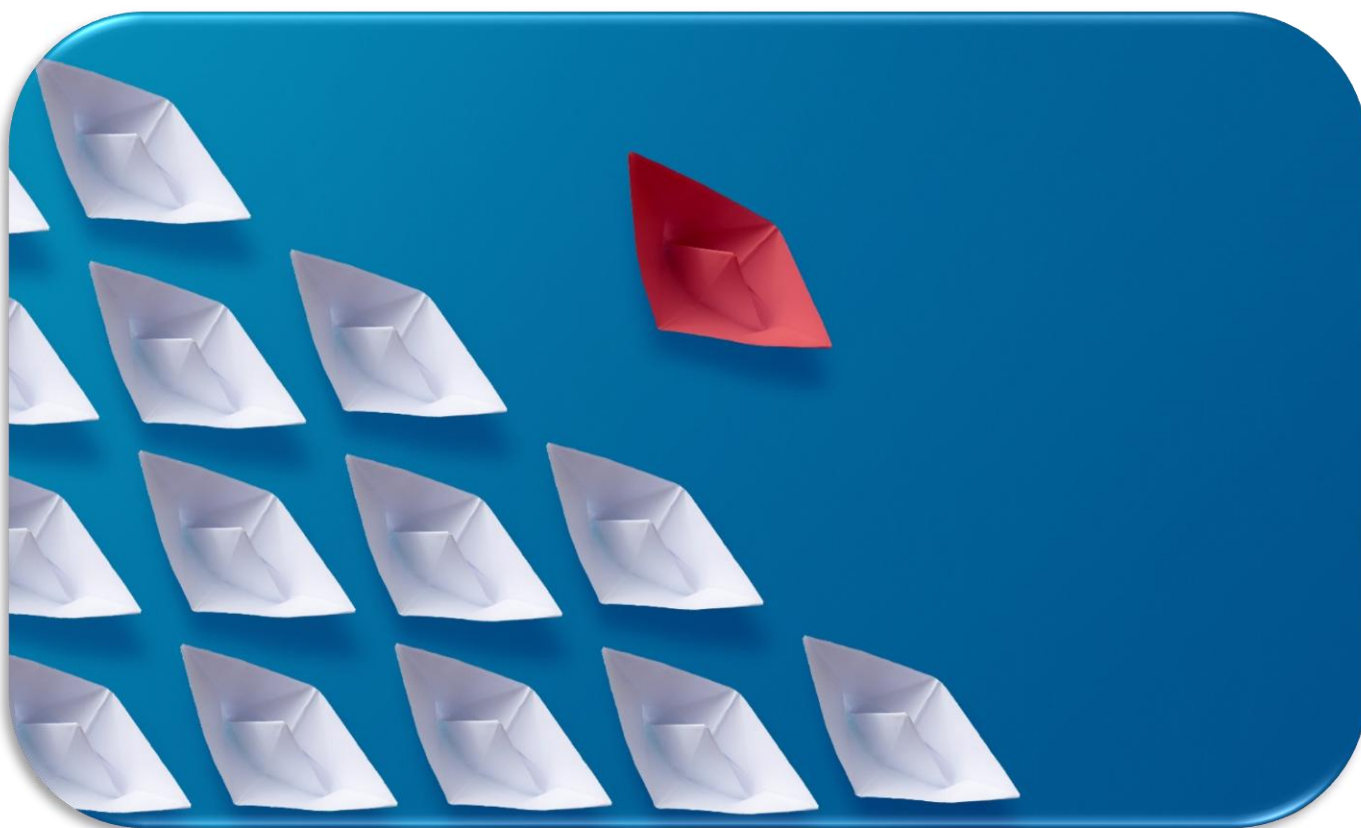


HOTHREAT

C B R N

Promotional materials



Document introduction

WP number and title	WP6: Dissemination and mainstreaming
Deliverable full title:	D6.3 Promotional material
Lead beneficiary/ Author	Fondazione SAFE
Contributor(s)	Partners
Document type	Other
Last Update	25.02.2026
Dissemination level	Public

Acknowledgement:

This project is funded by the European Union's Internal Security Fund — Police.
Grant Agreement No. 101100555 — HOTHREAT

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1. Introduction

Hotels, leisure and conference facilities have long been targets of terrorist attacks, with the threat level continuously rising. Due to their characteristics these sectors are particularly vulnerable to attacks, with over 160 attacks occurring in the past 25 years. Chemical, Biological, Radiological and Nuclear (CBRN) threats, often combined with explosive devices (CBRNe), represent emerging risks that must be addressed to protect the European public.

