



D6.3 Promotional Material

**WP6 Enabling environment and
awareness raising**

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Executive summary

The present deliverable describes the promotional material that are going to be used for dissemination and communication purposes of DIANA project. Creating a sound dissemination strategy for a project leads to increased awareness and maximisation of its' impact. Regardless of how innovative or transformational a project can be, it will not make an impact unless it is communicated in a timely manner to the audiences that can directly benefit from it. In order to effectively reach these stakeholders, a well-thought-out dissemination strategy needs to be created that targets all relevant stakeholders. Dissemination and the evaluation of the dissemination strategies utilized can also provide a better understanding of the barriers to dissemination and lead to greater utilization of the most effective dissemination strategies in future.

The means of delivery is a key part of the dissemination and communication strategy. The key to effective dissemination is to match the means to the message and needs of the audience. The increasing use of internet has shifted the dynamics of dissemination and communication, nonetheless traditional methods still play an integral part. This is the reason why DIANA project has strategically decided to combine both:

- Social Media Accounts (D6.4) including Facebook, Twitter, LinkedIn and Youtube
- Promotional Material (D6.3) including Project Identity and Logo, Templates, Posters, Brochures, Fact Sheets, etc.

Below we present all promotional material that were created for the project during the first three months. All material was developed in English and in the following months is going to be translated in the languages of the partners of the consortium.



1. Project Identity and Logo

As also referred in D6.1 Dissemination and Communication Plan the logo is one of the most important aspects of the visual identity of a product and/or a project. It is the major graphical representation of the project and its' results and becomes one of the most seen elements of the visual identity during the dissemination and communication activities. Below we can see the logo of DIANA:



Figure 1 DIANA Logo

A first look of the DIANA logo helps the interested party to recognize the water droplet, which is directly related to water in all its' facets. However, with a second more extensive look the interested party can also recognise an "all seeing eye", which is directly connected with what people see, but also what technological advances helps them to "see". In combination those two elements of the logo along with the colour palette comprise the project's logo.

The colours that were selected for the overall project identity were the blue of the water, but of the sky as well (where satellites that provide the Earth Observation Data are), while the black circle with the white one outside stand for the colour of an all seeing eye, as also mentioned above. Below we can see the exact colours that were used for the logo:

Blue Accent 94,177,229
Black 0,0,0
White-255,255,255
Grey Accent 3 80% Lighter 237,237,237

The purpose of the DIANA logo is fully aligned with the project's objective to use earth observation data in order to identify and inspect the non-authorised water abstractions for irrigation.

Based on the visual identity established by the logo and the colour pallet, templates were produced for text documents (Microsoft Word) and presentations (Microsoft PowerPoint). All templates can be found in D6.1 Dissemination and Communication Plan and in Annex I of the present.

2. Project Info Fact Sheet

The info factsheet is a single sheet printed A4 (one or two sided depending on the amount of text) paper containing information on the project as a whole, but also can contain and analyse specific parts of the project e.g a Work Package fact sheet or a factsheet dedicated to serve a specific audience. Different fact sheets will be produced during the course of the project and will be available in the website. The factsheet will be disseminated in formal as well as informal events when necessary (e.g. workshops, conferences, etc.) in order to inform all relevant stakeholders about the key points of the DIANA project. The factsheet will be also available in an online version through the DIANA website and as with all other promotional material it will be translated in the languages of the partners that comprise the consortium of the project.



Figure 2 Project Info Fact Sheet



3. Project Poster

Posters are dissemination means that are mainly used in events that can be either organised by the project or can be external conferences, symposia, workshops, seminars or others in relevant domains. Such posters will be provided as necessary. An initial poster was created that includes the following main items:

- DIANA Logo – Slogan – Key Words,
- EU emblem and statement of the EC funding
- One paragraph description
- Tag line – Key message

