



## D7.3

# Dissemination Media and Materials (additional report)



This project has received funding from the European Union's Horizon 2020 Innovation Programme under Grant Agreement No 822717.

## Project

Acronym: **MICADO**

Title: Migrant Integration Cockpits and Dashboards

Coordinator: HafenCity University Hamburg

Reference: 822717

Type: Innovation Action

Programme: HORIZON 2020

Theme: Addressing the challenge of migrant integration through ICT-enabled solutions  
(DT-MIGRATION-06-2018)

Start: 1 January 2019

Duration: 42 months

Website: [www.micadoproject.eu](http://www.micadoproject.eu)

Consortium:

- **HAFENCITY UNIVERSITÄT HAMBURG** (HCU), Germany
- **FREIE UND HANSESTADT HAMBURG** (FHH), Germany
- **HAMBURGISCHES WELTWIRTSCHAFTSINSTITUT GEMEINNÜTZIGE GMBH** (HWI), Germany
- **UNIVERSITEIT ANTWERPEN** (UANTWERPEN), Belgium
- **OPENBAAR CENTRUM VOOR MAATSCHAPPELIJK WELZIJN VAN ANTWERPEN** (OCMW Antwerpen), Belgium
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- **TECHNISCHE UNIVERSITÄT WIEN** (TU WIEN), Austria
- **SYNYO GmbH** (SYNYO), Austria

## Deliverable

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**D7.3**

Title:

**Dissemination media and materials (additional report)**

Lead beneficiary:

SYNYO GmbH

Work package / Task:

WP7 / T7.3

Dissemination level:

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Nature:

Websites, patent filings, videos, etc. (DEC)

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**Disclaimer:** The content of this publication is the sole responsibility of the authors, and in no way represents the view of the European Commission or its services.

HISTORY OF CHANGES			
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V 1.0	20/03/2019	first version	Carmen Munteanu (SYNYO)
V 1.1	24/03/2019	modifications	Jonathan Haring, Leo Mörtenhuber (SYNYO)
V 1.2	28/03/2019	comments	Marie Malchow (HCU)
V 2.0	29/03/2019	final version	Carmen Munteanu (SYNYO)

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## Executive summary

This report represents the Additional report to D7.3 Dissemination media and materials.

The deliverable thus includes the corporate identity of the MICADO project and templates for presentations and reports. Furthermore, layouts for leaflets, fliers, roll up banners and social media posts have been designed and presented. The templates will be shared amongst partners to be used for a uniform communication of project activities.

The last section of the deliverable shows the project website and social media channels which will be used for communication and dissemination of project activities, news and outcomes.

The current materials are the initial identity kit, but will be updated whenever the team identifies the need for additional ones. Thus, this deliverable will be updated in upcoming deliverables (D7.6, D7.7, D7.8 Project communication and dissemination report I, II and III) as well as in the periodic and final reports if necessary.

## 1 MICADO Identity Kit

In order to conduct efficient and uniform communication of project activities and dissemination of project outcomes, the MICADO project will include an Identity Kit, which is shared with all partners to be used in promotion activities.

The initial kit contains:

- Project logo in different versions;
- Colours to be used in the communication and dissemination materials;
- Report and presentation templates;
- Templates for fliers and leaflets;
- Social media visual posts/banners;
- Rollup banners.

Whenever new materials are being developed, they will be included in the Identity Kit and shared with all the partners to be used for dissemination and communication purposes.

### 1.1. Logo and colours

Different graphic designers part of the MICADO consortium have designed their own versions of the logo. Following a democratic approach, the most popular versions were implemented a round of feedback and put up for vote one more time. One version won the majority of the votes and it was one more time adapted to everyone's liking. The result can be seen in Figure 1 MICADO Logo.



**Figure 1 MICADO logo**

The round and friendly aesthetics of the MICADO Logo represent the safe and welcoming process of migrant integration. The symbol around the letter "d" stands on the one hand for data services on which the project builds upon, and on the other hand it represents the start and finish of a journey. In Figure 2 (below), the logo can be found in different colour options and sizes.

**Figure 2 Different versions of the MICADO Logo****Figure 3 MICADO Identity colours**

In Figure 3, the primary and secondary colours used for the logo and in the identity of all dissemination materials and templates are shown.

