a unique R&D infrastructure across Europe and contribute with innovative solutions to the competitiveness of Europe, European companies and our industrial partners. Our network itself offers unique possibilities for the training and education of students, research professionals and industrial employees. We promote interdisciplinary research and collaboration with non-technical disciplines to address current needs and demands of society.

### 3.2 Vision

Our vision is to establish RICAIP as a key entity in major European research infrastructures for artificial intelligence, robotics, machine learning and computer science for advanced industry and production. We thrive to create a network of partners with an outstanding international team of scholars and an international impact as well as to provide an excellent scientific and experimental infrastructure throughout Europe for our researchers and partners. We want RICAIP to be one of the outstanding research centres for innovation and technology transfer in Europe.

### 3.3 USP

- State-of-the-art testbed facilities – open access EU infrastructure
- Distributed and application-oriented testbed (near-real environment) – allowing research on various aspects of real-life production and complex supply chains
- Unique industrial platform based on Production as a Service (PaaS)
- Ecosystem oriented on automotive and aircraft industry and their ecosystem of parts and machine supplier as well as service providers and integrators



- Research expertise and advanced specialized know-how in system integration and customer driven flexible production system development
- Research collaborative teams that work together and identify innovation gaps
- Nurturing of human resources – tenure track policy
- Making connections with new networks of contacts

## 4 Communication Objectives

The overall objective of communication is to get in contact and to keep (potential) partners and customers updated on latest development, news, services, etc. It must be flexible enough to deal with unforeseen events and respond to them in an appropriate manner.

Today and due to the current situation of COVID-19 and the posed restrictions and health dangers communication and customer engagement faces additional challenges. Whereas the communication for the near-time project progression would consider a balance between online / virtual representation and physical presence through events, trade fairs, open days, workshops etc. the current situation forces a shift from events and actions which rely on physical presence to virtual and online solutions, e.g. online campaign.

For the purposes of RICAIP, the basic elements of business communication strategy can be taken into consideration:

- Communication tools
- Content / message
- Interpretation and rendition
- Communication mix of the suitable channels
- Communication goals:
  - to engage effectively with stakeholders
  - to demonstrate the success of our work
  - to ensure people understand what we do
  - to change behaviour and perceptions where necessary

The main objective of our communication activities is to support the active promotion, work and scientific networking at national and international level to encourage the building of partnerships and connections as a substantive factor for strengthening RICAIP in highly competitive environment and to build a long-term European network and centre around it. To shape RICAIP into a crystallization centre for the European Research Infrastructure in the field of Industry 4.0, significant efforts shall be dedicated to the promotion of the opportunities offered by the RICAIP's distributed testbed, recruiting and integrating new testbed nodes across Europe.

It should be emphasized that the goal of the communication strategy is to build the positive image of RICAIP. Successful communication must be based on real outputs, not just hypothetical statements. The principle is to communicate openly and especially in real time

and in good quality. Main focus of the communication are the latest activities and news in RICAIP, technology-related and HR-related news and updates as well as latest scientific results from its research groups.

The communication aims primarily at systematically and promptly informing about the RICAIP activities in order to create a positive image, both among the public as well as existing and potential partners. Another expected result of targeted communication is the systematic establishment of contacts and cooperation with institutions and organizations from different spheres (industrial, scientific, research, non-profit, etc.) and their maintenance and further development. At the same time, it is necessary to provide feedback and continuously evaluate the impacts of the chosen communication strategy through the active management of relations with the target groups and the research of their opinion.

The activities and actions are chosen with respect to their continuation and further use. The overall aim of the strategy is to establish RICAIP as a brand and hub for industrial and production research on a European level. This will enable the attainment of the short and middle term goals (5-6 years horizon), as well as will lay the foundation for the creation of the European R&I ecosystem in this area jointly working on the establishment of the European Research Infrastructure (10+ years horizon).

The communication strategy of RICAIP has the following objectives and are aligned on the RICAIP overall aims:

- RICAIP as a widening project implemented in the Czech Republic – showing the importance of public / EU funding and as a catalyst of new organization of the research
- Ongoing information of the target groups about the latest news, progress, development, and impacts of RICAIP activities on industry, economy, science and society.
- Popularization of the fields of Industry 4.0, digitization, robotics, and AI and their impacts on industry, economy, science and society.
- Support the overall awareness about the importance of EU funding developing research environment and synergies to demonstrate how EU funding tackles societal challenges and sustainability.
- Development and continuous update of a long-term way of communication via tools such as website, online media and other PR measures (newsletter, events, publications, etc.) to attract attention and widen the awareness of RICAIP thus

establishing RICAIP as a new brand and a I4.0 center / R&I facility with a high visibility throughout all target groups.

- Build on established architecture and widen the dissemination and communication towards the scientific community with the research results. The ultimate goal here is to build a high profile of RICAIP as an international/European Centre of research Excellence and respectable member of the thematic research community. Turn RICAIP into an internationally recognized reference research organization in the field.
- Integrate industry into the dissemination and exploitation of research results to highlight application- and result-oriented research and development, thus extending the industrial customer base.
- To attract both the large national and international corporates and SMEs, key players from the selected sector of the industry for collaboration within RICAIP to foster both the contract research and collaborative research project in the field of distributed industrial production
- To attract new researchers and young talents to join the RICAIP teams
- Market the portfolio of R&I services among the major target groups, with specific focus on the industry. Particular importance is given to the testbed-based services as it represents an important competitive advantage of the Centre, as well as to the targeted transfer of RICAIP's IPR to the industry.
- Tighten the connection towards the industry, associations and stakeholders with further measures, such as demonstrators, exhibitions, workshops, working groups, etc. in order to raise profile and diversify the service portfolio as well as to build a network.
- Widen RICAIP visibility throughout Europe and attracting scientific as well as industry partners from EU countries. Specific goal will be to promote the idea of building the pan-European open distributed R&I infrastructure in the field of Industry 4.0 thus recruiting new testbed nodes and broadening the RICAIP ecosystem beyond the project partnership.
- To introduce the actions that are supportive to the general policy documents – implementation mechanisms are important argument for national and EU policies and authorities
- To present RICAIP as an organizational structure for further research projects and programmes – maximise this baseline for future growth