The HOTHREAT project aims to close the gap in CBRNe protection for hotels by developing tailored protective measures. This necessity was confirmed through extensive consultation with the end-users, their active engagement in the consortium and their interest in implementing the results. The project proposal is aligned with EU action plans builds on the outcomes and lessons learned from relevant H2020 or ISFP projects such as NEST, Mall-CBRN and SAFE STADIUM.

Deliverable 6.3 offers a comprehensive report on the dissemination material approved by the coordinator of the project and distributed during project events. The report details the strategies used to develop materials that effectively communicate the objectives and results of the HOTHREAT project.

The report focuses on the main types of dissemination materials used within the implementation of the project in order to strengthen the communication and maximise the impact of the objectives of the HOTHREAT project.

2. Strategic Use of Rollups for HOTHREAT Project Promotion

To ensure impactful communication combining visibility, portability, and professionalism, the HOTHREAT project developed and printed rollups as part of its promotional materials. Rollups represent effective visual communication tools widely used at events, conferences, workshops, due to their vertical layout, which facilitates immediate visual engagement and enables the rapid transmission of clear and concise messages.

Key Features of HOTHREAT Rollups:

- **Visual Appeal:** the vertical format and structured design enable stakeholders to quickly grasp the key messages and project objectives.
- **Portability:** rollups can be easily transported, repositioned, and adapted to various event settings and spatial configurations.
- **Professional Appearance:** their use contributes to strengthening the institutional image of the project and reinforces the visibility of its core elements.
- **Reusability:** rollups represent a cost-effective solution, allowing repeated use across multiple dissemination and communication activities.

The graphic design of the HOTHREAT rollup strictly follows the project's Visual Identity guidelines, applying the official colour palette and typography consistently across all communication materials. Particular emphasis was placed on the visibility of the HOTHREAT logo, prominently displayed using the project's representative colours, yellow and black. The project's main objective was positioned directly below the logo, at the top of the rollup, ensuring immediate visibility for stakeholders regardless of the rollup placement.

The balanced distribution of project colours (yellow, black, and grey), combined with the distinctive geometric elements of the visual identity (triangles and rectangles), supports the clear presentation of HOTHREAT's core objectives. Additionally, dedicated space was allocated to ensure appropriate visibility of the project consortium partners.

During the implementation phase of the project, rollups proved to be one of the most extensively used promotional tools. They were systematically displayed during project meetings, dissemination events, conferences, and external stakeholder engagement activities, significantly contributing to enhancing project visibility and ensuring consistent visual recognition across different contexts.

Furthermore, rollups also proved to be a highly effective visual component during the production of project-related videos. Their presence contributed to reinforcing brand recognition and visual consistency across multimedia outputs. In several video productions, the rollup was deliberately positioned as an opening visual element, providing immediate project identification and strengthening audience recognition from the first frames. Additionally, the rollup served as a professional and coherent background element during filming activities, enhancing the visual quality of the recordings while ensuring the continuous visibility of the project identity. Examples of this use are available in selected project video materials accessible at the following link:

1. From Crisis to Control: How HOTHREAT is responding to CBRNe Threats in the Hospitality Sector: <https://www.youtube.com/watch?v=9gDzA755uUk>
2. CBRN simulation at the University of Lodz: <https://www.linkedin.com/feed/update/urn:li:activity:7344348829921533953>
3. Dissemination event at Business & Hotel Management School in Lucerne: <https://hothreat.eu/hothreat-presented-in-the-bhms-lucerne-switzerland/>

To support the wide range of promotional and dissemination activities, additional print runs of the rollups were carried out. A total of 2 reprints were produced in order to ensure adequate availability of the material and to maximise coverage across all project-related events.

In summary, rollups have demonstrated their effectiveness as versatile communication tools, successfully combining strong visual impact with cost-efficiency. Thanks to a balance between textual and graphical components, they facilitate immediate understanding of project objectives while also incorporating QR codes linking to the

project website and social media channels (Twitter and LinkedIn), thereby enhancing stakeholder engagement and accessibility to project outputs.

