

PROMISE



*HORIZON-CL4-2024-DIGITAL-EMERGING-01-45*  
*Quantum sensing and metrology for market uptake (IA)*

**PROMISE**  
**PROtotypes of Mmagnetic Imagining Systems for Europe**

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Duration: 44 months

**= Deliverable D8.1 =**  
Initial communication kit

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Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

## PROMISE

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## Executive Summary

This deliverable outlines the initial communication and dissemination materials developed for the PROMISE project (PROtotypes of Magnetic Imaging Systems for Europe), funded under the Horizon Europe programme. It corresponds to Task T8.1 within Work Package 8, which aims to ensure effective communication of project objectives and outcomes to a diverse set of stakeholders, including researchers, industry professionals, policymakers, media, and the general public.

As of Month 4 (April 2025), the communication kit comprises essential assets to establish a coherent project identity and raise visibility. These include the project logo, which features a diamond motif in dark green tones symbolizing trust, sophistication, and environmental grounding; a professionally designed website built on WordPress; a concise and informative leaflet for events; a customizable presentation template; and a LinkedIn profile to engage the broader community through timely updates and partner spotlights.

The first press release, distributed after the Kick-Off Meeting in February 2025, achieved notable reach, with nearly 3,000 impressions and republication across several quantum tech media outlets. These early communication efforts are intended to create momentum and recognition as the project progresses toward delivering tangible results.

All materials will be regularly updated and expanded (e.g., with videos, posters, and additional social media outreach), ensuring alignment with emerging project milestones. Dissemination will adhere strictly to the PROMISE Consortium Agreement and EU guidelines, balancing visibility with the protection of intellectual property.

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## 1. Introduction

Deliverable D8.1 is associated with task T8.1 – “Dissemination and communication activities”. The objective of this task is to ensure that the results of the project will be disseminated to the European research and industrial community, will target all important stakeholders, and will assure an ongoing communication flow with the general public, the scientific community, technicians, experts, media, policymakers, industries, end-users.

This deliverable introduces the dissemination and communication materials available at the time of this document’s submission (i.e. M4 of the project). It describes both the physical and digital materials, how they will be used and how this portfolio can be expanded in the future to strengthen the project’s communication potential.

## 2. Dissemination materials

### 2.1. Logo

The project logo was prepared by the Dissemination Manager (DM) to establish a visual identity for the project and its consortium. The logo is used in all project-related communication materials, website, leaflets, as well as internal document templates and confidential materials. The logo has been presented to and approved by all partners involved in the project during the Kick-off meeting.

The main motive of the logo is the diamond, which is at the center of the PROMISE project. Darker tones of green in a logo evoke a sense of stability, trust, and sophistication. They suggest maturity and reliability, often associated with nature in a grounded, enduring way. This shade can also convey subtle luxury and prestige, making it ideal for use in combination with the diamond theme.



*Figure 1 PROMISE logo*

The specific colour codes present in the PROMISE logo are provided in the graphic below:

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Figure 2 PROMISE logo colour coding

This logo forms the basis of all communication materials that are or will be used in the project. Therefore, all subsequent materials presented in this document revolve around its diamond theme combined with green colour.

## 2.2. Website

The website was created using WordPress, an open-source software. WordPress started as a blogging system but has evolved into a full content management system that is entirely customisable and can be used for almost anything within the field of web design. It allows fast and reliable customisation and has a user-friendly back-office environment, which will simplify the requirement for regular updates and file uploads.

The PROMISE website consists of the following sections:

- 1) **Homepage** – including a brief concept, a “counter” feature with basic numbers about the project and a summary of the project’s main objectives.

