D6.2 Presentation of the project

VERSION
2.0 (Released)

DATE
09-September-2016

ABSTRACT
The DARWIN project aims to develop state-of-the-art resilience guidelines and innovative training modules for crisis management. The guidelines, which will evolve to accommodate the changing nature of crises, are developed for those with responsibility of protecting the population or critical infrastructure/services from policy to practice.

This deliverable describes the approach that has and will be taken to present the DARWIN project to external audiences. The key channels used to present the project include the following: the project’s website (www.h2020darwin.eu), marketing materials including a project leaflet, pull-up stand and poster template, and a video created following the project’s first Community of Practice workshop. Overall, online dissemination has been robust with over 3,000 visitors to the project website in year one.

A number of additional channels and approaches will be implemented in the final years of the project including a video series for a DARWIN YouTube account. Readers from across Europe may use this deliverable as a reference for approaches to present European research projects to external audiences.

KEYWORDS: Resilience, Crisis Management, Dissemination, communications channels, target audiences, online communications, key messages, marketing materials, videos, impact, key performance indicators, Crisis and Resilience Community
D6.2 – Presentation of the Project

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ETHICS BOARD REVIEW REQUIRED?
No
SECURITY BOARD REVIEW REQUIRED?
No

The research leading to these results has received funding from Horizon 2020, the European Union’s Framework Programme for Research and Innovation (H2020/2014-2020) under grant agreement n° 653289.
Release history

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<td>0.4</td>
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<tr>
<td>0.5</td>
<td>31-August-2015</td>
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<td>1.0</td>
<td>01-September-2015</td>
<td>Released</td>
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<tr>
<td>1.1</td>
<td>13-July-2016</td>
<td>Revised Deliverable (after rejection at first review)</td>
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*The project uses a multi-stage internal review process, with defined milestones. Milestone names include terms (in bold) as follows:

- **PCOS proposed**: Describes planned content and structure of different sections. Document authors submit for internal review.
- **PCOS revised**: Document authors produce new version in response to internal review comments.
- **PCOS approved**: Internal project reviewers accept the document.
- **Intermediate proposed**: Document is approximately 50% complete – review checkpoint. Document authors submit for internal review.
- **Intermediate revised**: Document authors produce new version in response to internal reviewer comments.
- **Intermediate approved**: Internal project reviewers accept the document.
- **External proposed**: Document is approximately 100% complete – review checkpoint. Document authors submit for internal review.
- **External revised**: Document authors produce new version in response to internal reviewer comments.
- **External approved**: Internal project reviewers accept the document.
- **Released**: Coordinator releases the deliverable to the Commission Services.
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The research leading to these results has received funding from Horizon 2020, the European Union's Framework Programme for Research and Innovation (H2020/2014-2020) under grant agreement n° 653289.
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Executive Summary

Deliverable 6.2 outlines how the DARWIN project are presented to external audiences, including the crisis and resilience community, academia, members of the general public and media. The channels outlined in this document include the project’s logo and overall branding, the project website and marketing materials.

The deliverable is broken into two sections—presentation of the project and outcomes for year one; and future directions for presentation of the project. Since the project began, a logo has been designed as well as a project colour palette and style guidelines. The website was created and went live on the 18th August 2015, two months after the project started. Since the website was established, a total of 3,242 sessions have taken place, while 6,797 web pages on the site have been viewed. The website is updated regularly with project news posts which are written by the DARWIN consortium and proofread and uploaded by the dissemination partner.

Online communications for DARWIN is complemented by print marketing materials. A project poster template, leaflet and pull-up stand have been designed. All materials are created in line with the project’s brand guidelines and are available on the eRoom for all researchers to download if required.

The Key Performance Indicators (KPIs) outlined for presentation of the project in the project’s Description of Action are compared to the outcomes achieved following year one of the project. Thus far, an average of 2.5 blog posts are posted monthly to the DARWIN website and 51 individuals have signed up to the DARWIN Community of Practice and receive news updates on the project.

This report outlines how the presentation of the project will evolve. New dissemination channels will be employed and current channels will be developed in line with the project’s dissemination strategy. A series of project videos outlining outcomes from key project meetings and project results will be produced. The videos will be promoted on a dedicated YouTube channel and across all online platforms.

The effectiveness of the presentation of the project will be reviewed at monthly project teleconferences with participating DARWIN project partners. In addition, the dissemination partner will review the progress of the KPIs on a quarterly basis. A dedicated KPI tracker has been created and it will be used to document the performance of channels throughout the lifetime of the project. All communications channels will be updated with current results and conclusions based on insights from partner’s completed dissemination planners.

About the project: The DARWIN project aims to develop state of the art resilience guidelines and innovative training modules for crisis management. The guidelines, which will evolve to accommodate the changing nature of crises, are developed for those with the responsibility of protecting population or critical services from policy to practice.

