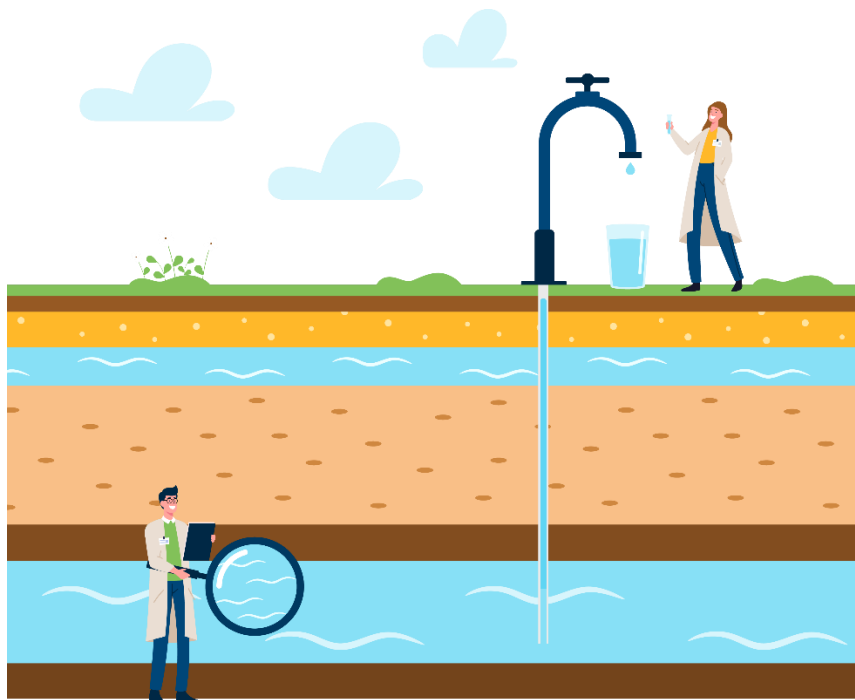




MAR2 PROTECT

D7.1 “COMMUNICATION PLAN AND TOOLKIT”

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GRANT AGREEMENT NUMBER: 101082048

PROJECT ACRONYM: MAR2PROTECT

PROJECT TITLE: “Preventing Groundwater Contamination Related to Global and Climate Change through a Holistic Approach Based on Managed Aquifer Recharge”

PROJECT Duration: 1st December 2022 - 30th November 2026 (48 months)

WEBSITE: <https://mar2protect.eu/>

ABBREVIATION / ACRONYM:

Abbreviation / Acronym	
GW	Groundwater
GC	Global change
CC	Climate change
MAR	Managed Aquifer Recharge

Executive Summary

The objective of the deliverable is to outline the strategy for dissemination and communication activities carried out during the project, describing MAR2PROTECT Communication and Dissemination Plan, including targets, strategies, and impact indicators. The aim of the document is to define what kind of message, what target audiences and tools need to be used to increase the visibility of project outcomes and what strategies need to be followed by the consortium partners to disseminate project results and increase its sustainability over time.

This deliverable has been designed in accordance with the main message of MAR2PROTECT to be communicated and disseminated which will focus on the impacts and benefits of next-generation MAR for GW management in view of GC/CC.

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D7.1	WP7 / T7.1
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FEUGA	Tamara Rodríguez
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02	29/12/2022	NOVA	1 st revision of NOVA
03	16/01/2023	FEUGA	New version for circulating to project partners
04	<i>fill out properly if necessary.</i>		

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1. INTRODUCTION

The aim of the deliverable D7.1 “Communication plan and toolkit” is to consolidate the overall strategy of the MAR2PROTECT project: 1) to define the goals of dissemination and communication activities; 2) to identify the most efficient means to achieve them; and 3) to create an implementation plan. To this end, the D7.1 plan sets out the objectives, tools, materials, and channels to be used to effectively spread the activities carried out within the MAR2PROTECT project, as well as the different achievements to targeted audiences.

