PROJECT COMMUNICATIONS

At a glance

EUROPEAN PARTNERSHIP

Co-funded by the European Union
Communication is a contractual obligation

Horizon Europe - Article 17 and Annex V

Project beneficiaries are obliged to:

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

Breach of contract obligations may lead to reduced grant.
**Promote** activities according to a communications plan.

**Article 17.1**

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

Before engaging in a communication expected to have a major media impact, the beneficiaries must inform the granting authority (SESAR 3 JU)
**Display logos of funding bodies and disclaimer**

**Article 17.2/3 and Annex 5**

**Logos**

SUPPORTED BY

Co-funded by the European Union

**To be used for:**

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

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

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

**Disclaimer**

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

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

All logos are available in STELLAR under the call name.
Examples of project branding

MultiModX

EUREKA PROJECT KICK OFF MEETING
Rome Fiumicino Airport 14 June 2023

ÉALÚ-AER

Engage 2
Call for Thematic Challenges
Coordinate all planned activities between consortia members and with the SESAR 3 JU

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

Projects will be requested to appoint a communications point of contact (PoC).
<table>
<thead>
<tr>
<th><strong>Website</strong></th>
<th><a href="http://www.sesarju.eu/">www.sesarju.eu/</a></th>
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<tbody>
<tr>
<td><strong>SESAR 3 JU logos and visual identity charter</strong></td>
<td><a href="http://www.sesarju.eu/logo">www.sesarju.eu/logo</a></td>
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<td><strong>E-newsletter and subscription</strong></td>
<td><a href="http://www.sesarju.eu/enews">www.sesarju.eu/enews</a></td>
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| **Social media channels** | • @SESAR_JU (Twitter), @SESAR Joint Undertaking (LinkedIn), SESARJU (Youtube)  
  • @HorizonEU (Twitter) and @European Commission (LinkedIn)  
  • @cinea_eu (Twitter), cinea - european climate, infrastructure and environment executive agency (LinkedIn) |
| **Social media hashtags** | #ATM #DigitalSky #innovation #SESAR3JU #  
  HorizonEU #MobilityStrategy #Uspace  
  #HorizonEurope #CEFTransport |
| **Key publications** | • Multiannual work programme  
  • SESAR 3 JU brochure  
  • European ATM Master Plan  
  • SESAR Solution Catalogue  
  • SESAR Innovation Pipeline – annual highlights  
  • U-space  
  Available here: [https://www.sesarju.eu/publications](https://www.sesarju.eu/publications) |
| **Videos** | SESAR 3 JU animation: [https://youtu.be/KWL9DJwMewE](https://youtu.be/KWL9DJwMewE)  
  Digital European Sky: [https://www.youtube.com/watch?v=chx27ZrlPoM&t=156s](https://www.youtube.com/watch?v=chx27ZrlPoM&t=156s)  
  U-space: [https://www.youtube.com/watch?v=XuwZR0IUeu8&t=3s](https://www.youtube.com/watch?v=XuwZR0IUeu8&t=3s) |
STAY IN TOUCH!

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www.sesarju.eu

@SESAR_JU/#SESAR3JU

@SESAR Joint Undertaking

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