



Portfolio of Communication & Dissemination Material

Deliverable 7.2



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EXECUTIVE SUMMARY

Deliverable 7.2 'Portfolio of Communication and Dissemination Material' has been developed in the context of MULTISOURCE Work Package 7 which is dedicated to raising awareness and maximizing the impact of MULTISOURCE project, while engaging a variety of stakeholder groups applying a multichannel communication approach.

The purpose of this document is to offer an overview of all the communication and dissemination materials developed within the first nine months of the project, setting the basis for the promotion and widespread awareness of MULTISOURCE project and its achievements to a large audience throughout the whole duration of the project.

This portfolio has been developed to facilitate the promotion of the project and disseminate the project's objectives and findings to a variety of stakeholders. It aims to help partners communicate the project and its results in a consistent, efficient, and timely manner. Structured around three main chapters, this document introduces the readers to the visual identity and the branding of MULTISOURCE project, to continue with the second chapter that revolves around the online materials created for the project and the third chapter that focuses on the print materials created for the promotion of the project.

All the existing materials and tools presented in this document will be maintained and updated, if necessary, over the course of the project, while further resources will be developed in response to project developments, results, as well as stakeholder needs and requirements.

This deliverable report offers a detailed overview of the tools that have been developed by Month 9. Other project elements such as updating the website and social media channels will be ongoing activities until the end of the project.

1.0 MULTISOURCE BRANDING

1.1 Branding

MULTISOURCE is a project that will demonstrate Nature-based Solutions for urban water treatment, storage, and reuse. To capture and reflect the importance of the project aims, a simple, easily recognizable, and self-explanatory brand identity was developed at the start of the project. The WP7 leader (WE) developed four different logos, out of which the project partners selected the logo that best defines and symbolizes the nature and objectives of the project. The official logo of the project is featured below:



The logo is the core of the brand identity of the project and therefore its elements are connected with the mission of the project. The MULTISOURCE logo is defined by the following four main characteristics:



Drop

Represents water concept



Outlines (leaf)

Represents environmental and natural concepts



8 colors

Each color represents one work package

The blue and green palette represents water and environment

MULTISOURCE
enhanced natural treatment solutions

Text

Project name and tagline

1.2 Style Guide & Templates

To ensure that the project has a coordinated visual identity and a consistent look and feel across all channels, the communications team of MULTISOURCE project developed a detailed style guide that defines the way the logo can be used, the color palette and the typography of the project, featuring specific guidelines for each case. At the same time, Word and PowerPoint templates are also created so that all partners can use them when disseminating the project to external and internal audiences. These materials were created by M3 of the project and have been accessible to all partners since then. A series of screenshots from the available materials are shown in Figures 1 through 6.



