First Open Call communications toolkit briefing

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## About this toolkit

Let’s get ready to spread the word about DIH².

All our communication actions have the primary objective of generating deal flow. This is measured by the number of startups that apply to DIH².

All communication tools exist to drive potential applicants to apply to the program.

DIH²’s first Open Call launches on 1st July 2019. The deadline to apply to the first stage is 31st October 2019 1pm CEST.

Website: [http://www.dih-squared.eu](http://www.dih-squared.eu/)

## 

## Fonts

Before using the toolkit, download the fonts used across all communications materials (for usage, please refer to pages 21 and 22 in the design style guide).

Raleway (Black) is the font used for all headlines.

Available on Google Fonts:

https://fonts.google.com/specimen/Raleway

Roboto (Regular) is used for all body text.

Available on Google Fonts:

https://fonts.google.com/specimen/Roboto

**Please ensure all of your communications use the fonts as outlined in the design style guide.**

## How to download the fonts:

If you use a PC:

1. Go to the Google Fonts website (use link above). You will find a scrollable list of fonts with the live preview. Select the two fonts and add them to your collection by clicking the plus button on the upper right corner of each font.
2. Open the drawer at the bottom of the screen where your selection is saved.
3. Click the “Download” icon on the upper right corner of the selection drawer.
4. Once downloaded, extract the zip file.
5. Open the font folder, right-click on the font and choose “Install.”
6. Enjoy using your font/fonts.

If you use a MAC:

1. Go to the Google Fonts website (see link above) the two fonts you want to install.
2. Open the drawer at the bottom of the screen.
3. Click the “Download” icon on the upper right corner of the selection drawer. The file will be saved as a zip drive.
4. Open your download destination and open the zip drive that you just downloaded. It will extract a zip folder.
5. Open Font Book on the Applications folder (in the Finder, choose Go > Applications).
6. Drag the zip folder (not the zip drive) over to Font Book.
7. Use your font/fonts.

## Toolkit contents

This toolkit includes the following:

|  |  |  |
| --- | --- | --- |
| **Communication materials** | **How to use them** | **KPI / Partner** |
| **[Social Media Designs](https://service.projectplace.com/pp/pp.cgi/r271887699) and** [**Suggested Posts**](https://service.projectplace.com/pp/pp.cgi/r174541017) | * If you need customised banners for a specific action, let us know. | * At least one post per social media channel per month. |
| [**Press release in English**](https://service.projectplace.com/pp/pp.cgi/r174541950)  **about the launch of DIH**[**2’s first Open Call**](https://docs.google.com/document/d/165IDqtt7hvoXOKEA1mMlxcxAnEjPmxHVj16x_klEp1M/edit%23) | * Send the press release to your media contacts or agency. * It will be necessary to translate the press release into your local language. | * Two press releases sent out at a national level. * At least five news clippings per press release. |
| [**Email Content**](https://service.projectplace.com/pp/pp.cgi/r150616555) **and** [**Community Partnership Benefits Document**](https://service.projectplace.com/pp/pp.cgi/r213220672) **for community partners** | * All partners must send an email to the entities you listed as potential multipliers of the DIH2 message. | * At least one external entity contacted by partner disseminating the open call. |
| **Public communications toolkit** | * Share this toolkit with relevant community leaders of start-up communities, vertical-related communities, etc. It will be included in the project website | * Panos from ED is working on including this in the website |
| **Include the companies scouted in the communications and dissemination file** | * Email the companies in your region to attract them to your local RobotDay. * Include the list of companies you will contact in a new sheet in your [dissemination plan](https://service.projectplace.com/#project/829296969/documents/1477726501) | * At least thirty Tech providers and thirty SMEs/Mid-Caps. |
| [**Text for the newsletter**](https://service.projectplace.com/pp/pp.cgi/r150616564) | * Include it in the organisation newsletter. | * At least two publications in the newsletter. |
| [**Presentation to use during Local RobotDays**](https://service.projectplace.com/#project/829296969/documents/23254323)**, Eventbrite template** | * Organise at least one info Local RobotDay about the DIH2 Open Call in your country. * Contact us if you would like additional documentation for your event. * Present the project at two or more events beyond the Local RobotDays. | * At least one local robot day before October 15th 2019. |
| **Materials for RobotDays** | * [Flyer](https://service.projectplace.com/#project/829296969/documents/23256981/47550182), [Rollup](https://service.projectplace.com/#project/829296969/documents/23313379). | Print the materials to disseminate the open call and as support for the Local RobotDays |

## You must update your [dissemination plan in ProjectPlace](https://service.projectplace.com/#project/829296969/documents/1477726501) with the actions to be done and done for the following dates:

1. Local RobotDays. At most on August 15.
2. All the actions done and to be done before September 10, the files will be reviewed and commented on the September 17 meeting.
3. All the actions done and to be done before September 10, the files will be reviewed and commented on the September 17 meeting.

## Questions?

If you have questions, please contact:

Paul Krishan (Funding Box): [paul.krishan@fundingbox.com](mailto:paul.krishan@fundingbox.com)

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## About DIH²

DIH² is a network of 26 European Digital Innovation Hubs (DIHs). Our objective is to grow this network to over 170 DIHs by 2022. Led by Teknologian tutkimuskeskus VTT Oy, the network has a total of 37 European partners (see annex 4).

The ultimate goal of DIH² is to establish a sustainable network of robotics DIHs, endowed with tools and procedures, to facilitate the commercialisation and broad uptake of Agile Production by manufacturing SMEs and Mid-Caps.

DIH² offers a number of benefits:

* A Common Open Platform Reference Architecture for Agile Production which can be instantiated to serve the needs of any Manufacturing SME by means of selecting and integrating a set of Robotic-based Open Standard Enablers [ROSE-AP].
* A Technology Transfer Program bringing support to the best in class Technology Transfer Experiments.
* A marketplace as one-stop-shop for SMEs with access to premier-class technical and non-technical services.
* A Corporate Sponsorship Program to support DIHs in liaising with component and robot suppliers, and system integrators.