space
hubs
network

Work package	WP 2
Task	Task 2.4: Marketing/Communication playbook
Due date	31/03/2021
Submission date	25/02/2022
Deliverable lead	F6S
Version	2
Authors	Lina Silveira (F6S), Cristiana Peres (F6S)
Reviewers	Goda Sivickė (Startup Division)

Document History

Version	Date	Description of change	List of contributor(s)
V1.0	26/03/2021	1st version submitted	Violeta Vasileva (F6S); Cristiana Peres (F6S); all partners
V2.0	25/02/2022	2nd version submitted	Lina Silveira (F6S); Cristiana Peres (F6S); Goda Sivickė (Startup Division) and all partners

DISCLAIMER

The information, documentation and figures available in this deliverable are written by the "Space hUbs Network" (SUN) project's consortium under EC grant agreement 101004374 and do not necessarily reflect the views of the European Commission.

The European Commission is not liable for any use that may be made of the information contained herein.

COPYRIGHT NOTICE

© 2021 - 2023 SUN Consortium

Project co-funded by the European Commission in the H2020 Programme		
Nature of the deliverable:PU	R	
Dissemination Level		
PU	Public, fully open, e.g. web	X
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to SUN project and Commission Services	

* R: Document, report (excluding the periodic and final reports), DEM: Demonstrator, pilot, prototype, plan designs, DEC: Websites, patents filing, press & media actions, videos, etc. OTHER: Software, technical diagram, etc.

ABBREVIATIONS

SUN   Space Hub Network

IRL   Investment readiness level

TRL   Technology readiness level

GNSS   Global Navigation Satellite System

EO   Earth Observation

ESA   European Space Agency

EGNOS   European Geostationary Navigation Overlay Service

DOW   Description of Work

1 INTRODUCTION

This document called D2.4 Communication/Marketing Playbook outlines the tools and actions towards the different communication targets, taking into consideration the different communication cultures across our interest groups. The playbook is associated with the D2.1 Communication plan and provides further guidelines to be used in structured and targeted communications.

2 COMMUNICATION & MARKETING

2.1 COMMUNICATION RULES

Visuals

All the communications materials produced for SUN needs to be in line with the established brand guidelines described in *D2.1 Communication Plan.*

Regarding visuals used for social media posts and publications, SUN will stick to the general theme of space comprising **inspiration, unity, simplicity and versatility.** The intended message here is that this project provides a multidimensional approach towards innovation and space exploration and that the work done in the funded projects are building blocks for the future.

The general tonality is driven by unity, crafted to inspire, refined for simplicity and versatile by design.
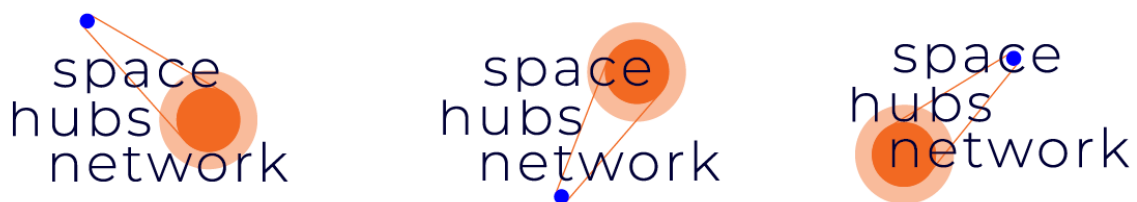
Fig. 1- Examples of visuals used for social media posts and publications

Language

Part of the identity is also the consistent use of language. The standard language for SUN is UK English and it will be applied to all publications and

websites. (Examples: we will write "colour", not "color" and use an "s" in words like "expertise".)

We will aim for clear and simple language, with easy readability where possible. Sentences and paragraphs should be kept short. The text should be attractive to readers and easily accessible to non-technicians. Given that the majority of the consortium members are not native speakers, we encourage the use of tools helping with correct language use, such as Grammarly.

In order to enlarge the reach of the SUN project, the most relevant information on the
SUN website could – on occasion and when needed – be translated into the languages relevant for the project partners, e.g. German (as two of the partners are from Austria).

Compulsory Elements and Imprint

Complementary to the design features that must be considered, all publications (flyers, banners, website, etc.) published by SUN must contain the following compulsory elements:

- The SUN conjunction with the European flag
- The web address and/ or contact details for SUN
- Copyright notice for SUN
- A standard disclaimer for the Horizon 2020 Programme (see below) will be included into all publications which express opinions.
- A disclaimer is added on the webpage.

'The information, documentation and figures available in this deliverable are written by the "Space hUbs Network" (SUN) project's consortium under EC grant agreement 101004374 and do not necessarily reflect the views of the European Commission.

The European Commission is not liable for any use that may be made of the information contained herein.´

Contact

The default contact option via email will be available on all web pages and additional material, such as promotional leaflets or digital presentations.

- Standard email to reach the project is: info@spachehubs.network

- Website Contact Form

2.2 COMMUNICATION CHANNELS

2.2.1 - Social media

Various social networks were established as marketing tools to promote activities and outputs of the project on a regular basis. SUN created an active presence on the most popular social media channels used by our stakeholders, such as Twitter, Facebook and LinkedIn, which are linked to the project's website. The social media channels were selected with all the partners, having in mind which channels were appropriate to access target audiences.

Twitter

SUN has established its Twitter account @spacehubsnet. This very dynamic network allows interaction with followers in real-time, creating and engaging a community easily.