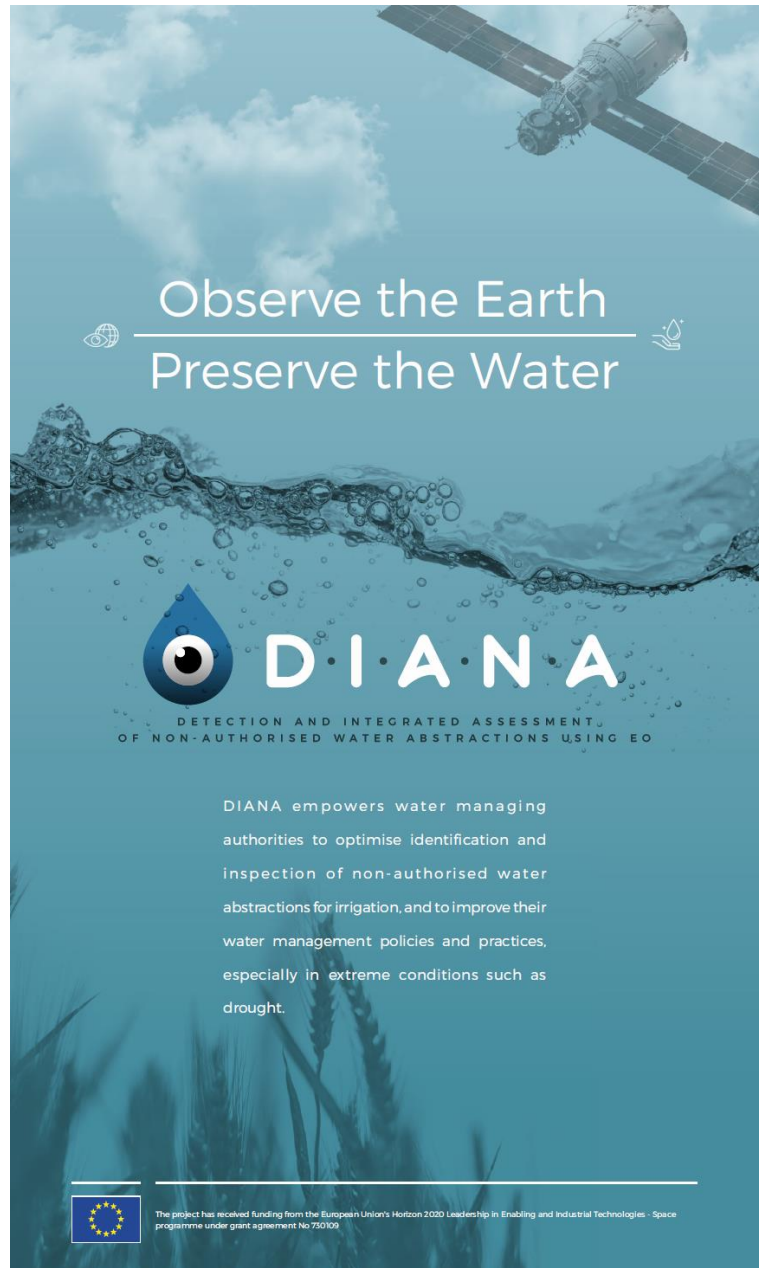


Figure 3 Project Poster



4. Project Brochure

The project brochure is one of the main promotional materials of the project and it will be delivered and sent to the various stakeholders, allowing a fast understanding of the project's aims, activities, pilots and expected results.

