



Horizon 2020
European Union Funding
for Research & Innovation

TOPIC [INT-02-2014]

H2020-INT-INCO-2014

Deliverable N.: D5.3

Title: Promotional material

Funding scheme: Coordination and support action

Project Acronym: MERID

Project Coordinator: EMUNI

Grant Agreement n°: 645846

Author: S-COM

Dissemination level: PU (Public)

Official delivery date: M11

Project start: 1 January 2015

Project duration: 36 months

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1. Introduction

A wide array of on-line promotional material has been created in connection to the major activities carried out during the second and third year of MERID project. The overall goal was to promote the project to a wider public, to connect in a clear and modern way the MERID community and to create some products of digital communications that can account for the activities of the project.

The contribution, through different web communication with multidisciplinary dissemination techniques and the on-line promotional material has reached a positive outreach by attracting a significant number of people in the MERID community.

The interaction with the broader public and its engagement have been positively stimulated through the dissemination of on-line promotional material; this included different kind of digital products: digital visual identity, videos - both for MERID activities and to stimulate the debate on Science diplomacy - pictures, infographics,

2. Update of project corporate identity

The logo of MERID has been updated and its colors modified, as requested by the representatives of the European Commission) at the regional event of MERID, held in Barcelona, Spain, on May 12, 2016.

The new logo has been displayed on MERID website and on all digital and physical communications. All MERID templates have been adapted to the new logo. Here below, the new logo:



Figure 1 - Logo of the project

3. Promotional Video and video interview

3.1 Promotional Video

A promotional video of MERID project was recorded, featuring an interview with Andrea Carignani di Novoli, Head of Unit, Directorate General for Research and Innovation, European Neighbourhood Policy, Africa and the Gulf.

The video has been published on September 2016 through MERID communication channels (Website, Facebook, Twitter and LinkedIN account).

LINK VIDEO: <http://bit.ly/2xX8DRb>



Figure 2 - Screenshots of promotional video

3.2 Video interviews: “The state of Science Diplomacy”

A series of dedicated articles on the topic of Science Diplomacy has been produced and disseminated through MERID communication tools (website and social channels). The interviews feature the contribution of professors, researchers, students, MERID partners and international stakeholders. All the people interviewed have experience, interest and involvement in the topic of Science Diplomacy. In total, five video interviews have been published and one more is in preparation.

In addition to the videos, the first three interviews also feature a written follow-up, with more specific questions, that has been published on MERID website.

Here follows the list of the people interviewed:

- **Nesreen Ghaddar**, Professor of Mechanical Engineering and Director Munib and Angela Masri Institute at the American University of Beirut, Lebanon.

Youtube video: <http://bit.ly/2w4v8rb>

Written interview: <http://bit.ly/2n4yaXQ>



Figure 3 - Screenshot of video interview 1

- **Rami M. Ayoubi**, Senior International Development Consultant. PhD Supervisor School of Management at Cardiff Metropolitan University, United Kingdom.

Youtube video: <http://bit.ly/2feFoT5>

Written interview: <http://bit.ly/2ouk6me>

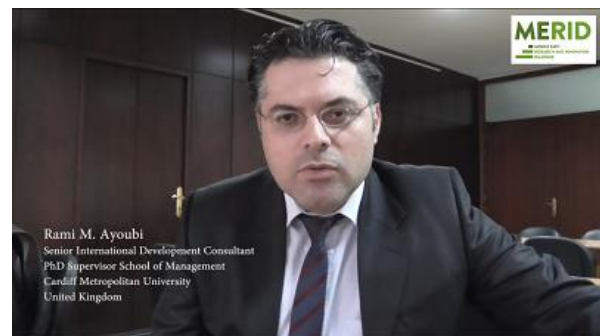


Figure 4 - Screenshot of video interview 2

- **Chafic Mokbel**, Secretary General UoB Research Council at the University of Balamand, Lebanon.

Youtube video: <http://bit.ly/2ffpvf3>

Written interview: <http://bit.ly/2oR1Vfh>



Figure 5 - Screenshot of video interview 3

- **Reinaheh Eshraghi**, Iranian student at the University of Padova, Italy. She spent three months in Brussels during spring 2016 to pursue a traineeship in Public Affairs.

Youtube video: <http://bit.ly/2jI0vI5>



Figure 6 - Screenshot of video interview 4

- **Luk Van Langenhove**, research professor at the Institute for European Studies at the VUB University, Brussels and scientific coordinator of EL-CSID.

Youtube video: <http://bit.ly/2xXscJr>



Figure 7 - Screenshot of video interview 5

(IN PROCESS, TO BE PUBLISHED) **George BONAS**, founding member and Managing Director of CeRISS, Centre for Regional and International STI Studies and Support.

4. Infographics

Graphical contents have been developed in order to promote some of the activities carried out within MERID project. Every infographic was specially designed when deemed for the achievement of the desired goals. Infographics have been prepared to provide simple, clear and precise information on various activities, to promote participation, to enlarge visibility and to develop the visual image of MERID.

This has been the case of several events, such as the Brokerage event held in Bari on May 26th-27th, 2016; the regional event in Beirut held on December 1st, 2016; the online webinar on MSCA-RISE opportunities held on February 15th, 2017; and the event “EU-IRAN Higher Education and Research”, held in Tehran, Iran, on July 3rd-4th, 2017.