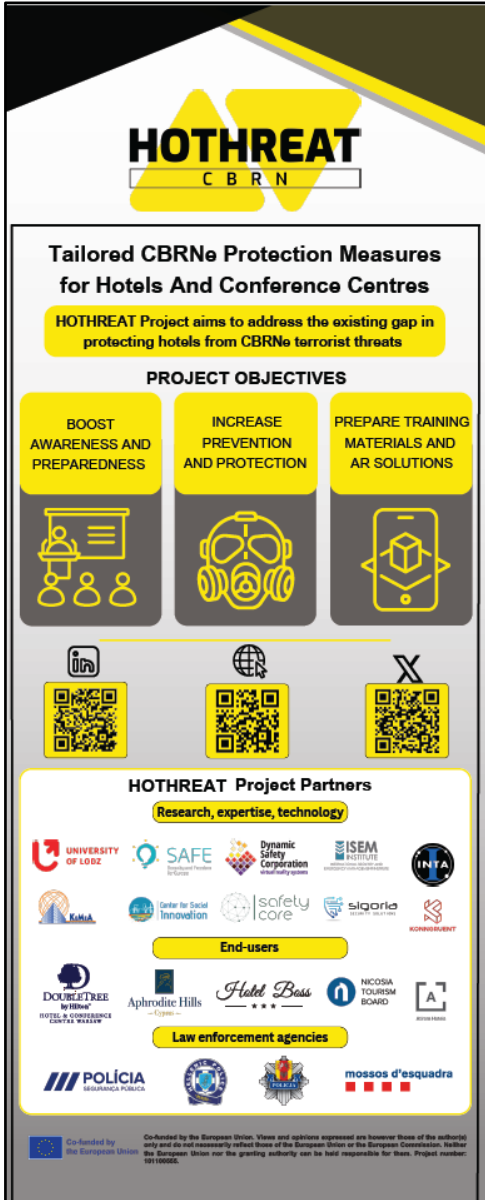


Figure 1: Final Version of the Rollup



Figure 2: Use of the Rollup in dissemination events



Figure 3 Dissemination event of the HOTHREAT Project in Cyprus



Figure 4 Presentation of the Project at the International Fair of Hotel and Catering Equipment HORECA in Krakow

3. Enhancing Communication and Engagement through printed materials

3.1. Flyers

Flyers represent versatile and effective tools for the rapid dissemination of project information. Their compact and accessible format allows the clear and concise presentation of essential messages while facilitating easy distribution to a broad range of stakeholders across different dissemination contexts.

Key Features of HOTHREAT Flyers:

- **Portability:** flyers facilitate direct interaction between project partners and stakeholders, allowing for immediate sharing of project information during events and meetings.
- **Design:** the layout is structured to capture attention, stimulate stakeholder interest, and reinforce the project's visual identity.
- **Complementary Role:** flyers support other communication tools by providing concise yet comprehensive explanatory information that stakeholders can retain and consult after events.

The flyer design is fully aligned with the project's Visual Identity guidelines, ensuring consistency in graphics, colour palette, typography, and overall layout. The content includes a clear description of the participating countries, an overview of the consortium partners, and a structured presentation of the project objectives and tools. Initially, the HOTHREAT project printed 250 flyers to support early dissemination activities. Due to the high demand observed during project events and stakeholder engagement initiatives, additional reprints were produced throughout the implementation phase of the project. In particular, the WP6 Leader proceeded with an additional reprint of 1,000 flyers in order to ensure continuity of supply and to respond effectively to the growing dissemination needs. These reprints ensured continuous availability of the material and supported broader outreach across national and international dissemination activities.

These reprints ensured continuous availability of the material and supported broader outreach across national and international dissemination activities.

The flyer proved to be an essential dissemination instrument, effectively communicating the project's objectives and expected results. As a printed

communication medium, it demonstrated strong visibility and accessibility, allowing stakeholders to engage with the project information both during and after events. The tangible nature of the flyer encouraged stakeholders to retain the material, facilitating prolonged exposure to project messaging and increasing the likelihood of further consultation of project resources.

Moreover, flyers played a strategic role in supporting face-to-face engagement activities. They served as conversation starters during networking sessions, workshops, and conferences, enabling project partners to provide structured explanations of project activities while offering stakeholders a take-away resource containing key project information.

Printing flyers in adequate quantities ensured optimised production costs while maximising dissemination coverage. The double-sided layout allowed for efficient use of space, incorporating QR codes that provide direct access to the project website and social media channels, thereby strengthening stakeholder interaction and facilitating access to further project outputs.

In summary, the flyer proved to be a highly effective communication tool for amplifying project messages and generating stakeholder interest. Thanks to the combination of visual appeal with concise informational content, it provided participants with a practical and easily accessible resource, significantly contributing to the dissemination and visibility of the HOTHREAT project objectives, activities, and results.



Figure 5 Final version of the flyer



Figure 6: Use of flyers during conferences



3.2. Posters

On the occasion of the dissemination event organised dissemination event in Nicosia, Cyprus, hosted by Center for Social Innovation - CSI and Nicosia Tourism Board¹, a dedicated set of project posters was designed, produced, and displayed to further strengthen the visual impact and institutional presence of the HOTHREAT project. A total of 15 poster sets were printed as additional promotional material and strategically positioned within the event venue to ensure maximum visibility throughout the duration of the initiative.

The graphic layout of all posters was fully aligned with the project's Visual Identity guidelines, ensuring strict consistency in terms of colour palette, typography, logo placement and overall composition. Particular attention was devoted to content hierarchy, visual clarity and readability. Key messages, operational procedures and project outputs were structured in clearly identifiable sections, supported by icons, infographics and highlighted call-to-action elements. QR codes were systematically integrated to facilitate direct access to the project's online resources, thereby strengthening the interconnection between offline communication tools and digital dissemination channels.