Figure 1 Use of MULTISOURCE logo

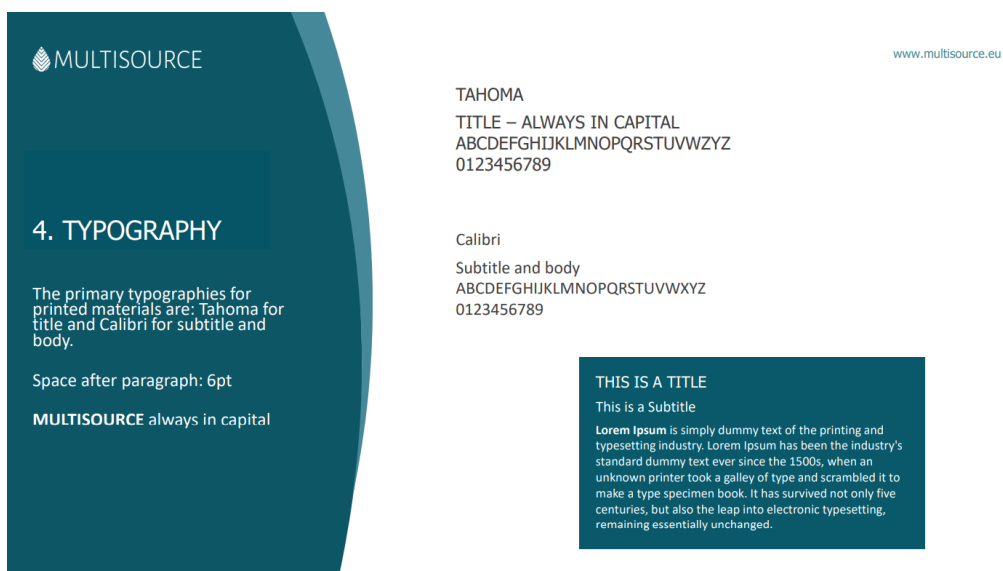


Figure 2 MULTISOURCE Typography

3. COLOR PALETTE

Alternative colours







<ul style="list-style-type: none">  <ul style="list-style-type: none"> • RGB: 192, 216, 75 • CMYK: 29% 0% 88% 0% • HEX.: C0D84B  <ul style="list-style-type: none"> • RGB: 100, 188, 70 • CMYK: 64% 0% 100% 0% • HEX.: 64BC46  <ul style="list-style-type: none"> • RGB: 77, 144, 65 • CMYK: 74% 22% 100% 7% • HEX.: 4D9041  <ul style="list-style-type: none"> • RGB: 2, 105, 60 • CMYK: 90% 33% 94% 26% • HEX.: 02693C 	<ul style="list-style-type: none">  <ul style="list-style-type: none"> • RGB: 31, 67, 151 • CMYK: 100% 88% 4% 0% • HEX.: 1F4397  <ul style="list-style-type: none"> • RGB: 40, 111, 183 • CMYK: 85% 55% 0% 0% • HEX.: 286FB7  <ul style="list-style-type: none"> • RGB: 99, 191, 236 • CMYK: 55% 7% 0% 0% • HEX.: 63BFEC  <ul style="list-style-type: none"> • RGB: 185, 226, 246 • CMYK: 25% 1% 1% 0% • HEX.: B9E2F6
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Figure 3 MULTISOURCE Colour Palette



Title
Deliverable X.X

 This project has received funding from the European Union's Horizon H2020 innovation action programme under grant agreement 101003527.



Deliverable Number and Name	DX.X – Title
Work Package	WPX – WP Title
Dissemination Level	
Author(s)	
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MULTISOURCE Deliverable X.X 2

Figure 4 MULTISOURCE Deliverable Template



MULTISOURCE www.multisource.eu

MULTISOURCE XXXX MEETING - AGENDA

XXXX meeting: MONTH XX, 20XX
 Location: 20XX
 Link: XXX

Contact person:
 Full name - Email - Phone Number

Meeting time:
 DAY, MONTH XX, TIME (HH:MM)

DATE
 Month: XXX

START	END	SUBJECT	PRESENTER	OR.
9:00	9:05			050
9:05	9:10			040
9:10	9:15			130
9:15	9:15	Coffee break		050
9:15	9:16			040
9:16	9:16			030
9:16	9:30			030
9:30	9:30	Lunch break		050
9:30	9:35			050
9:35	9:40			030
9:40	9:45			030
9:45	9:50	Coffee break		050
9:50	9:55			030
9:55	9:58			030
9:58	9:58			030