The communication goals can be structured as follows:

- **Maximise the impact** of actions and results developed by RICAIP
- **Engage the stakeholders** in RICAIP – at local and international / at individual and institutional level
- **Inspire the communities** to implement new approaches and solutions
- **Highlight the importance** of collaboration and open infrastructure
- **Build an operational network** of all stakeholders to drive research, innovation and exploitation

## 5 Target Groups

The target groups for communication activities have been considered in line with the RICAIP scientific and industrial specialization. Furthermore, each group shall be addressed by defined actions. Four target groups are important for RICAIP as a research and innovation centre and its development in the near or long-term future as well as its sustainability. Please refer to the dissemination strategy document (published at the same time) for further dissemination-related view on the target groups.

- Industrial companies
- Scientific community: Research/ Academia/ Students
- General public
- Policy makers and associations

The subsections will give an overview of the target groups and will provide answers to the questions:

- What is the purpose and aim to involve a certain target group?
- What information and content are relevant for a certain target group?
- What channels are used to reach a certain target group?

### 5.1 Industrial Companies

Industry will be the main and driving partner for RICAIP and its development into a European centre and network. RICAIP – built around today's important industrial drivers such as Industry 4.0, digitization, robotics and AI – must forge strong partnerships and networks with industrial companies in different areas of value chains. Industry will be a main source of new challenges, use cases and ideas for application-oriented research and development as well as a main partner for common research projects and the transfer of results in the market.

The target group itself will consist of a range from large enterprises, to SME and startups. The addressed topics (Industry 4.0, digitization, robotics and AI) are established on different levels throughout these companies. Therefore, communication must be tailored for experienced as well as unexperienced companies. Meaning certain companies are well advanced and leading in the addressed topics while others are at the beginner stage of their “Industry 4.0”-journey. The DESI “Digital Economy and Society Index Report 2019” suggest that “there are many technological opportunities yet to be exploited by SMEs ...” furthermore that “less than a fifth of companies in the EU-28 are highly digitised” with a great variance over the countries. Czech Republic and Germany show up in the middle sector of the Digital Intensity Index 2018 with

the main number of companies (80%+) in the low to very low range. Therefore, it is important to distinguish the level of companies regarding their digitization or their experience with it and respond to them accordingly in a long-term communication strategy.

With its ecosystem RICAIP will address several different sectors and sections of the value chains thus building the core of its advanced industrial and distributed production profile. RICAIP will primarily address the automotive, aerospace, machine manufacturers and white goods sector. Its focus rests on the value chain of these sectors from partial to end-product production. Furthermore, it includes production equipment integration, maintenance, software and application development and others. With its different actions and information or activities RICAIP will address a range of employees and employers across the sectors from management / top floor level to the shop floor and tries to offer specific content to each of them.

Focus and engagement:

- To provide general information about Industry 4.0 and current Industry 4.0 initiatives
- To gather in-depth analysis and survey of industry needs and R&D / R&I expectations
- To promote RICAIP and its research and development areas as well as its R&D and R&I services
- To promote services for industrial partners aimed at the uptake of Industry 4.0 technologies and organizational principles on the enterprise level.
- To promote research results and the exploitation thereof as well as RICAIP's intellectual property marketing and licensing.
- To build European and national networks on infrastructures integration initiatives visits, meetings and workshops on the latest research and development topics and results
- To offer Education and qualification services for industrial companies / interested parties
- To engage with industry in R&D and R&I cooperation

## 5.2 Academic and Scientific Community

RICAIP is a centre and network for research, technology development and exploitation / result transfer in the industry. The main set-up of R&D activities is set in the MINT-studies (Mathematics, Computer Science, Natural Sciences and Technology) and is conducted in Industry 4.0, digitization, robotics and AI. The result of the research conducted within / through RICAIP is continuously integrated into teaching and lectures of the involved partners or



disseminated via papers, conferences etc. Beside the dissemination of research results (see also RICAIP document on dissemination strategy), research institutes and academia are among the important partners for research excellence either through network and continuous information exchange or by common research. With the long-term vision and mission of RICAIP as a European ecosystem for research, research institutes and universities are beside the industry the main partners for research and exploitation. They should be addressed via conferences, publications as well as membership and active contribution to selected research networks and associations. Moreover students will be engaged through lectures, project work, thesis, student jobs, etc.

Focus and engagement:

- To build a network with other research institutes
- To disseminate research result in journals, conferences, events
- To enrich lectures and studies by the latest research findings
- To integrate RICAIP in European Student's Exchange Programs
- To promote RICAIP and its research and development areas as well as its R&D and R&I services
- To promote RICAIP as an attractive employer

### 5.3 General Public / Civil Society

The general public will be continuously informed about RICAIP, its research topics and its ongoing work. The communication with the general public shall raise the awareness for the importance of the topics and their impact on industry and their long-term effects on daily life. For this target group, similar to the target group of employees, risk communication should play a role here in addition to information and knowledge communication. For example, the chances of bringing production back to Europe, which innovative manufacturing processes entail, could be shown here. Furthermore, transparent discussion and information of the public about ongoing developments and changes in the field of Industry 4.0, digitization, robotics and AI is needed, so major opportunities as well as risks are openly discussed and different perspectives are taken into account. Main aspect should be to raise awareness. From children to adults RICAIP should offer appropriate format such as open days, information events or workshops to inform the public and raise awareness or to capture the attention and motivate especially young people for MINT-studies or a technical study in the industry.