The poster series was structured around specific thematic panels, each addressing a specific operational dimension of CBRNe awareness and response. The main themes were:

1. **Hazardous Materials Recognition & Risk Assessment Tool**, a step-by-step visual decision framework for identifying potentially hazardous situations. Within the poster, the HOTHREAT project, outlines the progressive level of caution required. The layout emphasises rapid decision-making and situational awareness.
2. **Checking Your Venue for Suspicious Items**, focusing on preventive security measures within event venues and public spaces. It provides operational guidance on how to organise searches, allocate responsibilities and ensure staff preparedness. Key recommendations are visually highlighted through check marks and structured bullet points.

¹ Hothreat Meeting with Hospitality Sector (<https://hothreat.eu/meeting-with-hospitality-sector/>)
Youtube Video (<https://www.youtube.com/watch?v=9gDzA755uUk>)

3. **Guidelines for CBRNe/Hazardous Materials Recognition:** The x5S Procedure.

This panel introduces the “5S” methodology (Sights, Signs, Symptoms, Smell, Sound) as a systematic tool for identifying potential CBRNe threats. Each “S” is presented in a clearly separated section with corresponding icons and practical examples. The visual organisation supports quick scanning while also providing sufficient explanatory detail.

4. **If You Think Someone Has Been Exposed to a CBRNe/Hazardous Substance.** This poster provides clear behavioural guidance in case of suspected exposure. Each action is supported by visual icons and concise explanatory text, with emphasis on personal safety, avoidance of further contamination and reassurance measures. The layout balances instructional clarity with accessibility, ensuring that non-specialist audiences can easily understand the recommended actions.

Overall, the four-poster set presents a coherent and operationally oriented communication package. The combination of structured risk guidance, preventive measures and exposure response instructions reflects the practical nature of the project outputs, translating technical knowledge into accessible and actionable visual tools.

The high-quality printing of the posters enhanced their professional appearance and durability, contributing to a strong institutional image of the project during the event. Their large-format layout allowed for clear communication even within dynamic and crowded environments, capturing participants’ attention and stimulating interest in the project’s activities and results.

From a dissemination point of view, the posters proved to be highly effective communication instruments. They served as visual anchors within the event space, supporting presentations and facilitating structured discussions between project partners and stakeholders. Moreover, their presence ensured continuous exposure to project branding and messaging throughout the event, strengthening visibility and reinforcing stakeholder awareness.

Their continuous presence throughout the event ensured sustained exposure to project branding and core messages, reinforcing awareness and contributing to the consolidation of stakeholder engagement at both national and international levels.

HOTTHREAT CBRN *CBRNe (Chemical, Biological, Radiological, Nuclear, explosive)

HAZARDOUS MATERIALS RECOGNITION & RISK ASSESSMENT TOOL

- 1** One person incapacitated with no obvious reason:

 - APPROACH WITH CAUTION using standard protocols, while still putting your safety first.
 - CONSIDER the presence of hazardous materials as one possibility (among many) that can cause a medical emergency.
- 2** Two persons incapacitated with no obvious reason:

 - DO NOT PROCEED any closer, putting your safety first.
 - SUSPECT the presence of hazardous materials; actively applying the x5S (Sights, Signs, Symptoms, Smell, Sound) assessment seeking confirmatory evidence.
 - REPORT the situation.
- 3** Three or more persons incapacitated in close proximity, with no obvious reason:

 - DO NOT PROCEED any closer, putting your safety first.
 - ASSUME the presence of hazardous materials; actively applying the x5S (Sights, Signs, Symptoms, Smell, Sound) assessment seeking confirmatory evidence.
 - REPORT the situation.

Scan to access HOTTHREAT's resources!

HOTTHREAT CBRN *CBRNe (Chemical, Biological, Radiological, Nuclear, explosive)

CHECKING YOUR VENUE FOR SUSPICIOUS ITEMS

Search Considerations / Regular searches of your venue of a suspicious item being placed or remaining unnoticed for long periods. Additionally, if you receive a threat and depending upon how credible it is, you may decide to conduct a 'search' for suspicious items.