Therefore, the Twitter account will be used for promoting and disseminating SUN activities, events, and relevant news to the users. This channel will also be used to share news from partners and relevant stakeholders, establishing meaningful connections between a relevant audience (EC, stakeholders and the general public).

These connections can produce opportunities for the project across the network of stakeholders. It also serves as a tool to tell everybody in real-time what is happening in the co-creation workshops and other activities of the project.
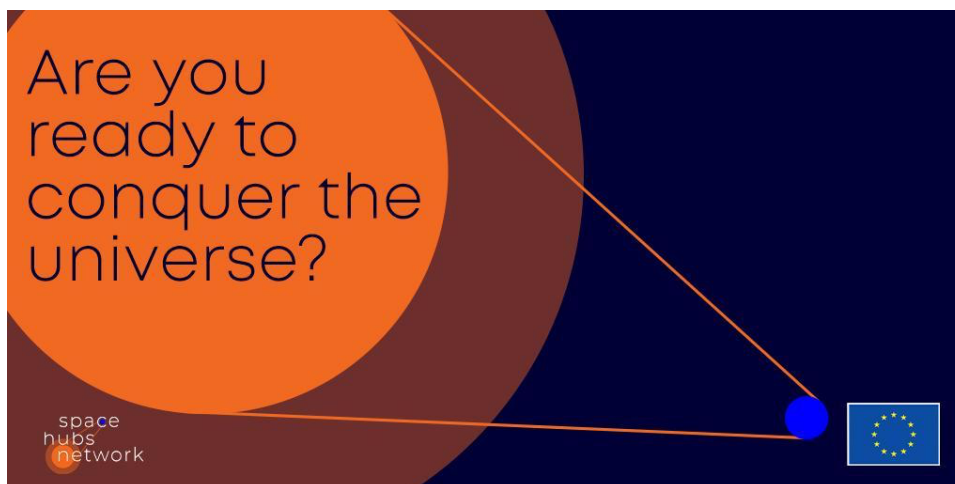

Fig. 2 - Visual example of a Twitter post

Facebook

The Facebook account was established as Space-Hubs-Network and was created to ensure a different type of audience. This social media channel has a large audience and specific features, such as the possibility to have groups, create events, among others, generates different opportunities to communicate with our target audience.

For instance, this media channel will help us share the open calls, events in specific communities and groups (e.g. university and space-related groups), having the possibility to increase the number of applications and attendees.

Facebook will also be used to share relevant information about partners, and stakeholders giving visibility to them.
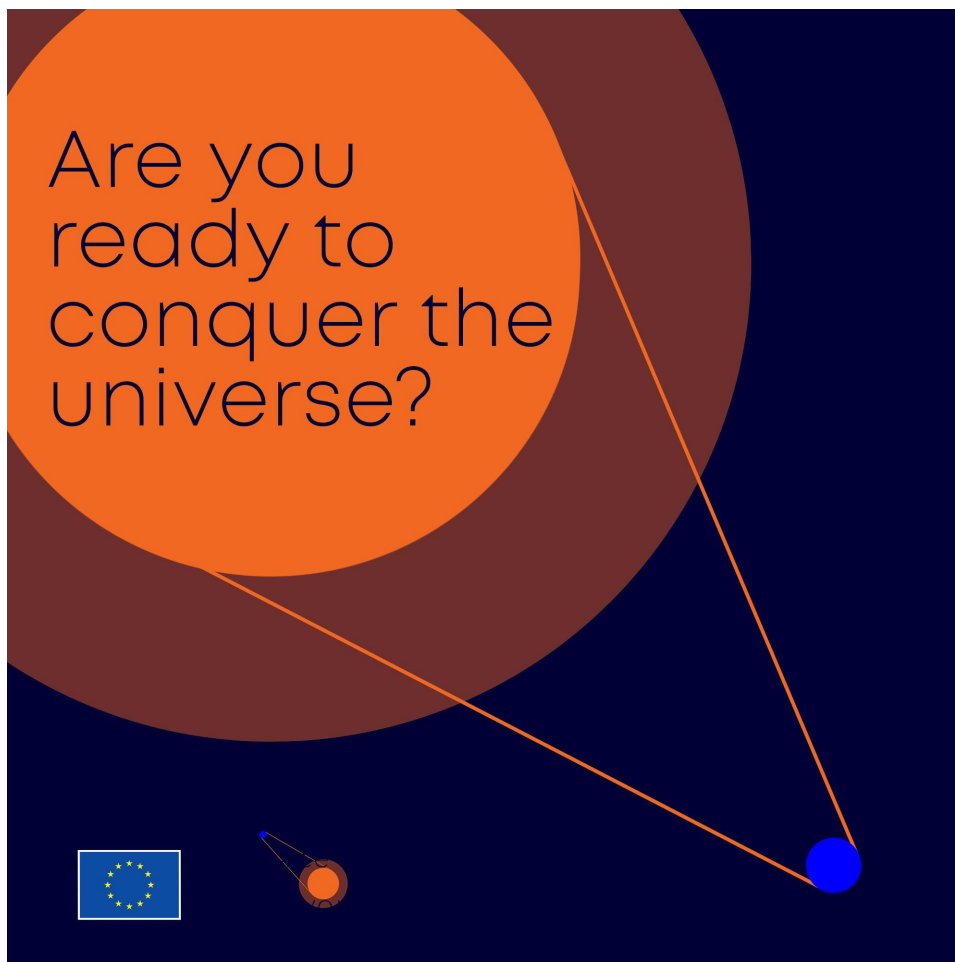

Fig. 3 - Visual example of a Facebook post

LinkedIn

LinkedIn is a professional network where SUN can reach out to experts or organisations to discuss applications of space technologies on society and economic levels. Ideally, we can use LinkedIn to identify experts and business professionals for meaningful exchanges before, during and after

the Open Calls. Twitter will also be useful to promote and disseminate information about events or even invite targeted people on the platform to join.

