



**NEW APPROACH TO INNOVATIVE TECHNOLOGIES
IN MANUFACTURING**

Deliverable 5.4

Publications and promotional materials

Work package No. 5 – Visibility & Social Media

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1. Introduction

In order to increase the visibility and promote the project, its goals and deliverables certain promotional activities have taken place. So far, they included short press releases and visual materials in the form of rollups.

2. NEPTUN Project – information available on the web

General information regarding Project NEPTUN outlining its goals, objectives and key products was published on the website of the Regional Horizon Europa Contact Point for Northern Poland:

<https://www.gov.pl/web/hpk-polska-polnocna/politechnika-gdanska-liderem-w-projekcie-neptun-realizowanym-w-ramach-programu-horyzont-europa2>

More extensive information about the project can also be found on the main webpage of GDANSK TECH. Apart from the general description of the project, this release includes information regarding the consortium and events that will take place within the project (241 views so far):

<https://pg.edu.pl/aktualnosci/2022-12/politechnika-gdanska-liderem-w-projekcie-z-programu-horyzont-europa>

Information regarding the latest project event, i.e. Project NEPTUN Industry and Stakeholders Info Day was also published on the website of the Faculty of Mechanical Engineering and Ship Technology. This information received 90 views so far):

<https://wimio.pg.edu.pl/aktualnosci/2023-01/stakeholders-and-industry-infoday-czyli-co-nowego-w-projekcie-neptun>

Information about the project and its goals was also published on the website of the Faculty of Management and Economy (130 views):

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<https://zie.pg.edu.pl/aktualnosci/2022-12/pracownicy-wzie-w-projekcie-neptun-w-programie-horyzont-europa>

Information about the project NEPTUN can also be found on Polish Science website

<https://polishscience.pl/pl/politechnika-gdanska-liderem-miedzynarodowego-projektu-neptun/>

3. Rollups

In order to increase the visibility of the project and to expose its logo and consortium two rollups were created. The rollups will be used during the events realized within the project activities. The rollups debuted during the NEPTUN Project Industry and Stakeholders Info Day which was held on January 12, 2023.





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4. Conclusions

Members of the Project Team are aware of the importance of appropriate visibility and promotion of the project and activities that take place within its framework. There are plans to increase the visibility by means of, for example, videos and other promotional materials to ensure that the project is known not only to the parties that are directly involved in it, but also to the stakeholders and industry, which is of utmost importance and has a significant impact on the overall success of the NEPTUN project.

