



Communication Materials Pack and Multimedia Content

Deliverable D7.1.1

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Executive Summary

The RaRe² project is developing new strategies to support quick changes in the reconfiguration of industrial and manufacturing layouts. As part of the project, a set of communication materials has been produced to promote the project to a wider audience and to support the implementation of the dissemination plan.

The communication materials will be used to disseminate and exploit information about the challenges and benefits of new strategies adapted to quick changes in the reconfiguration of industrial and manufacturing layouts. The specific objectives of the communication materials are to:

- Inform a wide range of stakeholders, including industry, research, and the public about the project's findings and results.
- Promote engagement with European clusters and networks.

The communication materials are available on the dedicated project website for consultation or download.

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1. Introduction

This document reports on the full set of communication material produced within the RaRe² project for promoting the project to a wider audience and for supporting the implementation of the Dissemination Plan (D7.2). The initial communication package developed at this early stage of the project (M12) is based on basic project information (objectives, expected impact and consortium). Further steps and updated versions will be produced at later stage, alongside the project evolution and in line with key milestones and achievements. All communication materials will be made available on the dedicated project website for consultation or download.

1.1. Project Objectives

The production of the project branding and identity as well as the communication materials deck belong in the scope of the WP7 – Communication, Dissemination and Exploitation. The main objective of this WP is to properly disseminate and exploit information about the challenges and benefits of new strategies adapted to quick changes in the reconfiguration of industrial and manufacturing layouts. Thus, the materials presented in the next chapters are the basic elements to achieve RaRe² objectives in of WP7 that are the following:

- 1) Development of a proper plan for the communication, dissemination, exploitation and protection of the knowledge, technologies and products developed with the project;
- 2) To create effective plan to ensure that results are disseminated to Industry;
- 3) Continue to monitor the market situation and assess arising business opportunities defining a viable business plan to maximise engagement between partners and enable results' commercialization;
- 4) To assure that project IP and results are adequately protected;
- 5) To assure liaison of the project with available and future standards;
- 6) Engage supply chain, customer & technology stakeholders to deliver post-project commercialization;
- 7) Promote engagement with European clusters and networks.



2. Project Identity

Design rules have been set up to ensure a uniform and easily recognizable appearance of all RaRe² outputs. These specifications will be applied by all partners in all outputs: presentations, printed and online documents, deliverables and publications related to the project.

2.1. Project Logo

The project logo has already been established in proposal phase and is already being used since project start for all dissemination and communication activities.

Different variations of the logo have been prepared to be used according to the necessity:

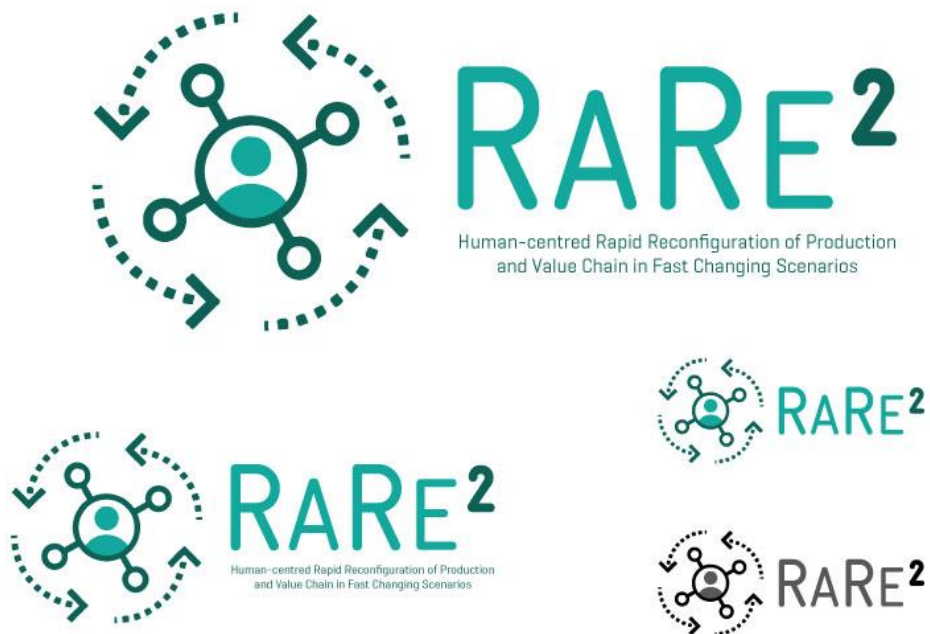


Figure 1. RaRe² logo and variations of the horizontal logo



Figure 2. RaRe² logo and variations of the vertical logo

The symbol included in the project logo, symbolizing human-centric value chains, and can also be used as recurring element of project products:



Figure 3. RaRe² human-centric symbol

2.2. Colour Guide

The main colours to be used are derived from the RaRe² logo:



Figure 4. RaRe² colour guide

2.3. Additional Visual Elements

2.3.1. EU emblem and acknowledgement

In line with provisions established in the project Grant Agreement, all public project material must include the EU emblem, a formal acknowledgment to EU funding as well as the disclaimer of EC responsibility:



**Co-funded by
the European Union**

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2.3.2. Partners Logos

Partners' logos are currently used in the main and basic communication material (website, flyer, and roll-up banner) and may be used in additional material as well as in single presentations. High-resolution versions of the logo are available to partners in the project repository and will be used for project-related activities only.



Figure 5. RaRe² partner's logo

2.4. Templates

Templates for all key project documentation have been prepared based on the project design elements and colours to ensure consistent visual identity throughout the project duration.

The project templates available for partners to download on the project platform are:

- PPT presentations
- Deliverables / Documents





Figure 6. RaRe² document template images

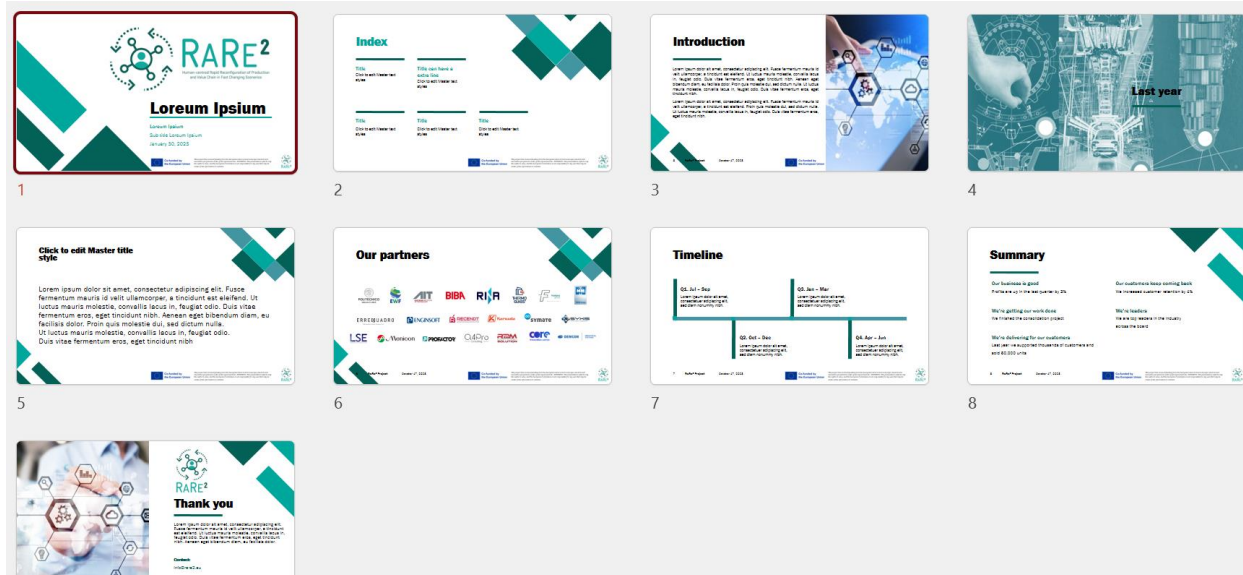


Figure 7. RaRe² presentation template images

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3. Project Website

The [RaRe² project website](#) is a resource for information about the RaRe² project. The website provides information about the project's objectives, expected impact, consortium, and communication materials. It also includes a news section, upcoming events, and a contact form. The communication materials section includes a variety of communication resources, that will be described in the next chapters.

The RaRe² project website is organized into the following sections:

Homepage - The homepage provides an overview of the project, including its objectives, expected impact, and consortium. It also includes links to the project's communication materials, news section, upcoming events, and contact form.

About - The About page provides more detailed information about the project, including its background, objectives, and expected impact. It also includes a list of the project's consortium members.

Communication Materials - The Communication Materials page provides a variety of resources, such as a project flyer or roll-up. These resources can be downloaded or viewed online.

News - The News page contains news and announcements about the RaRe² project.

Upcoming Events - The Upcoming Events page lists upcoming events related to the RaRe² project.

Contact - The Contact page provides contact information for the RaRe² project team.