This channel will therefore be used specifically to identify an initial community of people interested in the work done by SUN. When appropriate, we might publish content from other channels, either in full or as excerpts with links to the webpage.
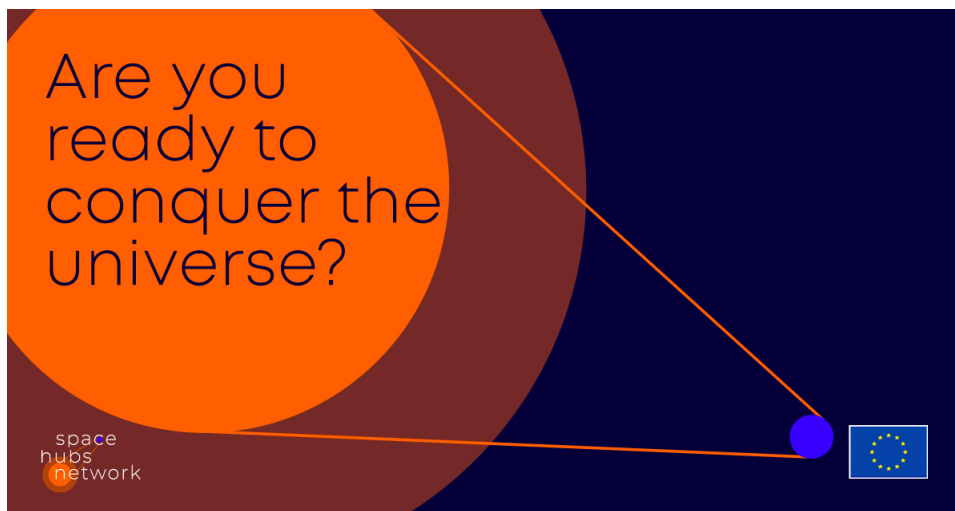

Fig. 4 - Visual example of a LinkedIn post

YouTube

YouTube is one of the leading video-sharing platforms at a global level that allows users to upload videos and create a community of subscribers. SUN will maintain a YouTube channel, used to disseminate SUN's project events, recordings, among others.

This channel will also be used to promote and ensure enhanced visibility of the experts and stakeholders.

In general terms, SUN aims to use specific social media for the following specific target audiences, having in mind that in different media channels, the reach is, by nature, differentiated:

TABLE 1: SOCIAL MEDIA AND RESPECTIVE AUDIENCES

Channel	Audience	Activity	Frequency

Twitter	Partners, policymakers, EU projects and initiatives general audience	Short form announcements and messages to draw attention to the project and other channels.	3 posts per week, including retweets. This number could increase during the promotion of open calls, events, and others.
LinkedIn	Current and potential collaborators, experts, SMEs, researchers,	Targeted, framed, relevant content for stakeholders.	1 LinkedIn post/weekly. Event content on an ad hoc basis This number could increase during the promotion of open calls, events, and others.
Facebook	Partners, EU projects initiatives,	Targeted, framed, relevant content for stakeholders.	1, 2 posts per week This number could increase during the promotion of open calls, events, and others.
YouTube	All stakeholders	Event coverage and feature videos	Videos released on a per-event basis

Slack

The use of Slack (or any equivalent) will be considered as the main communication tool during all the project either in the optics of internal communication or during specific events, such as organised hackathons in WP3.

In internal communication, slack is useful for sharing information more directly with partners, for example sharing social media posts. With the creation of several channels in the application, communication is more organised, facilitating the exchange of information.

During the hackathons this tool will be useful to contact with the participants, sharing relevant information.

2.2.2. Digital Communication Tools

In addition to social media channels the following digital tools will be implemented to increase the impact of the content shared in an online environment:

- **Media Kit -** a set of informative brochures and presentations targeting the different type of SUN stakeholders
- **Emails -** targeted mailings conducted by partners to engage relevant stakeholders by inviting them to SUN events and informing them about Open Calls.
- **Press Releases -** Press releases will be edited on a regular basis and will coincide with key project achievements (e.g., organization of a large event, implementation of key activities within the project, etc.). Press releases will be published in national and European media, thus contributing to the wider dissemination of the project. All partners will be responsible for engaging with their local media outlets to ensure a wider reach. All press releases will be published on the project's website.

Newsletter

A newsletter will be produced by the SUN consortium monthly and will provide regular updates on project results and news, upcoming events and partner news. A regular newsletter of the project will contain highlights, the most important news, announcements, a calendar for upcoming events, and deadlines for applications. All partners will provide information for the newsletter.

Invitations to relevant webinars, hackathons, and events that cannot wait for the newsletter publication will be sent to the subscribers.

The mailing list will be created based on subscriptions made on the registration function already available on SUN's website. All these actions comply with the requirements of the General Data Protection Regulation (GDPR).

Emails

SUN project coordinator Startup Division created a specific consortium email to facilitate the conversations between partners, as well as a dedicated email for internal communication with the SUN Advisory Board.

Over the course of the project, additional channels could be considered and explored by the consortium.

2.3 KEY MESSAGES

SUN will ensure different key-messages according to the audience referred to and the time of the project.

