



WP11 NA – Innovation and networking activities

D11.7

NFFA videos and marketing material

31/08/2017

M24



PROJECT DETAILS

PROJECT ACRONYM	PROJECT TITLE
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GRANT AGREEMENT NO:	FUNDING SCHEME
654360	RIA - Research and Innovation action
START DATE	
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WP DETAILS

WORK PACKAGE ID	WORK PACKAGE TITLE
WP11	NA – Innovation and networking activities
WORK PACKAGE LEADER	
Ennio Capria (ESRF)	

DELIVERABLE DETAILS

DELIVERABLE ID	DELIVERABLE TITLE
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NFFA videos and marketing material	
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M24 31/08/2017	5
AUTHOR(S)	
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PERSON RESPONSIBLE FOR THE DELIVERABLE	
Ennio Capria (ESRF)	
NATURE	
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DISSEMINATION LEVEL	
<input checked="" type="checkbox"/> P - Public <input type="checkbox"/> PP - Restricted to other programme participants & EC: (Specify) <input type="checkbox"/> RE - Restricted to a group (Specify) <input type="checkbox"/> CO - Confidential, only for members of the consortium	

REPORT DETAILS

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Premise

This deliverable refers to the activities concerning the preparation of videos and marketing materials within task 11.2 "Building NFFA-EUROPE branding". The objective of this task is to create a unique brand for the project in order to give consistency to all communication and dissemination tools and activities, respectively.

The key tools for a unique brand are an original logo, colour palette and font combined with templates for documents, presentations and posters (described in deliverable 11.1), as well as other marketing materials and videos.

Marketing materials

The marketing materials developed during the first period of the project include corporate slides, an advertisement for scientific journals, a project leaflet, a roll-up and an exhibition booth, which are described in previous deliverables and milestones (D11.1, MS4), and are meant to illustrate the offer of the project and promote it especially at conferences, workshops and other events.

A specific flyer for industry has also been developed to be used as a marketing material in order to provide potential users with the necessary information on the offer and how to access the different infrastructures (described in the first Periodic Technical Report).

More recently we have prepared:

-a new flyer for industry in order to promote the new section of the one-stop-shop dedicated to users from the industry:

SINGLE ENTRY POINT
For more information, contact us with your project needs and connect now on the NFFA-Europe website
www.nffa.eu

CONTACTS
Technical liaison manager tinet@nffa.eu
NFFA general contact secretariat@nffa.eu

nffa.eu
nanoscience foundries & fine analysis

FOLLOW US
f in t

NFFA-Europe branding by nanoscience

NANO ELECTRONICS
CHEMICALS
ENERGY
NANO MATERIALS
PHARMA
NANO BIOLOGY

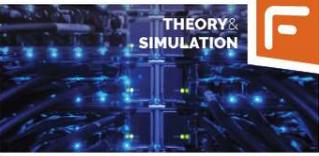
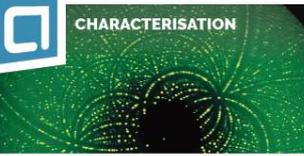
nffa.eu
NANOSCIENCE & NANOTECH FOR INDUSTRY
One-stop shop for your needs
20 European expert hubs at your service

NFFA-Europe has received funding from the European Union's Horizon 2020 framework programme for research and innovation under grant agreement n. 654382

<p>AN EUROPEAN ONE-STOP-SHOP DEDICATED TO INDUSTRY</p>	<p>SCOPE OF SERVICES</p>
<p>NFFA-Europe sets out a single entry point platform that provide industry with an easy and coordinated access to 20 partners across Europe, including large scale facilities, nanotech instruments and expertise, dedicated to industrial innovation at the nanoscale.</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>LITHOGRAPHY & PATTERNING</p> <p>Electron beam & UV lithography Nano-imprinting lithography Focused ion beam</p> </div> <div style="width: 48%;"> <p>NANOMATERIAL GROWTH</p> <p>Molecular beam epitaxy Depositions: chemical vapour – atomic layer – cluster beam – aerosol – pulsed laser Flame spray pyrolysis</p> </div> </div>
 <p>* Linked Third Parties</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>SIMULATION OF NANOSTRUCTURES</p> <p>Surface optical properties Electronic structure calculation Transport properties</p> </div> <div style="width: 48%;"> <p>NANO-CHARACTERISATION</p> <p>Structural & morphology Electronic & chemical Magnetic, optical & electric</p> </div> </div>

-a new advertisement for IOP journal:

the widest range of tools
for your project at the nanoscale

 <p>LITHOGRAPHY & PATTERNING</p>	 <p>GROWTH & SYNTHESIS</p>
 <p>THEORY & SIMULATION</p>	 <p>CHARACTERISATION</p>

GET FREE ACCESS

<p>1 BROWSE & CHOOSE Visit www.nffa.eu, browse the offer & select the tools you need</p>	<p>2 SUBMIT YOUR PROPOSAL on our single-entry point</p>
<p>3 HAVE IT EVALUATED & ranked by an international peer-review panel</p>	<p>4 GET FREE ACCESS and receive a contribution for travel & accommodation costs</p>

NFFA-EUROPE offers coordinated access to experimental setups including nanofoundries and analytical large scale facilities, as well as to high-performance computing to perform comprehensive, interdisciplinary projects in nanoscience and nanotechnology.

