

POLARIN

POLAR
RESEARCH
INFRASTRUCTURE
NETWORK

Deliverable 8.3.

POLARIN promotional materials (press releases, promotion video, flyers, roll-ups etc.)

V1, 28.06.2024

www.eu-polarin.eu



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the European Union**

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SUMMARY

This deliverable describes promotional materials generated for the POLARIN Project, offering a simple visualization of the main aspects (objectives, characteristics, contact details and participating institutions). The proposed formats (press release template, tri-fold brochure and roll-ups) will allow POLARIN to be promoted in different scenarios and in front of different audiences.

1. Introduction

To ensure the visibility of POLARIN from the beginning of the project, Task 8.1 has developed promotional materials to be displayed or distributed within the target audiences. Using a professional design for communication, outreach and engagement we guarantee that POLARIN's communication is recognisable in a coherent way.

The promotional materials communicate and promote POLARIN's services by summarising the main features and strengths of the project in a simple graphic concept.

The deliverable presents three products: a press release template, a tri-fold brochure and two roll-up designs.

Due to the strategic purpose of a promotional video, this product requires a longer production time. The deliverable will be updated once the rest of the materials are ready.

2. Main Objectives

The main objective of WP8 is the communication and outreach of POLARIN's services and outcomes to users and other target groups. Efficient communication is crucial to the success of engaging identified target groups with the services of POLARIN.


The objective of Task 8.1 is to create a high visibility of the POLARIN project and to set up and implement channels for efficient communication of POLARIN. To ensure visibility for POLARIN from the beginning of the project, Task 8.1 develops promotional materials such as press releases, a video, flyers, and roll-ups to share with POLARIN target groups.

Task 8.1 will develop a professional lay-out for POLARIN communication, outreach, and engagement to ensure POLARIN communication is consistently recognisable. WP8 will continuously connect with other POLARIN WPs throughout the lifespan of the project to ensure all POLARIN services are communicated effectively with identified POLARIN target groups.

2.1. Press release template

Press release format, to be used with various types of information to be shared with the mass media. It includes space for the headline, lead-text, content, quotes and images, all designed to ensure a correct visualization.

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POLARIN: Network for polar research infrastructures

Alfred Wegener Institute to coordinate new EU research infrastructure project in the polar regions


FOR IMMEDIATE RELEASE

MM/DD/YYYY - Press releases (PRs) are used by companies to provide official information to the media. News organizations, broadcast stations, magazines, and online publications use these documents as a primary source of business information as they report to the general public and increase your brand visibility.

A press release always begins with a clear, attention-grabbing, and succinct headline that covers the most important details of the announcement. It can be followed by a sub-headline that adds further information.

The body of a press release follows the traditional inverted pyramid structure. A PR must begin with a lead sentence that contains all of the significant details. This includes people, dates, products, and any major development.



You can use the next couple of paragraphs to provide more newsworthy information. Include secondary details and even previous announcements to provide more context on this event.



"You can also insert a quote or statement from key stakeholders and executives to add interest and credibility to your press release."

Feel free to provide images that are necessary and relevant to this business development.

To end, provide a call to action and add hyperlinks so audiences can learn more about the information you gave.

ABOUT POLARIN

A network of 50 partner institutes will provide access to polar research infrastructures. Over the next five years, the European Union will provide 14.6 million euros in funding for the new POLARIN project (Polar Research Infrastructure Network). Started to officially launch on 1st March 2024, the project will promote interdisciplinary research that addresses the scientific challenges in both polar regions.