- ENSURE plans are in place to carry out an effective search in response to a threat.
- IDENTIFY who will coordinate and take responsibility for conducting searches in your venue.
- INITIATE a search by messaging over a public address system (using coded messages avoids unnecessary disruption and alarm), by text message, personal radio or by a telephone cascade.
- DIVIDE your venue into areas of a manageable size for 1 or 2 searchers. Ideally, staff should follow a search plan and search in pairs to ensure nothing is missed.
- ENSURE those conducting searches are familiar with their areas of responsibility. Those who regularly work in an area are best placed to spot unusual or suspicious items.
- FOCUS ON areas that are open to the public; enclosed areas (e.g. cloakrooms, stairs, corridors, lifts etc.) or evacuation routes and assembly points, car parks, other external areas such as loading bays.
- DEVELOP appropriate techniques for staff to be able to routinely search public areas without alarming any visitors present. If more specialised techniques are considered (such as bag searches on entry) then specialised training, equipment and policies may be needed (such as what items should not be allowed inside the venue).
- ENSURE all visitors know how to report a suspicious item to and have the confidence to report any suspicious behaviour.

DO NOT TOUCH OR MOVE ANYTHING ASSESSED AS A SUSPICIOUS ITEM - IMMEDIATELY START EVACUATION AND DIAL 112

HOTTHREAT CBRN *CBRNe (Chemical, Biological, Radiological, Nuclear, explosive)

GUIDELINES FOR CBRNe/HAZARDOUS MATERIALS RECOGNITION: THE x5S PROCEDURE

SIGHTS 👁️

- Is there some evidence of hazardous materials at the scene or nearby?
- Look for the presence of technical/hazard signs/number(s) or data sheets; hazardous material containers; vehicles or warning signs; premises that may store or use hazardous materials.
- What can you see that may explain the situation?
- The absence of a simple explanation could indicate the presence of hazardous materials as a cause.

SIGNS ⚠️

- Are there certain signs of possible presence of hazardous materials?
 - People showing unexplained signs of illness; unexplained vapour or mist clouds; oily droplets on surfaces or water; dead or distressed animals or birds; withered plants; unusual materials or equipment at the scene.

SYMPTOMS 🤒

- Are there multiple casualties with unexplained symptoms or symptoms that may indicate the presence of hazardous materials?
 - Irritation of the skin, eyes, airway; breathing difficulties; nausea, vomiting, sweating; pinpoint pupils or blurred painful vision; twitching, fitting or unconsciousness; unexplained fatalities.

SMELL 👃

- Are there any unusual smells, or reports of smells, that do not fit the situation?
 - Smell of a swimming pool, explosives, almonds, ammonia, fuel, burning.

SOUND 🔊

- What can you hear and what are the reports of any unusual sounds from other people from inside any buildings, vehicles, containers or bags?
 - A hissing sound/escape of gas from somewhere; breaking of glass inside a rucksack; a firework, shot or explosion.

A combination of two or more sights, signs, symptoms, smells or sounds significantly increases the likelihood that hazardous materials are present.

Hotel security and staff should not put themselves or anyone else in danger to assess the situation. IF THEY SUSPECT the presence/involvement of CBRNe/hazardous materials they should inform colleagues and give their reason, so the person in charge can decide what action to take.

Scan to access HOTTHREAT's resources!

HOTTHREAT CBRN *CBRNe (Chemical, Biological, Radiological, Nuclear, explosive)

IF YOU THINK SOMEONE HAS BEEN EXPOSED TO A CBRNe/HAZARDOUS SUBSTANCE ADVISE THEM TO:

REMOVE themselves from the immediate area

ADVISE affected individuals to REMOVE themselves from the immediate area.

- Fresh air is important.
- If the substance is airborne, they should head uphill as well as into the wind if possible.
- If safe to do so, bring others who may be affected.
- If skin is itchy or painful, they must urgently find a water source.

REASSURE

- Leaving the immediate area will avoid further exposure to any material in the air.
- If skin is itchy or painful, lots of water is essential for fast treatment and reducing harm.

REMEMBER

- You may need to shout or direct from a safe distance to avoid exposure yourself.
- You will likely have to improvise and think on your feet.
- Continue to REPORT to 112/supervisor/control room.
- The emergency services are expected to attend the scene if the victim is still at the venue.

REMOVE their outer clothing

ADVISE affected individuals to REMOVE outer clothing, if it has been affected by the substance.

- Try to avoid pulling clothing over the head if possible.
- Do not attempt to remove clothing stuck to the skin.
- Do not smoke, eat or drink. Once this has been done, move away from the discarded clothing.

REASSURE

- Removal of outer clothing reduces the risk of further exposure by up to 80%.
- If clothing has stuck to the skin, trying to pull it off risks further harm. Removal should be done by a medical professional as soon as it is practical and safe to do so.

REMEMBER

- You will likely have to improvise, and think on your feet.
- Stay aware to any changes in situation; incidents involving a hazardous substance can change fast.

REMOVE the substance from their skin

ADVISE: Is the skin painful or itchy?

YES: REMOVE the substance using a DRY absorbent material to soak it up or brush it off.

