

D6.1– BIO4EEB Brand, Website and Social Media (1st version)

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Technical References

Project Acronym	BIO4EEB
Project Title	BIO insulation materials for Enhancing the Energy performance of Buildings
Project Coordinator	LENZE-LUIG 3-L-PLAN GBR
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¹ PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)
 SEN – Sensitive, limited under the conditions of the grant agreement
 Classified R-UE/EU-R – EU RESTRICTED under the commission Decision No2015/444
 Classified C-UE/EU-C – EU CONFIDENTIAL under the commission Decision No2015/444
 Classified S-UE/EU-S – EU SECRET under the commission Decision No2015/444

Document history

V	Date	Author (Beneficiary)	Description
V0.1	14/06/2023	M. MAKTABIFARD (R2M)	First version of items presented to partners
V0.2	27/06/2023	M. MAKTABIFARD (R2M)	Final version of items which incorporates feedback from partners

Executive Summary

This short report presents the initial set of dissemination and communication (D&C) tools that are included in Deliverable 6.1 “BIO4EEB brand, website and social media”. These items have been developed to support implementation of the BIO4EEB project D&C plan. This document includes the presentation of the following D&C items:

- BIO4EEB logo and brand guidelines
- BIO4EEB leaflet
- BIO4EEB roll-up poster
- BIO4EEB website (www.bio4eeb.eu)
- BIO4EEB social media channels
- Project report and presentation templates

It is worth to note that, the detailed description of these items are provided in D 6.6 “Plan for dissemination and exploitation report”. This report will keep being updated during the project lifetime to show the latest updates on BIO4EEB website and other dissemination materials.

Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.

Abbreviations and Acronyms

Abbreviation	Description
D&C	dissemination and communication
WP	Work Package



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1 Introduction

1.1 Purpose and target groups

This short report presents the initial set of dissemination and communication (D&C) tools that are included in deliverable 6.1 “BIO4EEB brand, website and social media”. These items have been developed to support implementation of the BIO4EEB project D&C plan (WP6).

1.2 Contribution of partners

R2M led the design and development of the various tools and items presented in this report. All other partners reviewed the content and provided input and content for these items particularly for populating BIO4EEB project website.

1.3 Baseline

The following D&C items will be presented:

- BIO4EEB logo and brand guidelines
- BIO4EEB leaflet
- BIO4EEB roll-up poster
- BIO4EEB website (www.bio4eeb.eu)
- BIO4EEB social media channels
- Project report and presentation templates

1.4 Relation to other activities

The D&C package preparation was conducted under Task 6.1 (communication and dissemination strategies) and was informed by the work conducted in all work packages and tasks of the project.

2 Logo and brand guidelines

One of the first actions in the D&C activities (Subtask 6.1.2) was to develop the project’s visual identity. To build its brand recognition, a logo was designed on time for the kick-off meeting of the project. It is, and will be associated, and included, in all documentation (paper or electronic) and promotional materials. The logo strengthens the identity of the project. To achieve this, several logo versions were designed and examined, with the aim to represent as best as possible the project in the simplest and clearest way (Figure 1).



Figure 1 - BIO4EEB logo development

Furthermore, the D&C WP leader (R2M) has developed a brand identity for BIO4EEB, based upon the project logo, initial identity and graphics. The visual identity guidelines (Figure 2) are available in the internal shared space of the project.



Figure 2 - BIO4EEB brand guidelines

3 Leaflet

A leaflet (Subtask 6.1.2) as shown in Figure 3, was designed and will be distributed at workshops and events organised by BIO4EEB, as well as at external events. It briefly describes BIO4EEB main message, technology, impacts, demo-cases and consortium members. The leaflet electronic format (.pdf version) is also available to be downloaded from the project website (link below):

<http://www.bio4eeb.eu/wp-content/uploads/2023/06/BIO4EEB-Leaflet.pdf>

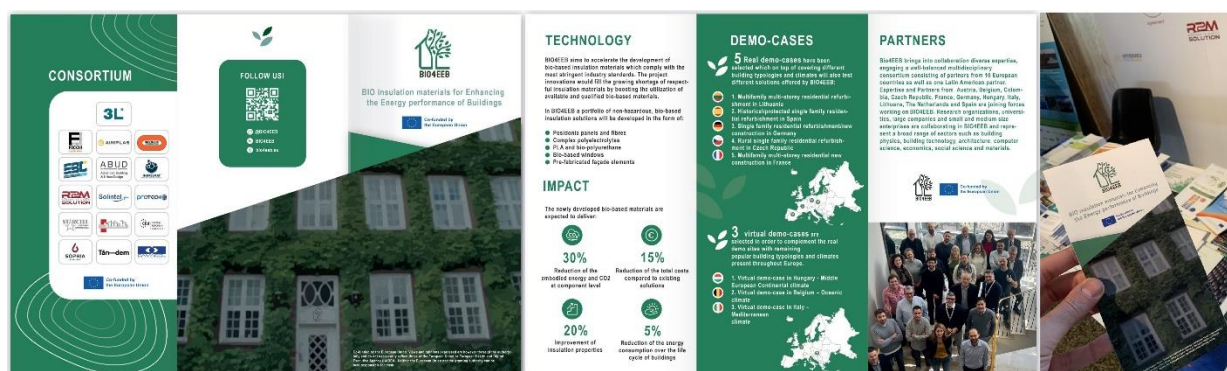


Figure 3 - BIO4EEB Leaflet

4 Roll-up poster

A roll-up poster (Subtask 6.1.2) as shown in Figure 4, was designed to promote the project at conferences, workshops and online platforms. It includes key information about the project, consortium members, and contact information.