MEDIA CONTACTS

Polarin Manager	eu.polarin@gmail.com
Web Site	www.eu-polarin.eu
Social Network	https://twitter.com/EuPolarin

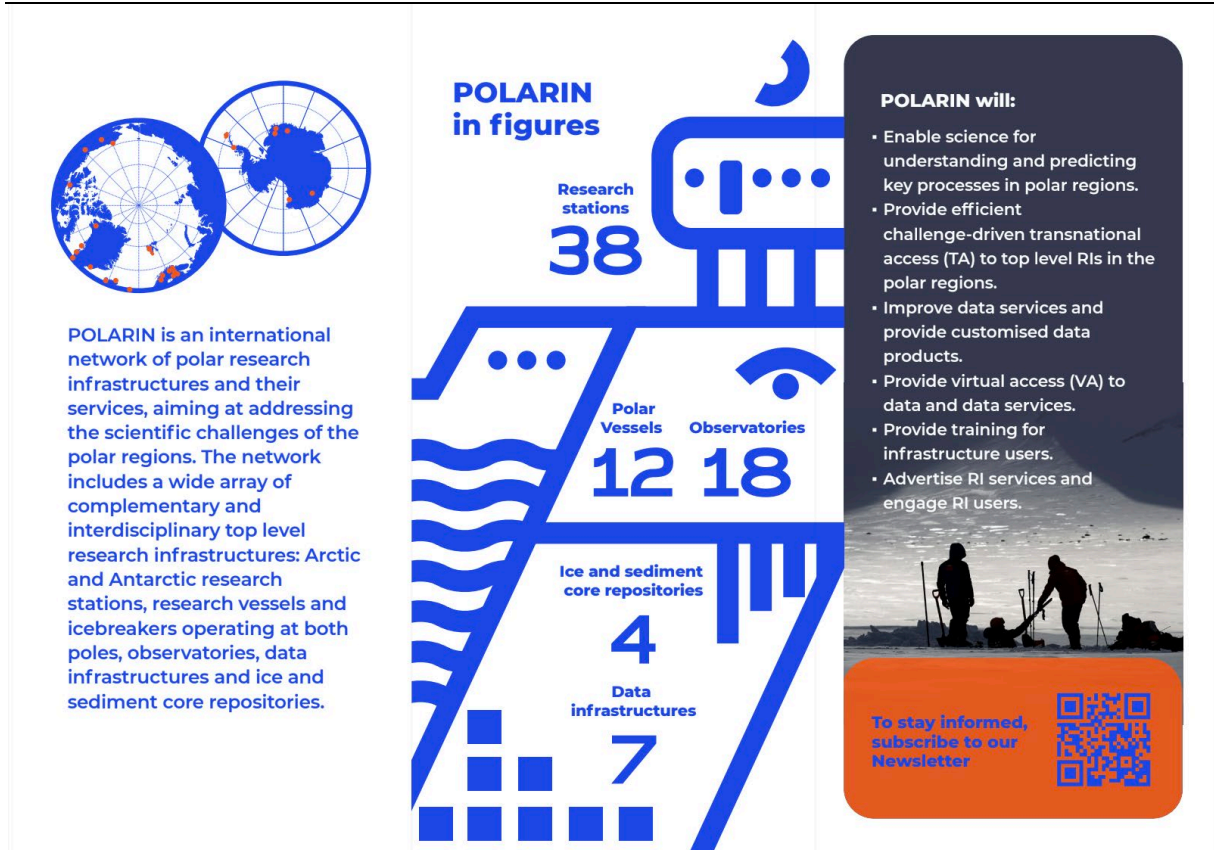
2.2. Tri-fold brochure

This dossier makes it possible to easily communicate the main information about the project, including its objectives, characteristics and benefits, the institutions that are involved and how to contact us.

It is aimed to be distributed at several events or activities where the project is presented. Designed in A4 format, it can be printed on non-professional equipment, allowing rational use of paper according to the requirements of each occasion.

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2.3. Roll-ups

Considering similar information, this product aims at quickly and effectively visualize the main characteristics of the project, to be used in conferences and mass participation activities in which POLARIN is involved.

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Access integration to **64**
research infrastructures in the
Antarctic and Arctic regions



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3. Future Developments

The three products considered in this deliverable are intended to provide a simple visualization of the main aspects of the project, taking into account its objectives, characteristics, contact information and participating institutions. The considered formats (press release template, tri-fold brochure and roll-ups) allow POLARIN to be presented in different scenarios and to different audiences.

A promotional video and a poster have been committed for future delivery, to be added to the current set of formats.

Acknowledgements

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