To have a better understanding of the Communication strategy developed in this document, there is a need to reinforce the difference between communication and dissemination. According to the source “EC Research & Innovation Participant Portal (Glossary/Reference Terms)“:

- **Communication** is a strategically planned process that starts at the outset of the project and continues throughout its entire lifetime, aimed at promoting the project and its results. The objective is to reach out to society and show the impact and benefits of the project.
- **Dissemination**: the public disclosure of the results by any appropriate means (other than resulting from protecting and/or exploiting the results), including by scientific publications, in any medium. The objective is to transfer knowledge & results.

The communication and dissemination activities to be conducted within this project are described in the WP7, and all tasks are listed in the Table below.

Table 1 Work Package 7 tasks

TASK	MONTHS
T7.1: Communication strategy and implementation	1 - 48
T7.2: Dissemination and Exploitation	1 – 48
T7.3: Clustering with other projects and initiatives	1 - 48

1.1. MAR2PROTECT PROJECT

MAR2PROTECT will provide a holistic approach to prevent groundwater contamination from climate change impacts, through different innovative technologies.

The main idea consists in a tool supported by Artificial Intelligence that will receive real-time information from sensors placed in risk locations where the technologies will be implemented, among other vitally important information (innovative technologies, preferences of social agents, risk assessment...).

The tool is based on a new generation of Managed Aquifer Recharge approach to improve groundwater quality and quantity. The core of the innovative Managed Aquifer Recharge is the M-AI-R Decision Support System which will incorporate technological and societal engagement information using an Artificial Intelligence-based evaluation to improve groundwater quality.

To ensure a high replication potential, M-AI-R Decision Support System will collect information from 7 demo sites in 4 European countries (Italy, Netherlands, Portugal, Spain) and 2 in non-European countries (Tunisia, South Africa) which were carefully chosen by their degree of maturity from previous successful projects and a wide range of settings in terms of climatic conditions, water sources, type of pollution, Managed Aquifer Recharge scheme and political/societal context.

Besides, MAR2PROTECT will ensure a strong engagement of national and EU policy makers that, in collaboration with a Community of Practice (CoP), will strengthen the EU policy framework in the field of prevention of GW contamination. This overall goal is articulated in 9 specific objectives (SO) and 21 project results (R), with their technologies (TEC), deliverables (D) and KPIs.

The innovative socio-technological approach for the new-generation Managed Aquifer Recharge is based on the M-AI-R Decision Support System that uses Artificial Intelligence-based techniques to increase Managed Aquifer Recharge efficiency and supporting decision makers in all steps, from design to operation to yield assessment. M-AI-R-Decision Support System is closely interconnected with an innovative modelling tool REACH, gRoundwatEr quAlity CHange) aimed at quantifying global change/climate change impacts on groundwater quality, and an innovative Ground Water Prevention Internet of Things platform to control the Managed Aquifer Recharge progress using information provided by real-time integrated sensing systems and innovative analytical techniques. M-AI-R-Decision Support System will use information from 7 carefully selected demo sites, distributed between Europe and Africa, representing a wide range of type of Managed Aquifer Recharge scheme, climatic conditions, type of groundwater pollution and political / societal context that ensure a high replication potential of the proposed technological and stakeholder engagement approach. MAR2PROTECT will encompass major technological and non-technological breakthroughs compared to the current service-oriented architecture. All technologies and social activities, articulated in the 6 groups described here below, will start at Technology Readiness Level 3 / Societal Readiness Level 2 and will end at Technology Readiness Level 4 (for all technologies) and Societal Readiness Level 6. A Technology Readiness Level 5 and Societal Readiness Level 6 will be achieved in the case of the social activities and technologies selected for upscale in the demo sites.

1.2. Management of communication activities

Diligent management of the communication activities is a key element to ensure all partners working in cooperation and aligned on achieving the goals and objectives of the communication strategy.

