



# CCI

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DPT-i  
Institut für angewandte  
Präventionsforschung



University of Applied Sciences  
The Netherlands



LOBA  
CUSTOMER  
EXPERIENCE  
DESIGN



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 787100

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DELIVERABLE 10.4

# Communication Materials

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Public

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**Leader**  
LOBA

**Authors**  
Alexandre Almeida  
Catarina Pereira

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H2020

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October 2018

## CONTRIBUTORS

| NAME              | ORGANISATION |
|-------------------|--------------|
| ALEXANDRE ALMEIDA | LOBA         |
| CATARINA PEREIRA  | LOBA         |

## PEER REVIEWS

| NAME                       | ORGANISATION |
|----------------------------|--------------|
| JOÃO GASPAR                | LOBA         |
| CANDELA BRAVO              | LOBA         |
| PROFESSOR CAROLINE L DAVEY | USAL         |

## REVISION HISTORY

| VERSION | DATE       | REVIEWER | MODIFICATIONS   |
|---------|------------|----------|-----------------|
| 0.1.    | 21/03/2019 | -        | INITIAL VERSION |
| 0.2     | 28/03/2019 |          | FINAL VERSION   |

### Partners

The University of Salford; DSP-Groep BV; Rijksuniversiteit Groningen; The National Police of The Netherlands; Greater Manchester Police; Politsei- ja Piirivalveamet; Câmara Municipal de Lisboa; Landeskriminalamt Niedersachsen; Departament d'Interior - Generalitat de Catalunya; DPT - Deutscher Praventionstag; Forum Europeen pour la Sécurité Urbaine; LOBA

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# 1. Executive Summary

LOBA, as WP10 Leader, in close collaboration with the CCI consortium, is responsible for communication and dissemination activities throughout the CCI project. To ensure effective communication and dissemination, high-quality communication materials should be developed.

As outlined in the Communication Strategy in D10.1, different print, audio-visual and web-based materials will be produced. In addition, LOBA will produce a web series or documentary about petty crime in relation to the four CCI toolkits for LEAs and security policymakers. Later in the project, four videos will be produced, one for each PIM toolkit.

LOBA has already created and designed CCI promotional materials and project stationery, which is presented in this deliverable.

## Partners

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## 2. Introduction

This document represents the deliverable “D10.4 - Communication materials” developed under WP10 Dissemination, communication and exploitation, Task 10.4: Design and produce project communication materials. It aims to present the results concerning the development of CCI project promotional materials and stationery.

Up until 31 March 2019, the following promotional materials have been designed:

- Brochure
- Roll-up banner
- Pop-up display system

And the stationery includes:

- Business cards
- Letterhead paper
- Folder
- Branded pens and other materials

The promotional materials and stationery aim to support partners in their formal and informal dissemination and communication activities, such as in the reporting process (e.g. through use of a deliverable template), participation in events (through access to a CCI brochure, business cards, folders and letter-headed paper).

LOBA will develop additional materials during the project as results and outputs emerge. All the materials display the CCI project identity.

The logos, brand guidelines, promotional materials and stationery are available to all the partners in the project’s online project management system, Trello (<https://trello.com/>).

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## 3. Promotional Materials

In the following section the promotional materials are presented.

### 3.1. Brochure

The brochure, an informative paper document which can be folded, is a promotional document with information about the CCI project. The current brochure provides an overview of the project. The brochure will be updated during the project, so that it can be used to disseminate information about project results, toolkits, etc.

### 3.2. Roll-up banner

A roll-up banner has been designed for attracting interest from participants at events. The banner provides a brief project overview and refers to the four PIM Toolkits, as well as consortium partners.

### 3.3. Pop-up display system

A pop-up display system has also been designed, but not produced. The display system may be used at the final CCI conference event—if considered appropriate and practical by the project co-ordinator (USAL).

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## 4. Stationery

In the following section the stationery is presented.

### 4.1. Folder

The folder is a useful promotional tool to be used at events and meetings. It can serve different needs and purposes, supporting partners in gaining interest in CCI and disseminate relevant information — both in relation to internal and external stakeholders. The folder displays the visual identity of the CCI project and presents key information about the CCI project, partners' information, contact information and EU emblem.

### 4.2. Letterhead paper

The CCI A4 letterhead paper contains information about the project and has been produced for taking notes in events and meetings. It will be included in the folders and distributed among to all participants at CCI events. This letterhead paper can also be used to print official CCI documents.

### 4.3. Business cards

A business card was made with contact information, to provide an easy and professional way for CCI partners to share their contact details. There is the project logo, the name of person, the company, their role, the email and the skype ID. Each CCI partner who requests it, will have an individual business card.

### 4.4. Pens and other branded materials

Branded materials will be developed to be distributed at events, in order to raise brand awareness. These will include the CCI logo and website HTML. The branded materials that will be produced are: *whistle keychain, luggage locker and pens.*

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## 5. Conclusions

Promotional materials help CCI partners gain interest in the project and makes the project more memorable. The CCI materials produced are the voice of our project, and will send out a professional message to our stakeholders. The promotional materials and stationery are important communication tools to be used in both formal and informal contexts. Once produced, LOBA will send the communication materials to all partners, to be distributed by them in the CCI dissemination and communication activities. Additional promotional will be produced later in the project.