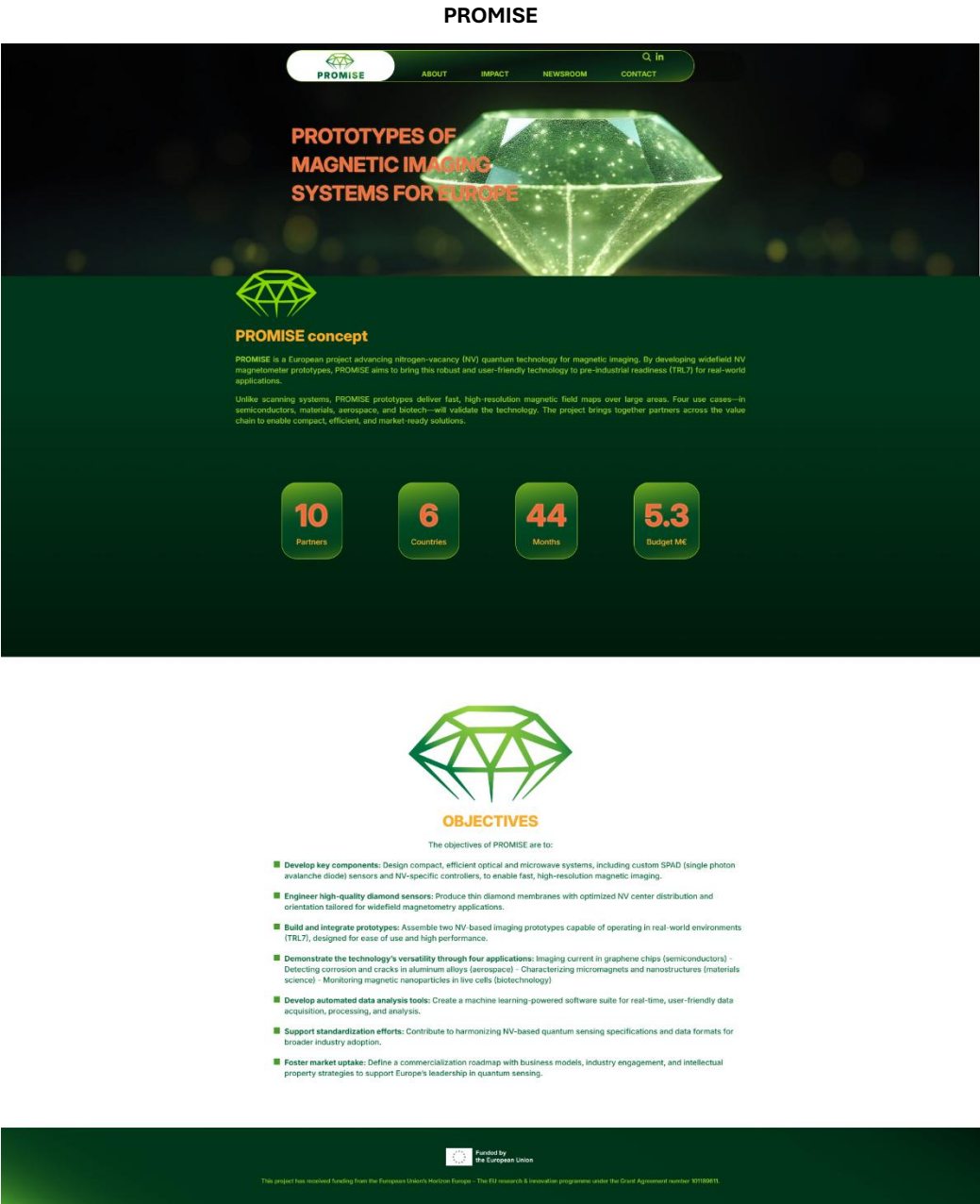


Figure 3 PROMISE website - homepage

2) **About** – section with basic information about the project, its Work Packages, depiction of the timeline and the consortium with more detailed descriptions of each partner available upon clicking on the respective tile.