FEUGA, who oversees the communication activities, will take a lead role in preparation, production, organization, and coordination of communication tools and activities that relate to the project in general. However, communication activities will be supported by the whole consortium as each partner is going to play a key role in implementing the strategy. Each partner is to be considered an ambassador for communicating, as these activities are essential and pervasive throughout the project's life and integrate within all its work packages. In this way, all partners have to report on the activities they are performing to update the website and social media channels, and to contribute to the local distribution of press releases or events organization, among others. Their contribution is expected as:

- **Explanatory texts** - regarding the activities they are implementing and the achieved results.
- **Pictures and videos** - especially related to the work conducted during the demo sites or events attendance.
- **Interaction and engagement** with the social networks of the project.

1.3. Language

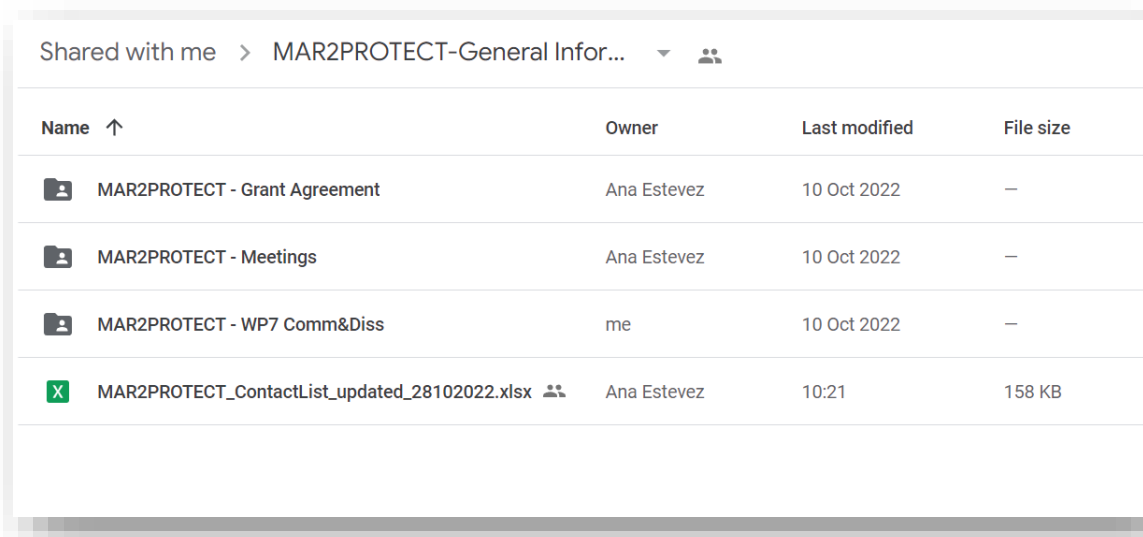
The official language of the project is English and therefore internal and external communication will be in this language. However, to reach more audiences, press releases can be translated to the official languages of the consortium members.

1.4. Internal communication

Internal communication, as a set of actions aimed at facilitating the transmission of strategic messages within MAR2PROTECT project, is vital to ensure the consistency of key messages and their direct relationship with the external communication.

Mailing lists have been created by NOVA to facilitate communication within the consortium. The project counts as well on an internal management platform (Microsoft OneDrive), restricted to the consortium members. There partners can share information, upload, and download documents to carry out the project or to achieve a common goal. It aims at reinforcing communication between partners. Through there, all partners have access to contractual documents, project contacts, reports, submitted deliverables, and all information on project meetings (agenda, PPT presentations, minutes, etc.) as well as templates needed and book of style to ensure branding goal.

The collaborative platform includes a specific section for monitoring partners' communication and dissemination activity during the whole project, regarding events participation and publications, under WP7 folder.









Shared with me > MAR2PROTECT-General Infor... 			
Name ↑	Owner	Last modified	File size
 MAR2PROTECT - Grant Agreement	Ana Estevez	10 Oct 2022	–
 MAR2PROTECT - Meetings	Ana Estevez	10 Oct 2022	–
 MAR2PROTECT - WP7 Comm&Diss	me	10 Oct 2022	–
 MAR2PROTECT_ContactList_updated_28102022.xlsx 	Ana Estevez	10:21	158 KB

Figure 1: MAR2PROTECT’s collaborative platform

1.5. Working internal templates

Another important asset in terms of communication activity within the project is to have homogeneous formats related to project deliverables, documents, presentations, or any other item eventually produced. For this purpose, FEUGA has produced different templates available for MAR2PROTECT partners for main formats: .doc (for documents and deliverables), .ppt (for MAR2PROTECT presentations). These materials are also available on the shared folder, under WP7, inside Corporate.