Focus and engagement:

- To offer public events such as open day, innovation nights, school hiking days, educational visits of companies.
- To offer insight of Industry 4.0 and digitization, the 4th industrial revolution and its impact on work and lives
- To engage media coverage and press-releases
- To organize excursions into RICAIP's industrial testbeds
- To promote MINT in the educational sector (e.g. schools)

Considering that the content is also provided for other target groups – it will be ensured that the technical information, etc. is understandable for non-experts in the field of Industry 4.0.

#### 5.4 Policy Makers and Associations

Another important target group for RICAIP are policy makers and associations. As the (r)evolution of Industry 3.0 towards Industry 4.0 has already been impacting on work and work organization, employer and employee as well as industry associations and politics have to be included into the discussion of further research and development and their exploitation. Beside the technical development the parallel evaluation from a work study / work science point of view is very important. By including employer and employee associations the discussion regarding impact and possible measure / actions can be advanced and included in ongoing research and developments. Furthermore, policy makers and associations have to prepare the way for new technologies. Associations often have their own interests - speaking for industry groups - and different opinions. Contacts should be established and associations should be included into the discussion of the several topics of RICAIP to widen the dissemination / exploitation effect and success and to allow a self-reflection of conducted research and its implications. Furthermore, industry, associations and policy makers are gathered alongside research institutes in Industry 4.0 initiatives and platforms thus shaping the way of future developments, such as the Czech or German initiative on Industry 4.0.

Focus and engagement:

- To offer information about RICAIP and research and development areas
- To discuss R&D – especially concerning ongoing developments and initiatives
- To provide a platform for discussion and exchange of ideas between different organizations
- To build a common network together with industry

## 6 Communication Topics and Content

For each target group, different content has to be generated and different channels have to be set up respectively used. The following section gives an overview and description of the topics that will arise during the project and thus create the basic communication line:

Nr.	Topic	Description, purpose
1	Industry 4.0	<ul style="list-style-type: none"> <li>To strengthen and raise the awareness about the high importance of Industry 4.0, its advantages, chances and risks</li> <li>To inform and sensitize small and medium-sized enterprises</li> <li>To show potentials and opportunities and best practices</li> <li>To reduce fear and objections by provided information                      → Via online presence (e.g. website, social media), visits, open days, etc.</li> </ul>
2	RICAIP Centre	<ul style="list-style-type: none"> <li>To inform about RICAIP, its mission, vision and activities</li> <li>To increase the interest in Industry 4.0, robotics and AI</li> <li>To establish RICAIP as a brand</li> <li>To attract and to intensify cooperation with industry, scientific, association, etc. and to establish contacts between target groups and to form a research / industrial network across EU                      → Via online presence, display, media, publications, visits, etc.</li> </ul>
3	Research areas	<ul style="list-style-type: none"> <li>To promote the different research areas, groups of RICAIP as well as their team members</li> <li>To provide information on scientific excellence and track record (dissemination)</li> <li>To highlight recent and important research results and developments (exploitation)</li> <li>To provide insight in technology, infrastructure, demonstrators, as well as services                      → Via online presence, videos, visits, trade fairs, conferences, etc.</li> </ul>
4	Promoting young talents	<ul style="list-style-type: none"> <li>To provide special appealing and target group-oriented activities, such as girls and boys days</li> <li>To provide information about MINT studies</li> <li>To attract young people to MINT studies                      → Via online presence, open day events, job fairs, etc.</li> </ul>
5	Personnel and HR	<ul style="list-style-type: none"> <li>To promote RICAIP as employer</li> <li>To shape an employer branding</li> <li>To attract top-level researchers and staff                      → Via online presence, job portals, job fairs, etc.</li> </ul>

6	Technology, infrastructure, demonstrators, best practices	<ul style="list-style-type: none"> <li>• To highlight recent and important research results and developments (exploitation)</li> <li>• To provide insight in technology, infrastructure, demonstrators</li> <li>• To proof feasibility of concepts and to promote the idea behind</li> <li>• To highlight opportunities for common research and R&amp;D contracts</li> <li>• To highlight use-cases, cooperation and best practices with industry</li> <li>• To transfer knowledge and experience towards the research and industrial community (dissemination, exploitation)                      → Via demonstrator and use case descriptions or best practices, videos, interviews, visits, trade fairs, etc.</li> </ul>
7	Services	<ul style="list-style-type: none"> <li>• To raise public awareness towards the different services of RICAIP</li> <li>• To promote academic and scientific services such as research, studies, projects, lectures, workshops, trainings, etc.</li> <li>• To promote industrial R&amp;D or R&amp;I services such as consulting activities, projects, trainings, workshops, etc.</li> <li>• To promote opportunities in careers such as study, thesis, PHD, jobs</li> <li>• To support and license intellectual property (exploitation, IPR)</li> <li>• To analyse and survey industry needs                      → Via online presence, events, video, media, trade and job fairs, conferences, visits, workshops, etc.</li> </ul>
9	Research results, projects → scientific excellence	<ul style="list-style-type: none"> <li>• To publish scientific results in form of paper, conference presentations, etc. (dissemination)</li> <li>• To show scientific excellence of RICAIP research groups</li> <li>• To attract scientific and industrial partners</li> <li>• To establish a scientific network / community around RICAIP                      → Via website (open access measures), scientific events and conferences, media, etc.</li> </ul>
10	Networks	<ul style="list-style-type: none"> <li>• To recruit new partners and to create new networks</li> <li>• To promote and to project networks (to the outside) (RICAIP membership)</li> <li>• To expand RICAIP visibility to further and external channels, networks                      → Via online presence, media, etc.</li> </ul>
11	Industry 4.0 showroom, Testbeds in Prague, Brno and Saarbruecken	<ul style="list-style-type: none"> <li>• To show application-near I4.0 demonstrators to different target groups</li> <li>• To create an interactive content, space and environment for people to inform, learn, train, qualify                      → Via testbed Prague, events, visits, open days, virtually and via online means.</li> </ul>

