



PROMOTIONAL MATERIALS

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Project (Acronym): **EDIH CASSOVIUM (EDCASS)**

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**RECOVERY
AND RESILIENCE
PLAN**



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HISTORY OF CHANGES

Version	Publication Date	Change
1.0	21.12.2023	<ul style="list-style-type: none">Initial version
2.0	12.08.2024	<p>Section 2 Deliverable Specification / Billboards:</p> <ul style="list-style-type: none">New billboards sites added: Site 2 to Site 5 (pages 8 to 10)

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1. INTRODUCTION

According to the European Commission dissemination is “*the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.*” (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms). Dissemination goals, strategy and activities are described in the document **D5.1 Plan for Dissemination and Communication Activities**.

The plan introduces the main target groups for EDCASS dissemination, exploitation and communication activities, dissemination goals and strategy. Work package **WP5 Dissemination and Communication**, led by partner KEITVA, is responsible for all dissemination and communication activities.

As part of the dissemination activities, **promotional materials** will be developed. They should include practical take aways to promote the EDCASS. Together with other dissemination tools they will create the fine mix for establishing visual identity of EDCASS and also to support and enhance branding awareness toward the primary and secondary target audiences. Promotional materials are part of the project task **T5.2 EDCASS Branding**.

Promotional materials are also defined as part of the project deliverables. This document describes the delivery of the deliverable **D5.3 Promotional Materials**.

1. Deliverable Definition

Original specification of the deliverable (as approved in the project proposal and included in the original Grant Agreement):

Work Package No	Deliverable Related No	Deliverable Name	Description	Lead Beneficiary	Type	Dissemination Level	Delivery Month
WP5	D5.3	Promotional materials	Brochures (200), promo items (cups, pens, USB – 1000), roll-ups (10), billboards (5) Physical items. Slovak, English (if appropriate).	KEITVA	DEC	PU	M10 08/2023

This set of the materials was planned for use during the entire duration of the EDIH CASSOVIUM project. Original plan was to have the set prepared at the beginning of the project, aligned in time with the original plan for project opening event “digITally Yours”.

Introductory communication and experiences with the external partners, stakeholders, potential clients lead the WP5 project team to re-evaluate the content of the promotional materials set. In

order to address the widest possible spectrum of interested parties in the region the content change was proposed and approved internally within the consortium and also by EC.

Work Package No	Deliverable Related No	Deliverable Name	Description	Lead Beneficiary	Type	Dissemination Level	Delivery Month
WP5	D5.3	Promotional materials	Brochures (800), leaflet (3000), promo items (cups, pens, bag, notebook – 1000), roll-ups (10), billboards (5).	KEITVA	DEC	PU	M14 12/2023

2. DELIVERABLE SPECIFICATION

The design of all promotional materials is based on D5.2 EDIH CASSOVIUM Branding Guide.

The first batch of promotional materials was prepared for the need of the conference Region of the Future - the Future of the Region (12/2022) at which the EDIH CASSOVIUM was officially introduced for the first time.

The second batch of promotional materials was prepared for opening event of the EDIH CASSOVIUM "digITally Yours" (12/2023) and further upcoming promotional activities. The costs for the development materials were covered by the project budget.

The third batch is planned for the second half of the project (from 04/2024) – after the evaluation of the timetable and types of promotional activities of the project in the second half of the project.

1. Mugs

Quantity delivered: **100 pcs**



2. Pens

Quantity delivered: **500 pcs**



3. Notebooks

Quantity delivered: **250 pcs**



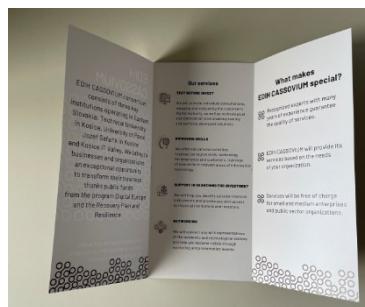
4. Canvas Bags

Quantity delivered: **150 pcs**



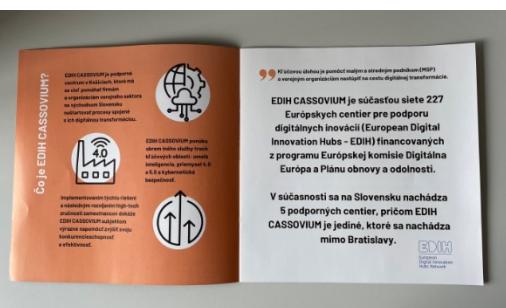
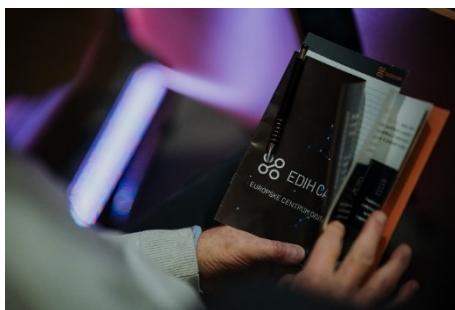
5. Leaflets