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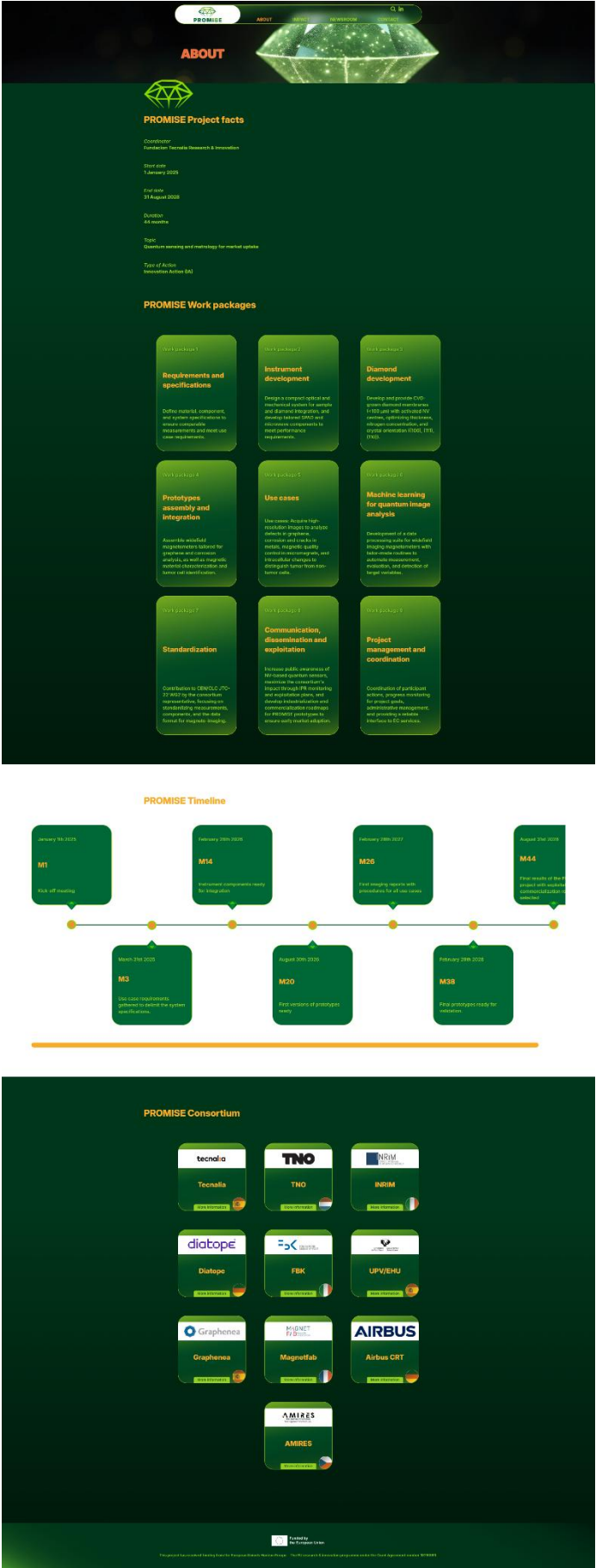


Figure 4 PROMISE website – About



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- 3) **Impact** – section describing the expected outcomes and impacts of the project, associated with testimonials from use case leaders. This part of the website also includes the results of the project in the form of public deliverables, publications and other results.