Figure 5 MULTISOURCE Agenda Template

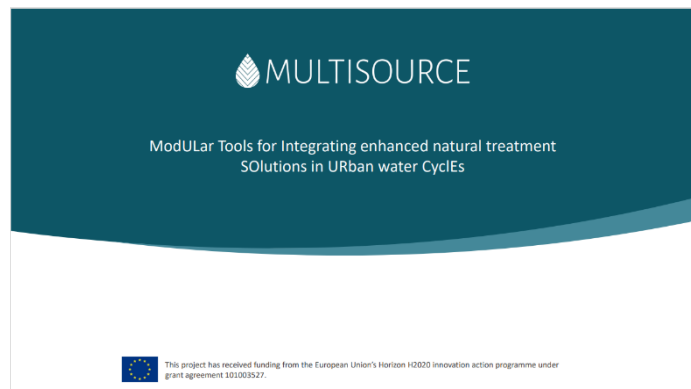


Figure 6 MULTISOURCE PowerPoint Template

2.0 ONLINE TOOLS

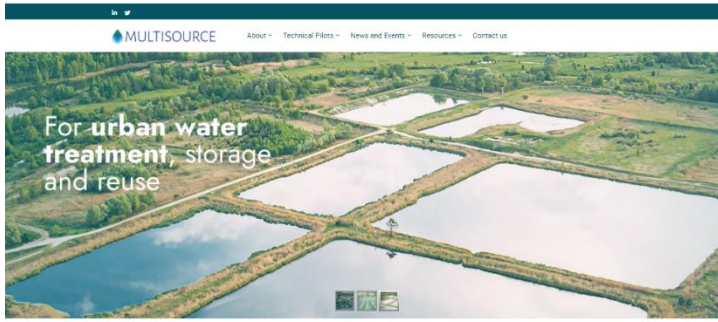
2.1 Website

The MULTISOURCE website (<https://multisource.eu/>) is the main source of information for the project and its developments. The website plays multiple roles:

- Main communication resource to promote the project and its objectives
- A communication resource to update visitors about the project's developments, events and news
- A key repository for project's key deliverables, outcomes, and communications material of the project
- A direct link to social media accounts (Twitter and LinkedIn) and to the sign-up form for the newsletter.

The content of the website is simple, clear, and straightforward explaining the MULTISOURCE project to the general public. The website is designed according to the MULTISOURCE visual identity guidelines, making the project instantly and easily recognizable.

To ensure successful promotion of the project and to sustain the interest of the target audience and attract new users, the website's content will be maintained, continuously updated, and populated with new information throughout the lifetime of the project. Snapshots from the website are featured in Figures 7 through 10.



What

MULTISOURCE is an EU-funded project that will facilitate the systematic, city-wide planning of nature-based solutions for urban water treatment, storage, and reuse. With seven technical pilots across Europe and USA, a wide range of urban waters will be treated throughout the project, while decision support tools will be co-designed together with local, national, and international stakeholders.



Figure 7 MULTISOURCE Homepage



In a nutshell

What are Nature-based Solutions for Water Treatment?

Nature-based solutions for water treatment utilize treatment processes found in nature. These technologies are cost-effective, can be built with locally-available materials, and simultaneously provide environmental, social and economic benefits, while helping build urban resilience.



What is Multisource

MULTISOURCE will demonstrate Nature-based Solutions for urban water treatment, storage, and reuse. The technical pilots will treat wide range of urban waters. Decision support tools will be co-designed together with local, national, and international stakeholders.

Figure 8 MULTISOURCE In a Nutshell



Figure 9 MULTISOURCE Technical Pilot Pages



Figure 10 MULTISOURCE News Page

2.2 Social Media Channels

Social media presence is vital for the project to reach its target audiences and achieve its communication and dissemination objectives. MULTISOURCE project aspires to have a strong online presence through its own channels but also through engaging with its partners' channels, as well as the ones of targeted stakeholders that could function as multipliers of MULTISOURCE's messages and impact.

The MULTISOURCE Communication and Dissemination plan defines the dissemination of the project's news, activities and results through two main channels: [Twitter](#), and [LinkedIn](#). These two channels have been identified and selected as the best means to reach out to our target groups; to attract the relevant stakeholders for the project's progress and to increase and maintain our stakeholders' engagement and productivity throughout the whole duration of the project. The social media channels of the project have been active since the project's launch and all the materials published through the accounts are in line with the project's brand identity. Snapshots of the social media tools and indicative posts published since the launch of the project are featured in Figures 11 through 15.

