



Deliverable D7.1

Project branding and promotional materials (logo, leaflet, poster, templates), website and online community

Project acronym: **HOMED**
 Project full title: **Holistic Management of Emerging forest pests and Diseases**
 GA n°: **771271**
 Start date of the project: **October 1st 2018**
 Duration: **48 months**
 Project coordinator: **Herve Jactel (INRA)**
 Planned delivery date: **M6**
 Actual submission date: **M6**
 WP: **WP7**
 WP leader: **PENSOFT**
 Lead beneficiary: **PENSOFT**
 Partners involved: **PENSOFT, IT**
 Version: **01**

Dissemination Level	
PU Public	PU
CI Classified, as referred to Commission Decision 2001/844/EC	
CO Confidential, only for members of the consortium (including the Commission Services)	

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1. Summary

As a foundation of the future communication activities, a set of dissemination and branding tools and materials is crucial to be established within the first months of the project. Accordingly, a project logo and website were developed in the first six months to form the backbone of both project branding and public visibility. In addition, a digital project leaflet was produced for rising awareness among media and stakeholders.

All materials have been uploaded to the Media section of the website, to be available to anyone interested.

Document templates were also produced and made available to the consortium via the collaborative workspace, in order to facilitate future dissemination and reporting activities, such as letters, milestone and deliverable reports and PowerPoint presentations.

Accounts have been also set in the two major social media channels Facebook and Twitter to ensure the widest possible impact and outreach of HOMED-related results, news and events and to engage the interested parties in a virtual community.

The long-term impact of the project's results will be secured by constantly updating and maintaining the website for a minimum of five years after the end of the project.

2. Introduction

WP7 “Communication, dissemination and knowledge exchange” has as its main objectives to create and maintain a recognisable project identity, as well as to maximise the uptake of project results by promoting and disseminating them across a wide range of stakeholders and the general public. To ensure effective communication, Pensoft has produced a number of promotional tools and materials as a part of the project branding.

The following report describes these tools, as well as their current and future implementation within the project dissemination strategy.

3. Project branding and general promotional materials

3.1. Project logo

A project logo (Fig. 1) was designed to help the external audience easily identify HOMED and it contributes to the project visibility by providing a corporate identity from the very beginning of the project. The logo's specific design is intended to be the face of the project, to visually communicate the character of the project and appeal to both scientists and the general public.

The logo was made available to the consortium to use in official communication. It serves as the basis for all further promotional materials, as well as the website design, in order to ensure consistent branding across all dissemination tools and channels.



Figure 1. HOMED logo.

3.2. Project leaflet

The HOMED leaflet was designed in a way to reflect the conceptual design of the project logo and capture the attention of different target groups. It increases awareness of HOMED by explaining the rationale behind the project - its objectives, the activities and main tasks planned, as well as the expected results and partners involved (Fig. 2). The leaflet was subject to discussions and improvements from the coordination team.

The leaflet is made available for download on the website and the collaborative workspace. Corresponding to the nature of the project, the leaflet is available in a digital format and intended to be accessed and distributed online or further printed out.