- RINSE the affected area with lots of water.
- Use ANY available water source to rinse the affected part of the body.
- Apply water continuously until medical personnel advise you to stop.
- Try to avoid the water running onto unaffected parts of the body.

REASSURE

- The actions taken for the symptoms give the best chance of reducing harm.
- The casualty should not leave the scene as they may suffer delayed symptoms or still have a small amount of hazardous material on them which could present an ongoing risk of being spread to others.

REMEMBER

- Remain aware of new or worsening signs & symptoms in casualties and others in the vicinity, including responders.

Figure 7 Posters developed within the lifecycle of the HOTTHREAT Project

3.3. HOTHREAT Action Cards

A comprehensive set of HOTHREAT operational cards has been developed as a practical and operational communication tool, designed to make project procedures visually understandable in concise and easy-to-use guidelines for first responders in CBRN emergencies. The operational cards have been designed as quick reference tools to support decision-making in high-pressure scenarios, particularly in the context of CBRN incidents within accommodation facilities and event venues.

Each operational card focuses on a specific operational protocol and follows a structured, step-by-step format, using clear language, short instructions, and action-oriented wording. The content is organised to prioritise safety, minimise additional casualties, and ensure alignment with emergency response procedures.

The Action Cards were designed with a strong focus on clarity and rapid usability. Their structure follows a simplified format based on short, action-oriented instructions, priority safety principles, and clearly sequential response steps. The language adopted is intentionally direct and unambiguous, enabling quick comprehension even under stress conditions. Particular attention was given to ensuring consistency with established emergency response protocols.

From a graphic and editorial perspective, the cards align with the project's Visual Identity, ensuring coherence in layout and graphic elements. Visual organisation promotes rapid scanning of information, allowing users to identify key actions immediately. Their format makes them suitable both for printed distribution and online dissemination.

In dissemination terms, the Action Cards represent a high-value, practice-oriented output of the project. They help strengthen preparedness and awareness by providing stakeholders with structured guidelines that can be easily applied in real-life scenarios. By bridging the gap between technical expertise and operational implementation, the Action Cards reinforce the project's objective of enhancing resilience and coordinated response capacity within the hospitality sector and related venues.

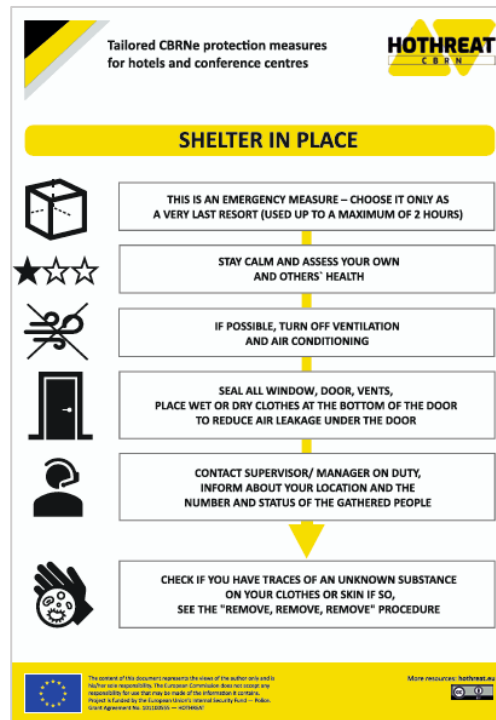
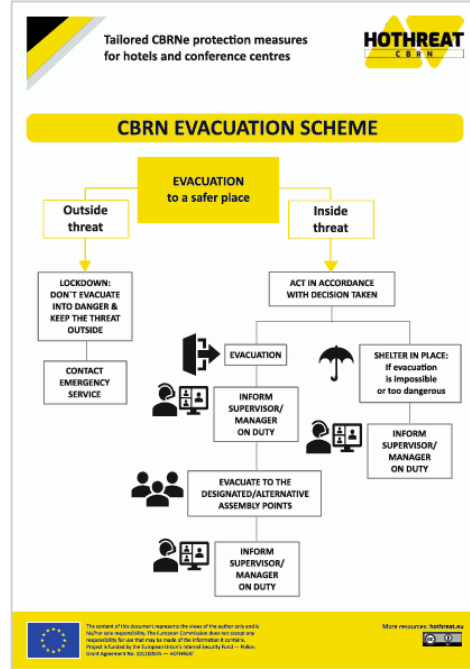
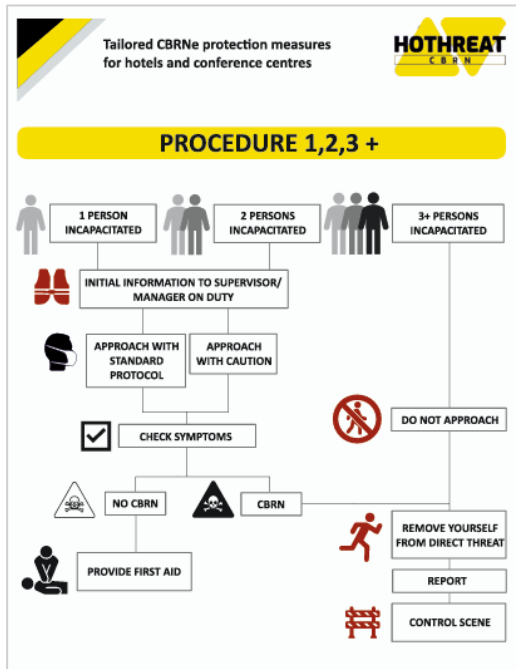