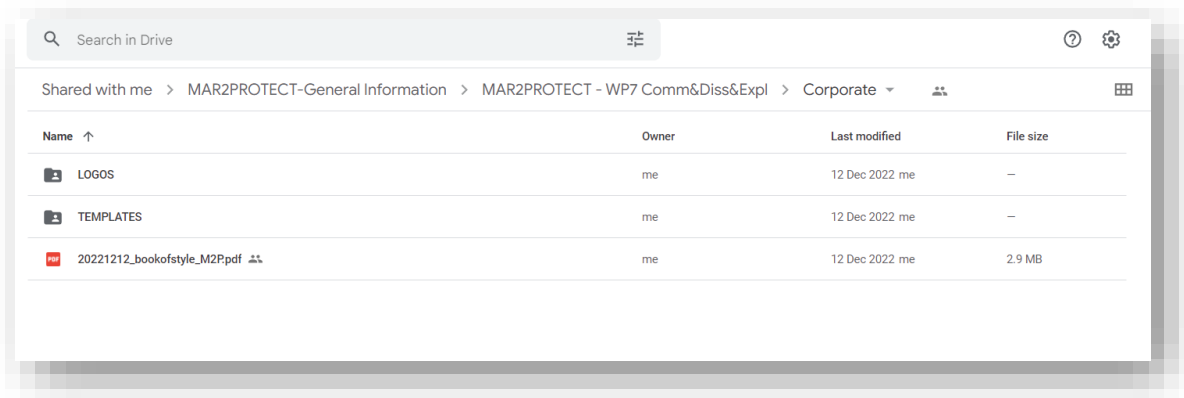


Figure 2: MAR2PROTECT´s templates

2. Project visual identity

To create a strong identity, it is of utter importance to have a logo and a “book of style” which will serve as a consultation document for all the partners when producing dissemination and communication materials, both on-line and off-line. To ensure the consistency of the project communication, all partners should use the following visual elements (logos and document’s templates):



Figure 3: MAR2PROTECT´s logo

All logo's graphic standards are described in the MAR2PROTECT Book of Style, such as minimum dimensions of the logo, applications of the logo that are not allowed, colours (pantone, RGB, CMYK), black & white and how the logo should be used depending on the background formats. For further information, consult the Book of Style of the project Annex 1 of this document.



