

D7.3 Samples of promotional tools: leaflet, poster/roll-up, project video

Report

(Public)

Project Acronym: EDU-ARCTIC

Project Title:

“Edu-Arctic – Innovative educational program attracting young people to natural sciences and polar research”

NUMBER — 710240 — EDU-ARCTIC

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Table of Contents:

EXECUTIVE SUMMARY	3
1. General information.....	3
2. EDU-ARCTIC Promotional tools	3
2.1 Letter	3
2.2 Press release	3
2.3 Business cards	3
2.4 PowerPoint template	4
2.5 Leaflet	4
2.6 Poster	4
2.7 Project video	4
3. EU disclaimer	4
4. Final remarks.....	5
Appendix no. 1 Letter template.....	6
Appendix no. 2 Press release template.....	7
Appendix no. 3 PowerPoint template.....	8
Appendix no. 4 Poster.....	9



EXECUTIVE SUMMARY

This report concerns Deliverable D7.3 *Samples of promotional tools: leaflet, poster/roll-up, project video*. The report provides a short description of each proposed promotional material, prepared within Task 7.3 Promotion tools: letter template, press release template, PowerPoint template, and business card, leaflet, poster/roll-up and project video. Some elements of the EDU-ARCTIC visual identity have been presented in the text directly, whereas the leaflet, the poster and the project video are available online on the project website www.edu-arctic.eu. Links are given in the text.

1. General information

The EDU-ARCTIC project is an innovative educational program aimed at attracting young people to become more interested in natural sciences and polar research, with the aim of encouraging them to pursue careers in these fields in the future. As part of the communication and dissemination activities in the project, as well as for the recruitment purposes, a set of promotional tools was prepared within the project.

The project's visual identity templates, leaflet and poster were designed by NORDURSLODAGATTIN EHF (AP), with the input and feedback from all beneficiaries in the Consortium. The project video has been prepared by Instytut Geofizyki Polskiej Akademii Nauk (IGF PAS) with the use of video materials from Horsund Polish Polar Station, EDUSCIENCE materials, as well as videos from Iceland provided by AP.

All promotional materials and templates files in the original size and high resolution may be found in the project Intranet.

2. EDU-ARCTIC Promotional tools

2.1 Letter

The template of the letter, designed for the project, is presented in the Appendix no. 1.

2.2 Press release

The template of the press release, designed for the project, is presented in the Appendix no. 2.

2.3 Business cards

An example of business card, prepared for Agata Goździk – the Project manager, is presented below.





2.4 PowerPoint template

The template of the PowerPoint presentation is presented in the Appendix no. 3.

2.5 Leaflet

English version of the leaflet is available on the project's website:

<http://edu-arctic.eu/library/promotional-materials>

2.6 Poster

English version of the poster/roll-up is presented in the Appendix no. 4, and also available on the project's website:

<http://edu-arctic.eu/library/promotional-materials>

2.7 Project video

English version of the project video is available on the project's website:

<http://edu-arctic.eu/library/videos>

3. EU disclaimer

Appropriate acknowledgements that the EDU-ARCTIC project has received funding under the EU's Horizon 2020 programme accompanied by EU flag is clearly mentioned in the leaflet, the poster and the project video. The text reads as follows:

This project (EDU-ARCTIC) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 710240.

The PowerPoint template, the deliverable template and the project video contain additionally the following disclaimer, fulfilling the obligation stipulated in Article 29.5 of the EC Grant Agreement (GA):

The content of the document/of this video is the sole responsibility of the Consortium and it does not represent the opinion of the European Commission, and the Commission is not responsible for any use that might be made of information contained.




4. Final remarks


This report describes the promotional tools, as they were prepared by the end of month 5 (September 2016) of the project. The materials may be updated or changed, if needed. Moreover, national versions of leaflet (French, German, Polish, Norwegian and Danish) will be prepared within a few months. Translations of poster will be executed on demand of beneficiaries, if they find that national version might be useful. Dubbed versions of project video (French, German, Polish, Norwegian and Danish) will be prepared within a few months and made available on the project website and on a special YouTube channel, dedicated to the project.