## 1.2. Reports template

The reports templates are to be used especially for submission of project deliverables. The consortium wishes to ensure the same overall visual identity when publishing them.

**Project**

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 Coordinator: HafenCity University Hamburg  
 Reference: 822717  
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 - SYNNO GmbH (SYNNO), Austria

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Figure 4 MICADO template (cover and first page)

version	date	comment	author(s)
V 1.0	DD/MM/YYYY		Name Surname (ORG), Name Surname (ORG)
V 2.0			Name Surname (ORG)
V 2.1			Name Surname (ORG)
V 3.0			Name Surname (ORG)

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Figure 5 MICADO template (3rd and 4th pages)

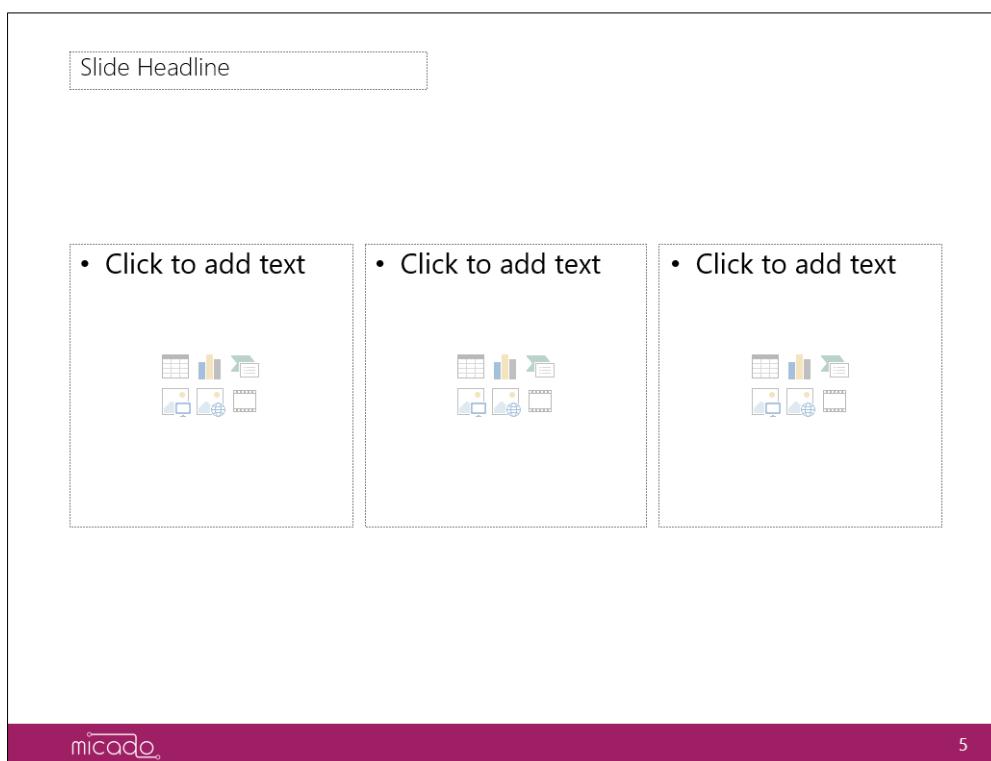
## Figure 6 MICADO template (content and references)

The report template includes information on the project and the consortium as well as pre-defined data to be entered for each report/deliverable for easy identification of the Work Package, authors, contributors and reviewers, but also history of changes to track different versions.

### 1.3. Presentation template



**Figure 7 MICADO presentation template**



**Figure 8 MICADO presentation template slide example**

The MICADO presentation template includes different layout slides to be used when presenting the project to external parties.

## 1.4. Visual templates

In this section, various templates for visual communication and dissemination materials are being presented. Leaflets and roll-up banners will be used to advertise the project at conferences and other events, while social media templates will be used as a basis for visual dissemination of short text extracts on social media.

### Leaflets



Figure 9 Leaflet templates



Figure 10 Leaflet templates 2

### Social media banners



**Figure 11 Social media banners (templates)**

### Roll up banners



**Figure 12 Versions of roll up banners**

## 2 MICADO online dissemination channels

### 2.1. MICADO project website

The project website is the main instance for communication and dissemination of project activities and outcomes. It includes general information on the project, consortium, contact details and project structure. Its content will be updated as soon as new information is made available. Below, some screenshots of the website (available at [www.micadoproject.eu](http://www.micadoproject.eu)) are presented.

