



FAMILY

“Running in the FAMILY – Understanding and predicting the intergenerational transmission of mental illness”

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Deliverable 9.5

Marketing materials

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Dissemination Level		
PU	Public — fully open (automatically posted online)	X
SEN	Sensitive — limited under the conditions of the Grant Agreement	

Document History:

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V1	26/06/2023	Deliverable template	Juliane Dittrich, Nina Karguth (both partner concentris)	Neeltje Van Haren, Lisanne van Houtum (both partner EMC)
V2	28/06/2023	Final version		

SUMMARY

As WP leader of WP9, partner 8 (concentris) together with partner 1 (EMC) developed a web and print version of the FAMILY project brochure in order to make the general goal and specific objectives of FAMILY known to the scientific community, the general public, patients, and other stakeholders. For use by all partners within the consortium, an official letterhead, professional templates for PowerPoint (PPT) presentations, a roll-up banner, a newsletter template, social media channels, a project initiation form (together with WP2), as well as a training portfolio to identify the needs of early-career scientists (ECS) and monitor their progress throughout the project were designed. The project brochure, the roll-up banner, and templates are either publicly accessible and downloadable on the project website or made available for download on the project's intranet. The design elements, including the project logo, will appear on FAMILY presentations and dissemination activities to guarantee corporate identity and growingly high recognition.

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1 INTRODUCTION

1.1 References to other FAMILY Documents

- FAMILY DoA
- FAMILY Dissemination and Communication plan (D9.2)

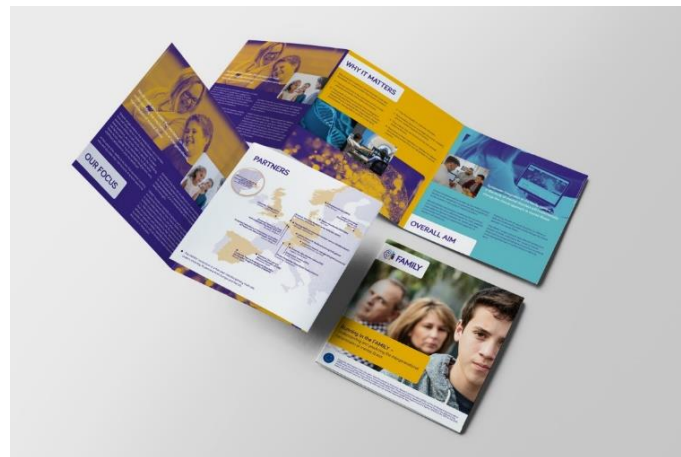
1.2 Definitions, Abbreviations and Acronyms

Abbreviation/ Acronym	DEFINITION
CA	Consortium Agreement
D	Deliverable
EC	European Commission
ECS	Early-career scientists
IP	Intellectual property
PPT	PowerPoint
PU	Public
IB	Impact Board
WP	Work Package

2 MARKETING MATERIALS

2.1 Project brochure (flyer) for scientists and laymen

The FAMILY consortium designed and developed a project brochure (web and print version) explaining FAMILY's focus, aims, and approach for experts, and a second version was created for laymen. The brochure is available on the [Downloads](#) page of the FAMILY website, as well as on the project's intranet, and can be shared with the scientific community at national and international conferences, patients and patient organisations, industry stakeholders, as well as the general public.



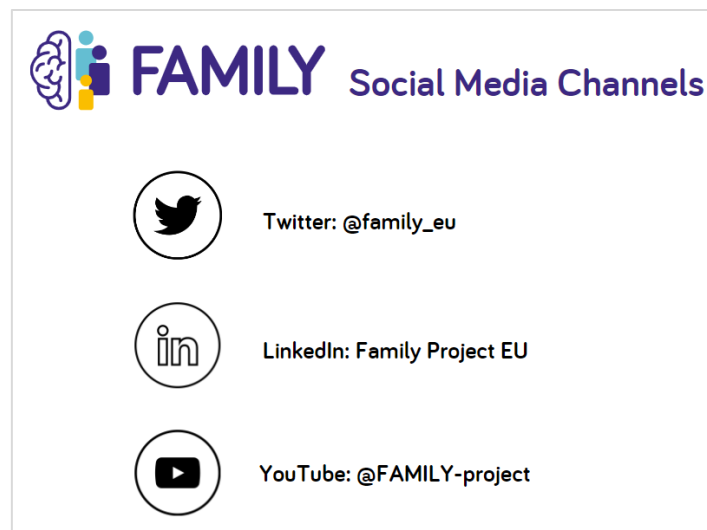
2.2 Roll-up banner

The FAMILY consortium designed a roll-up banner explaining and visualizing the aim, the purpose and the approach of the FAMILY project. The roll-up banner is available on the [Downloads](#) page of the FAMILY website, as well as on the project's intranet. The banner can be printed and used as a self-supporting advertising display at scientific conferences, patient events etc. It can be also shared with the scientific community, patients and patient organisations, industry stakeholders, as well as the general public.