Appendix no. 1 Letter template



**EDU
ARCTIC**



Grant agreement No 710240.

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www.edu-arctic.eu

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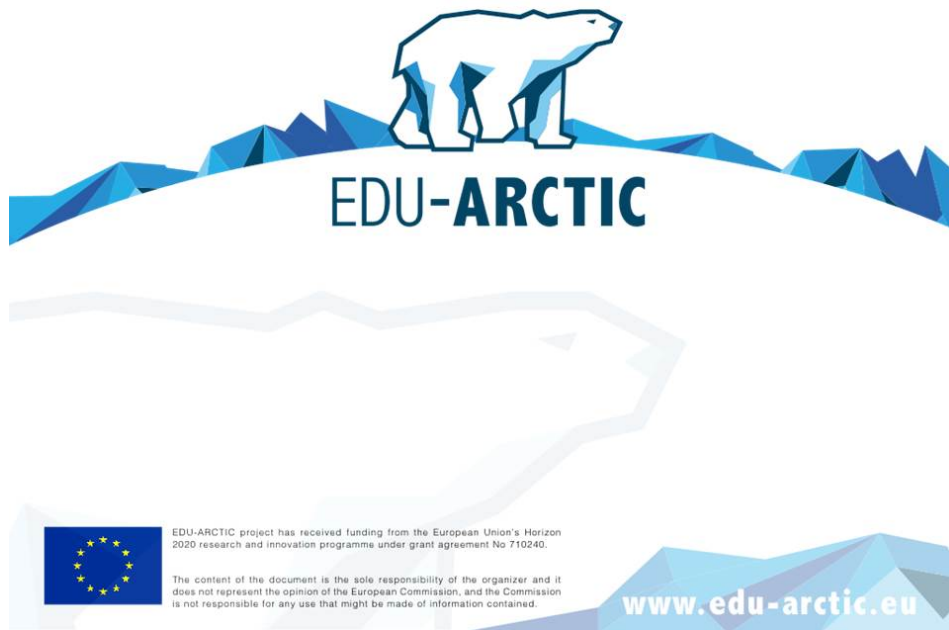
Appendix no. 2 Press release template

<p>Addr.: Ksiecia Janusza 64, 01-452 Warsaw, Poland Tel.: +48 22 69 15 650 Email: edu-arctic@edu-arctic.eu www.edu-arctic.eu</p>	
<h1>PRESS RELEASE</h1>	
<p>Headline2</p>	
<p>Headline3</p>	
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	<p>www.edu-arctic.eu</p>
<p>Grant agreement No 710240.</p>	



Appendix no. 3 PowerPoint template


Title slide:



Other slides:




Appendix no. 4 Poster





ENGAGING STUDENTS IN STEM EDUCATION THROUGH ARCTIC RESEARCH


PROGRAM FOR SECONDARY SCHOOLS


TRANSFORMING ARCTIC KNOWLEDGE INTO SKILLS

 **ONLINE LESSONS**
Virtual classes from Arctic research stations by scientists


 **ARCTIC COMPETITIONS**
A chance for students and their teachers to win a trip to an Arctic research station


 **EDUCATOR TRAINING SESSIONS**
An EDU-ARCTIC Forum will be held in 3 European countries


 **MONITORING SYSTEM**
Citizen science environmental monitoring carried out at participating schools


 **POLARPEDIA**
Encyclopedia about the Arctic region, explaining polar phenomena and scientific terminology


PARTNERS


 **AMERICAN SYSTEMS**
SOFTWARE & TECHNOLOGY NEEDS

 **ARCTIC PORTAL**


 **Institute of Oceanographic Public Academy of Sciences**

 **JARDFEING**
Landscape and Regional Systems

 **NIBIO**
NORWEGIAN BIOMASS CENTER FOR ECONOMIC RESEARCH

 **UNIVERSITE DE VERSAILLES SAINT-QUENTIN EN YVELINES**

www.edu-arctic.eu

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