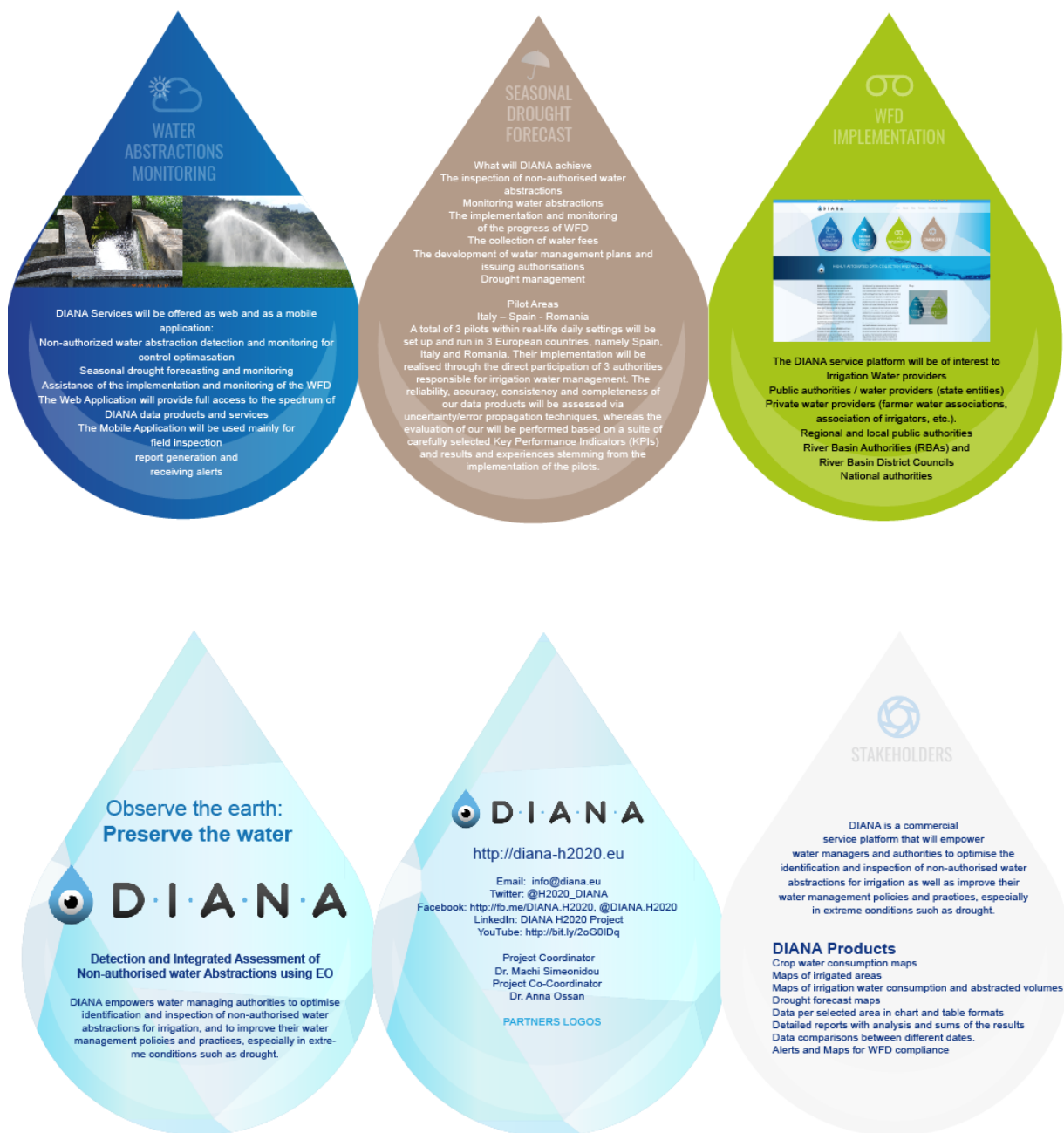


Figure 4 Project Brochure



5. Project Leaflet

Leaflets are a simple means of informing the different audiences of the purpose, progress or findings of the project. Leaflets can address general project issues since they will be printable in-house and will allow a fast replication. Leaflets will be editable and printable by any of the project partners, and therefore, will be tailorable both in terms of content and language. In order to raise awareness of the project even at the initial stage, the consortium has created a first version of a leaflet to be distributed through all partners to any dissemination event they participate in. The paper size of the leaflet will be A5 and special folding and cutting will be applied. For the initial needs of the project 1000 leaflets will be printed. They will also be available for download from the project website.



Figure 5 Project Leaflet



6. Conclusion

The first version of all printable material is ready and will be disseminated to all partners and uploaded in the website. Furthermore, all relevant material will be translated in the partners languages and especially in those of the pilot partners. All material will be updated based on the progress of the project and in order to respond to the needs of specific stakeholders and groups of interest.

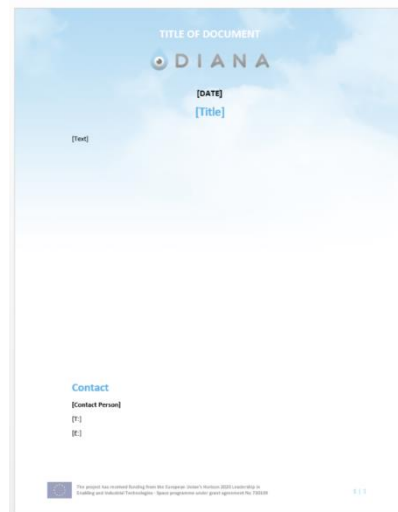


Annexes

Annex I: Templates



Deliverable Template



Deliverable Document Template



D6.3 Promotional Material



Deliverable Review

Reviewer Name:	Deliverable No.:	WP:
Partner Organisation:	Author(s):	

How would you rate the level of implementation in the document according to the following 6 criteria?

	YES	NO	N/A*
1. Does the Deliverable contain all the information needed for me and my team to continue with our Work Package of research?			
2. Is the data in the Deliverable complete? If not, what is missing?			
3. Is it well-structured and clear in its content? If not, explain what is lacking.			
4. Is the English good of quality? Is it free of spelling/grammar mistakes?			
5. Does it give a fair all-inclusive picture of everybody who has contributed?			
6. Is the language used in the document gender neutral?			

Do you have any further comments or recommendations?

Date:	06/06/20	Reviewer Signature:
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*N/A: Not Applicable to the deliverable under review


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Reviewer Template

Press Release



FOR IMMEDIATE RELEASE

[Location], [Country], [Day] [Month] [Year]

[Title]

[Text]

Contact

[Contact Person]

[T:]

[E:]


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Press Release Template



D6.3 Promotional Material



The image shows a two-page template for an event report. The left page is titled 'Event Report' and features the DIANA logo at the top. Below the logo, there are fields for '[Title of Event]', '[Date], [Location]', and '[URL of event website]'. The page is divided into sections: 'AIM' with a '[Text]' field, 'AGENDA' with a '[Insert Text or Image]' field, 'SUMMARY OF KEY POINTS' with a '[Speaker] ([Affiliation]) - [Session Title]' field and a bullet point, 'PROJECTS AND INITIATIVES MENTIONED' with a '[Project/Initiative] ([URL])' field, 'KEY EVENTS' with a '[Event]' field, and 'KEY CONTACTS' with a '[Contact]' field. The right page is titled 'PARTICIPANTS' and has a '[Text or reference to separate file for scanned lists]' field. Both pages have a footer with a small European Union flag, project information, and the DIANA logo.

Event Reporting Template



The image shows a presentation slide template. At the top, there is a large DIANA logo. Below the logo, there is a text box containing the placeholder text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.' and a paragraph of placeholder text: 'Morbi ultrices felis eget risus condimentum, quis aliquet eros suscipit. Fusce sed dignissim libero. In hac habitasse platea dictumst. Aenean in urna mattis, bibendum diam vestibulum, elementum nulla.' The slide has a blue footer with a small European Union flag, project information, and the DIANA logo.

Presentation (Ppt) Template