The guidelines address the following resilience capabilities and key areas:

- Capability to anticipate
  - Mapping possible interdependencies
  - Build skills to notice patterns using visualisations
- Capability to monitor
  - Identify resilience related indicators, addressing potential for cascade
  - Establish indicators that are used and continuously updated
- Capability to respond and adapt (readiness to responds to the expected and the unexpected)
  - Conduct a set of pilot studies
  - Investigate successful strategies for resilient responses
- Capability to learn and evolve
  - Explore how multiple actors and stakeholders operate in rapidly changing environments
  - Enable cross-domain learning on complex events
- Key areas: social media and crisis communication; living and user-centred guidelines; continuous evaluation and serious gaming
1 Introduction

1.1 Purpose of the document
This deliverable is a revised version of the document which was submitted to the European Commission in Month 3 (August 2015) of the project. The revision takes into account the comments at the first project review. The purpose of this deliverable is to outline the approach of Work Package 6 (WP6) to the presentation of the DARWIN project to external audiences. The Deliverable provides the reader with an overview of the work conducted during the first year of the DARWIN project to present it to external audiences. Additional channels which will be employed in the coming two years of the project are also described.

The presentation of the project encompasses all channels which will visually represent the project and its research to external audiences. It is a practical extension of the project’s overall Dissemination and Communication Strategy (see D6.1 Dissemination, Exploitation and External Collaboration Strategy).

1.2 Intended readership
The target audience for Deliverable 6.2 includes:
1. All DARWIN project partners
2. Members of the Community of Crisis and Resilience Practitioners
3. The European Crisis and Resilience Community

1.3 Relationship with other deliverables
The dissemination messages, channels and audiences relate to the following project deliverables:

- **D5.1 Terms of References for the CoCRP.** The Community of Practitioners (DCoP) is integral to ensuring the DARWIN guidelines are relevant and useful to real life operations for European crisis and resilience practitioners. WP5, the DCoP and D5.1, D5.2 and D5.3 have an important impact on WP6. D5.1 and D5.3 will be particularly important to the External Collaboration components of this Deliverable and its successor. An example of this is the project website which WP6 maintains and WP5 supplies DCoP-relevant materials.

- **D6.1 Dissemination, Exploitation and External Collaboration Strategy.** D6.1 outlines a detailed dissemination and communications strategy for the DARWIN project, including the project’s key messages, target audiences, dissemination activities and key messages. The information in D6.1 informs the scope and direction of D6.2.

- **D6.3 Dissemination, Exploitation and External Collaboration Strategy (update of 6.1).** D6.3 is a revised version of D6.1 and will outline an updated dissemination, exploitation and external collaboration strategy. The strategy will be built on lessons learned from both D6.1 and D6.2.

- **D6.4 Plan for business and exploitation of results.** The channels, audiences and key messages outlined in D6.1 and D6.2 will inform the project’s business plan and future exploitation of the project’s results.
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1.4 Acronyms and abbreviations

Table 1: List of abbreviations

<table>
<thead>
<tr>
<th>Term</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>DARWIN Community of Practice (DCoP)</td>
<td>The DARWIN Community of Practice is an open association including crisis and resilience practitioners for interactive communication concerning topics related to resilience. Members of the DCoP are from different domains and are important potential contributors to and users of resilience guidelines. Membership is voluntary.</td>
</tr>
<tr>
<td>Description of the Action (DoA)</td>
<td>The Description of the Action is a document containing the details of how the action (of the DARWIN project) will be carried out.</td>
</tr>
<tr>
<td>WP</td>
<td>Work Package means a major sub-division in the DoA of the proposed project work</td>
</tr>
</tbody>
</table>

2 Presentation of the Project

2.1 Project Summary

The DARWIN project began in June 2015. Since then, the project’s researchers have been working towards developing resilience management guidelines to improve Europe’s response to crises and disasters in the future. The presentation of the project plays an integral role in disseminating the story of DARWIN, the guidelines and the benefits they will bring to the European resilience community.

The objectives for presentation of the project include:

- Raise awareness of the DARWIN project and the resilience management guidelines
- Develop an online community of active participants involved in DARWIN
- Create momentum for the exploitation of project results

This document is a revised version of the D6.2, which was submitted to the European Commission in month 3 of the project. To date, WP6 has submitted two deliverables for the DARWIN project. These include:

- Deliverable 6.1: Dissemination, exploitation and external collaborations strategy
- Deliverable 6.2: Presentation of the project

2.2 Logo and Branding

2.2.1. Overview of Logo and Branding

Developing a distinctive logo and brand for a research project is an integral step in the project’s overall presentation to external audiences. The branding will be used throughout the project’s lifetime and identifies it from similar projects in its field. Therefore, the first step for the dissemination and communications managers (CARR) was to design a project logo, creating a ‘brand’ for DARWIN. This was completed in June 2015 and allowed all project partners to use it in their presentation materials at the project’s kick-off meeting in Trondheim, Norway in June 2015. The project’s logo was inspired by the renowned biological scientist, Charles Darwin. The project tagline ‘adapt to survive’ is derived from his famous quote on evolution:

“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change”. This evolutionary message portrays the project’s key objective: to improve resilience to crises and disasters across Europe.