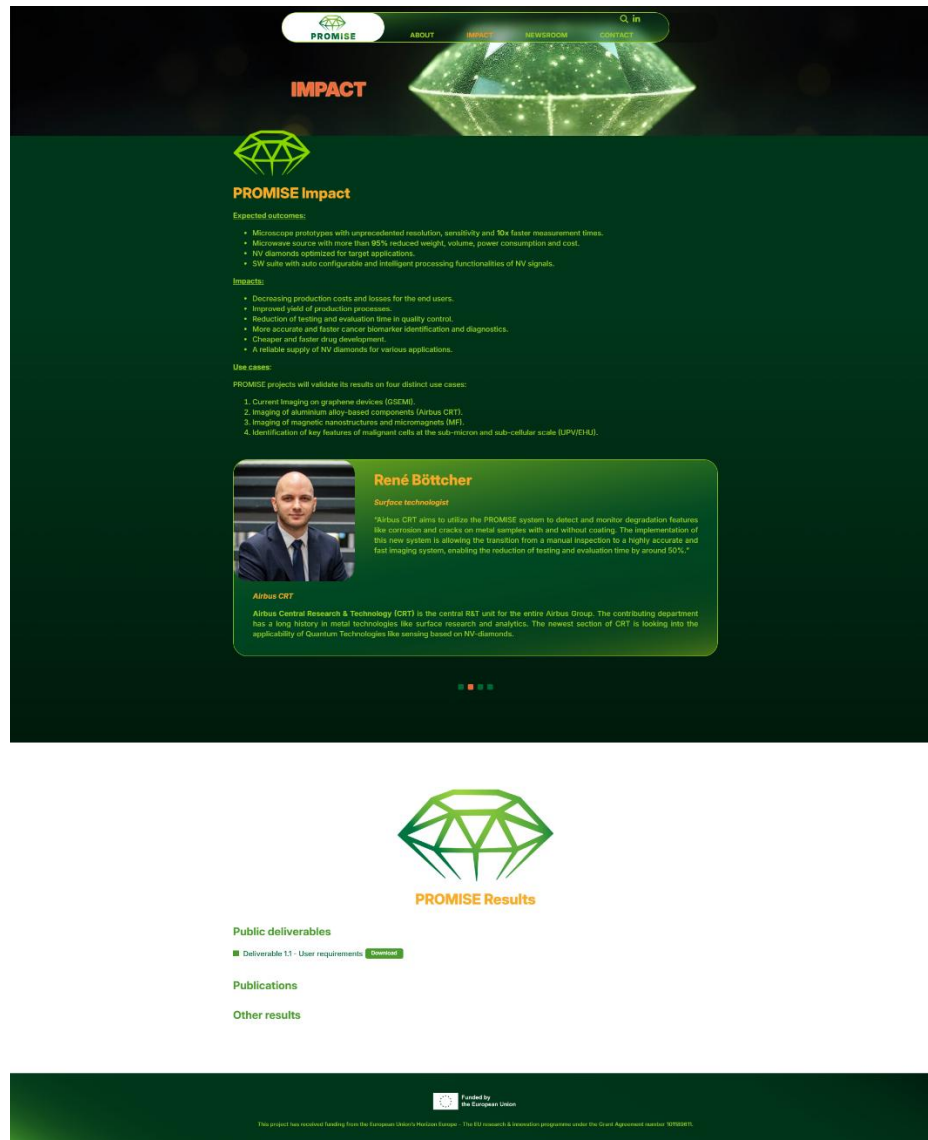


Figure 5 PROMISE website – Impact

- 4) **Newsroom** – with news articles and events (both past and future ones).