TABLE 2: TARGET MESSAGES

Target	Key message
Startups, scale ups, SME's	Support in developing space technology solutions, increasing the commercialization of space tech in the downstream and upstream sectors, as well as improving participants' investment readiness level. (IRL)
Incubators, Accelerators, Investors / Corporates	Benefit from solutions and new business models, liaise with SMEs and start-ups, and innovators, exploit the incubation and acceleration framework and programme.
Hackathons, Open calls, acceleration programmes	Benefit from specific mentorship training, exclusive opportunities for networking, matchmaking, and others on Food & agriculture; Transport & logistics; Infrastructure & smart cities; Environment and sustainability, etc.
Programme results	Promote and give visibility to numbers of applicants, attendees, mentors, and startups on programmes.

3   COMMUNICATION ACTIVITIES

Communication will ensure both ad-hoc and regular updates to be pushed out. The online communication will be articulated as follows:

3.1   WEBSITE & WEBSITE PROMOTION

SUN's website will enhance the visitors' experience, providing the place for the promotion of the project activities. In particular, the following actions will be considered:

- Create and share an editorial calendar with all partners to guide our communication with the community, based on their needs, as well as maintain a consistent schedule of news articles (e.g. direct engagement of partners in the communication efforts allows us to create a section on the website with testimonials and partner introductions).
- Encourage partners to submit their project's news to the SUN website for republishing to the broader audience. This will strengthen the relevance of the website and increase the reach and impact of the news.
- Encourage partners to repost news of direct and indirect interest from partners and the general media. This shows that SUN is involved and engaged in the larger world. If possible, this content should be posted, with added commentary that demonstrates expertise and adds value to the article.
- Organize and aggregate news articles by topic and relevance to improve the ability to share, e.g. via social channels, especially when dealing with calls to action such as events and open calls. This allows each project to maximise the value of its communication outreach.

3.1.1 - Website Structure

The Sun's website is built on WordPress, which allows it to be updated and modified over time, providing all modifications that the consortium feels that is needed, for example, removing menus, adding new pages, among others.

The SUN initial website started with the following sections that can be reached from the Homepage:

- About
  - ➢ The Vision
  - ➢ The way it works
- Updates

- ➢ Events
- ➢ News
- Join Us
- Opportunities
- Portfolio
  - ➢ Mentors
  - ➢ Start-ups
- Resources
- Media
- Reports
- Contacts

- **About**

The homepage is designed to attract the attention of viewers at first sight. The graphic content is the protagonist so that the visitor immediately has an overview of the project's ambitions and the value to stakeholders. This page is divided into two different sections: the vision, explaining the purpose of SUN; and the way it works, referring to the specific objectives of the project.
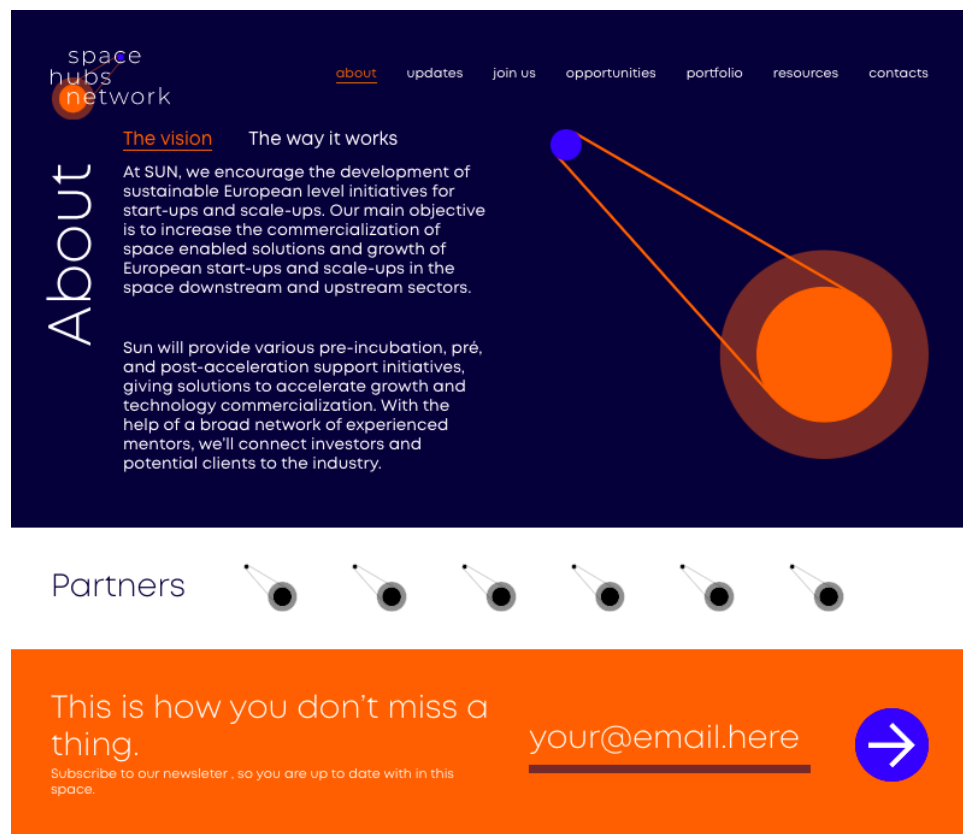

Fig. 5 - Website visuals: about section

- **Updates**

This tab shows the latest information on the programme divided into two sections: events and news. The events sector is dedicated to conferences, expos, symposiums, and workshops in which SUN is organized within the project. It presents the information linking to individual pages that contain dates and registration for each event.