In addition to these main sections, the website also includes a social media section with links to the RaRe² project's X (formerly Twitter) and LinkedIn accounts.

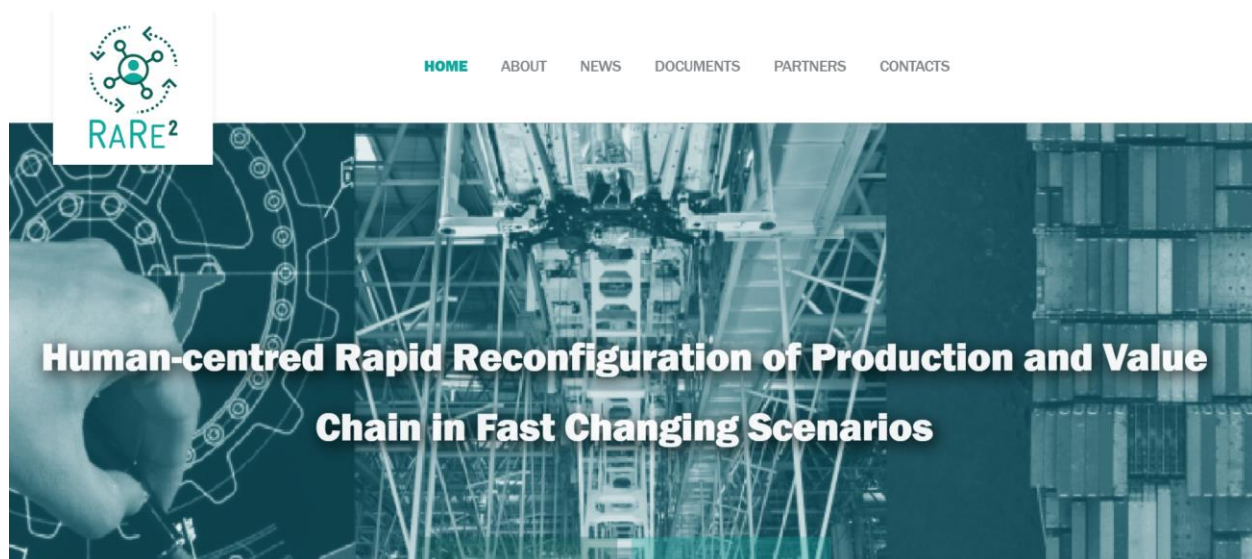


Figure 8. RaRe² website image (homepage)



4. Project social media

The RaRe² project has a presence on [X \(Twitter\)](#), [LinkedIn](#) and [Facebook](#). These platforms are useful for reaching a wide range of stakeholders, including industry, research, and the public and they follow the brand identity created for the project.

The RaRe² project uses its social media accounts to share news and announcements about the project, promote its events, and connect with stakeholders.

The type of content, target audiences and KPIs will be detailed in the Plan for Dissemination and Exploitation of results and report of DEC activities done during the project (D7.2).

5. Communication Package

5.1. Flyer

An initial project flyer has been produced to inform on the project main objectives and to provide details of the project consortium and contact information. The project flyer is available for download on the project website while partners can access on the project platform the high-resolution version ready to print which includes crop markers. The flyer has been produced in English since it will be primarily handed out at European and international events. The general flyer will be regularly updated along the project implementation. Additional versions with more technical jargon and messages will be produced at later stage to target the different stakeholders identified in the project Dissemination Plan (D7.2).



Human-centred Rapid Reconfiguration of Production and Value Chain in Fast Changing Scenarios

DISCOVER A SMARTER WAY TO MANUFACTURING

The **RaRe²** project is paving the way for a future of adaptable and resilient manufacturing. We're creating a *flexible and robust Holistic Ecosystem Platform* that connects European organizations in a collaborative effort to rapidly reconfigure production processes. Our goal is to *empower industries to thrive in the face of unexpected challenges*, whether it's market fluctuations, disruptions, or climate-related crises.

Objectives

Our strategic objectives include:

- Early Detection:** Implement AI-powered early detection software for faster decision-making.
- Digital Twin:** Develop a standardized system for rapid production reconfiguration.
- Workers:** Equip workers with up-skilling methods to adapt to changing workflows.
- Platform:** Establish a digital platform for quick data sharing and decision-making.
- Ecosystem:** Build a resilient European network ready to tackle societal needs through rapid reconfiguration.

Impact

- Significantly reduce reconfiguration time, streamlining production processes.
- Create standardized interfaces for flexible, digitalized manufacturing.
- Develop protocols for rapid reconfiguration, transferable across sectors.

Who should join?