## 7 Communication Tools and Channels

Nr.	Tool/Channel	Description, purpose
1	“Print” media (curved display, roll-ups, flyer...)	<ul style="list-style-type: none"> <li>• Mobile / transportable and set up easily and in a few minutes</li> <li>• Usable for all target groups</li> <li>• Main message in a very reduced form</li> <li>• Especially for events and trade fairs</li> <li>• Features: Logo, partners, vision, mission, focus, services, etc.</li> <li>• Background set-up for photos, video-statements and interviews</li> </ul>
2	Basic presentation	<ul style="list-style-type: none"> <li>• Basic element and tools to start off events</li> <li>• Usable for all target groups</li> <li>• Detailed information (visuals, audio)</li> <li>• Especially for events and trade fairs, talks and conferences, meetings</li> <li>• Features: RICAIP CI and overview (mission, vision, team, services, research projects, technology, infrastructure, etc.), etc.</li> </ul>
3	Online channels, incl. website	<ul style="list-style-type: none"> <li>• Easily accessible and open for everyone</li> <li>• Reach a broad mass of interested parties from all target groups</li> <li>• Transport messages, services and detailed information (visuals, audio)</li> <li>• Publishing of news and latest information timely</li> <li>• Fully controllable (internal part of the website - intranet)</li> <li>• Linked to search engines (e.g. Google, Bing, etc.)</li> <li>• Features: RICAIP CI, detailed overview (mission, vision, team, technology, infrastructure, services, etc.) and data (publications, reports, etc.), HR, etc.</li> </ul>
4	Social media	<ul style="list-style-type: none"> <li>• Accessible and open for everyone</li> <li>• Reach a broad mass of interested parties from all target groups</li> <li>• Transport general messages, “teaser” information with links and cutting-edge content</li> <li>• Fully controllable (internal)</li> <li>• Up-to-date and latest information on the developments and news for its followers (fast interaction and reaction)</li> <li>• Features: RICAIP latest developments, news, impressions, customer relationship, etc.</li> </ul>
5	Newsletter	<ul style="list-style-type: none"> <li>• Reach different target groups and interested persons</li> <li>• Push-channel for summarized and focussed information about activities of RICAIP and innovations in the area of Industry 4.0 in regular intervals</li> </ul>

Nr.	Tool/Channel	Description, purpose
		<ul style="list-style-type: none"> <li>• Features: Technology, infrastructure, services, publications, events, review of past events</li> </ul>
6	Contact data base, network	<ul style="list-style-type: none"> <li>• Technical “contact point” to customers</li> <li>• For optimal, selective customer and target group approach</li> <li>• Selective invitations, information and speech</li> <li>• Features: contact data, networks</li> </ul>
7	External journalism, e.g. TV, newspaper	<ul style="list-style-type: none"> <li>• Reach a very large audience additional to internal tools (e.g. website, social media)</li> <li>• Active engagement and publication channel</li> <li>• Possibility for additional advertising</li> <li>• Features: breaking news, events, services, interviews</li> </ul>
8	Technology related websites and networks	<ul style="list-style-type: none"> <li>• Addition to own website and additional reach</li> <li>• Increased visibility especially for industrial companies as well as associations and scientific communities</li> <li>• Information and news exchange, cooperation</li> <li>• Features: RICAIP services and technology, infrastructure, etc.</li> </ul>
9	Intranet	<ul style="list-style-type: none"> <li>• Internal project wiki for partners</li> <li>• Facilitate the internal communication between team members</li> <li>• Exchange information about current activities</li> <li>• Knowledge hub</li> <li>• Features: general data, report, activity and organization update, materials, etc.</li> </ul>
10	University lectures	<ul style="list-style-type: none"> <li>• Disseminate knowledge in different studies and university with focus on future developments, technologies and solutions</li> <li>• Target group academia, students, etc.</li> <li>• Promote RICAIP for project work, thesis, employer</li> <li>• Held at the Czech universities in Prague and Brno and Germany, Saarbruecken or online</li> <li>• Networking and common activities, e.g. summer school</li> <li>• Partners and cooperation in research project (perceived by students)</li> <li>• Features: research activities and results</li> </ul>
11	Coordinated visits, meetings, workshops, brokerage events	<ul style="list-style-type: none"> <li>• “First” point of contact for companies and their employees to RICAIP</li> <li>• Planned specifically for the different target groups</li> <li>• Increase the visibility of the RICAIP project</li> <li>• Show Industry 4.0 and current R&amp;D in a realistic environment (testbed)</li> <li>• Discussion of results, problems, challenges and interests</li> <li>• Form networks and cooperation / research activities</li> <li>• Exploitation and result transfer, training and qualification services</li> </ul>