The news section displays all progress and results of the project, as well as event participation. A regular update of this page will ensure interesting content for the SUN community, which will be shared on the related dissemination and communication channels of the project (social networks Twitter and LinkedIn) to attract visits and achieve a high ranking on Google.
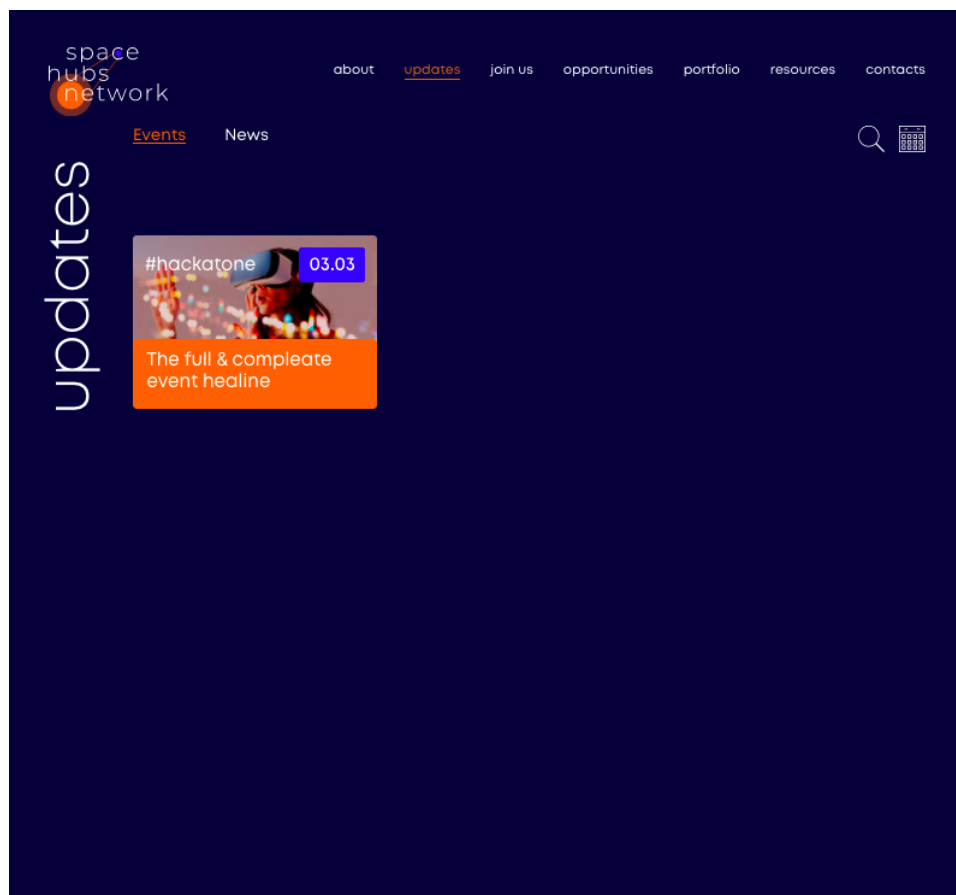

Fig. 6 - Website visuals: updates section

- **Join us**

This tab provides information specifically targeted to stakeholders: startups, entrepreneurs, investors, and mentors. A brief description

provides an overview of the advantages and opportunities offered by participation in the SUN project. A button links to the registration page on the F6S community.

Fig. 7 - Website visuals: join us section

● **Opportunities**

This tab displays all the opportunities happening during the period of the project, including open calls, webinars, hackathons, and job offers.
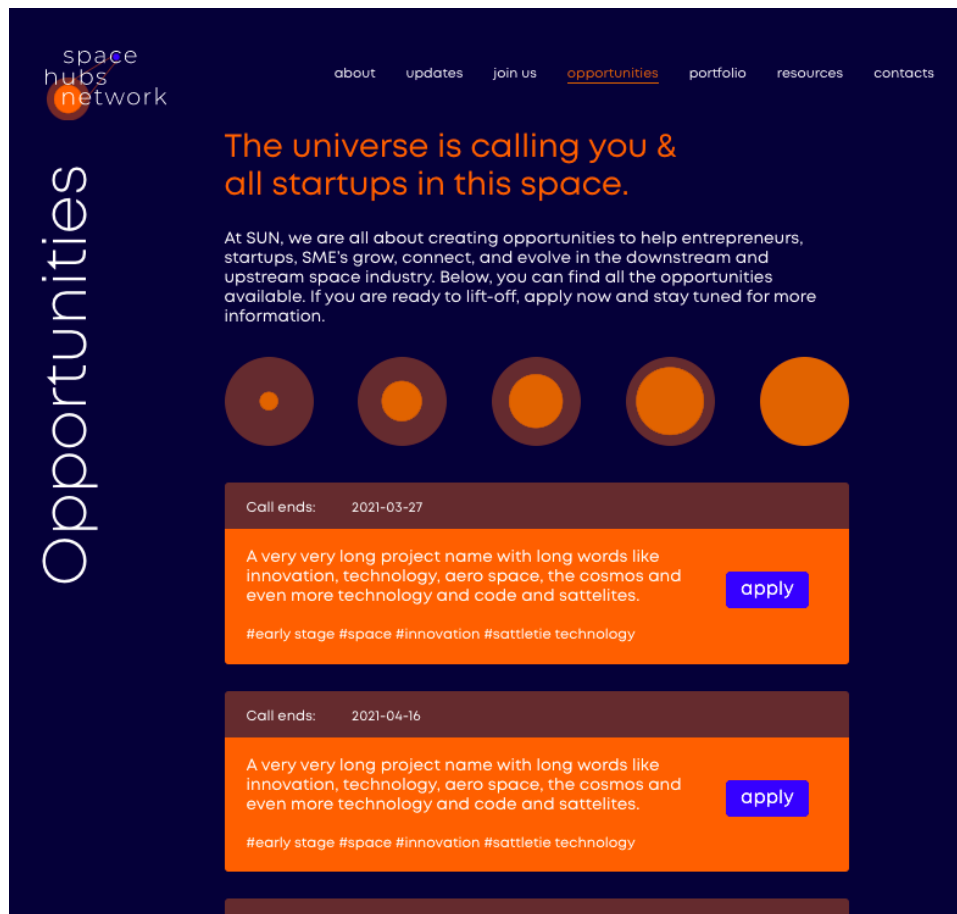
Fig. 8 - Website visuals: opportunities section