Quantity delivered: **3 000 pcs**



6. Brochures

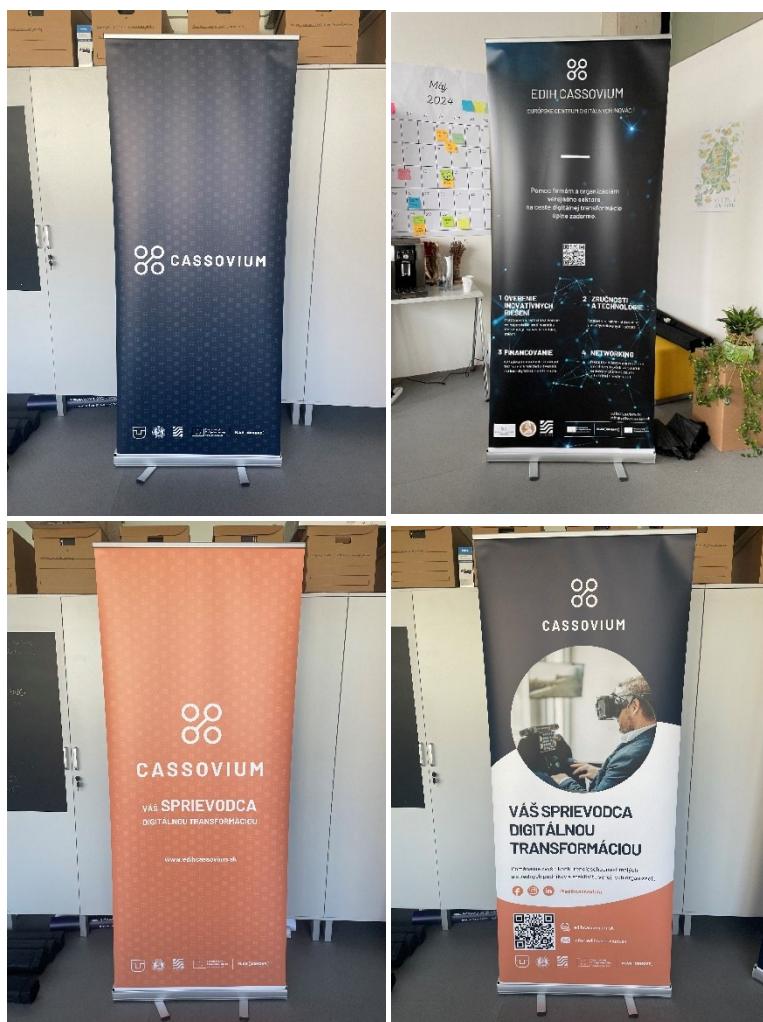
Quantity delivered: **800 pcs**





7. Roll-ups

Quantity delivered: **10 pcs** (different design)



8. Billboards

Quantity delivered: **5 pcs**

- Billboards are published continuously with a time interval of 2 months in the entire territory of the Eastern Slovakia region.
- Design of the billboards is gradually adapted to the project communication needs.

Published billboards:

Site 1: **City of Košice, Watsonova street**

Location: <https://maps.app.goo.gl/G0CFrr0mJWHTcvPm8>

Publishing Period: 3 months (01-03/2024)



Site 2: **City of Košice, Jantárová street**

Location: <https://maps.app.goo.gl/LP81BbyJoVaQNUf08>

Publishing Period: 3 months (08-10/2024)



Site 3:

Village of Drienovec

(road E 58 / E 571, main road connection Rožňava - Košice)

Location:

<https://maps.app.goo.gl/de6bKUpMMy9Bmmva9>

Publishing Period: 3 months (08-10/2024)



Site 4:

Village of Dargov

(road E 19, main road connection Košice - Michalovce)

Location:

<https://maps.app.goo.gl/FrVBCMMoeUTPZtEU9>

Publishing Period: 3 months (08-10/2024)



Site 5: **City of Michalovce, Sobranecká road**

Location: <https://maps.app.goo.gl/eqHav82HNyXEaFyb6>

Publishing Period: 3 months (08-10/2024)