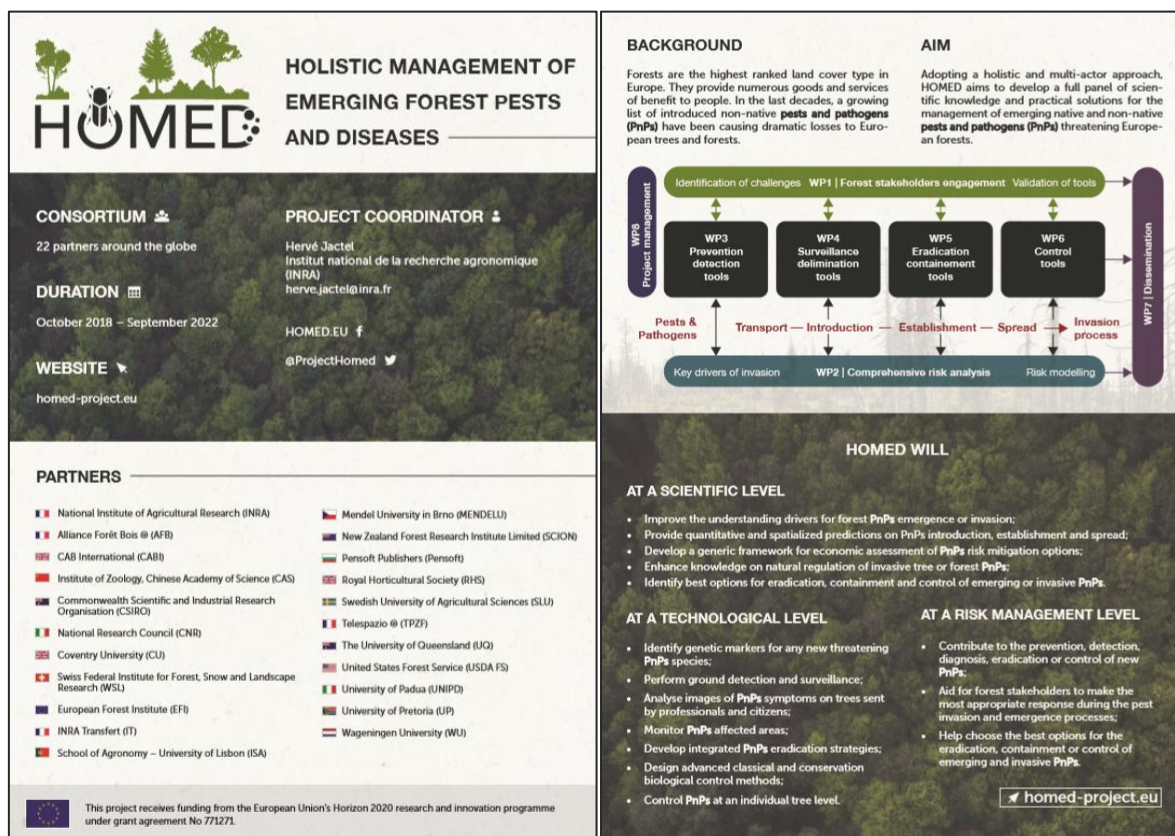


Figure 2. HOMED leaflet

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°771271

3.3. Project corporate identity templates

HOMED corporate identity templates were designed in the very beginning of the project implementation. These include:

- Deliverable template (developed by INRA Transfert)
- Milestone template (developed by INRA Transfert)
- Power point presentation template
- Letterhead template for official project letters

Each template is specifically tailored to the structure of each individual document type. The templates incorporate the project logo and corporate layout and suggest the information necessary to be included in the specific document.

All promotional materials templates are available and easily accessible by all partners on the project collaborative workspace (<https://intranet.inra-transfert.fr>), which is developed to store information relevant to the project and contributes to the efficient project management. Detailed information about the internal platform can be found in D8.3 'Project collaborative workspace'.

4. HOMED website

The HOMED public website (www.homed-project.eu) (Fig. 3) was designed to act as an information hub about the project's aims, goals, activities and results. The website serves as a prime public dissemination tool making the project deliverables and published materials available. Apart from that, events organised by HOMED partners or of relevance to the project will be announced through the website.

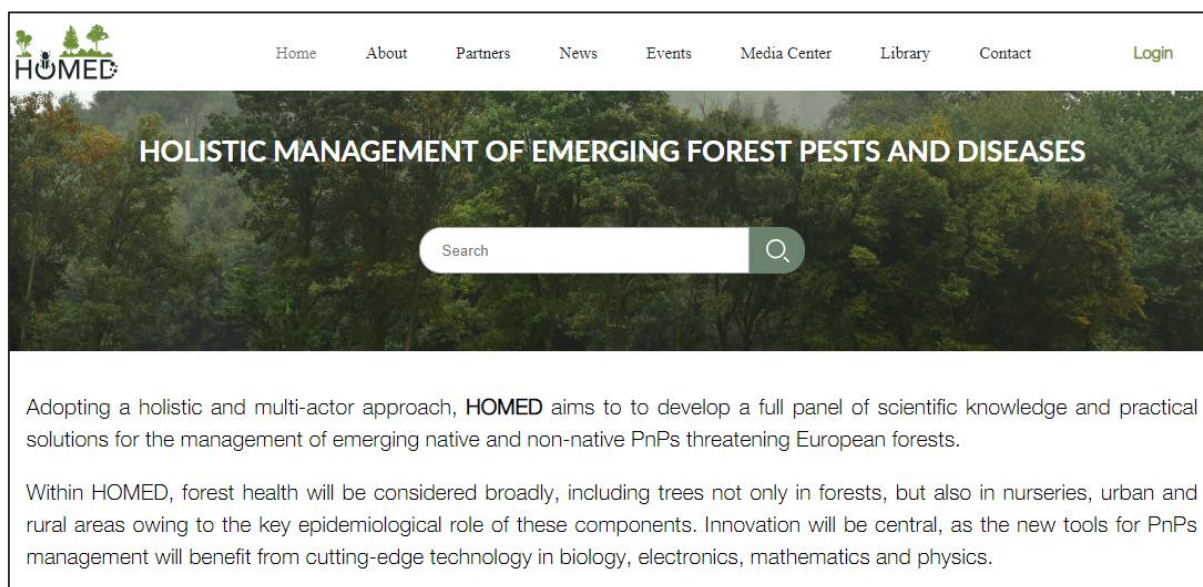


Figure 3. Homepage of the HOMED website.

The website is comprised of separate information pages with project background information, news, events, publications, contact details, etc. It is regularly updated to keep the audience informed and ensure continued interest of already attracted visitors. To make the interface more attractive and intuitive, tailored icons for specific sections have been produced (Fig. 4). These guide the user to project promotional materials, presentation template, press releases and logo.



Figure 4. Website icons.