Below some examples of infographics prepared for MERID project:

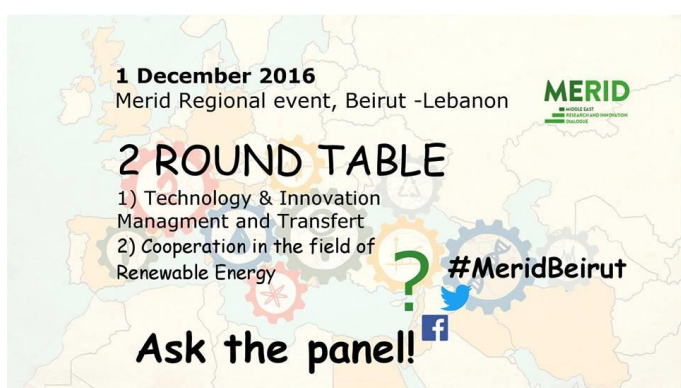


Figure 8 – Examples of infographics

5. Quarterly reports

The “Quarterly report” is a digital publication, issued periodically on MERID website, which describes and resumes all the activities produced and related to the framework of MERID project. The “Quarterly report” publication usually includes an index, the timeline of MERID events, link and screenshots for all the material (interviews, videos, articles) produced on behalf of the project, the most important news about the topic of Science diplomacy, and finally the contacts of MERID project. The Quarterly report is public and available in the homepage of MERID project (www.meridproject.eu)

Here below the list of previous Quarterly Report issues:

Quarterly report #01

Link: <https://bit.ly/2ts7fFU>



Figure 9 – Screenshot Quarterly Report #01

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1. INTRODUCTION - Science diplomacy: from where to start? by S-com
2. VIDEO - Science Diplomacy Conference – Panel
3. TIMELINE - Merid Events
4. DID YOU KNOW THAT? - Links, interviews and regional news
5. EU NEWS: The EU approach to science diplomacy
6. CONTACTS - Merid Social Channels

Quarterly report #02

Link: <http://bit.ly/2xi9mzC>



Figure 10 – Screenshot Quarterly Report #02

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1. INTRODUCTION - Migration, diaspora and brain circulation
2. TIMELINE - MERID Events
3. TRAINING EVENTS – Cairo and Naples events
4. EU NEWS - Open Innovation, Open Science, Open to the World
5. CONTACTS - MERID Social Channels

Quarterly report #03

Link: <http://bit.ly/2vS3cTg>



Figure 11 – Screenshot Quarterly Report #03

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1. INTRODUCTION – MERID project in progress
2. VIDEO - MERID Regional Event held at ESADE on 12 and 13 May 2016
3. EVENTS – Past and next events
4. REGIONAL AND ACADEMIC NEWS – Publication of deliverables
5. EU NEWS
6. CONTACTS - MERID Social Channels

Quarterly report #04

Link: <http://bit.ly/2jI0HXD>



Figure 12 – Screenshot Quarterly Report #04

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1. INTRODUCTION - A short overview of activities by Emuni
2. VIDEO - MERID trailer and Barcelona regional event video
3. ARTICLES AND FEEDBACK by Partners - Contributions by Iramot and Efb
4. NEXT EVENTS - Project events
5. NEWS: The EU and other relevant news
6. CONTACTS - MERID Social Channels

Quarterly report #05

Link: <http://bit.ly/2h0qtzl>



Figure 13 – Screenshot Quarterly Report #05

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1. INTRODUCTION – Activities overview under MERID project
2. VIDEO INTERVIEWS – “Towards enhancing framework conditions for cooperation between the European Union and the Middle east”
3. NEWS FROM MERID WEBSITE – “Workshop on Performance Indicators for Arab Technology Parks, Innovation Cities and Clusters” and “Fourth Arab Water Week 2017”
4. PAST EVENTS – “#MERIDWebinar”, “Renewable Energy for Desalination: Innovative Research Solutions for Gaza” and “Regional Event”
5. REGIONAL AND ACADEMIC NEWS – Forthcoming events and past events
6. EU NEWS
7. CONTACTS | MERID Social HUB

6. Live-tweeting activity

Live-tweeting activity has been pursued during MERID events. This allowed following and communicating the event with an overall approach, taking into account the event from different aspects (agenda, speeches, presentations, quotes, information, curiosities, figures, etc.) by using different tools (hashtags, pictures, short videos, infographics and phrases).

Live-tweeting allows to communicate in real time what's happening during the event. It's possible to highlight the most interesting contributions, to analyze if a hashtag is successfully used and if there's an open debate that develops online following the event. Moreover, through live-tweeting, a large amount of material is collected, and can be used to provide a complete follow-up at the end of the event.

Here below an example of live-tweeting activity, pursued during the MERID regional event held in Beirut on December 1st, 2016.

MERID Twitter account is: <https://twitter.com/MeridProject>

Merid Regional Event

Figure 14 – Example of Live-tweeting activity

7. General Conclusion

In order to ensure the correct communication of the different activities of MERID, different tools and channels have been used. The language has been adapted to the audiences, the pre-set targets and the available channels. Many different products have been disseminated to broaden the achievements and contents of the project.

The communication activities of MERID served as a support: i) to raise awareness on Science diplomacy; ii) to enhance knowledge on the funding opportunities offered by EU grants; iii) to create networking events and meetings between researchers and experts from different countries overcoming difficulties arising from political issues.