1 The DARWIN Community of Practice was formerly known as the CoCRP (Community of Crisis and Resilience Practitioners).
CARR’s in-house design team developed a number of iterations of the original DARWIN logo which was initially created by SINTEF, including alternative font styles, a stylised logo with the project tag line and alternative backgrounds (Appendix 6.1). CARR finalised the design of the logo in collaboration with the project coordinator SINTEF. The end result is a simple, clean image that represents the project and is scalable in size to adapt to different communications channels (presentation slides, posters, brochures and online communications).

Furthermore, CARR’s design team developed a colour palette based on the project’s primary colours, red and black. The palette colours will be used in all marketing and communications materials for the DARWIN project going forward ensuring consistency in both branding and style (Appendix 6.2).

Based on the project’s colour palette, a DARWIN PowerPoint presentation template was designed in the project’s primary colours. The template will be used by all DARWIN partners for presentations given at both internal and external events, conferences and symposia for the lifetime of the project. The template has been designed for dissemination with both professional and academic audiences.

The EU logo and the required statement on the source of research funding, ‘The research leading to these results has received funding from Horizon 2020, the European Union’s Framework Programme for Research and Innovation (H2020/2014-2020) under grant agreement no 653289’, is included in all of DARWIN’s branded dissemination materials.

![DARWIN Presentation Template](image)

**Figure 1:** DARWIN’s custom designed PowerPoint presentation template

### 2.2.2. Status of Today: Logo and Branding

Thus far, the project logo has been used on the project website, Twitter account and print marketing materials. While the presentation template has been used at a number of both internal and external events which partners have presented at. The project’s logo, colour palette and presentation template are all available to partners in the project’s e-room.

### 2.3 Project Website

**Purpose:** The project website is the nucleus of dissemination for the project. It contains an overview of the project, its objectives and consortium. It is updated regularly with project news in order to engage with the crisis and resilience community.

The website is a critical channel of engagement with key target audiences for the project. The DARWIN site ([www.h2020darwin.eu](http://www.h2020darwin.eu)) went live on the 18th August 2015, within 10 weeks of the project’s start date. To prepare the website, the CARR team developed a strategy document which outlined the required content to build the site. CARR arranged two teleconferences with the project coordinator SINTEF to discuss the website design and content. CARR also liaised with all project partners to develop project partner profiles and
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conducted weekly internal meetings to review the progress of the website build. CARR’s in-house design team developed a DARWIN website specification document following a consultation with the project coordinator SINTEF. The website is flexible in both its structure and design. As the project evolves, the website may be adapted to reflect this.

![DARWIN website navigation bar](image)

**Figure 2:** The navigation bar of the DARWIN website

The key web pages are listed in a logical order along the header of the website’s home page. This will ensure the website is easy to navigate for users, with content that is easy to access.

### 2.3.1 Website Structure

<table>
<thead>
<tr>
<th>Section</th>
<th>What does it contain</th>
<th>Purpose</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home Page</strong></td>
<td>The home page features the project’s most recent blogs and project news pieces. It has a number of icons that direct website visitors to an introduction to DARWIN, the project’s deliverables and Frequently Asked Questions (FAQs). It also hosts a search engine, which simplifies navigation of the website for visitors.</td>
<td>The home page aims to attract the attention of visitors who may visit the project’s website for a number of purposes, from investigating membership of the DARWIN Community of Practice to finding out about upcoming crisis community events. The design of the page is simple and clear to ensure it is inviting to all visitors.</td>
<td>All visitors to the DARWIN Website</td>
</tr>
<tr>
<td><strong>About DARWIN</strong></td>
<td>The About DARWIN page features three sections: An overview of DARWIN, Frequently Asked Questions and related links. The overview of the project provides an outline of the project’s objectives, research approach and partners. The related links page includes a list of research projects which are relevant to DARWIN research.</td>
<td>It provides project and crisis community specific information to audiences who wish to find out more about the project.</td>
<td>All visitors to the DARWIN Website</td>
</tr>
<tr>
<td><strong>Project Partners</strong></td>
<td>The DARWIN project partner page includes a comprehensive list of all DARWIN partner organisations, including their logos and communications</td>
<td>The purpose of this page is to showcase the calibre of partner organisation who together form the DARWIN consortium.</td>
<td>Academic audiences; crisis and resilience community; media</td>
</tr>
</tbody>
</table>
## D6.2 – Presentation of the Project

<table>
<thead>
<tr>
<th>Section</th>
<th>What does it contain</th>
<th>Purpose</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community of Practitioners (DCoP)</td>
<td>channels, such as websites and social media accounts.</td>
<td>To encourage potential members of the DCoP to find out more about the DCoP and to contact the DCoP representative for DARWIN.</td>
<td>Potential members of the DCoP</td>
</tr>
<tr>
<td>DARWIN Blog</td>
<td>The Community of Practitioners page includes a short introduction to the DCoP and offers interested parties an email address to contact if they have further questions.</td>
<td>The DARWIN blog is used to inform and educate interested parties in DARWIN research as it progresses. It also serves as a source of interesting and noteworthy general crisis community updates.</td>
<td>All visitors to the DARWIN Website</td>
</tr>
<tr>
<td>News</td>
<td>The DARWIN blog page includes updates from the DARWIN partners on project research updates and general crisis and resilience community stories.</td>
<td>To provide communication’s point of contacts to anyone interested in finding out more about the project.</td>
<td>Members of the crisis and resilience community in Europe; media; participants in other related European research projects.</td>
</tr>
<tr>
<td>Contact us:</td>
<td>The contact us page includes the details of the DARWIN project coordinator, a communications partner and the DARWIN Community of Practice coordinator.</td>
<td>This purpose of this section is to inform and educate interested visitors in crisis and resilience community updates. It also provides visitors with DARWIN project specific news.</td>
<td>All visitors to the DARWIN Website</td>
</tr>
</tbody>
</table>