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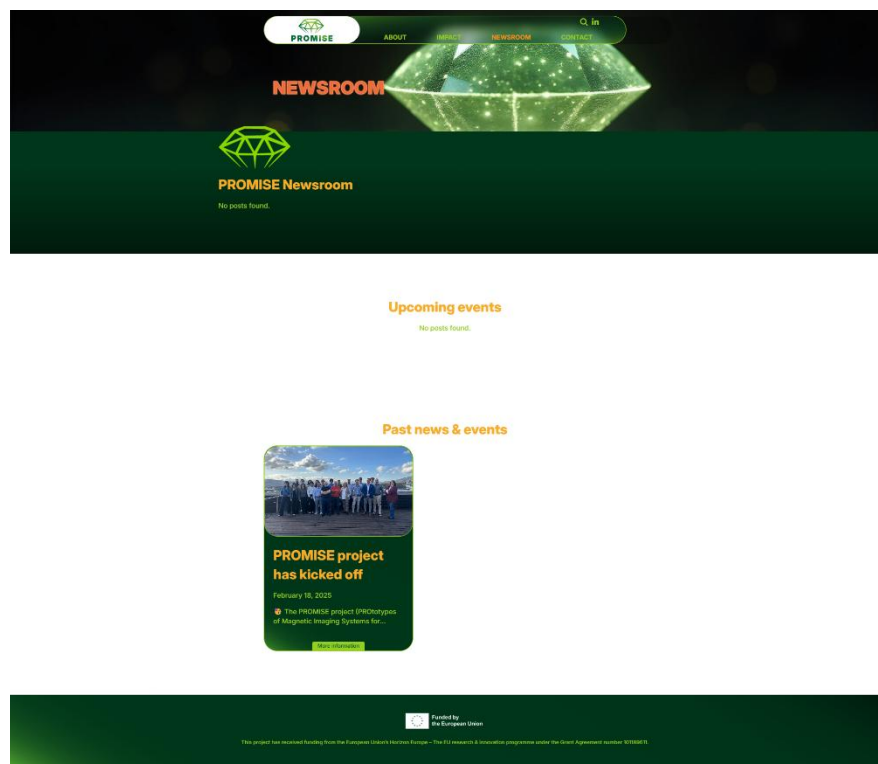
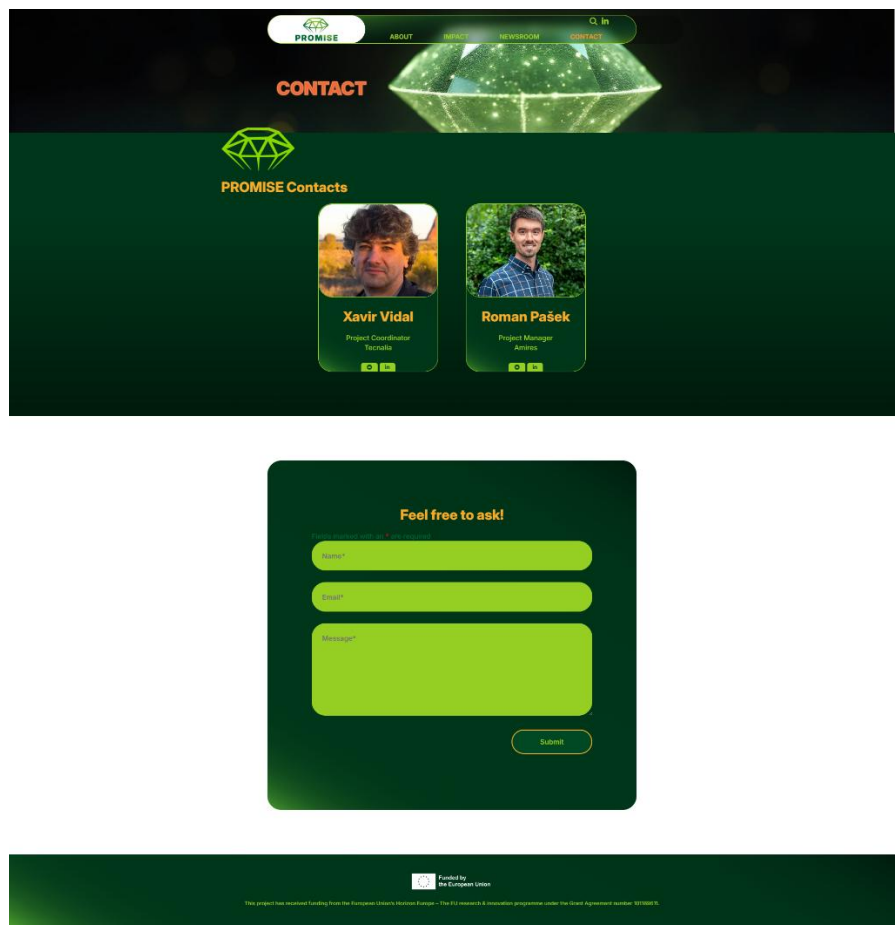