The website main pages are:

- Homepage: contains introductory information about HOMED, as well as latest news from the project and embedded live tweet feed
- About: introduces the rationale of the project, as well as its main objectives and the objectives of each work package
- Partners: shows an interactive map to present the different project partners with a short overview of their main activities
- News: dedicated to all HOMED news and other news of relevance
- Events: dedicated to all HOMED-organised and HOMED-relevant events
- Media Center: a place where all outreach materials (e.g. logo, leaflet, press releases etc.) are made available and can be freely downloaded
- Library: all public HOMED deliverables as well as all scientific publications resulting from the project
- Contact: contact details of the project coordinator

The public website also provides direct links to the HOMED social network profiles in Facebook and Twitter, as well as a feedback submission button and a newsletter subscription form.

5. HOMED Social Media Accounts

To increase the project visibility and to promote HOMED related news and results, Pensoft has also created accounts for two major social networks, namely Twitter and Facebook (Figs. 5, 6). They have been created to reflect the general project branding in an engaging and interactive way.

The HOMED social media profiles are operational and enjoy increasing popularity and member participation. All news and events, as well as project relevant publications are posted on the Facebook and Twitter accounts.

Buttons to the HOMED social media profiles are displayed on the project homepage, which are linked directly to the relevant social network.

5.1. Facebook

Facebook remains one of the most popular social networks, providing a community-like space, where news, links, photos and videos are easily shared. The HOMED Facebook account can be found under the name @HOMED.EU.

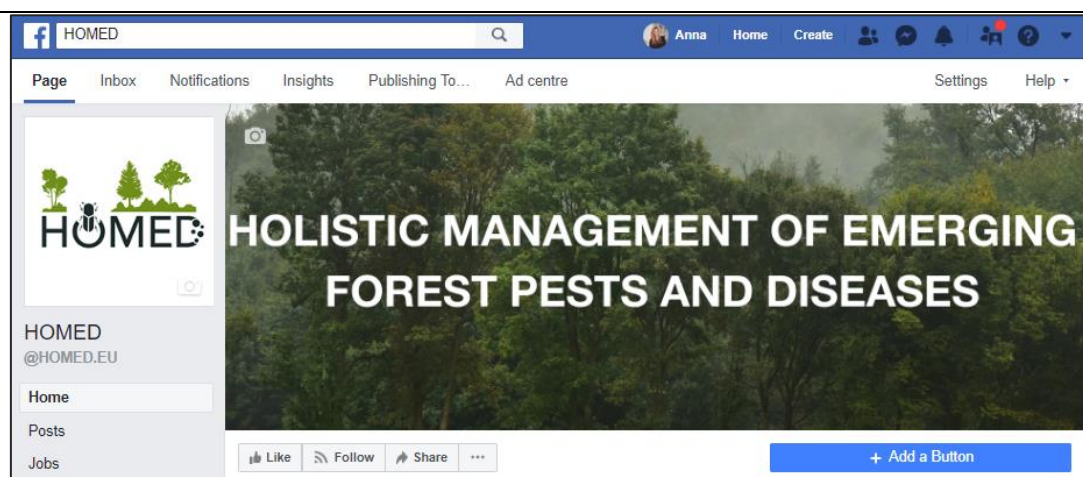


Figure 5. HOMED Facebook account.

5.2. Twitter

Twitter provides a short, fast, easy communication. This social network is popular and with high number of users. Twitter is increasingly used professionally as a means of fast communication of organization specific news and events. The HOMED Twitter account can be accessed under @ProjectHOMED. Due to the increased activity on the Twitter account, it has proven to be successful with 61 followers. (Status 5 March 2019).



Figure 6. HOMED Twitter account.

6. Media Publicity

To increase the project visibility among researchers and interested parties, one press release introducing HOMED's main focus, objectives and activities was produced and published in the online science news service EurekAlert! and the European Commission news hub Cordis Wire. A total of 2,451 page views on EurekAlert! speaks for a strong interest of the audience.

20.11.2018 "Holistic management of emerging forest pests and diseases"

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°771271

Newly funded EU Horizon 2020 Project HOMED will use innovative practical methods to assess and control invasive pests and pathogens threatening EU forests.

7. Future Actions

The following plan outlines the baseline activities and frequencies from M7 onwards:

1. Flyer - when necessary, an updated version of the flyer
2. Press releases – roughly 1 press release per year (this number is a subject to change in accordance with the necessities of the project)
1. Media center – updated regularly to include new information and multimedia materials as they come
3. Electronic newsletter - 1 every year
4. News and Events on the website: minimum 1 per month
5. Social networks activity: minimum 2 posts per week
6. Publications in relevant media – minimum 2 per year

The values given above are just a guideline and set as a minimum activity on every dissemination aspect per period of time. They are subject to an increase whenever this might be necessary or possible throughout the project's lifetime.

8. Conclusion

Deliverable 7.1 “Project branding and promotional materials (logo, leaflet, poster and templates), website and online community” describes the ideation and creation of project identity and promotional materials. The report gives an insight into the purpose of the different dissemination tools. With the goal to disseminate project outputs to stakeholders and the general public through various communication channels, a set of promotional materials has been created within the first six months of the project. To maintain a consistent project identity and keep the relevant target groups well informed, the dissemination team will update the project website on a regular basis, and create promotional materials with the most recent project updates.