An architecture has been designed within the website to facilitate a DCoP collaboration area, as per the project’s Description of Action. A number of meetings between WP5, WP6 and WP7 have taken place regarding the development of the portal, however a consensus has not been reached on the optimal hosting site for the collaboration space. Following the DARWIN Community of Practice meeting in Linkoping, an informal project meeting took place. There was an informal working group dedicated to the DCoP, and LinkedIn was suggested as an alternative site to facilitate collaborative discussions. A decision is outstanding regarding the channel for this portal.
2.3.2. Status of today: DARWIN Website Impact

Between September 2015 to August 2016, a total of 3,676 sessions have taken place, while 7,834 pages have been viewed (Google Analytics). The average duration of a visitor’s time on the site is 2 minutes and 43 seconds, while an average of 2.13 pages are clicked on per session.

They outline the number of visitors to the website, the number of pages viewed by visitors and the duration of the average visit to the website. The metrics may be used to monitor visitor engagement on the website.

On assessing the breakdown of page views from the website administrator site, the following observations may be made:
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- The most visited tab is the DARWIN Blog page, which accumulated 5,057 hits. This is followed by the About DARWIN page (2,985 hits) and Project News page (2,378 hits).
- The least visited tabs on the website include the Contact Us (713 hits) and Community of Practitioners pages (823 hits).

Considering the project and website are live for only one year, no finance was invested in Search Engine Optimisation and the niche topic of the project, this is a good performance for year one of the project. It is expected that as the project progresses, this number will further increase and the duration of visits will also extend. The website will continue to be promoted both across online channels (social media accounts) and offline channels (marketing materials, word-of-mouth).

2.4 DARWIN Twitter Account

Purpose: The DARWIN Twitter account provides a global stage to communicate DARWIN research, key messages and results. It engages with key stakeholders in the crisis and resilience community at local, European and global levels.

2.4.1 Progress of the DARWIN Twitter Account

The DARWIN Twitter account went live on August 2015. In the first year of the project, over 300 tweets have been posted on the account; the DARWIN profile is following 284 relevant crisis and resilience stakeholders; while the page has accumulated over 150 followers.

A number of strategic lists have been created which group Twitter accounts according to their commonalities, for example Healthcare and European Air Traffic Management. This allow the Twitter account’s administrator to monitor conversations within the crisis and resilience fields.

The DARWIN account has been added to four lists by other Twitter accounts to date. These include: SMEM hashtag, Healthcare, Projects H2020 and EU funded projects.

To date, the account has accumulated a number of influential followers who are target audiences for the project. These include: Matteo Migliorini (@teo_migliorini) from the Institute for Healthcare Improvement Cambridge; the Centre for Environmental Change and Human Resilience (@CECHR_UoD), CrisisLab (@crisislabtweet) and Disaster Tech Lab (@DisasterTechLab).

The content on the Twitter account is focussed on providing interesting updates on DARWIN research, industry and academic crisis and resilience events and crisis and resilience news and related research. To ensure content is relevant and up-to-date, the Twitter account’s administrator has set up Google alerts to keep abreast of news in the crisis and resilience field on a global scale. The account is updated on average 5 times a week with relevant project and global news stories.

Figure 5: Screenshot of the DARWIN Twitter account
2.4.2 Twitter Account Impact

The data used to assess the performance of the DARWIN Twitter account was sourced from Twitter Analytics (www.analytics.twitter.com).

Tweet Impressions: Tweet impressions are a measure of how many user’s dashboards an account’s tweets appears on; it is therefore an estimate of the online ‘reach’ of a tweet. Since the DARWIN Twitter account was first established, the average impressions of tweets have steadily inclined, in line with the project’s increasing number of followers. This is an indicator that the tweets from the DARWIN account are reaching an increasing large audience online; in turn, this increases the likelihood of enhanced online engagement. The average monthly impressions for the DARWIN Twitter account is **5,890**.

![DARWIN Monthly Twitter Impressions](image)

**Table 2: Monthly impressions of DARWIN**

Profile Visits: Since the account was established, the number of profile visits has increased steadily, with the exceptions of November and May. There is a peak in visitor numbers to the DARWIN Twitter account in April, which may be attributed to the DARWIN Community of Practice workshop which took place in Linkoping Sweden that month.

