MULTISOURCE

Portfolio of Communication & Dissemination Material

Deliverable 7.2

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Author(s)	Maria Mirachtsi
Primary Contact and Email	Maria Mirachtsi (maria.mirachtsi@watereurope.eu)
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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

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
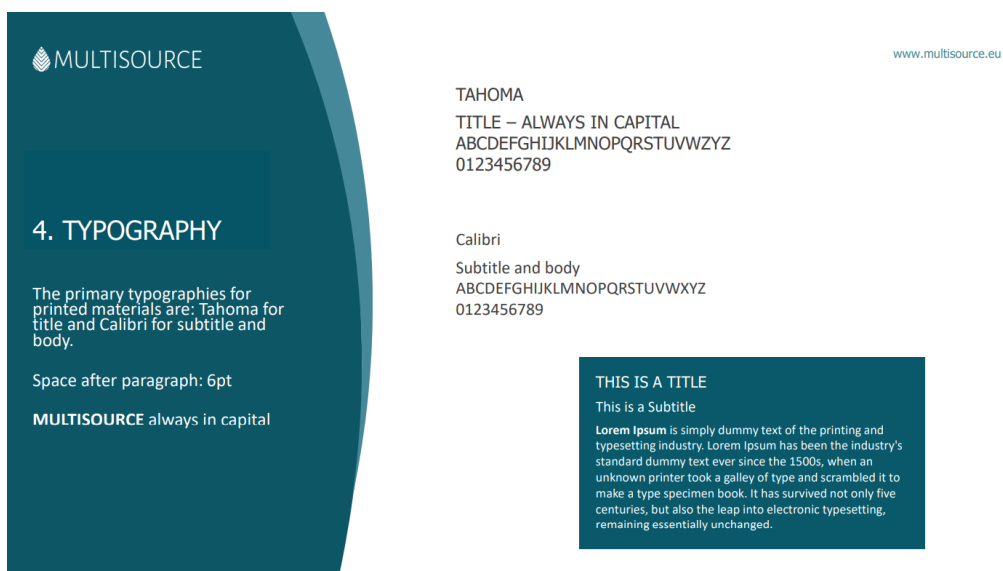
Figure 2 MULTISOURCE Typography

Figure 3 MULTISOURCE Colour Palette

Figure 4 MULTISOURCE Deliverable Template

Figure 5 MULTISOURCE Agenda Template
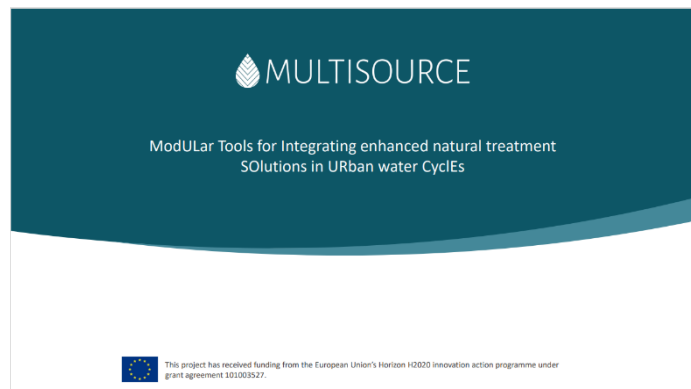
Figure 6 MULTISOURCE PowerPoint Template
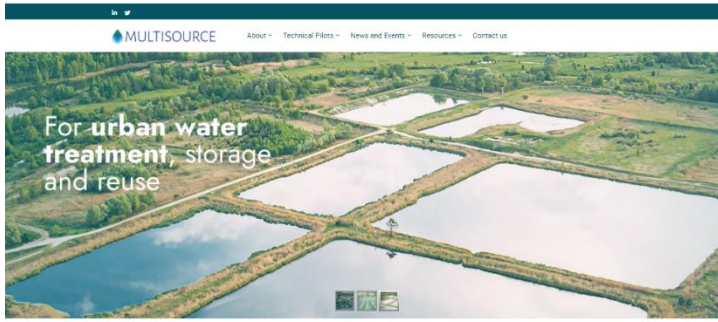
2.0 ONLINE TOOLS

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.