Figure 6 PROMISE website – Newsroom

- 5) **Contact** – with contact information of the Project Coordinator and Project Manager, and a contact form for inquiries.



The project will also be promoted through the PROMISE partners' websites (e.g., news and project sections). Additional information will be published throughout the project's lifetime. Beyond the periodic updates and

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publication of results, further website optimisation will ensure its positioning among the first search results for relevant keywords.

### 2.3. Leaflet

The project leaflet is a short print material to provide a brief overview of the project in an attractive text, to make the reader curious to learn more and visit the project's social media and website. The leaflet can be distributed at conferences, events, and on the premises of the partners. The front page provides a brief concept of the project and some basic facts. The back page describes the project's use cases, includes a map of the consortium and contacts. A QR code is also provided for easy access to the project website where more in depth information can be found.

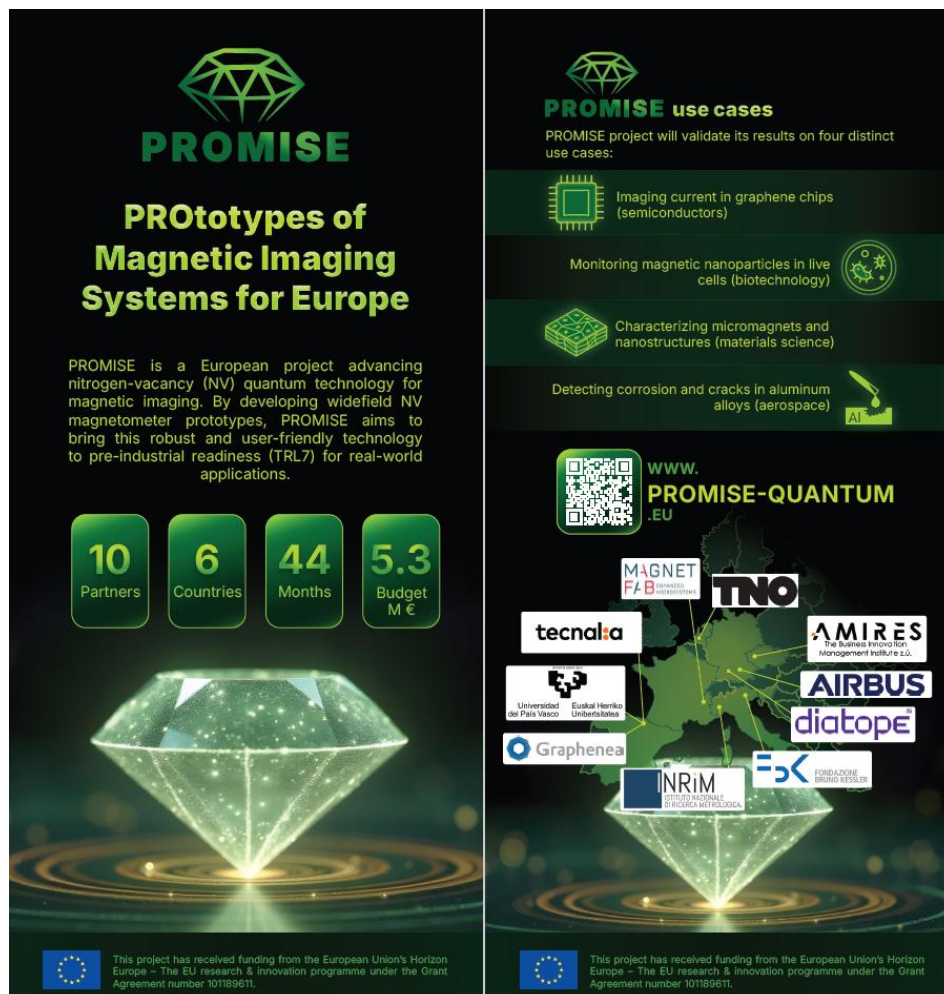


Figure 7 PROMISE leaflet front (left) and back (right) sides

### 2.4. Presentation template

A presentation template was created in order to harmonize the way the project is presented at various events by PROMISE partners and to make dissemination easier for them by providing them with a pre-made template.

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Figure 8 PROMISE presentation template

On top of the template, a general presentation was also created, forming a slide deck from which partners can use whichever slides will help them present the project at various occasions, to various audiences.



Figure 9 PROMISE general presentation example slides

## 2.5. LinkedIn profile

In addition to the webpage and print materials, a LinkedIn account has been set up to allow more dynamic updates of project progress, engage a wider audience and enable feedback from various audiences. The need to use additional social media will be assessed throughout the project based on the feedback from all partners.

Short news stories about the project and its development will be prepared and shared on the LinkedIn account, especially during events, conferences, and symposiums. Social media will also be used as a communication channel to disseminate potential clustering activities.

The LinkedIn profile was created in February 2025 (M2), shortly after the Kick-Off Meeting (KOM). Therefore, the first post was about the success of the KOM and that the consortium is looking forward to working together. The profile already gathered over 140 followers since by April 2025 (M4) and is expected to ramp up its following when significant results start to surface in the project.