![DARWIN Monthly Twitter Profile Visits](image)

**Table 3: Number of visitors to the DARWIN Twitter account per month (September 2015 to June 2016)**
Account Followers: The DARWIN Twitter account has 152 Followers. The number of new followers peaked in April 2016, and is attributed to the Community of Practice meeting, which took place that month.

Table 4: Number of new followers to the DARWIN Twitter account (September 2015 to June 2016)

Number of Tweets: The number of tweets posted to the Twitter account has increased steadily during the first year of the project. The average number of tweets posted on the account per month is 23.5. This number has increased from the beginning of the project.

Table 5: Number of tweets posted on the DARWIN Twitter account each month
Interesting article on #Emergencymanagement from a #healthcare perspective bit.ly/29wwnop #resilience #H2020 #EU

Great blog post by @Christinahn of @SINTEF_Infosec on a recent #resilience workshop w/ @ddwoods2 bit.ly/1nyV3xA #resilience #H2020

Our project partner Bjorn Nevhage from @FOIresearch is speaking @arereskevent about #DARWIN project & research #resilience #H2020 #EU #risk

@FOIresearch at @DRIVER_PROJECT #expe43 #MSBse as observer to identify potential synergies for DARWIN WP4 pilot studies #resilience #H2020

Figure 6: Sample tweets from the DARWIN Twitter Account

2.5 DARWIN Marketing Materials

2.5.1 DARWIN Poster

Purpose: The purpose of the DARWIN poster is to drive the DARWIN brand and academic research findings at conferences, symposia and industry events. It reinforces DARWIN brand awareness among the crisis and resilience community in Europe.

The DARWIN poster was created by CARR’s in-house design team. The poster has been designed in keeping with DARWIN’s brand and colour palette to ensure that there is consistency across all marketing materials. The poster template may be used by partners at industry and academic events. It is easily edited to allow each DARWIN Work Package to insert their individual research into the template.
The research leading to these results has received funding from Horizon 2020, the European Union’s Framework Programme for Research and Innovation (H2020/2014-2020) under grant agreement n° 653289.

The sample poster has four clear sections, introduction, objectives, results and project partners. It is available on the project’s document repository, SINTEF e-rooms for project partners to customise and modify.

2.5.2 Status of Today: DARWIN Poster

To date, the poster has been displayed at a number of events including a NATO workshop, the International Conference on Healthcare System Preparedness and Response to Emergencies & Disasters (iPRED IV) and the National Symposium on Technology and Methodology for Security and Crisis Management (TAMSEC). All partners have access to the poster template in the DARWIN e-room should they wish to use it for events and conferences.
2.5.3 DARWIN Leaflet

Purpose: The leaflet provides a summary of the project, its objectives, the project’s Community of Practice and project contact details. The leaflet will be distributed at workshops, conferences and events to complement the project’s poster. It is focussed on disseminating key DARWIN messages to the crisis and resilience community audiences.

CARR’s in-house design team developed the DARWIN leaflet in April 2016, in advance of the project’s first DARWIN Community of Practitioners meeting in Sweden. The content of the leaflet is focussed on giving the reader an insight into the DARWIN project and Community of Practice. A print-ready version of the leaflet is available to all DARWIN partners on the project’s e-room.

Figure 8: The front and back pages of the DARWIN leaflet

The Leaflet explains the project’s core objectives and research goals. The leaflets will be distributed by project partners at industry and academic crisis and resilience events.

2.5.5 Status of Today: DARWIN Leaflet

Thus far, the leaflet has been distributed at the DCoP meeting in Linkoping in April 2015 and at two additional meetings in Stockholm (EXP43 evaluation workshop meeting for the DRIVER project, 22nd June 2016) and Brussels (4th Meeting of the Community of Users on Safe, Secure and Resilient Societies, 22nd June 2016).

2.5.4 DARWIN Pull-up Stand

Purpose: The DARWIN pull-up stand was designed as part of a suite of marketing materials to be used by DARWIN partners at workshops, events, conferences and symposia. The stand will be used to disseminate the DARWIN brand and the main objective of the project to target crisis and resilience audiences.
DARWIN pull-up stand was designed by CARR’s in-house design team in advance of the project’s first DARWIN Community of Practice meeting in April 2016. The stand was placed in the event’s main conference room to promote brand awareness among a key audience for the project - crisis and resilience practitioners. The pull-up stand is available to all partners for upcoming events for the lifetime of the project.

Figure 9: The DARWIN pull-up stand and its use at a NATO workshop in Azores

2.4.5. Status of Today: DARWIN Pull-up Stand

Thus far, the pull-up stand has been on display at a NATO workshop in Azores, which was attended by DARWIN project partners in June 2016. It was also displayed at the DCoP workshop as referenced above. The pull-up stand will be brought to DARWIN plenary meetings going forward, in addition to annual DCoP workshops and meetings. It is available to all project partners to exhibit at academic and professional events and conferences for the lifetime of the project.

2.6 Project Newsletter

Purpose: The DARWIN newsletter is a direct marketing channel for the project. It will be distributed two times annually to a crisis and resilience stakeholder list which will be a live document throughout the lifetime of DARWIN. The principal audience of the newsletter will be the DARWIN Community of Practice (DCoP).