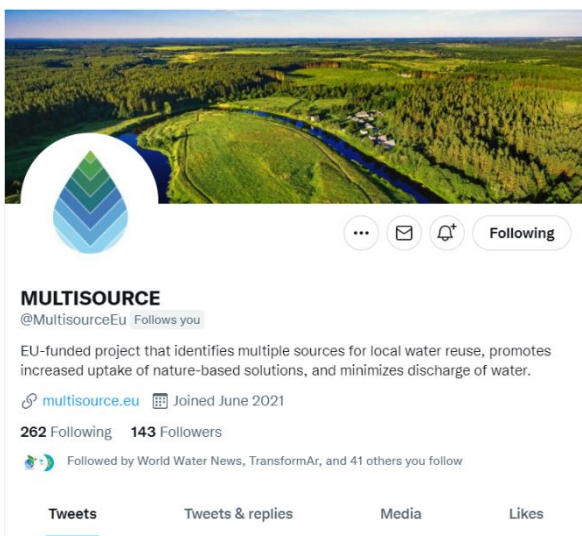


Figure 11 MULTISOURCE Twitter

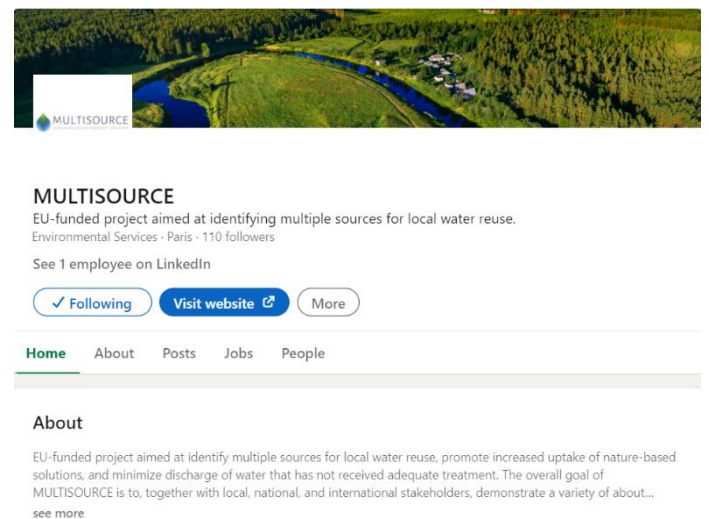


Figure 12 MULTISOURCE LinkedIn Page



Figure 13 MULTISOURCE post for Kick-Off meeting



Figure 14 MULTISOURCE post for the website's launch



Figure 15 MULTISOURCE post for Seasons Greetings

3.0 Print Material

As defined in the MULTISOURCE Communication and Dissemination Plan, the print dissemination actions for the promotion of the project are of high importance for all the three main stages of the project: ‘establish stakeholder engagement’, ‘engage with stakeholders and end-users’ and ‘disseminate project results’.

Responding to the different needs of the project at each stage, the development of a series of attractive promotional materials (brochures, posters and roll up banners) is key for the promotion of the project’s innovations in a professional and engaging way. Either in a traditional print format or an electronic one, the promotional materials can be widely disseminated and shared on a range of occasions from formal conferences and MULTISOURCE workshops to social media posts and email campaigns.

The promotional materials developed, so far, aim to present the objectives and benefits of the project in an easily understandable and captivating way for the general public. So far, the project has produced three different types of posters and one brochure, as featured in Figures 16 through 19. Further promotional materials will be developed further during the project, building on the tangible results and the experiences from project case studies.



Figure 16 MULTISOURCE general poster (version 1)