Figure 8 Action Cards

4. HOTHREAT's PowerPoint Template: Communication and Professionalism

The use of PowerPoint presentations represents a functional and strategic communication tool, as it provides stakeholders with a visual support that facilitates the clear transmission of key messages and enhances audience engagement.

Key Features of HOTHREAT's PowerPoint Template:

- **Attention to Communicative Detail:** the structured and harmonised design contributes to professional, well-organised, and visually coherent communication.
- **Clarity of Messaging:** the template supports the effective presentation of key project concepts, facilitating audience understanding of project objectives, activities, and results.
- **Versatility and Adaptability:** the template allows consortium members to collaboratively develop presentations while maintaining consistent communication standards and visual coherence across partners.

The initial version of the HOTHREAT PowerPoint template was developed in accordance with the project's Visual Identity guidelines and subsequently distributed to all consortium partners. The template was extensively used throughout the project lifecycle, supporting both external dissemination and communication activities, as well as internal consortium coordination, including project meetings, technical workshops, and training sessions.

The structured layout, aligned with the project's colour palette, typography, and graphic style, facilitated the creation of coherent and recognisable communication materials. The use of a standardised template simplified the preparation of presentations allowing partners to focus on content development while ensuring consistency in visual communication across different project outputs.

The template also proved to be highly effective during dissemination events. It was frequently used as a visual background element on display screens during workshops, showcases, conferences, and stakeholder engagement events, contributing to continuous project visibility and reinforcing brand recognition even outside formal presentation sessions.

During the project implementation, the template underwent further optimisation to improve visual clarity and audience engagement. Adjustments were made to the colour combinations to enhance readability and visual balance, while fully preserving the official HOTHREAT colour palette and overall visual identity. These refinements ensured improved accessibility of information and strengthened the overall professional appearance of project presentations.

The consistent use of the PowerPoint template significantly contributed to reinforcing the project's visual recognisability and institutional identity. The presence of harmonised presentation materials across all consortium partners supported the creation of a unified communication approach, enhancing stakeholder trust and facilitating clearer transmission of complex technical information. Moreover, the recognisable visual structure helped audiences quickly associate presented content with the HOTHREAT project, improving message retention and reinforcing project branding across multiple dissemination channels.

In summary, the adoption of a PowerPoint template aligned with the HOTHREAT Visual Identity enhanced communication consistency, efficiency, versatility, and effectiveness. By providing a ready-to-use presentation framework, the template enabled partners to deliver professional, structured, and impactful presentations, contributing significantly to both internal project coordination and external stakeholder engagement while reinforcing the overall visibility and recognisability of the HOTHREAT project.