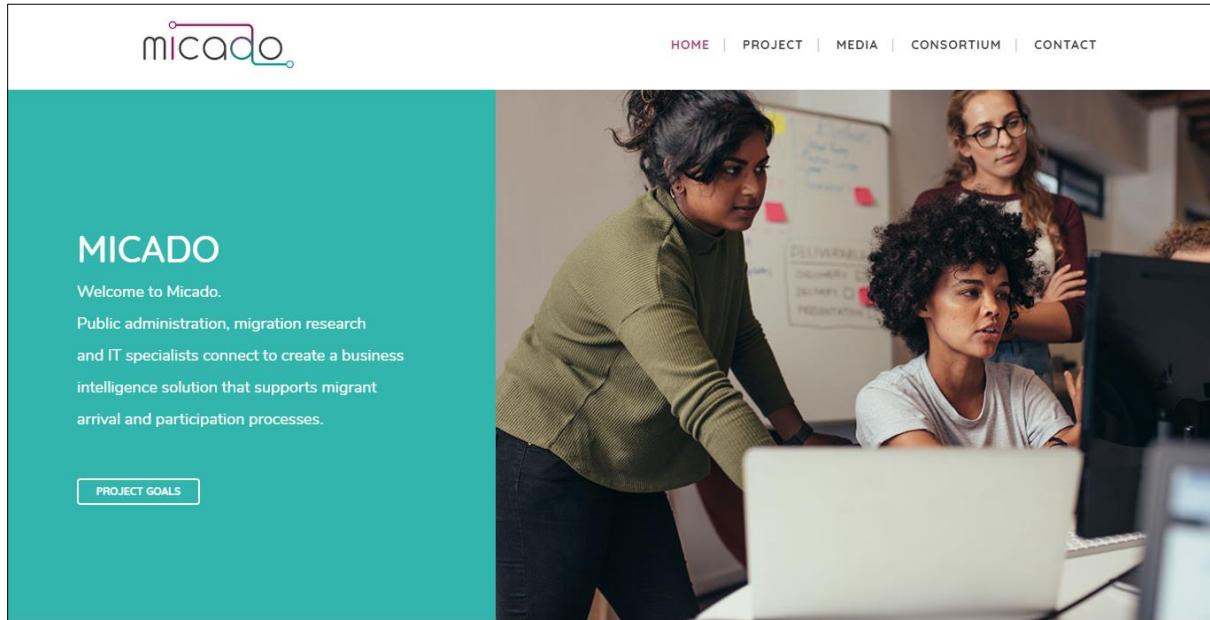


Figure 13 Homepage of the MICADO project website



### What is MICADO?

In "MICADO: Migrant Integration Cockpits and Dashboards", experts from public administration, migration research, and IT create an EU-wide applicable business intelligence solution in support of migrant arrival and participation processes, and pilot it in Antwerp, Bologna, Hamburg, and Madrid. The solution leverages existing and new data to design attractive digital services for three user groups: 1) public authorities for labour, health, education and housing, 2) engaged civic society, and 3) migrants and refugees. Added value is generated by a) delivery of customized information and services via user-centric interfaces (dashboards, cockpits); b) gathering of data consensually provided by migrants and helpers in their cockpits; c) creation of strategic operational knowledge through data analysis and visualisation; and d) direct communication and data exchange between involved stakeholders and institutions. Key technical elements are chatbot language interfaces and automatic translation services for the migrants' cockpit, which facilitate access to integration services, communication with authorities, and data acquisition.

Besides the technical solution, MICADO will create a universal service package, e.g. location and activity mapping, personal profiling, or matchmaking for mentors, jobs, education, etc.

These will all be defined in an extensive demand analysis and co-creation process with local communities and institutions. In co-design sessions user groups will define the technical demands and requirements for technical design and development. The resulting MICADO solution will monitor pilot implementations in the four cities within the communities and institutions, results of which are fed back into final iterations of technical development of the project partners. In the final phase, co-development activities with local communities and institutions ensure uptake and local adaptation of the MICADO solution, and initiate context-specific modifications.