- **Portfolio**

The objective of this tab is to give visibility to the alumni of the project. This tab is also divided into two sub-sections: mentors and start-ups.
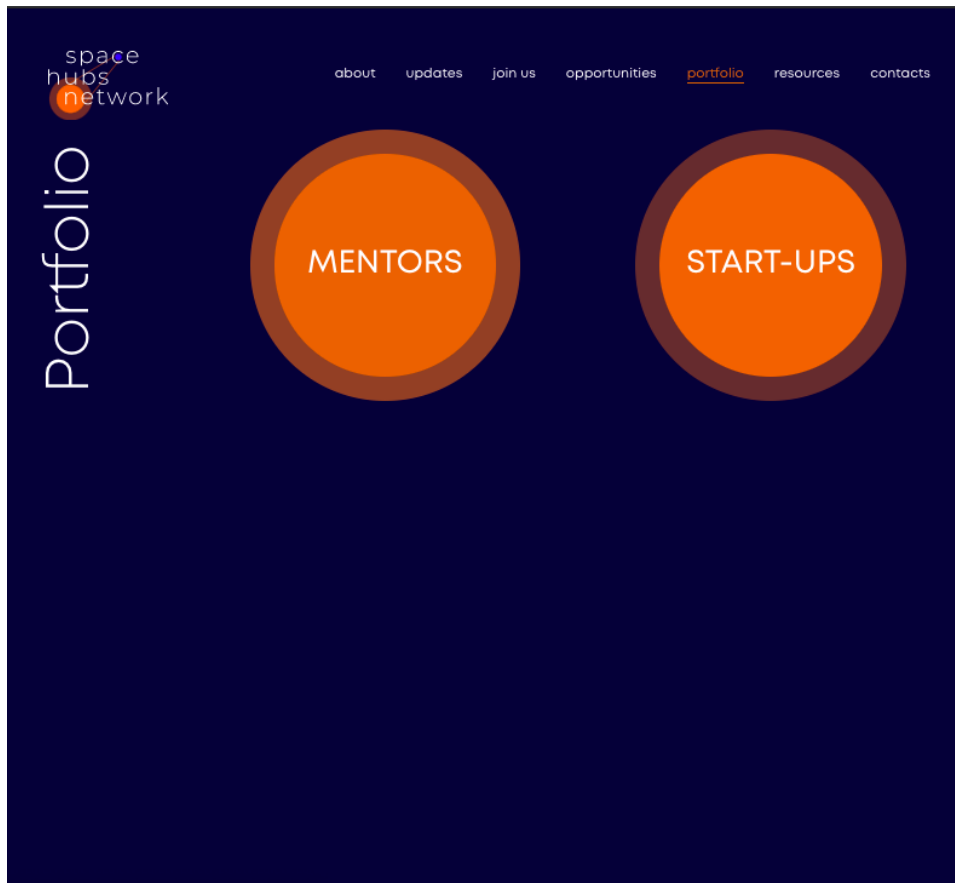
Fig. 9 - Website visuals: portfolio section

- **Resources**

This tab is dedicated to all resources and materials that disseminate SUN's results.

The content is organised into two sub-sections for different types of items:

- Public deliverables (containing the list of all expected public deliverables for the project, which will be updated with links to downloadable PDFs post-submission)
- Presentations (with downloadable PDFs or links to videos of presentations held during events)
- Promo materials (which will be updated with items such as flyers, posters, brochures, etc. produced during the project)
- Videos (featuring embedded videos produced throughout the project)

Fig. 10 - Website visuals: resources section

- **Contacts**

This section provides an email form to contact SUN, enabling stakeholders, other projects interested in networking and the general public to get in touch with the project.
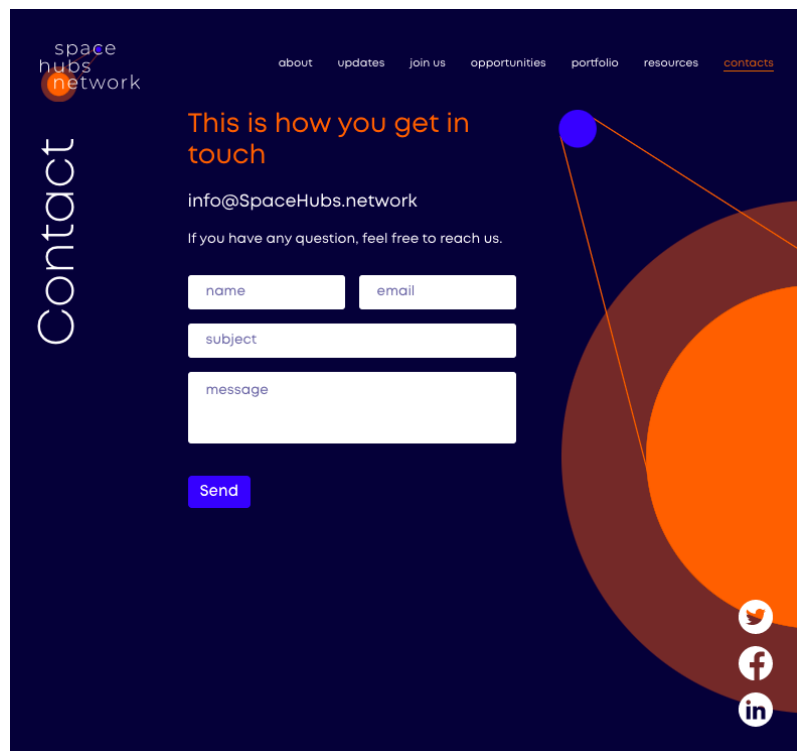