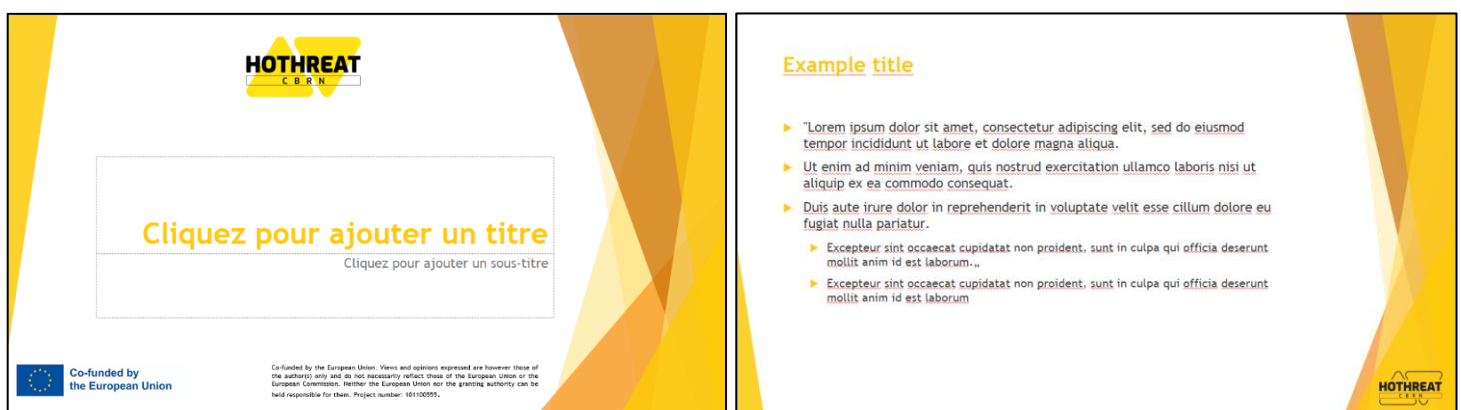


Figure 9 PowerPoint Template

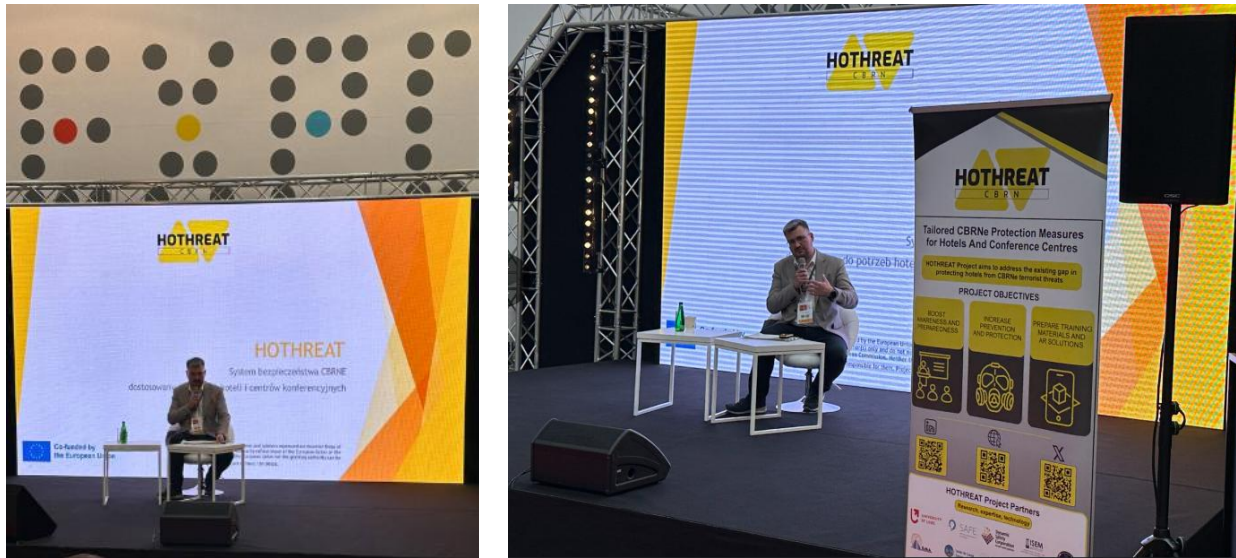


Figure 10: Use of the PowerPoint Template during events



Figure 11: Optimization of the PowerPoint and use during the Final Conference

5. Conclusion

Communication and dissemination activities implemented within the HOTHREAT project played a fundamental role in ensuring the visibility, accessibility, and understanding of the project's objectives, activities, and results among a wide range of stakeholders. The development and strategic deployment of promotional materials, including rollups, flyers, and standardised presentation templates, have contributed to establishing a coherent and recognisable visual identity while ensuring effective information transfer across different dissemination contexts.

In particular, rollups proved to be highly effective tools for strengthening project visibility during public events, workshops, conferences, and multimedia productions, ensuring consistent visual representation and facilitating stakeholder engagement.

Similarly, the flyers demonstrated their value as tangible dissemination tools, supporting direct interaction with stakeholders and providing concise yet comprehensive information about project objectives and outputs. Their ease of distribution and cost-effectiveness contributed to expanding the project's outreach capacity and strengthening public awareness of HOTHREAT results.

The adoption of a harmonised PowerPoint template further strengthened communication coherence across the consortium, supporting both internal coordination and external dissemination. The standardisation of presentation materials contributed to a unified communication approach, improved the clarity of technical content, and enhanced stakeholder recognition of the project identity.

Overall, the integrated use of these communication tools has contributed to maximising dissemination effectiveness by combining visual consistency, accessibility of information, and adaptability across multiple communication channels. The materials developed under the HOTHREAT project successfully supported the promotion of project achievements, facilitated stakeholder engagement, and strengthened the overall impact and visibility of the project at both national and international levels.

The communication strategy adopted throughout the project demonstrates the importance of combining traditional dissemination tools with visual identity coherence and digital accessibility, representing a valuable best practice that may support future initiatives operating in the CBRN and security research domains.