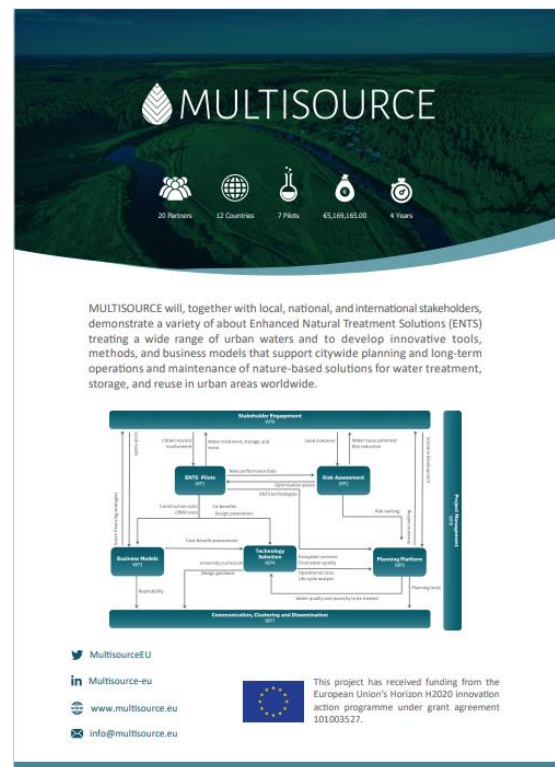


Figure 17 MULTISOURCE poster general (version 2)

MULTISOURCE

Coordinator: INRAE | 20 Partners | 12 Countries | 7 Pilots | €5,169,165.00 | 2021 - 2025

MULTISOURCE will, together with local, national, and international stakeholders, demonstrate a variety of about Enhanced Natural Treatment Solutions (ENTS) treating a wide range of urban waters and to develop innovative tools, methods, and business models that support citywide planning and long-term operations and maintenance of nature-based solutions for water treatment, storage, and reuse in urban areas worldwide.

WP1: ENTS Pilots Demonstrate innovative approaches for compact and effective treatment of different urban waters, spanning a range of geographical conditions and governance contexts.	WP2: Risk Assessment Perform risk assessment of the pilots' effluent water quality based on chemical and microbial monitoring data, including new and emerging chemicals as well as microplastics.
WP3: Business Models Co-develop new inclusive and gender-sensitive business models for construction, operation and long-term management and maintenance of urban NBSWT customized to urban domains and regulatory frameworks, with innovative partnerships and financing strategies.	WP4: Technology Selection Develop and test a web-based decision-support tool for stakeholders to facilitate the selection and design of NBSWT, including new MULTISOURCE pilot technologies.
WP5: Planning Platform Develop a tool that allows decision makers to define where it is relevant to disconnect rainwater and wastewater from their centralized sewer network based on an integrated and territory approach.	WP6: Stakeholder Engagement Meet the urban water planning needs of pilot stakeholders and intended end-users of MULTISOURCE tools and business models while respecting the principles of inclusiveness and equitability to ensure that a diversity of relevant needs and interests are represented.
WP7: Communication, clustering, dissemination Ensure project visibility and end-user engagement by applying a multichannel communication approach for dissemination, clustering and exploitation of MULTISOURCE business models, tools, and outcomes.	WP8: Project Management Provide coordination and overall scientific and administrative management of the project; to oversee reporting and day-to-day operations.

www.multisource.eu | [MultisourceEU](https://twitter.com/MultisourceEU) | [MultisourceEU](https://www.facebook.com/MultisourceEU)
info@multisource.eu | [Multisource-eu](https://www.linkedin.com/company/multisource-eu)

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Figure 18 Poster explaining MULTISOURCE Work Packages



PARTNERS























Integrated Nature-based solutions for Water-Smart Cities

KEY FACTS

- Duration: 4 year project (01/06/2021 – 31/05/2025)
- Estimated Project Cost: €5,169,165.00
- Requested EU Contribution: €4,999,631.25
- Funding Programme: Horizon 2020
- Consortium: 20 partners, 12 countries
- Coordinator: INRAE

CHALLENGE

Increasing urbanization poses a range of challenges worldwide. To satisfy their water demand, cities rely on extensive supply infrastructure to transfer water over long distances. This limits the resilience of cities against the effects of climate change because the infrastructure cannot be easily or cost-effectively adapted, expanded, or repaired.

Therefore, the integration of decentralized approaches into existing centralized infrastructure is essential for achieving sustainable, efficient, and affordable water resource management, increased water reuse, and establishing a circular water economy.

THE CONCEPT

MULTISOURCE will facilitate the systematic, city-wide planning of nature-based solutions for urban water treatment, storage, and reuse. With seven technical pilots across Europe and USA, a wide range of urban waters will be treated throughout the project, while decision support tools will be co-designed together with local, national, and international stakeholders.