The DARWIN project newsletter template was designed by an external design agency, One House, Dublin, using the project’s dedicated colour palette. The two-page template is modifiable in its layout, to accommodate varying article sizes and designs.
D6.2– Presentation of the Project

2.5.1. DARWIN Newsletter in Practice

All DARWIN partners will be responsible for contributing relevant articles to the DARWIN newsletter. KMC will be responsible for gathering all partner articles, while CARR will be responsible for editing and proofreading all written content. The layout of the newsletter will be organised by CARR. The final draft of the newsletter will be approved by the project coordination team, SINTEF, and then distributed to all project partners. Each project partner will be responsible for distributing the newsletter to their relevant stakeholder list. This distribution method has been chosen to ensure the data privacy of all newsletter recipients is respected. It also increases the likelihood that newsletter recipients will open the email, as it will be sent from a recognised contact.

A total of 2 newsletters per year will be distributed to DARWIN stakeholders throughout the lifetime of the project. The frequency of distribution was chosen to ensure the quality of the content is of a high calibre and relevant to the target audiences. It also gives partners sufficient time to draft and edit all newsletter articles. Each issue of the newsletter will be given a theme related to crisis and resilience, e.g. *Managing an Air Traffic Management Crisis in Europe*.

To ensure the process from article editing to final newsletter distribution is run efficiently, CARR has developed a generic DARWIN newsletter critical path. The critical path allows a 10-week period for each newsletter to be created and distributed. CARR will provide updates to partners on the progress of each issue of the newsletter at the project’s monthly teleconferences.

When the newsletter is finalised and distributed to members of the DCoP, it will be published both on the project website and across social media channels.
D6.2- Presentation of the Project

The research leading to these results has received funding from Horizon 2020, the European Union's Framework Programme for Research and Innovation (H2020/2014-2020) under grant agreement n° 653289.

### Table 6: A generic critical path for the development of the DARWIN newsletter

A generic critical path for the development of the DARWIN newsletter has been designed by the dissemination partner. It will ensure each issue of the newsletter is delivered in an efficient and timely manner.

#### 2.6.2. Newsletter Structure

Each newsletter will include the following sections:

- Note from the Project Coordinator
- DARWIN research update
- DARWIN Community of Practice news/upcoming webinars/events/workshops
- Upcoming European crisis and resilience events
- Project partner profile

The structure of the newsletter will be revised as the project progresses to ensure the content is relevant and is engaging to members of the crisis and resilience community across Europe.
D6.2 – Presentation of the Project

The research leading to these results has received funding from Horizon 2020, the European Union’s Framework Programme for Research and Innovation (H2020/2014-2020) under grant agreement n° 653289.

Figure 10: Screenshots of the DARWIN newsletter template

Screenshots of the DARWIN newsletter template which was designed by an agency in Dublin, Ireland. The newsletter will be distributed three times a year to a targeted list of crisis and resilience practitioners in Europe.

2.5.2. Status of Today: DARWIN Newsletter

Currently, WP5 DCoP liaison partner is engaging with DARWIN project partners to draft initial content for the first DARWIN newsletter. The content will then be edited and proofread by CARR, using the critical path to implement deadlines for this process. The first issue will be distributed in the autumn of 2016.

3 Key Performance Indicators for Presentation of the Project

In order to ensure the dissemination of DARWIN results is effective, CARR audits the performance of dissemination channels against Key Performance Indicators (KPIs) as outlined in the Description of Action for the project. The progress of the KPIs will be assessed at increments of three months to ensure the project’s dissemination requirements are being fulfilled. All KPIs outlined below are sourced from the project’s Description of Action.

3.1 A breakdown of Key Performance Indicators for the Presentation of the Project

1) Over 1000 Twitter followers by the end of the project

To date, the DARWIN Twitter account has accumulated 150 followers according to Twitter Analytics. This number has risen steadily since the project’s account went live in September 2015 (for further information, view section 2.4.2. Twitter Account Impact). However, this number is approximately 50 percent lower than the projected followers outlined in the Description of Action for the same time period.
However, as DARWIN brand recognition increases and more research updates are available, it is anticipated that the Twitter account’s followers will increase. As the project progresses, a number of key activities will certainly increase the number of Twitter followers.

These include:

- Project partner attendance at networking events, including workshops, conferences and symposia
- Increasing membership of the DARWIN Community of Practice
- DARWIN Community of Practice workshops and e-zines
- Development of project’s results to disseminate across communications channels

**Measures to ensure success of the DARWIN Twitter account**

- All print marketing materials which will be developed during the course of the project will include the project’s unique Twitter handle to promote the account among key audiences.
- The Twitter account’s performance will be reviewed at DARWIN monthly teleconferences with all project partners. WP8 will collate feedback from the project coordinator and project partner on improvements which can be made to the account. They will also gather useful dissemination content for Twitter from these meetings.