Nr.	Tool/Channel	Description, purpose
		<ul style="list-style-type: none"> <li>• Create a networking area for different participants</li> <li>• Features: technology, infrastructure, demonstrators, services, research results</li> </ul>
12	Open days	<ul style="list-style-type: none"> <li>• Appeal to a large number of persons (regardless of the target group) (e.g. anyone interested in Industry 4.0)</li> <li>• EU event participation for RICAIP visibility and networking</li> <li>• Presentation of current research and technologies</li> <li>• Networking possibilities and journalism involvement</li> <li>• Features: technology, infrastructure, demonstrators, services, research results</li> </ul>
13	Scientific conferences	<ul style="list-style-type: none"> <li>• Promote R&amp;D results and RICAIP excellence</li> <li>• Show results and future possibilities, advantages of developments and technology</li> <li>• Presented at various European or even international conferences</li> <li>• Attract new partners and initiate discussions on developments and findings</li> <li>• Features: Industry 4.0, RICAIP centre, research activities and results, technology</li> </ul>
14	I4.0 RICAIP Conference	<ul style="list-style-type: none"> <li>• Industry conference for Industry 4.0, Robotics, AI, etc.</li> <li>• Widen the visibility of RICAIP</li> <li>• Network for industry and scientific community</li> <li>• Features: Industry 4.0, RICAIP centre, research activities and results, technology</li> </ul>

## 7.1 Synergies with EU and National Networks and Initiatives

RICAIP aims to be highly visible and try to find as wide publicity as possible. For this reason, RICAIP will also make extensive use of synergies and interlinks with existing networks and initiatives, namely through the memberships of its partners. RICAIP will also collaborate with other projects and platforms. In the area of European AI, there are a number of existing initiatives and networks that have achieved good progress in organising groups of key stakeholders; these include the AI4EU project, the Confederation of Laboratories for Artificial Intelligence Research in Europe (CLAIRE), the network of digital innovation hubs in AI, the European Laboratory for Learning and Intelligent Systems (ELLIS), the European AI Association (EurAI), the HumanE AI project, as well as two thematically related public-private partnerships (BDVA and euRobotics). The details are described in the dissemination strategy document.



## 8 Organisational Issues

The basic prerequisite is to set up internal organizational processes within RICAIP and partner institutions to build up relevant content to be communicated and secure that relevant staff of the PR departments is informed in advance of what is possible (or necessary) to communicate with the target groups. This, however, requires the co-ordination of a larger number of persons involved in the creation of these outputs.

### 8.1 Corporate Identity and Design

The visual identity represents the corporate design of RICAIP. The consistent design and publication of all those elements in all different communication channels lead to a uniform appearance of RICAIP. This, in turn, results in a recognition value, which is essential to form the brand RICAIP. Just as importantly, the corporate design must not only be communicated externally, but must also be used in the internal communication. This contributes to the fact that the project members identify themselves even more with the project and also carry the image of RICAIP to the outside. The corporate design is a core of the broader corporate identity and serves as a cornerstone of brand building. An excerpt of the corporate identity material is found in the annexes.

Corporate design assets:



Corporate branding assets:



### 8.2 Role of Executive Board and Communication Board

The RICAIP Executive Board (EB) is responsible for coordinating various activities, including communication and dissemination. The leader and coordinator of the communication tasks in RICAIP is its partner CEITEC-BUT. To secure the implementation of the tasks on a daily basis and in conjunction with the overall capacities, each partner contributes one responsible person from its particular PR and Marketing departments to create an informal Communication Board. Communication Board shall provide support also to the RICAIP Director. Based on this structure and according to the work plan, the RICAIP communication actions are planned and the tasks are distributed among the partners and the team.

On a regular basis, the team is meeting and supervises / discusses the recent activities and actions and gives guidance to upcoming activities and events. The meeting is held by the responsible persons of each partner and decisions are supervised by the RICAIP Director.

### 8.3 Acknowledgement

Based on the grant agreements and general rules for communicating and promoting projects supported by EU and EU structural funds, following acknowledgement has to be applied on all promotional and communication materials (Article 38 of the GA, OP RDE publicity rules):

Any communication or dissemination activity related to RICAIP and its infrastructure must display EU emblem and text promoting the EU funding:



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreements [No. 857306](#).*

Communication materials promoting the infrastructure must refer to the Czech part of funding (especially in tesbeds in Prague and Brno):

*Project [CZ.02.1.01/0.0/0.0/17\\_043/0010085](#) „Research and Innovation Centre on Advanced Industrial Production” supported by the European Structural and Investment Funds and the Operational Program Research, Development and Education through the Ministry of Education, Youth and Sports.*



EUROPEAN UNION  
 European Structural and Investment Funds  
 Operational Programme Research,  
 Development and Education



*Disclaimer: This (website, content etc.) and included materials reflect only the author's view and the Commission is not responsible for any use that may be made of the information it contains.*

The acknowledgement concerning the scientific data and / or use of the research infrastructure is described in the Dissemination Strategy.

## 8.4 General Rules of Communication and Recommendations

For the partners and for all futures contributors to RICAIP a set of rules for general and common representation of RICAIP is provided:

- Official internal and external communication based on the defined CD, CI and provided templates (e.g. reports, minutes, invitations, etc.)
- Representation of RICAIP at events by using the official provided materials, e.g. base presentation or presentation CI, displays, flyers, etc.
- Official materials have to be requested with the communication team and be acknowledged by management
- Each partner distributes official RICAIP news using own channels and based on its capabilities after internal approval and publication
- The official language is English, nevertheless it is possible to share posts and communicate in national languages in particular on social media channels – an English intro must be accompanied

## 9 Communication Roadmap

The communication roadmap outlines the RICAIP activities and gives guidance for the most important activities during the timeframe 2019 to 2026.