The Enhanced Natural Treatment Solutions (ENTS) of MULTISOURCE will demonstrate the benefits of increased water quality, water storage, reuse, but also contribute to the creation of valuable urban habitats and provide other important ecosystem services.



7 TECHNICAL PILOTS

RAW WASTEWATER

Location: Lyon, France
Technology: Rhizosph'air aerated french wetland
Main innovation: Compact (<1m²/PE*), new design guidance; innovative ICT monitoring

PRE-TREATED WASTEWATER

Location: Leper, Belgium
Technology: Phytosparking®
Main innovation: Compact (<1m²/PE*) can be retrofit in parking lots and provide secondary use for parking

COMBINED SEWER OVERFLOW

Location: Morone, Italy
Technology: Aerated + free water surface wetland
Main innovation: Increase urban resilience to extreme events; reduce pressure on sewers; new NBSWT market opportunities

HIGH-STRENGTH WASTEWATER

Location: Bozeman, USA
Technology: VF wetland with recycle and partial saturation
Main innovation: Seasonal operation, recirculation for increased nutrient removal from high-strength wastewater

RAINWATER

Location: Leipzig, Germany
Technology: Green roof + storage (five variations)
Main innovation: Improvement of evaporation efficiency and biodiversity via vegetation selection and management

ROAD RUNOFF

Location: Oslo, Norway
Technology: Raingardens, water treatment, storage and potential irrigation
Main innovation: Exploring possibilities for alternative water sources for irrigating urban green areas. Demonstrating the use of innovative sorption materials for water treatment.

GREYWATER

Location: Girona, Spain
Technology: Aerated + free water surface wetland
Main innovation: Increase urban resilience to extreme events; reduce pressure on sewers; new NBSWT market opportunities

OBJECTIVES

NATURE-BASED SYSTEMS

Demonstrate enhanced nature-based systems in operational environments for a wide range of polluted urban waters

NBS TECHNOLOGY

Develop state-of-the-art guidance for Nbs technology selection and preliminary design

CITY-WIDE SCALE NBS

Provide comparative spatial environmental and economic scenarios for implementing Nbs on a city-wide scale

URBAN WATER TOOLS

Engage urban water stakeholders in the development of urban water planning tools

GOVERNANCE & POLICIES

Improve urban governance and policies related to Nbs and water reuse

Figure 19 MULTISOURCE brochure

4.0 CONCLUSION

The aim of Deliverable D7.2 is to present all the materials created to build a strong brand identity for the MULTISOURCE project and to facilitate the promotion and dissemination of the project's objectives and developments in an easily understandable, engaging, and appealing way.

This report provides detailed information on all the work done for creating the MULTISOURCE brand identity; the online tools developed, and the print materials produced throughout the first nine months of the project. The portfolio of these materials will be further updated and expanded according to the project's results, the developments of the technical pilots and the emerging needs for engaging and strengthening the partners' interaction with the targeted stakeholders of the project.

All these materials are to be used by the MULTISOURCE project partners but they are also available on the project website so that interested users can download them and disseminate properly the project, using materials that are in line with the project's official brand identity.

The overall goal of MULTISOURCE is to, together with local, national, and international stakeholders, demonstrate a variety of Enhanced Natural Treatment Solutions (ENTS) treating a wide range of urban waters and to develop innovative tools, methods, and business models that support citywide planning and long-term operations and maintenance of nature-based solutions for water treatment, storage, and reuse in urban areas worldwide. The project includes seven pilots treating a wide range of urban waters. Two individual municipalities (Girona, Spain; Oslo, Norway), two metropolitan municipalities (Lyon, France; Milan, Italy), and international partners in Brazil, Vietnam, and the USA will contribute to each of the main project activities: ENTS pilots, risk assessment, business models, technology selection, and the MULTISOURCE Planning Platform. The use of urban archetypes in the Planning Platform will enable users to quickly classify regions (in both developed or developing countries) suitable for the application of nature-based solutions for water treatment and compare scenarios both with and without nature-based solutions.



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