2) **Over 100 members on LinkedIn group**

The project’s dissemination partner has not established the DARWIN LinkedIn group to date. The LinkedIn page for the DCoP members will be set up in Spring of year 2 of the project. During year 1, the dissemination focus was to establish a database of DCoP members and to host an initial DARWIN workshop introducing members to the project and its partners. Both activities will help to shape the community who will engage with the LinkedIn page once it is established.

The LinkedIn account will be promoted across the following channels to ensure the group is followed by a sufficient number of LinkedIn members.

- LinkedIn account details will be included in all marketing materials
- The LinkedIn account will be promoted through online communications, including the project website and Twitter account
- All project partners will be LinkedIn ambassadors as they contribute to a dedicated DARWIN Community of Practice group

The account will be assessed on a regular basis both internally amongst WP8 partners and at monthly teleconference meetings with DARWIN partners.

3) **Social media links with at least 20 national and international representative groups**

The DARWIN Twitter account is the only live social media account which is currently representing the project online. To date, the project is being followed by a number of influential national and international organisations.

These include:

- Centre for Environmental Change & Human Resilience, University of Dundee @CECHR_UoD
- CERT Calgary @CertCalgary
D6.2 – Presentation of the Project

- Risk Logic, Australia and New Zealand @RiskLogicANZ
- Santiago Flying Labs @StgoFlyingLabs
- EU Project ATHENA @project_athena
- EU Project Slándáil @SLANDAILfp7

The DARWIN Twitter account is promoted by project partners at all academic and industry events. As a result of this, it is anticipated this KPI will be met by the end of the DARWIN project.

4) Four project blog entries every month throughout the project

Since the project’s website has been established, an average of 2.5 blog posts have been uploaded per month. The number of articles/blog posts is dependent on many variables including:

- Project partner participation and availability
- Frequency of industry news and conferences
- The duration of the editing process

As with any European research project, it is anticipated that as the project progresses, more research will be available for dissemination purposes. It is expected that this will result in more frequent website updates to reflect the availability of research and project updates.

![Figure 11: Frequency of blog posts uploaded to website (June 2015 to June 2016)](image)

To ensure the DARWIN website will be regularly updated, a monthly audit on the project’s website is conducted by the CARR team. Each section of the website is reviewed and edited by CARR’s in-house web development team if required.

5) At least 20 individuals/organisations signed up to receive email updates on project achievements and results by M12 and at least 100 by M18
D6.2 – Presentation of the Project

In the Description of Action, WP6 is obliged to provide crisis and resilience practitioners with email updates on the DARWIN project. In order to formalise this communication, CARR recommended the creation of the DARWIN electronic newsletter as a means of updating practitioners via email.

The DARWIN newsletter template has been created (See section 2.6, DARWIN Newsletter). The first newsletter will be issued in Autumn 2016 with close collaboration between WP5 and WP6. It is expected the newsletter will be issued before November 2016. The DARWIN Community of Practitioners workshop took place in April 2016. It was planned that the newsletter would be issued following this meeting to ensure engagement with the newsletter is higher as a result of initial face-to-face interaction between project partners and DARWIN Community members. As DARWIN partners were preparing for the project’s Year 1 Review meeting in June, it was decided that the newsletter would be distributed in Autumn 2016.

An initial membership database has been created and maintained by WP5 KMC. The database will serve as a mailing list when the newsletter is issued by individual partners in Autumn. Currently, it includes 51 individual members. This Key Performance Indicator has exceeded the original target by 150%. Taking into consideration the recruitment rate of members since the project began, it is anticipated the target of 100 contacts will be met by month 18 of the project.

6) 5 project videos to be uploaded to a YouTube account

To date, one project video has been created for the project. The video features Ciara Eustace, the DARWIN Dissemination Manager, summarising the key outcomes from the DARWIN Community of Practice workshop in Linkoping in April 2015 (see Deliverable 5.2 for further details). The video will be uploaded on the project’s website in September 2016.

A series of videos will be shot throughout the lifetime of the project. See Future Directions for further information on this.

Figure 12: A screenshot of video from the project’s first Community of Practice meeting
4 Maintenance and updates of Presentation of the Project

4.1 KPI Tracker for Presentation of the Project

To ensure all Presentation of the Project KPIs are being met throughout the project, CARR has developed a KPI tracker. Each KPI will be assessed every three months to ensure performance across all presentation channels are progressing in line with the Description of Action for the project.

Table 7: KPI tracker for Presentation of the Project

<table>
<thead>
<tr>
<th>KPIs for Presentation of the Project</th>
<th>Year 1</th>
<th>M13-M15</th>
<th>M16-18</th>
<th>M19-21</th>
<th>M22-24</th>
<th>M25-27</th>
<th>M28-31</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 1000 Twitter followers by the end of the project</td>
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<tr>
<td>Four project blog entries every month throughout the project (48 blog posts per year)</td>
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</tr>
<tr>
<td>At least 20 individuals/organisations signed up to receive email updates on project achievements and results by M12 and at least 100 by M18</td>
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<tr>
<td>5 project videos to be uploaded to a YouTube account</td>
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<td>1</td>
</tr>
</tbody>
</table>

4.2 Presentation of the Project Internal Audit

As many of the project partners have expertise in crisis and resilience management, they are a sample of some of DARWIN’s target audiences. Bi-annually, partners will be asked to complete a dissemination audit requesting feedback on how effective they believe the project’s dissemination channels are. They will be asked to offer suggestions on how dissemination could be improved; and to identify upcoming events which will require dissemination support. This will allow CARR to constantly improve the project’s dissemination channel and to provide project partners with support in advance of promotional opportunities.