### 9.1 KPIs

For the communication activities such as workshops, visits, media, seminar, etc. RICAIP has defined KPIs which have to be reached in the subsequent years. These KPIs indicate RICAIP mission for research, communication, dissemination and exploitation to the a) industry, b) scientific community c) public as well as d) politics and associations (see chapter 6 on target groups). The KPIs on scientific excellence and dissemination can be found in the corresponding dissemination strategy paper. A separate paper will deal with exploitation. Following communication related KPIs are listed. Each KPI is a set of required actions which are found in the chapters 7 and 8 (content and tools).

Nr.	KPIs – Communication & Dissemination	2019	2020	2021	2022	2023	2024	2025	Cumulative
1	Workshops and seminars on RICAIP and I4.0, visits, lab-tours	1	3	6	7	7	6	7	37
2	High-level meetings incl. stakeholders	3	6	6	7	6	4	3	35
3	Industrial Tested networking activities	0	0	0	1	1	2	3	7
4	Press echoes	5	4	4	5	4	7	8	37
5	RICAIP website reach (+ social media)	800	400	1400	1900	2300	2800	4400	14000
Nr.	Societal KPIs (Topics)	2019	2020	2021	2022	2023	2024	2025	Cumulative
6	Seminars on I4.0 & personnel development and labour market	0	1	2	3	3	4	5	18

7	Seminars on I4.0 & environment and sustainability	0	0	1	1	2	3	3	<b>10</b>
8	Seminars on I4.0 & Society 4.0	0	1	1	3	3	4	4	<b>16</b>
9	Seminars on I4.0 & Gender	0	1	2	2	3	3	3	<b>14</b>
10	Seminars on I4.0 & Smart City and Smart regions	0	1	2	2	2	2	2	<b>11</b>

The KPIs are internally tracked based on different means of verification. Which are e.g.: attendance lists, meetings minutes and photos in case of events, workshops, seminar and visits. Furthermore, KPIs will be tracked based on e.g. reports of press echoes, associated or full members of RICAIP testbed or annual reports of the social media / website activities, etc.

## 9.2 Communication Roadmap for 2019 – H1 2021

In conjunction with RICAIP as a centre for Industry 4.0 and research approaches in the virtual world, the communication strategy for the period 2019 – H1 2021 will (heavily) rely on online presence of RICAIP and the needed tools and content.

The following actions are especially within focus of the addressed period and the roadmap for the period. There are three major topics which are of importance in the first stage and the current situation:

- Increase visibility / awareness of RICAIP on a national and European level
- Provide offers and content to customers and target groups in the current situation
- Enhance the profile of RICAIP by R&D services and technology results

Nr.	Action	description / content
1	Marketing campaign	Progression and update on the marketing campaign <ul style="list-style-type: none"> <li>• corporate identity and design</li> <li>• media presence</li> <li>• presentation materials</li> <li>• materials, such as flyers, displays, short videos, etc.</li> </ul>
2	Online presence and visibility	Strengthening of online presence and RICAIP awareness <ul style="list-style-type: none"> <li>• website – update</li> <li>• social media</li> <li>• news</li> <li>• open access for scientific publications</li> </ul>
3	Online conference	Setup of tools to provide online content and infrastructure for <ul style="list-style-type: none"> <li>• online conferences, seminars (and workshops)</li> <li>• Setup and integration of content for these platforms</li> <li>• Visibility and marketing of these online offers through website, media, social media</li> </ul>
4	Cooperation possibilities	Content update on running cooperations and possibilities <ul style="list-style-type: none"> <li>• joint running research projects</li> <li>• best practices</li> <li>• R&amp;D services of RICAIP</li> <li>• Future projects and cooperation possibilities</li> </ul>
5	Teams, Infrastructure, Technology	Content preparation and availability of regular content – regarding research groups, testbed, deployed R&D technology, infrastructure and demonstrators via website, etc. <ul style="list-style-type: none"> <li>• Demonstrators and technology descriptions</li> <li>• Show-case videos, 360° videos, virtual testbed tour</li> <li>• Team and group information, contact, scientific focus</li> <li>• Testbed presentation (infrastructure, partners)</li> </ul>
6	European outreach	Connection and outreach to European platforms, networks and activities <ul style="list-style-type: none"> <li>• RICAIP visibility on EU platforms for production, AI, robotics</li> <li>• RICAIP membership / cooperation with networks / hubs such as CLAIRE, EIT, DIH, etc.</li> </ul>

Following the roadmap gives an impression of events carried out and planned in the 2019 – H1 2021 period:

Nr.	Event	Target audience	Description	KPI
1	RICAIP Kick-off celebration	All, focus on industry, associations, policy	RICAIP and testbed presentation: speeches, presentations and live demonstration of testbed	Open day, visits, ...
2	RICAIP director celebration	All, focus on industry, associations, policy	RICAIP and research presentation: speeches, presentations and live demonstration of testbed	Open day, visits, ...
3	Rematec	Industry	Raising RICAIP awareness by presenting the general RICAIP concept and idea	Trade fair
4	Maker Fair Rome	Industry	Raising public awareness about RICAIP abroad focusing 3D community and students	Trade fair, public outreach
5	NEXT 100 Symposium	Industry, associations, policy makers	Top-level event on societal topics and impacts of innovations. Attended by stakeholders	High-level meetings incl. stakeholders
6	High-level meetings	Visit of the Czech Minister of Foreign Affairs	RICAIP presentation and guided tour in Prague testbed	High-level meetings
7	AI4EU Cafe	Presentation at a prestigious webinar	Presentation and online discussion at the traditional event organized by AI4EU platform	Workshops and seminars
8	RICAIP and Robotix Academy conference	Scientific community	Conference on the developments of Robotics held by Robotix Academy. Connecting the existing Robotix Academy (France, Luxemburg, Belgium, Germany) network with RICAIP	Workshops and seminars