2.3 Social media

WP9 is responsible to create platforms for dissemination and communication about the FAMILY project. For that matter, several social media channels have been implemented in order to share project information, news and results. The channels are publicly accessible.



FAMILY Twitter account: https://twitter.com/family_eu
FAMILY LinkedIn account: <https://www.linkedin.com/company/family-project-eu/>
FAMILY project YouTube channel: <https://www.youtube.com/@FAMILY-project>

2.4 Professional templates

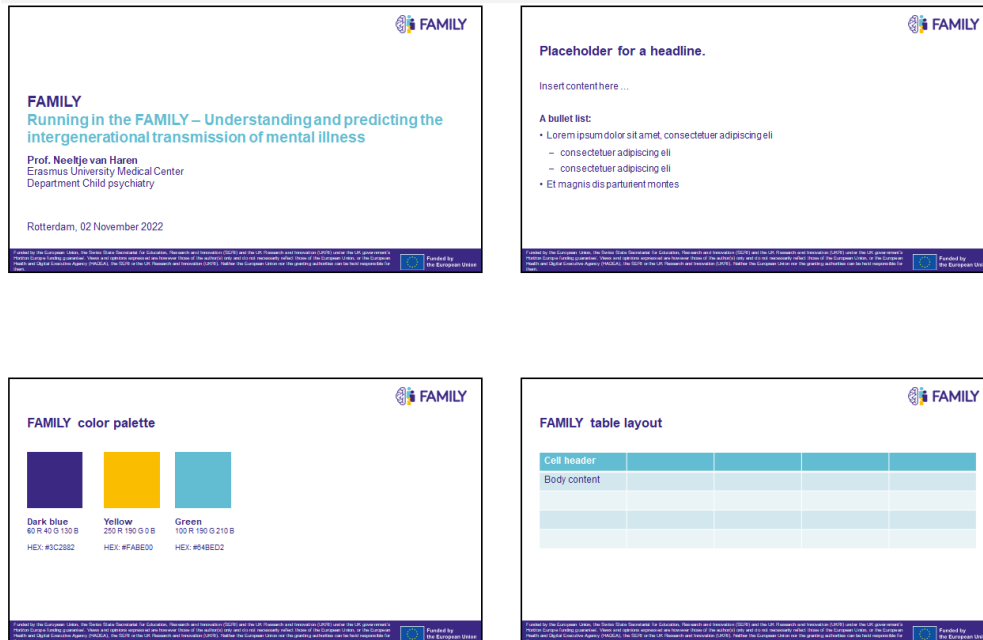
2.4.1 Official letterhead

This letterhead is used for important written communication about the project with the European Commission (EC), including the project officer, as well as external stakeholders. It is only available for internal use. Consortium members can download the template after logging into the password-protected FAMILY intranet (Keyways) that concentris provides.



2.4.2 PowerPoint template

The project presentation slides were professionally designed for FAMILY and also include the projects colour palette. The presentation slides have already been used consistently by all partners for the project Kick-off Meeting (1st GA Meeting), the 2nd Steering Committee (SC) Meeting and for the monthly SC telephone conferences. The PPT template can also be downloaded from the password-protected FAMILY intranet (Keyways).



2.4.3 Newsletter template

In order to keep all consortium members informed about FAMILY’s scientific progress, meeting minutes, new publications, new team members, awards, upcoming internal and external events, and other newsworthy developments, WP9 circulates an electronic newsletter after each SC telephone conference. The appearance and design will remain the same by using the same html-based template (designed in the online platform MailChimp) throughout the duration of the project. The first newsletter appeared in June 2023.



2.4.4 Project initiation form

To follow the publication rules defined in the Dissemination & Communication Plan (for details, please see D9.2) and obey the rules on intellectual property (IP) protection laid out in the (confidential) consortium agreement (CA), as well as to establish and adhere to a standardised internal review process, consortium members are asked to fill out a project initiation form for all planned scientific manuscripts intended to publish FAMILY data and results, including review papers. The Impact Board (IB) and WP9 then track manuscripts and press coverage in an internal dissemination tracker.

2.5 Trainee templates

2.5.1 Training portfolio template

WP9 requires and supports all ECS who work on FAMILY to develop personal training portfolios specifying their personal training objectives, educational needs, and career-advice wishes. These portfolios will be updated each year and are discussed with their institutional supervisor and his/her mentor (another senior scientist from the consortium) who ensure that each ECS optimally benefits from FAMILY-initiated training opportunities, including talks, poster presentations, and workshops at relevant scientific conferences, but also co-deciding, amongst other things, on the topics and speakers of the annual FAMILY Masterclasses.

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