Fig.11 - Website visuals: contact section

3.2 SOCIAL MEDIA

To ensure a robust and prominent presence within our targeted audiences' social media sphere, SUN will:

- Create and share a social media publishing schedule that identifies optimal times for publishing project information on social media, as well as indicating offset times for resharing partners and relevant projects/initiatives social content. Through this, each partner can publish their social content at the most appropriate time while ensuring that the network shares and amplifies it to the best extent.
- This amplification is achieved by ensuring that all partners follow each other on social media and reshare content with commentary regularly. To maximise the value of the reshares, SUN will provide offset windows to each partner. For example, if a post is made on a Tuesday morning, some partners' offsets will ask for sharing that afternoon, while some will be asked to share the next morning or afternoon. In this way, the message is shared widely and reinforced instead of saturating the channels at one time.
- Encourage project partners to actively monitor and share the SUN channels for content suitable for resharing, preferably with commentary. This will increase the reach and impact for each partner as well as the SUN community.
- Consolidate important calls to action, news articles, and events posted to the SUN Editorial Plan and website and directly share them with partners.

3.2.1 Guidelines for social media channels

All social media communications will be

- **Engaging:** The content must be topical and engaging, informing the target stakeholders about facts and reminding them what SUN is and aims for.
- **Consistent:** All content must be consistent and in line with the SUN positioning, content structuring, channels, and scheduling.

Concerning active communication via Twitter, specific attention will be paid to the choice of the most appropriate hashtags and handles on a case-by-case basis (e.g., when posts focus on space-related media and events, hashtags to be included will be selected to fit the topic). Hashtags can be a very useful tool for broadening the community and acquiring new followers. However, they need to be carefully chosen, or they are just wasting character count.

A hashtag that is too broad means our message will be lost in the noise. For example, if we use #sun, we are going to be instantly buried under mass media communications.

On the other hand, hashtags that are too specific mean that we will only be visible to people who are already aware of the project. For example, #sunproject will only be visible to those who are already aware of it. SUN uses Twitter to establish meaningful connections with an active and relevant audience (EC, policymakers, space stakeholders, innovators, the general public). These connections can produce beneficial opportunities for the project across the network of stakeholders. It also serves to tell everybody in real-time what is happening in the hackathons and other activities of the project. The credentials for Twitter are the following:

@spacehubsnet - Twitter handle, mentions the project

#spacehubsnetwork – hashtag

#EUSpace – hashtag

Examples of appropriate hashtags:

#H2020

#innovation

#space

#spacetech

#DigitalEU

#NextGenerationEU

#startupscaling

#startups

#scaleups

#entreprenuers

#eufundedproject

To maximise the impact of the project on social media channels, images and GIFs will be created and shared with all the partners. Tweets can be directed to specific accounts using @TWITTER-HANDLE in tweets. Below are the lists of the project partners' Twitter handles or hashtags (in case they have no Twitter account) and the list of the European Union related Twitter

accounts and hashtags. They are to be mentioned in SUN's Twitter account to generate conversations and interactions whenever possible.

List of the European Union related Twitter accounts and hashtags:

@EU_H2020 #H2020 shall be included in our tweets to maximise their visibility.

@Space4Europe; @PERIOD_H2020; @H2020Pulsar; @ESA_EAC; @esascience; @esaoperations; @portugalspace; @CassiniSaturn; @SpaceWave_EU; @spaceforearth; @ESASpaceEconomy; @ESPIspace; @CopernicusEU;

List of SUN supporters and project's partners:

Partners: @BrimatechAT; @CIVITTA_COM; @F6S_Gov; @sienceparkgraz; @StartDivisionEU #AXSYSNAV

Advisory board members: @ESABA_MNE (Paul Bathia); @JoKamenova

3.3   PROMOTIONAL MATERIALS

3.3.1   Flyers, Posters, Merchandising

Project flyers will be created and used for informing interested people about the project's objectives and activities. Upon completion, the flyers will be uploaded to the SUN website during relevant events. For the moment, we plan to use digital versions to ensure green and sustainable communication, which is also in line with COVID-19 related measures.

Moreover, roll-ups will be created if needed for physical events, matching the look and feel of the website and the overall project design concept to meet the needs of the project.

Both the roll-up and the posters will be prepared in English (local languages to be considered if appropriate or necessary) to raise awareness of the stakeholders and a variety of relevant audiences about the project with sufficient textual and graphical information.

Printable versions of the posters will also be created and provided to partners to be printed when applicable and used at the events they participate in.