Figure 4: MAR2PROTECT 'S Book of style

2.1. Typography



Figure 5: MAR2PROTECT'S typography

2.2. Corporate Colour System



Figure 6: MAR2PROTECT'S colour system

2.3. Applications

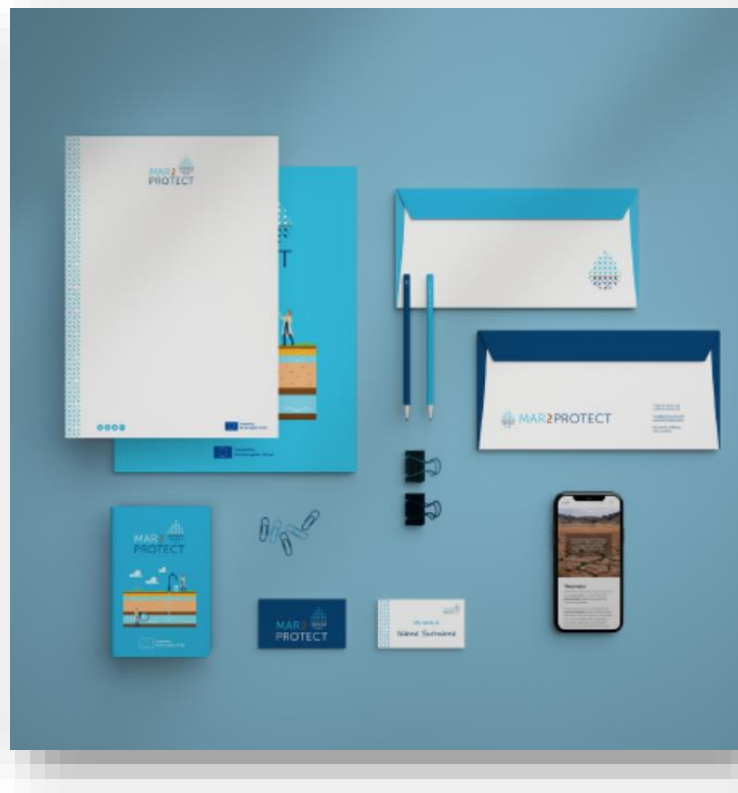


Figure 7: MAR2PROTECT ‘S applications

2.4. Information on EU funding — Obligation and right to use the EU emblem

All communication and dissemination materials must use the EU symbol and a clear statement that the project has received funding from the European Union.



**Funded by
the European Union**

Figure 8: Correct use of the logo and the EU emblem

Unless the Agency requests or agrees otherwise, or unless it is impossible, any dissemination material on any media must indicate that the project received funding from the European Union’s Horizon Europe programme. It should display the European Union flag, EU emblem, and the acknowledgement of funding.

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

2.5. Disclaimer excluding Agency and Commission responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency, and the Commission are not responsible for any use that may be made of the information it contains: “This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains.”

3. Communication and dissemination objectives

The main objective of this task is to raise public awareness and ensure maximum visibility of the project's key facts, objectives, activities, and findings. Communication and dissemination activities in MAR2PROTECT will pave the way for an effective exploitation of the project results, both at a project level and by each of the partners integrating the consortium.

Communication activities will have two-way direction, guaranteeing not only that the project and its outcomes are outspreaded but also that the project receives relevant inputs from relevant stakeholders (policy makers, industry, research community and other EC projects). This will be achieved by providing targeted information to multiple audiences, including media and the general public. The communication and dissemination activities are aligned with the project objectives, which are:

- To **raise public awareness** about the project, its results and progress within target groups using effective communication means and tools, such as online and offline dissemination, scientific publications, and networking events.
- To **engage key players** in the prevention of GW contamination.
- To **ensure transparency and visibility** of the project activities to acquire the necessary support from crucial stakeholders.
- To **announce and promote MAR2PROTECT events**, contributing to increase its attendance and potential engagement.

Dissemination activities will ensure a proper disclosure of the project results, making them easily available to stakeholders' groups, and publics that have interest in the GW contamination theme. This will be achieved by the use of communication channels (website, social media, general press, etc.), but also by enabling open access to scientific publications. Hence, the communication and dissemination activities have to be oriented with a view to achieving the following objectives:

- To **involve** a large number of stakeholders early in the discussion of the development of managed aquifer recharge solutions, supporting the definition of requirements, specification, and barriers for the project.
- To **disseminate** the fundamental knowledge, methodologies and technologies developed in the project.
- **Establishing links and synergies** with other groundwater reasearch-related projects.

In order to achieve the above-mentioned changes MAR2PROTECT must:

- Generate a community of interest around MAR2PROTECT ´S goals.
- Build a close relationship of collaboration and knowledge exchange between all actors involved in the prevention on GW contamination, Artificial Intelligence-based techniques to increase Managed Aquifer Recharge and Zeropollution.
- Increase project awareness and acknowledgement at local/national/European and international level.
- Promote the impact and sustainability of R&D results.
- Extent the applicability and functionality of the new scientific knowledge and innovative methodologies developed within the project framework.