9	<b>RICAIP and Robotix Academy Summer School</b>	Scientific community	Student and researcher event of Robotics Academy. Connecting the existing Robotix Academy (France, Luxemburg, Belgium, Germany) network with RICAIP	Workshops and seminars
10	<b>Automatica 2020</b>	Industry (in part scientific community, associations)	Displaying latest robotic and human-robot-collaboration related research	Trade fair
11	<b>Hannover Fair 2021</b>	Industry (in part scientific community, associations, politics)	Displaying and demonstrating robotic and AI related research	Trade fair
12	<b>RICAIP Conference - Official re-opening of Prague testbed</b>	Top-level scientific RICAIP branded event	First RICAIP Scientific Conference will be held at the occasion of refurbishment of Prague testbed, accompanied with workshops	High-level meetings Workshops and seminars
13	<b>RICAIP Workshop</b>	Scientific workshop on specific topic	First RICAIP Workshop will be organized by CEITEC BUT at the occasion of opening Brno testbed	Workshops and seminars

The organisational developments and setup of RICAIP in the early stage are accompanied by media / press echoes featuring interviews of important persons behind RICAIP and videos:

Nr.	Interview	Content
1	<b>Prof. Wolfgang Wahlster</b>	TV interview on RICAIP project and industry 4.0 and the importance of it
2	<b>Dr. Tilman Becker</b>	TV interview on RICAIP project, its vision and mission as well as insight on the research
3	<b>Tomáš Mikolov</b>	TV interview on the persona Tomáš Mikolov which is joining RICAIP and boosting the research team on AI
4	<b>Tenure Track Position 2</b>	Announcement of new research group leader as the new member of the RICAIP team boosting the research in selected area
5	<b>Tenure Track Position 3</b>	Announcement of new research group leader as the new member of the RICAIP team boosting the research in selected area

<b>6</b>	<b>Unique technology equipment</b>	Delivery and putting into operation new unique technology equipment that will enrich RICAIP with new expertise and service
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COVID response programme featuring the idea of distribute but connected development and production:

Nr.	Action	Description
1	<b>Protective Mask RP95-3D</b>	In response to the current shortage of protective equipment of the highest level in the Czech Republic as well as abroad, RICAIP researchers at CIIRC CTU developed and certified a prototype of an advanced respirator - the "CIIRC RP95-3D" - in just a week that can be produced on special 3D printers.
2	<b>RP95-3D Use-case of distributed production</b>	The protective mask developed thanks to RICAIP research infrastructure. The data has been shared worldwide to verify the concept of distributed production.

Further activities of course include day-to-day communication via social media or (if possible) the participation on trade fairs and events, etc.

This main course and the active actions will be reviewed continuously. The whole roadmap for 2019 – H1 2021 will be reviewed at the end of 2020 / beginning of 2021.

### 9.3 Communication Roadmap for the remaining timeframe

Based on the evaluation of the actions and activities of the 2019 – H1 2021 roadmap the roadmap for upcoming 12 to 18 months will be prepared based on the evaluation and findings as well as the overall situation. In general the focus will be on RICAIP as a European Centre of Excellence detailing:

- R&D infrastructure
- R&D\* activities
- R&D\* projects
- R&D\* product and services
- R&D networks and partnerships
- R&D\* results and exploitation

\*including innovation actions.

## 9.4 Exemplary list of industrial trade fairs

Scientific dissemination and conferences are listed in the dissemination strategy paper as well as conferences in conjunction with trade fairs. Following an exemplary list of trade fairs in the production, AI, robotics fields is provided.

- Hannover fair – yearly in Hannover: trade fair for industry and newest trends
- Automatica – yearly in Munich: trade fair for intelligent automation and robotics
- SPS – Smart Production Solutions – every year (November) in Nürnberg: trade fair for industrial information
- Motek – yearly in Stuttgart: trade fair on production and assembly technologies
- Science Research Innovation Fair (SRIF), Brno - a new interdisciplinary platform linking the scientific and research areas with business.
- FOR INDUSTRY, Prague – trade fair of engineering technologies
- International Engineering Fair (MSV Brno) – leading industrial trade fair in CEE
- #GEN – Fair for digitalization in the Greater Region (Saarland, Lorraine, Luxembourg): First edition in September 2020 at [www.bliiida.fr](http://www.bliiida.fr)
- Etc.

For trade fairs, a themed fair stand is designed which provides highest visibility, recognition value, message and the latest research results. Important content / channels are: banner, display, flyers and design for visibility. Most impact and discussion and acquisition can be achieved with real / life demonstrators which represent the latest R&D results and which are to be included in the booth.

## 10 Annexes

### 10.1 Communication Matrix

Target group	Information	Provided / generated content	Aim	Channel
All	General, technology related	RICAIP will provide information about I4.0 <ul style="list-style-type: none"> <li>I4.0, robotics, AI research</li> <li>Incl. national initiatives – e.g. NCP in CZ</li> </ul>	To raise awareness and to sensitize all target groups: I4.0, robotics, AI – benefits and dangers	Website, publications, especially by open days and events in the testbeds
General public/ Associations and policy makers	General information on RICAIP	Information on RICAIP <ul style="list-style-type: none"> <li>General project</li> <li>Research teams</li> <li>Infrastructure, testbeds, demonstrators</li> <li>R&amp;D, R&amp;I services</li> </ul>	To inform about RICAIP, its work and research and to offer / promote research and service, network building	Website, publications, press, videos, events, high-level meetings, workshops, etc.
Industry	Analysis of challenges and opportunities	Analysis of industry landscape (beginner and experts in Industry 4.0) as well as industry needs and long-term expectations regarding I4.0	To gather industry needs, challenges, development and innovation priorities	Via interviews, meetings, surveys, networking
Scientific community, (industry, associations, politics)	R&D, R&I results of RICAIP and partnering networks	Including <ul style="list-style-type: none"> <li>Research result publication e.g. paper, conferences</li> <li>R&amp;D, R&amp;I services promotion</li> <li>Network activities</li> <li>University, e.g. offer lectures</li> </ul> Edited results of research projects, demonstrators and methodologies in the field of Industry 4.0	Focus on raising awareness on latest developments, exploitations, networking and university activities, etc.	Publications, journals, newsletter, lectures, conferences, meetings, etc.

