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for Sustainable and Efficient Ships**
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Deliverable 05.2

Project Flyer

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Abstract

The document describes the design and development of the project flyer to provide information on project main data and scope for the general distribution.



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List of symbols and abbreviations

DC	Demo Case
MAG	Maritime Advisory Group
WP	Work Package

1 Executive summary

This deliverable reports on the process of design, production and distribution of the RAMSSES flyer and further dissemination material.

1.1 Problem definition

Dissemination aims to control the communication processes between industry and science. It is particularly important to identify the target group, location and time for the communication of research results and to determine which channels or media can be used to best communicate them. A variety of communication media exist for this purpose.

Flyers and leaflets are advertising classics for communication and all-rounders among the marketing media. They allow simple messages to be distributed to a broad mass at low cost. Either by posting and distributing in public places, handouts to individuals or by postal or electronic dispatch.

With the start of the design of the RAMSSES project flyer, the project received an invitation by Sea Europe to participate in their Waterborne Platform booth at the Transport Research Arena 2018. The presence required a poster with defined dimensions (800x800mm). For this reason, the design of the flyer was linked to the production of an additional poster.

1.2 Technical approach

In the first step it was necessary to clarify the structure of the flyer. The clearer the content of the flyer is structured, the faster it can be captured. Messages should be placed prominently so that they immediately catch the eye, but it should be noted that too much text acts as a deterrent. On the other hand, pictures alone make it difficult to communicate the message.

After determining the basic properties of the flyer, the content was defined. Recent studies have shown that when looking at advertising the first two to three seconds decide whether the content appeals to you or whether you turn to other things.

The following always applies: less is more. To overload the flyer with information is not expedient. The decisive point here is to limit the message to the essential core statements in order to raise interest in the project.

1.3 Results and achievements

During the project three layouts were created. The first design presents the flyer as the actual deliverable according to the job description (Figure 1). At the same time, another poster was derived for the presentation at the fair from the graphics, which meets the requirements, square with the dimensions 800x800mm (Figure 2). Furthermore a roll-up format was developed (Figure 2), which is extremely useful for trade fair presences, such as SMM 2018 or the semi-annual E-LASS meetings taking place in the RAMSSES project.



The flyer is divided into two main sections. The left section features the RAMSSES logo at the top, followed by the European Commission logo. The main title reads "Realisation and Demonstration of Advanced Material Solutions for Sustainable and Efficient Ships". Below this, it states: "This project has received funding from the European Union's Horizon research and innovation programme under grant agreement No 723246". A calendar icon indicates the period "01.06.2017 - 31.05.2021". A Euro symbol icon shows "Budget: €13.5 M" and "Funding: €10.8 M". A group of people icon indicates "36 partners" and "12 countries". A QR code and the website "www.ramsses-project.eu" are at the bottom.

The right section is titled "13 Demo Cases close to commercial application". It features a diagram of a ship with various components labeled: "RoRo deck", "custom-made hull", "cabin system", "superstructure", "aluminium panels", "versatile walls", "rudder flap", "propeller blade", "truss structures", "bio-based panels", "steel decks", "steel details", and "patch repair". Two categories are highlighted: "Composite Structures" and "Equipment & Components". Below this, the section is titled "Improve Innovation Capability" and features a diagram with a central "fast track to approval" arrow. The diagram includes "Maritime Advisory", "Technology Transfer", "Knowledge Base", and "Lightweight Network". Logos for "RAMSSES" and "E-LASS" are also present.

Figure 1: Project Flyer - both sides

As the Roll-Up with the dimensions of 1750x800mm provided some additional space to fill in comparison to the square poster the unexploited room was used for the presentation of the consortium. Deriving from the layout of the flyer a roll-up was designed by adapting the arrangement of the graphics and including the partner logos.

The poster and the flyers were presented at the Transport Research Arena which took place in Vienna, Austria in April 2018.

1.4 Contribution to RAMSSES objectives

With respect to Dissemination and Exploitation the third objective stating: "RAMSSES will contribute to support the innovation capabilities of the consortium members and the maritime sector."

A high level of awareness for the use of lightweight applications is required among the maritime industry to foster the application of the advanced material solutions. The flyer and poster allow an easy production and broad distribution to communicate the mission and goal of the RAMSSES project and achievements with respect to the first and second objective and hence draws attention to the application of lightweight amongst the relevant stakeholders.

European Commission

RAMSSES

Realisation and Demonstration of Advanced Material Solutions for Sustainable and Efficient Ships

01.06.2017 - 31.05.2021 | Budget: €13.5 M | Funding: €10.8 M | 36 partners | 12 countries

www.ramses-project.eu

13 Demo Cases close to commercial application

Composite Structures

Rollo deck, custom-made hull, cabin system, superstructure, aluminium panels, versatile walls

Equipment & Components | Steel & Patch Repair

Improve Innovation Capability

Maritime Advisory | Knowledge Base | RAMSSES

Technology Transfer | Lightweight Network | E-IASS

fast track to approval

Partners: ESTEREA, AI, HEL, Airborne, amen, Alcantara, BaltiC, CARDANO, DYN4, Capasim, Cayentive, DELTA, DEWIB, ENSTA, EVONIK, FENCATTEN, Fraunhofer, GEMAR, HANSA, HANSA, MEC, MEYER TURKISH, MEYER WERF, NAVAL, STX France, TNO

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Improve Innovation Capability

Maritime Advisory | Knowledge Base | RAMSSES

Technology Transfer | Lightweight Network | E-IASS

fast track to approval

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Figure 2: Roll-Up and quadratic poster

1.5 Exploitation and implementation
n/a

2 Structure and content of the dissemination material

In the RAMSSES project 13 demonstrators will be developed and build to show that lightweight materials and technologies offer advantages as an alternative to steel in shipbuilding and to promote their use through equivalence tests. This "fast-track-to-approval" as well as the individual demonstrators that will be created within the project are shown on the front page of the flyer. On the back page the flyer gives a line-up of key facts of the project, like project start and duration, granted EC contribution and the composition of the consortium.



Figure 3: Frank Roland presenting the RAMSSES poster at the WATERBORNE booth, Transport Research Arena 2018

3 Conclusion

It is intended to further develop the layouts as soon as there are new findings in the RAMSSES project. These developments as well as the use of communication materials will be reported in the update of the PUDF.

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