Manufacturers with production systems running at medium or high volume rates. If your operations involve **cleaning, forming, thermal treatments, cutting, assembly, and more**, RaRe² is for you.

Innovation

- Early Detection Software
- Digital Twin Technology
- Upskilling Training Methods
- Holistic Platform Development
- Ecosystem Collaboration

JOIN RARE² AND EMBRACE THE FUTURE OF MANUFACTURING!

Partners:

ERREQUADRO | ENGINSOFT | RECENT | symate | LSE Q420 | FZM | CORE | BENCON | PROFACTORY | Fraunhofer | Wersson

SCAN ME for more information

www.raresquare.eu

Figure 9. RaRe² flyer image



5.2. Roll-up

A roll-up poster has been designed as an important tool for general project visibility during events, conferences, open days, and workshops. The roll-up includes key project information: title, consortium, funding, and link to website.

HUMAN-CENTRED RAPID RECONFIGURATION OF PRODUCTION AND VALUE CHAIN IN FAST CHANGING SCENARIOS

The **RaRe²** project is paving the way for a future of adaptable and resilient manufacturing.

We're creating a *flexible and robust Holistic Ecosystem Platform* that connects European organizations in a collaborative effort to rapidly reconfigure production processes.

DISCOVER A SMARTER WAY TO MANUFACTURING

Early Detection:
Implement AI-powered early detection software for faster decision-making.

Digital Twin:
Develop a standardized system for rapid production reconfiguration.

Workers:
Equip workers with up-skilling methods to adapt to changing workflows.

Platform:
Establish a digital platform for quick data sharing and decision-making.

Ecosystem:
Build a resilient European network ready to tackle societal needs through rapid reconfiguration.

JOIN RARE² & EMBRACE THE FUTURE OF MANUFACTURING!

Who should join?
Manufacturers with production systems running at medium or high volume rates.
If your operations involve cleaning, forming, thermal treatments, cutting, assembly, and more.

Partners:

ERREQUADRO INGENIOS RECONNET SYMATE LSE C4D20 POMA COPE BENSER

www.raresquare.eu

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Figure 10. RaRe² roll-up image

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5.3. Poster

A project poster (format A3, A2 or A1) has been designed as an important tool for general project visibility during events, conferences, open days, and workshops. The poster includes key project information: title, consortium, funding, and link to website via QR code.

HUMAN-CENTRED RAPID RECONFIGURATION OF PRODUCTION AND VALUE CHAIN IN FAST CHANGING SCENARIOS

DISCOVER A SMARTER WAY TO MANUFACTURING

Objectives

- **Early Detection:** Implement AI-powered early detection software for faster decision-making.
- **Digital Twin:** Develop a standardized system for rapid production reconfiguration.
- **Workers:** Equip workers with up-skilling methods to adapt to changing workflows.
- **Platform:** Establish a digital platform for quick data sharing and decision-making.
- **Ecosystem:** Build a resilient European network ready to tackle societal needs through rapid reconfiguration.

Impact

- Significantly reduce reconfiguration time, streamlining production processes.
- Create standardized interfaces for flexible, digitalized manufacturing.
- Develop protocols for rapid reconfiguration, transferable across sectors.

Innovation

- **Early Detection Software**
- **Digital Twin Technology**
- **Upskilling Training Methods**
- **Holistic Platform Development**
- **Ecosystem Collaboration**

JOIN RARE² & EMBRACE THE FUTURE OF MANUFACTURING!

Who should join?
Manufacturers with production systems running at medium or high volume rates.
If your operations involve cleaning, forming, thermal treatments, cutting, assembly, and more.

Partners:

www.raresquare.eu

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Figure 11. RaRe² poster image

5.4. Press-release

During the project, and according to the Plan for Dissemination and Exploitation of results and report of DEC activities done during the project (D7.2), several press releases will be published.

The first press release highlights the RaRe² project's goal to create a flexible and resilient Holistic Ecosystem Platform powered by the interactions of many European organizations interested in cooperating in the rapid reconfiguration of process chains through collaborative systems and adaptable workforce up-skilling. It also highlights the project's expectation to have a significant impact on the European manufacturing landscape, making it more sustainable and robust to unexpected changes. The press release can be downloaded on the project's website, social media and internal platform.



Figure 12. RaRe2 first press release image



5.5. Future communication materials update

A second set and update version of the communication package will be produced at later stage, alongside the project evolution and in line with key milestones and achievements and project events. As further detailed in the Plan for Dissemination and Exploitation of results and report of DEC activities done during the project (D7.2), several communication materials are taken into consideration such as project video and images.