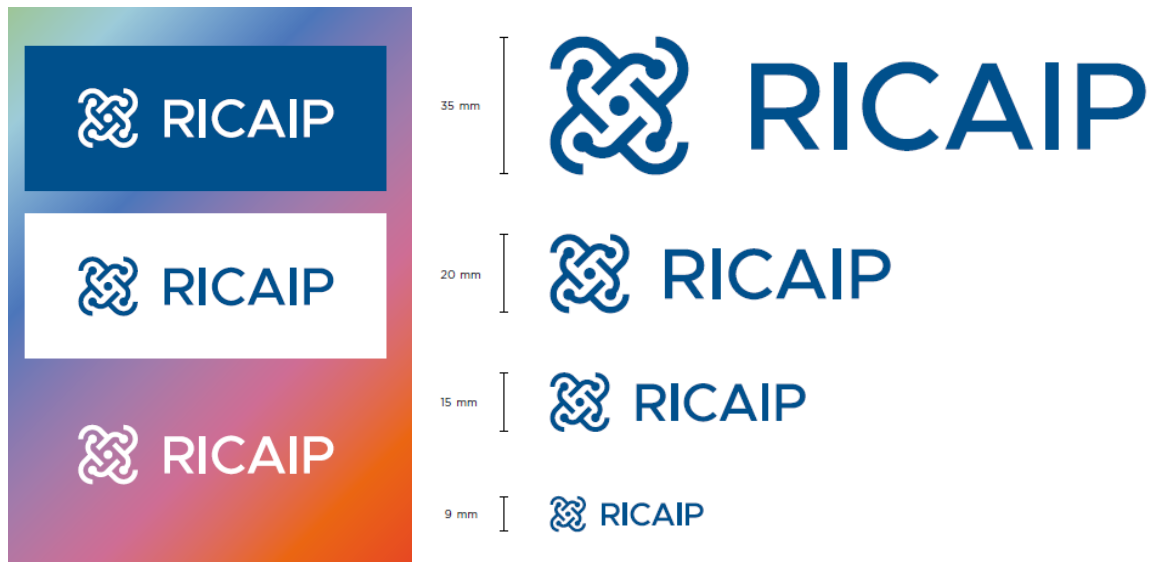
Target group	Information	Provided / generated content	Aim	Channel
Associations and policy makers	R&D discussions, roadmap	Information on latest research result and developments incl. upcoming developments and trends	To get and to provide feedback on latest developments and research themes	Established contacts, meetings
Industry	Transfer of research results, exploitation, (R&D, R&I services), IPR marketing and transfer	Promote demonstrators, workshops, trade fairs, etc. as well as publications in journals, conferences etc. provide an IPR portfolio description (patents, know-how, industrial designs, etc.) and licensing offers presentations	Transferring research results will strengthen the innovation and I4.0 progress in the industry and make RICAIP results available for industry, market, facilitate knowledge, innovation transfer	Visits, workshops, study groups, trade fairs, publications, co-working, □ exploitation strategy
Industry, scientific community	European and national research initiatives, calls	RICAIP will inform industry partners of European and national research calls and funding building research consortia	To inform and help industry with publicly funded research projects - new consortia will be formed for I4.0 research projects on a national and European level	Via industry and scientific networks and contacts
Industry	Qualification, information on research findings, guidance; Services for large industrial companies and SMEs	Provide and promote office hours, scientific consulting, specialised workshops and trainings including content description and service portfolio description	To attract industrial companies to accept RICAIP services and to collaborate and profit from RICAIP	Website, newsletter, marketing campaign in public, network contacts and association distributors; direct marketing to key partners

Target group	Information	Provided / generated content	Aim	Channel
				and associations.
<b>Students</b>	Lectures, thesis, project works, jobs, etc.	Overview and description of offered lectures, thesis, projects, jobs, etc.	To spread results via universities, to find and hire people for RICAIP, etc.	University, study programme, job fairs, etc.

## 10.2 Corporate Design and Identity

### RICAIP Logo

The RICAIP logo and the shade of blue it contains were already defined in phase 1. This use will continue in phase 2. The logo can be used in four different variations. Either the standard logo in blue font on white background, the logo in white font on blue background, the logo in black font on white background or the logo in white font on black background.



If the logo is to be placed on a coloured background, it must be ensured that it is still clearly visible. In this case the logo can be used with white font on a coloured background. If the white font is also too difficult to recognize, the logo must be underlaid with a monochrome background in white or blue.

### Phase 2 Corporate Design Update

The basic idea of the CI of phase 1 remains, but there are new elements to be added.

The CI from phase 1 was partially redesigned and will use the following colours in the future. There are now two different shades of blue a darker and a lighter. Additionally, a second color was added. An orange which is also available in a lighter and darker version. These colours allow a more diverse range of design options. The different colour variants enable colour gradients across the surface.

**Corporate Identity Update can be found in a separate annex as follows.**