Figure 7 MULTISOURCE Homepage

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 though 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 though 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.
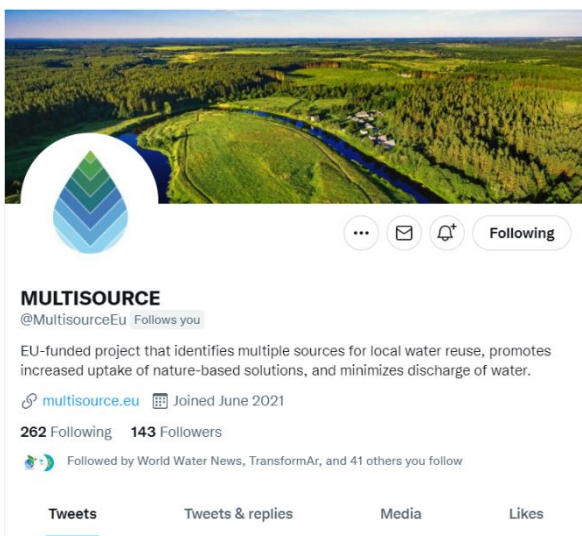

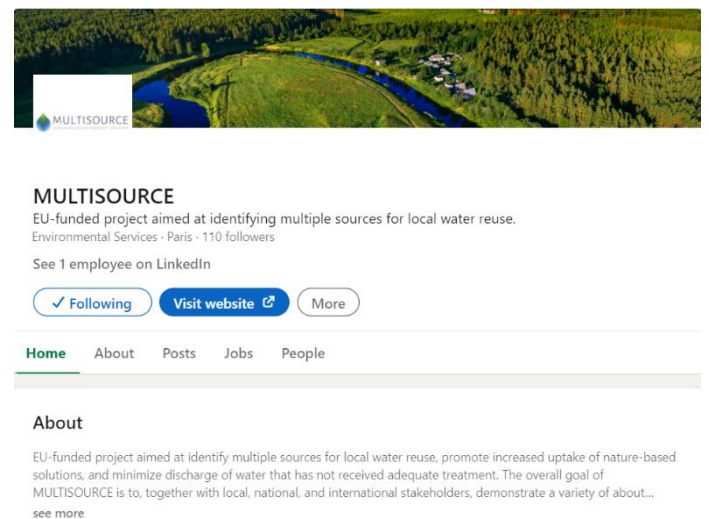Figure 11 MULTISOURCE Twitter

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)
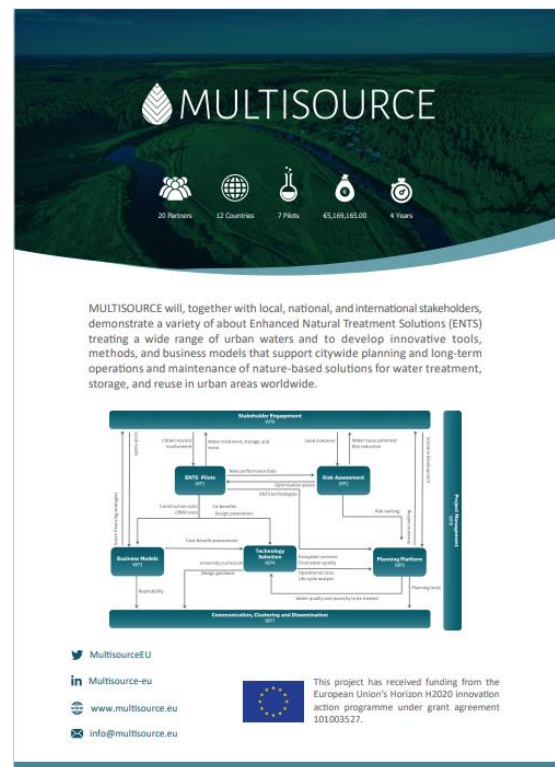
Figure 17 MULTISOURCE poster general (version 2)

Figure 18 Poster explaining MULTISOURCE Work Packages

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' 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.