Figure 4 - BIO4EEB roll-up poster

5 Website

The public website (Subtask 6.1.2) as shown in Figure 5, was launched in June 2023: www.bio4eeb.eu.

The website will be regularly updated and will promote the project, being the main information entry point and delivery channel for results and progress achieved.

The website is compatible with the common web browsers on all common operating systems. The layout of the website is also responsive and adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop or mobile phone. The news page of the website contains regular posts on relevant activities, milestones and results of the project will be communicated and disseminated.

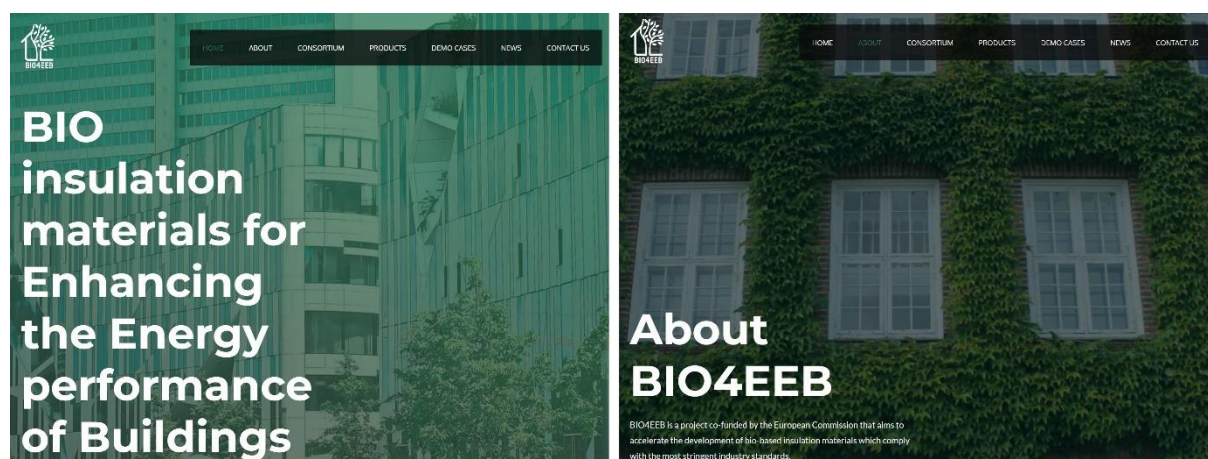


Figure 5 - BIO4EEB project website: 'Home' and 'About' pages

6 Social media

6.1 TWITTER

A BIO4EEB Twitter account (@BIO4EEB), as shown in Figure 6, was created on time for the kick-off meeting (March 2023) of the project (Subtask 6.1.3).



Figure 6 - BIO4EEB Twitter account

6.2 LinkedIn

A BIO4EEB LinkedIn page (www.linkedin.com/company/bio4eeb) as shown in Figure 7, was created as a part of Subtask 6.1.3. LinkedIn is used as one of the main channels to build a project's community online and disseminate the project results.

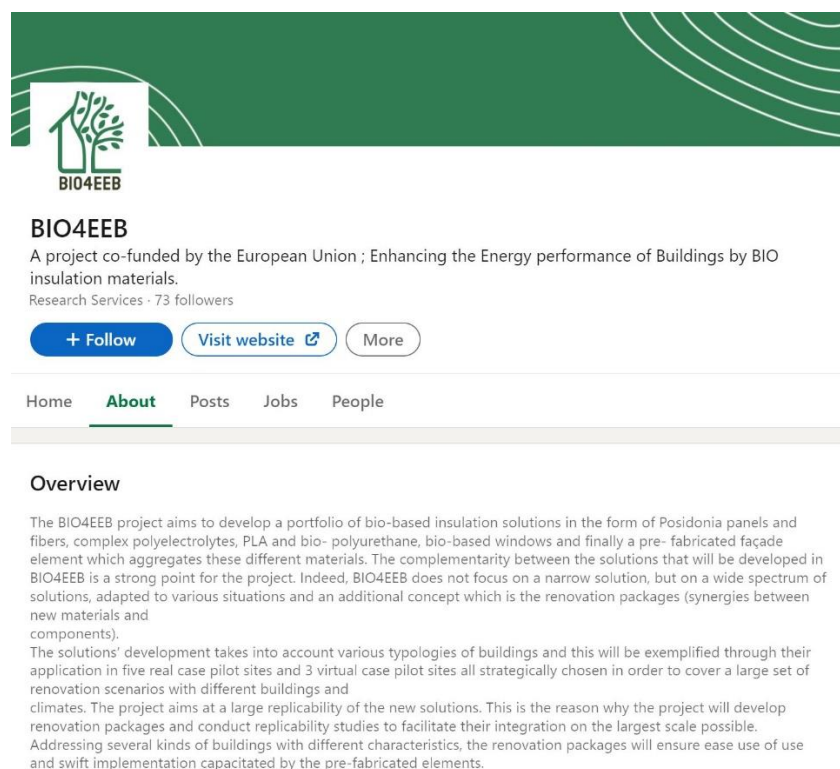


Figure 7 - BIO4EEB linkedIn page

7 Project report and presentation templates

A Word report (Figure 8) and PowerPoint presentation (Figure 9) templates (Subtask 6.1.2) was designed and shared with all the partners to ensure consistency of the deliverables and uniform outreach of the project when partners are attending events or conferences.



Figure 8 - Word template for deliverables



Figure 9 - Powerpoint template for presentations

Conclusion

This short report presents an overview of the initial set of D&C items and tools that were developed to promote the project and support BIO4EEB D&C activities. Further details on these items along with the D&C plan are provided in Deliverable 6.6 “Plan for dissemination and exploitation report”.