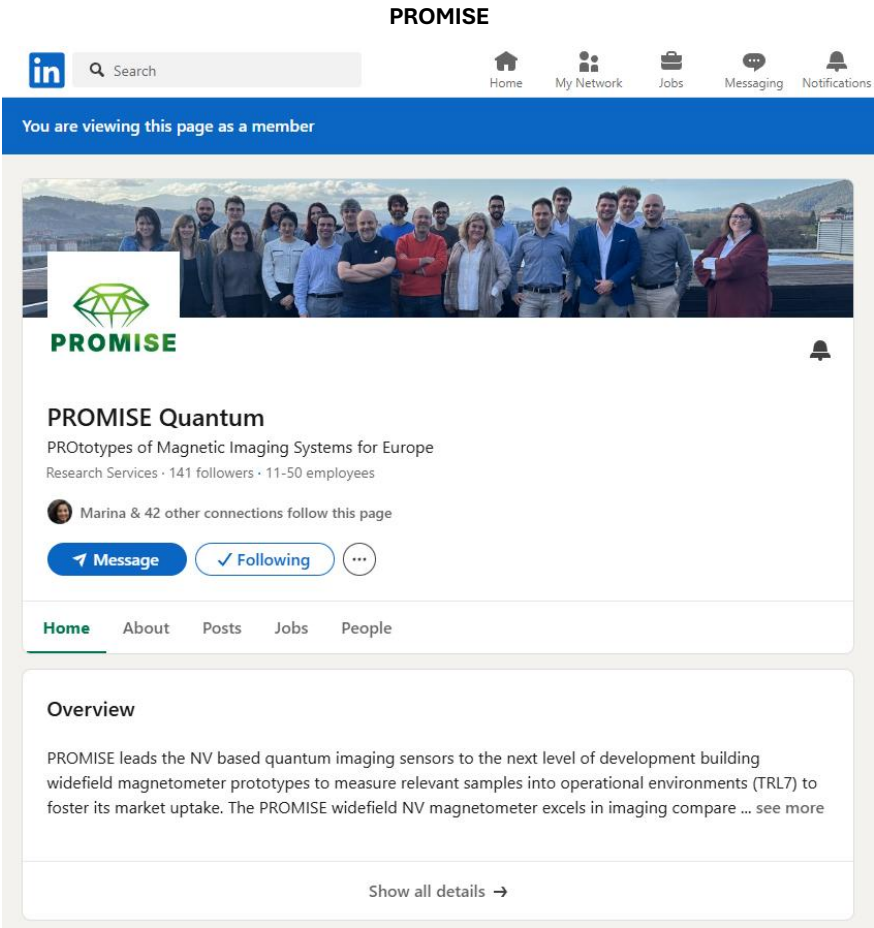


Figure 10 PROMISE LinkedIn profile

Since the project is still in its infancy and there are not many tangible results to talk about just yet, this “void” is being filled with regular content like partner profiles, as exemplified by the profile of the coordinator Tecnalia below:

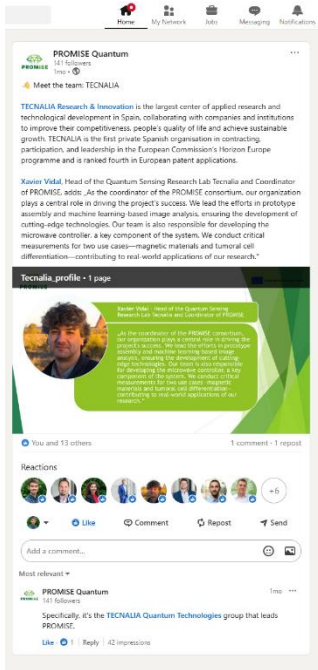


Figure 11 PROMISE LinkedIn profile series - Tecnalia

2.6. First press release



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The project's first press release was published shortly after the KOM in February 2025 (M2). It was shared via social media and via e-mail with a long list of media outlets and partners. The LinkedIn post gathered almost 3,000 impressions and got re-published by many news servers and media outlets, mostly those specifically targeting quantum technology audience like The Quantum Insider, Quantum Zeitgeist and Global Quantum Intelligence.



Figure 12 PROMISE first press release published on LinkedIn

Additional press releases are planned to follow major milestones in the project and publication of significant results that justify a more intense communication effort.

### 3. Conclusions

This document represents the Deliverable D8.1 Initial Communication Kit. It includes the first promotional materials for the PROMISE project to create awareness and inform the wide and various target audiences about the PROMISE project and its developments. These materials will be extensively used by PROMISE partners whenever they present at conferences, publish in journals and magazines, establish contacts with media, attend exhibitions, organize workshops, etc. The materials will be revised over the course of the project to integrate the project results as they are produced. Moreover, the communication kit will be expanded to include videos, roll-ups, poster and others, with additional communication means considered on a running basis.

When disseminating the results of the PROMISE project, the following sentence, alongside the EU emblem, will always be included: "This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101189611. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them."

The dissemination of the project's achievements should never jeopardize the potential protection of generated intellectual property and further industrial application. Therefore, before any dissemination activity (publication, presentation) strict rules of prior notice to all partners will be applied, according to EC guidelines and PROMISE Consortium Agreement: prior notice of any planned publication should be given to other consortium members at least 45 calendar days before the publication. The Dissemination Manager (ABIMI) will follow the approval processes and will act as an internal executive approval body for any dissemination/exploitation action organized by different partners.

### 4. Degree of progress

The deliverable is 100% complete.