NFFA-EUROPE tools are accessible free of charge to the scientific and industrial community and are assigned on the basis of scientific excellence.

WWW.NFFA.EU 



This research project has received funding from the EU's H2020 framework programme for research and innovation under grant agreement n. 654360



-a new exhibition booth for conferences and other events:

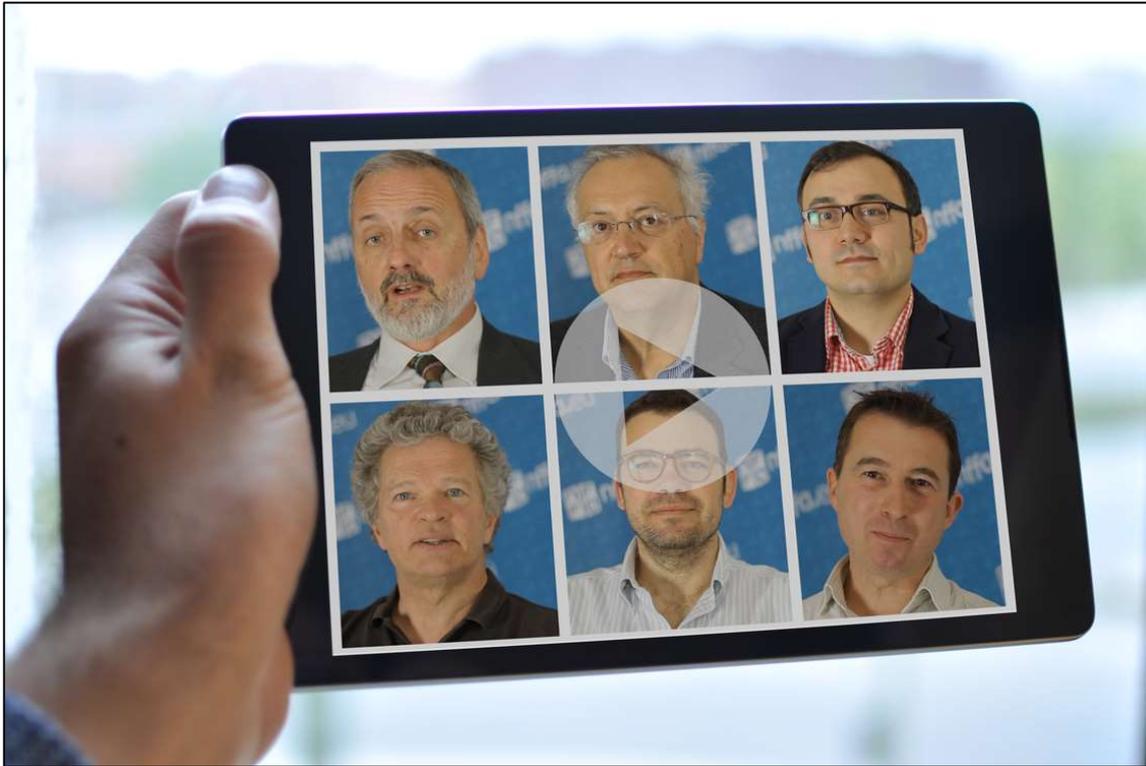


Videos

Short videos to promote the project and raise awareness about its offer are also envisaged for Task 11.2.

A first video has been developed at M18 and aired officially during the first Scientific Workshop which took place in Trieste in March 2017. The video, inspired by the project leaflet, has animations showing the different tools and techniques provided by the installations offered by NFFA-EUROPE as well as a short explanation of the steps required to gain access to them. The full storyboard is detailed in milestone MS4 and the video can be watched at <https://youtu.be/SVKTYZOOAUc> .

A second video is currently in the final editing stage and will be ready in the upcoming weeks. It contains clips made in during the Kick-off meeting. The footage includes short interviews in which the project coordinator and other partners talk about the project and what the different installations have to offer to academia and the industry. Small animations have been added in between each clip in order to make the video flow more smoothly and highlight the most important things that have been said in the interviews. The video also includes clips of a user from academia and one from the industry who share their opinion and personal experience in the context of NFFA-EUROPE.



The storyboard is as follows:

The first part of the video describes what the project is about, how the offer is distributed, the different tools and techniques offered at the different installations and who can access them:

- **Introduction of the project**, Giorgio Rossi, PROJECT COORDINATOR
- **NFFA-Europe for academia and industry**, Ed Mitchell, ESFR
- **Introduction of the offer**, Giorgio Rossi, PROJECT COORDINATOR
- **INSTALLATION 1- Lithography & patterning**, Yasin Ekinci, PSI
- **INSTALLATION 2- Growth & Synthesis**, Xavier Obradors Berenguer, ICMA-B-CSI
- **INSTALLATION 3- Theory & Simulation**, Stefano Fabris, CNR-IOM
- **INSTALLATIONS 4, 5, 6- Characterisation**, Dominique Maily, CNRS

The second part of the video is about user experience, from the academic and industrial points of view:

- **ACADEMIA**, Stephan Hofmann, UNIVERSITY OF CAMBRIDGE
- **INDUSTRY**, Luca Giannini, PIRELLI TYRES S.P.A.