Besides, a set of merchandise will be prepared for participants taking part in SUN activities (mainly hackathons, pre-acceleration, and post-

acceleration support) in the form of bags, pens, t-shirts to ensure the feel of unity and engagement of the participants.

The design will be easily adjustable to the requirements individual partners have, in case an additional or a more specific version is required.

The project logo, the EU flag, and acknowledgement along with the SUN website and the social media links will be displayed on all promotional materials.

3.3.2 Videos

SUN will produce and release videos to present the project and its achievements. Videos will promote specific aspects of SUN, as well as partners' activities. The type of videos to be shared are webinar recordings, event recordings, and interviews with experts on relevant topics and SUN participants.

3.4 PARTICIPATION IN EVENTS

The table below presents the initial plan of events and conferences where the SUN project could be presented in the future. Due to the COVID pandemic, the planning of these events will be closely monitored, and the consortium will evaluate the most interesting venues to promote SUN.

The event planner is shared with all partners through a shared document to have the contribution of all elements and to keep track of potential events.

Month	Date	Organizer	Event	Type	Location	Role	Partner representing	Others
February	16-17, 2021		Data Space	Conferences	Online			
March	2022	ESA	4S Symposium - Small Satellites Systems and Services	Workshops	Portugal			
March	8-9, 2021	SpaceUp	Space Academy Paris	Conferences	Online			AviaSpace Bremen
March	9-10, 2021		Paris Space Week	Conferences	Online			
March	22-26, 2021		16th European Conference on Spacecraft Structures, Materials and Environmental Testing	Conferences	Online			
March	23-25, 2021		IAF Spring Meetings 2021		Online			
March	26-28, 2021		Edinburgh Women In Space Conference	Conferences	Online			
April	19-23		2nd International Conference on High-Speed Vehicle Science & Technology -HiSST 2021	Conferences	Online			
April	21	SUN	Roadshow event	Roadshows	Online		Brimatech	
April	21-23		Space Resources Week	Conferences	Luxemburgo			
April	26-27		Small Satellites Conference	Conferences	London, UK			
May	2021	SUN	Roadshow event	Roadshows	Online		Brimatech	
May	09-14		Space Optics - Instrument Design Tech					
May	12-14		The Brijuni Conference	Conferences	Zadar, Croatia			
May	19-20		GEO Business 2021	Conferences	London, UK			
May	19-20		UK in the 2020s - An Emerging Space Power	Conferences	London, UK			
May	25-26		Space-Comm Expo	Conferences	London, UK			
May	28-29		SGAC European Space Generation Workshop	Workshops	Madrid, Spain			
June	01-03		11th Electronic Materials and Processes for Space Workshop (EMPS)	Workshops	Noordwijk, Netherlands			
June	03-04		Ecosystems 2030 Summit	Conferences	Granada, Spain			
June	08-09		New Space Atlantic Summit	Conferences				
June	17		Dublin Tech Summit	Summits	Dublin, Ireland - Virtual		TBC	
June	16-19, 2021		Viva Technology	Conferences	Paris, France - Virtual		TBC	
June	June 2021	SUN	Hackathon (Austria)	Summits	Online		Brimatech	
June	June 2021	SUN	Hackathon (Poland)	Hackathons	Online		Brimatech	
June	16-17, 2021	SpaceUp	Space Academy Cork	Conferences	Cork			AviaSpace Bremen
July	04-09		EUCASS 2021	Conferences	Lille, France			
July	6		12th International Symposium on Digital Earth	Conferences	Salzburg, Austria			
August	28		34th General Assembly and Scientific Symposium (GASS) of the International Union of Radio Science (URSI)	Conferences	Roma, Italy			
September	08-09		Industry Space Days 2021	Networking	Noordwijk, Netherlands			
September	14-15		Space AM - Advanced Materials and Technology for the Space Sector	Conferences	Leicester, UK			
September	21-23		Data Systems in Aerospace (DASIA) 2021	Conferences	Romania, Bucharest			
September	20-24, 2021		London Tech Week	Summits	London, UK			
September	Sep 24	SpaceUp	Final Event	Conferences	Brussels			AviaSpace Bremen

Fig. 12 Table with plan of events and conferences with interest for SUN

3.5 OPEN CALLS PROMOTION

The SUN Open Calls will be broadly advertised via the following channels and actions:

- **Website**

Publication of the Open Call to SUN website and link to the F6S dedicated community space for submission

- **Social Media** (using a dedicated promotional kit, including visuals/copy/link)

Dissemination through SUN social media networks, partners, and community social channels.

- **Press release/specific announcement message/dedicated promotional kit** (visuals/copy/link)

- Dissemination through SUN and project partners` mailing lists
- Promotion through the National Contact Points dedicated to Future Technologies
- Dissemination through communities and portals, such as F6S, etc.
- Publication of the Open Call to all relevant Space and H2020 Space websites and project websites
- Dedicated communication towards European global funds and investors interested in space-tech startups

- **Online/offline events**

- Flyers to be distributed online and offline at attended and organized events
- Focused presentations will be given through dedicated webinars and when possible, at conferences and third parties workshops to promote the Open Call opportunities

3.6 SYNERGIES AND LIAISONS WITH RELATED PROJECTS AND INITIATIVES

Thanks to the participation of many partners in several ongoing projects, associations, initiatives and networks, targeted liaisons and synergies will be leveraged to ensure SUN's broad outreach, fostering effective SUN uptake and validation of the Programme without excluding any other relevant to the overall Calls ambition. A detailed overview of created synergies will be provided in the D2.3 Synergy report.