Figure 14 Project summary on the project website

### Project Goals

**01 Successful Integration**

by exploiting advanced data science and technology, the MICADO project contributes to the successful integration of migrants into host communities, and to building up capacity for responding to future migration challenges and developments on institutional and personal levels. It helps to facilitate migrants' access to regular social systems (e.g. housing, education, health care, labour) with more efficient and more effective digital services, thus lowering socio-economic effort expenditure in migrant integration, both for host economies and individuals.

**02 Empowerment**

MICADO empowers Public Authorities (i.e. local authorities in charge of managing the reception systems in the local contexts) and local communities that attend migrants from their moment of arrival in the EU. Also, MICADO empowers migrants – mainly but not exclusively asylum-seekers and refugees – by enabling essential communication, orientation, and navigation within their new life environments.

**03 Social Cohesion**

MICADO helps to strengthen cohesion in local societies and communities by involving end-users in the development of migrant integration services early-on. By delivering valuable information to all relevant stakeholders and funnelling added value in all directions, it builds up trust and contributes to a fact-based perception of migration issues.

**Figure 15 Project goals explained at a glance on the project website**

### Project Results

**Out-of-the-box, One-fits-all solution**

The MICADO solution is an integrated "out-of-the-box" system which provides digital tools for managing the integration of migrants in urban societies across the EU. By exploiting state-of-the-art data technologies, it consolidates and valorises migrant-related data from local, regional, and national sources.

While an intelligent data platform manages these information as backend infrastructure, interactive frontend applications (so-called data dashboards and cockpits) provide analytic and synthetic services in support of migration-related key issues e.g. work, housing, health, or education etc. With a "one-fits-all" approach, the basic or "universal" MICADO solution comprises a set of services applicable to all cities and regions involved in the project. This concept of offering a "ready-to-use" solution represents the boost that many Business Intelligence projects lack. With this approach, municipalities can adapt the solution to their respective challenges without having to have cross-department expertise to manage migration in their respective cities. Through the input of local data the visualization tools will provide programmed insight based on that input.

**Figure 16 Overview of expected project outcomes on the project website**

## 2.2. MICADO social media channels

At the submission date of this report, the consortium has only decided to use Twitter as a social media instance for the project communication and dissemination (account MICADO H2020). However, in 3 months' time, a further assessment will be made and if needed, new channels are being considered (e.g. Facebook, LinkedIn, YouTube, Instagram). The first update will be provided in D7.1 Exploitation and Dissemination Plan.

## 2.3. Other online channels

In deliverable 7.2 Communication plan, Policy brief, all organizational channels of the project partners are being presented. They will be used as well for dissemination and communication purposes of the MICADO project. It is important to note that the respective channels already have a target audience, which will have to be redirected to the MICADO instances.

### 3 Annex overview

**MICADO identity kit**

**MICADO deliverable template**

**MICADO presentation template**

# **MICADO Identiy Kit**

Logos, Colours, Print Materials, compact in Slides



migrant integration cockpits & dashboards

SYNYO GmbH

Version 0.1

# Content

01 Identity Overview

02 Logo

03 Color

04 Picture Language

05 Leaflet Cover Page

06 Twitter Banners

07 Roll Up

# 01 Identity Overview



Logo A: Subline



## Logo B: Without Subline

Quicksand Regular 123456789"?!  
Quicksand Light 123456789"?!  
**Quicksand Bold** 123456789"?!

## Fonts



## Cover Pages



## Colors



RGB 158/31/99  
HEX #9E1F63  
CMYK 35/100/35/10



RGB 66/66/66  
HEX #424244  
CMYK 1/1/1/89

Rollup

## 02 Logo



The round and friendly aesthetics of the MICADO Logo represent the safe and welcoming process of migrant integration. The symbol around the letter "d" stands on one hand for data services on which the project builds upon, and on the other hand it represents the start and finish a journey.