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## 6.2. Roll-up banner



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### 6.3. Pop-up display system



#### Partners

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## 6.4. Business Cards



### Partners

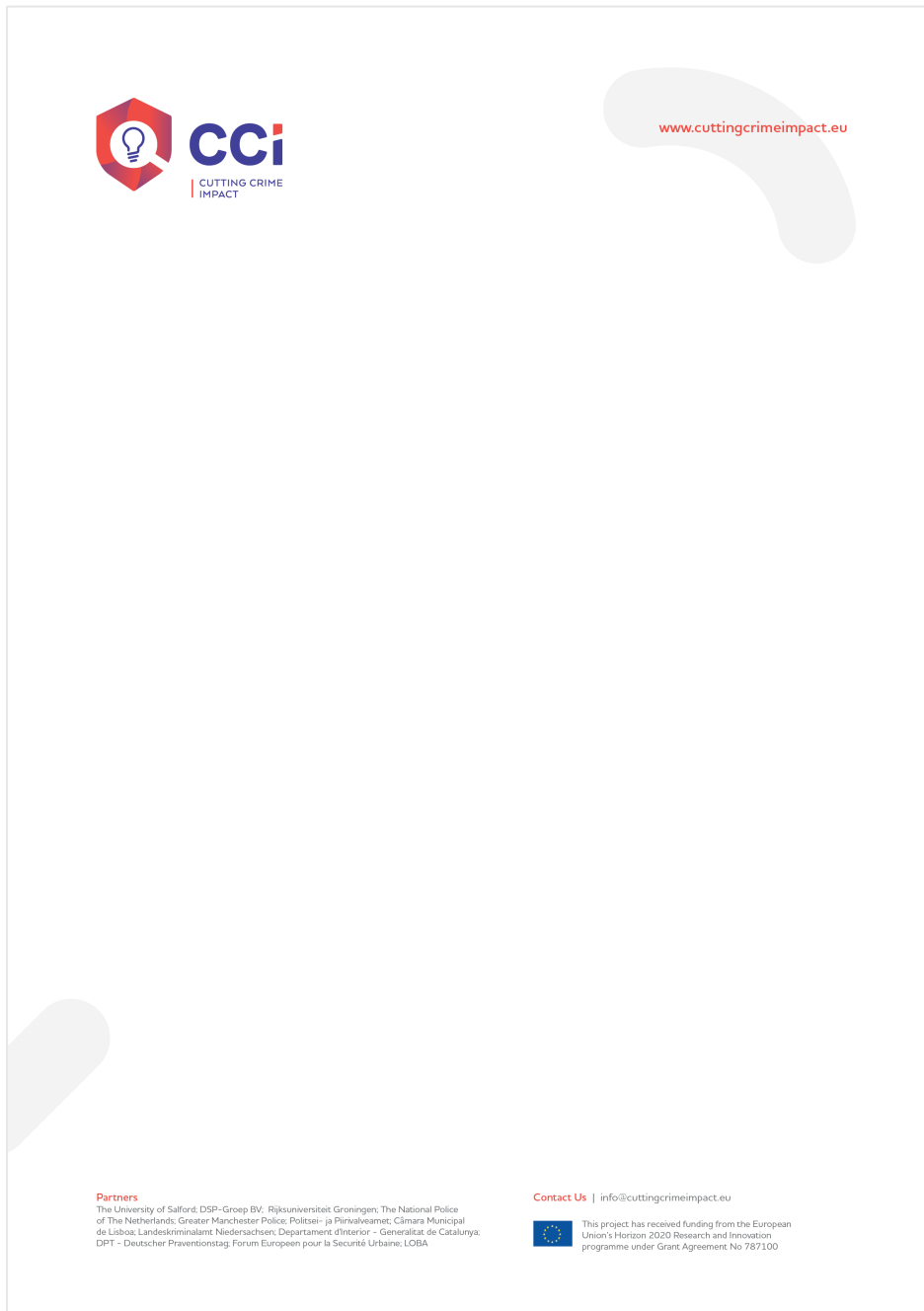
The University of Salford; DSP-Groep BV; Rijksuniversiteit Groningen; The National Police of The Netherlands; Greater Manchester Police; Politsei- ja Piirivalveamet; Câmara Municipal de Lisboa; Landeskriminalamt Niedersachsen; Departament d'Interior - Generalitat de Catalunya; DPT - Deutscher Präventionstag; Forum Européen pour la Sécurité Urbaine; LOBA

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## 6.5. Letterheaded Paper



### Partners

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## 6.6. Folder



### Partners

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## 6.7. Whistle Keychain



### Partners

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## 6.8. Luggage Locker



### Partners

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## 6.9. Pens



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