5 Conclusions

5.1 Future Directions

5.1.1 Project Leaflet

An initial DARWIN leaflet was created in April 2016 as a marketing tool to engage with DCoP members at the project’s first workshop in Sweden. The content in the leaflet provides a brief overview of the project’s objectives, partners and the DCoP. It provides the contact details of key DARWIN partners.

However, as the project progresses and the guidelines evolve, the content in the leaflet will be edited to reflect the project’s key research outputs. This will include key research findings; the direction of the guidelines; key benefits for both the air traffic management and healthcare sectors from the guidelines. Depending on the DARWIN partner’s requirements, industry-specific leaflets may be created for both healthcare and air traffic management to facilitate face-to-face engagement.

5.1.2 Project Videos

A series of five project videos will be created during the lifetime of DARWIN. As videos may be used across online platforms, they will be promoted through the project’s online communications channels.
D6.2– Presentation of the Project

One video has been recorded to date; it features Ciara Eustace, the dissemination manager for DARWIN, following the project’s first DCoP meeting. Two additional post-DCoP workshop videos will be produced during the project. The purpose of the videos is to provide a high-level summary of the most interesting outcomes from the DCoP workshops; in addition to promoting the DCoP to relevant crisis and resilience audiences.

As the guidelines evolve, two additional videos will be produced by the dissemination partner, CARR. The videos will focus on the clear benefits of the guidelines to the crisis and resilience community in Europe. A research expert in Healthcare (ISS) and Air Traffic Management (ENAV) will outline specific aspects of the guidelines which will particularly impact their industry.

Following the production of two project videos, a YouTube account for the DARWIN project will be set up to host the video series. The number of views, endorsements and comments for each video will be closely monitored as KPIs once this channel is launched.

5.1.3 LinkedIn Account

LinkedIn constitutes the world’s largest online professional network with more than 433 million members in over 200 countries worldwide (https://press.linkedin.com/about-linkedin). As an online platform, it offers huge potential as a recruitment ground for the DARWIN Community of Practice. It may also be used to promote the DARWIN guidelines as a whole to crisis and resilience practitioners. There are many existing crisis and resilience groups already established, which DARWIN may use to capture an already engaged audience.

The project will establish a LinkedIn profile and group page. All partners in the DARWIN consortium and current and future DCoP members will be invited to connect with the DARWIN account and consequently, the DARWIN group.

A LinkedIn content calendar will be developed by CARR. It will designate the responsibility of uploading a post to the LinkedIn group to one WP per week. The post may be about current DARWIN research within their WP; an upcoming crisis or resilience conference or event; a blog post offering their opinion on current trends in crisis and resilience management. The calendar will ensure the LinkedIn account is regularly populated with engaging and relevant content. The content on the LinkedIn account will be reviewed every three months to ensure KPI’s are being met.

![LinkedIn groups](image)

Figure 13: Screenshot of crisis and resilience groups on LinkedIn

5.2 Final Conclusions

This deliverable has demonstrated that a number of strong dissemination channels have been established for the DARWIN project, including the following:

- Project website, colour palette and logo
D6.2 – Presentation of the Project

- Presentation template
- Marketing Materials- pull-up stand, leaflet and newsletter template
- Videos- a summary of first DCoP meeting

From the online communications statistics generated by Google Analytics and the website administrator site, it is clear online communications has been robust during year one of the project. Over 3,000 visitors have landed on the DARWIN website and the duration of time they spend on the website is significant. A suite of marketing materials are available to all partners for events, conferences and symposia which will support face-to-face communications.

Despite the dissemination successes in year one, a number of KPIs outlined in the project’s DoA have not been met during year 1. This includes the number of blog posts generated for the project website and the creation of a video following the first DCoP meeting. The dissemination partner has introduced a KPI tracker to ensure the dissemination commitments outlined in the project’s DoA are met in the future for presentation of the project. It is anticipated that as the project progresses and additional research has been completed, the performance of key presentation of the project channels will improve.

As the project evolves in years two and three, additional channels will be employed and the current channels will expand and mature. The key objective of presentation of the project is to build a brand profile for the DARWIN project and to expose external audiences to the project and its objectives. Videos following DCoP meetings, revised and targeted marketing materials and a project LinkedIn account will take presentation of the project one step closer to achieving these objectives.

6 Appendix

6.1. Project logo and proposed logo designs

![Initial DARWIN logo with low definition hammer image and original red font](image1)

Figure 14: Initial DARWIN logo with low definition hammer image and original red font

![Final approved DARWIN logo](image2)

Figure 15: Final approved DARWIN logo
6.2 DARWIN approved colour palette

Figure 16: Approved DARWIN colour palette