## 02 Logo

Logo RGB



Logo Solid Black



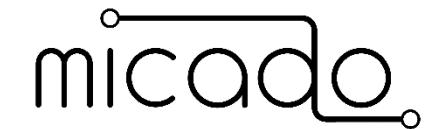
Logo Solid White



Clearspace



Print: 47 x 18 mm  
Digital: 264 x 102 px



Minimum Size:

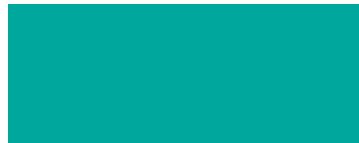


Print: 20 x 8 mm  
Digital: 128 x 42 px

# 03 Color



## Primary Colors



RGB 158/31/99  
HEX #9E1F63  
CMYK 35/100/35/10

RGB 0/167/157  
HEX #00A79D  
CMYK 80/10/45/0

RGB 66/66/66  
HEX #424244  
CMYK 1/1/1/89

## Secondary Colors

80 % Opacity



RGB 177/76/130  
HEX #B14C82  
CMYK 32/84/22/1

RGB 51/148/176  
HEX #33B8B0  
CMYK 71/2/37/0

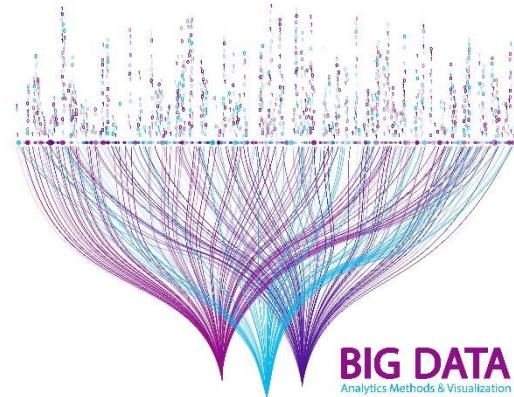
60% Opacity



RGB 197/121/161  
HEX #C579A1  
CMYK 22/62/13/0

RGB 102/202/196  
HEX #66CAC4  
CMYK 56/0/28/0

# 05 Picture Language



Imagery featuring migrants(no faces/ not distinct) , technology, offices



# 07 Twitter Banners 1024 x 512 px



# 08 Roll Up

The image is a vertical collage of several photographs and logos. At the top is a stylized logo for 'micado' with a purple-to-blue gradient and a blue line forming a bracket-like shape above the 'o'. Below it is the text 'migrant integration cockpits & dashboards'. The central part of the collage shows multiple hands holding and interacting with smartphones. In the bottom right corner, there is a grid of logos for various partners: HCU Hamburg (with a red castle logo), Gerd (with a blue square logo), disqapular (with a blue and white geometric logo), CSI (with a blue and white logo), TU Berlin (with a blue square logo), and others like AEGEAN, University of Salamanca, and Universitat de València.



# micado

migrant integration cockpits & dashboards

**DX.X**

**Name of Deliverable**



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# Project

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- **SYNYO GmbH** (SYNYO), Austria

## Deliverable

Number: **Dx.x**

Title: **Title**

Lead beneficiary: **XYZ**

Work package / Task: **WPx / Tx.x**

Dissemination level: **Public (PU) / Confidential (CO)**

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Due date: **DD/MM/YYYY**

Submission date: **DD/MM/YYYY**

Authors: **Name Surname, ORG**

Contributors: **Name Surname, ORG**

Review: **Name Surname, ORG**

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V 2.1			Name Surname (ORG)
V 3.0			Name Surname (ORG)

## Executive summary

Text

## Table of Content

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2	References.....	8

## 1 Headline 1

## 1.1. Headline 2

### **Headline 3**

#### **Headline 4**

Text Text<sup>1</sup> Text<sup>2</sup>

Regular quotes in text „like bla bla bla bla”,<sup>3</sup> that should be fine.

However, there could be longer quotes one might want to use:

Lore Ipsum etc. pp Lore  
Ipsum etc. pp

**Text**

Text

**Table 1: NAME**

<sup>1</sup> www.google.com

<sup>2</sup> Day and Gastel (2012)

<sup>3</sup> Nice in-text quote

<sup>4</sup> Extended, elaborate quote

## 2 References

**Literature:** (*Harvard Style*)

**Example:** Day, R. and B. Gastel (2012) *How to write and publish a scientific paper*. Cambridge.

**Websites:**

[www.google.com](http://www.google.com), retrieved on DD.MM.YYYY



# Presentation Headline

Presentation Sub-Headline

Presenter Name



Hamburgisches  
WeltWirtschafts  
Institut



OCMW  
Antwerp



ASP CITTÀ DI BOLOGNA  
Azienda pubblica di servizi alla persona





# Thanks For Your Attention!

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incident ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam minima veniam, quis nostrum.



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