The focal point of the MAR2PROTECT overall Communication & Dissemination strategy is the identification and mapping of targeted stakeholders (whom to disseminate to) and the understanding of their needs and characteristics so as to tailor clear and concise messages (what to disseminate) to the different target audiences. This also comes to ensure the use of the most appropriate and efficient dissemination channels and communication tools and drive the development of proper materials per target stakeholders (how to disseminate).

3.1. Target audiences

Due to the multiples users and actors involved, the audience for the project ´s outputs is diverse and will include public administrations and bodies, the research community as well as the general public. MAR2PROTECT project communications will extend from the most technical and experienced community working on next generation MAR for GW management in view of GC/CC, to the general public. Thus, MAR2PROTECT will target ten main stakeholders, whose characteristics are:

Table 2 MAR2PROTECT target groups

ACRONYM	TARGET GROUP	DESCRIPTION
ARC	Academia & Research Community	Social/technologies experts, Water RTO, GC/CC model predictions experts, risks management experts, Health Experts (ecotoxicology), chemical experts and bio-solutions experts.
IND	Industrials (SMEs and large companies)	Fertilizers, suppliers, IT manufacturers, data users/modelling experts, replication in other sectors, agricultural communities/associations.
WUT	Water utilities	Water Utilities, Drinking water/water suppliers
PROJ	Projects	National, European and International Projects related to MAR2PROTECT
CIV	Civil society	Citizens and civil society
GOV	Government	Local, Regional, National and EU level, GC/CC & Policy makers
NGO	Non governmental organizations	Foundations/environmental organizations
PRESS	Press	Mass media, specialized journalists, scientific press

STU	Student community	Researchers
FARM	Farmers	Irrigation communities

In order to interact with the different audiences, the main channels the project is going to use are described in the below table:

Table 3 Channels for each Target group

CHANNEL	TARGET GROUP
Project Website	ALL
Communication toolkit	ARC, IND, PROJ, NGO, FARM, WAT
Press kit & releases:	PRESS
Social media	ARC, IND, CIV, WAT, STU
Promotional videos:	IND, GOV, NGO, FARM, STU
Innovation factsheets	IND, NGO, FARM, STU
Policy Briefs	GOV

3.2. Key messages

The communication strategy will be built on the following messages targeted to different audiences, both customizing the content and selecting the right communication channels, aiming to effectively transmit the purpose of the message.

Key messages and content will be defined and customized according to several criteria, geographical location, knowledge and interest in the subject of the project. For dissemination actions a more scientific and technical language will be used, while for communication actions, a non-specialised and easy-to-understand language will be implemented.

Several target-oriented key messages have been defined to reach MAR2PROTECT goals:

Table 4 MAR2PROTECT key messages

ACRONYM	TARGET GROUP	KEY MESSAGES
ARC	Academia & Research Community	Knowledge creation for new technologies for removal & biodegradation of micropollutants from WW and for the downscale of CC scenarios
IND	Industrials (SMEs and large companies)	MAR2PROTECT will improve the innovative technologies for low-cost energy desalination and water treatment

WUT	Water utilities	MAR2PROTECT will improve the innovative technologies for low-cost energy desalination and water treatment
PROJ	Projects	MAR2PROTECT supported by the knowledge to create advanced water resources management solutions, tools, etc
CIV	Civil society	The MAR2PROTECT project will contribute to advanced water resources management solutions, tools, etc
GOV	Government	MAR2PROTECT will develop several policy recommendations aimed at supporting EU governing bodies in the prevention and management of GW contamination in different environmental and industrial matrices
NGO	Non gubernamental organizations	MAR2PROTECT tools will generate a better understanding of the pathways and impacts of micropollutants potentially introduced in aquifers by means of MAR, as well as of salinity intrusion into aquifers, in order to prevent the GW contamination
PRESS	Press	The MAR2PROTECT project will contribute to advanced water resources management solutions, tools, etc
STU	Student community	Knowledge for new technologies for removal & biodegradation of micropollutants from WW and for the downscale of CC scenarios
FARM	Farmers	MAR2PROTECT will improve the innovative technologies for the retention of fertilizers in the roots of vegetables, fruit trees and wheat

4. Communication and dissemination tools

MAR2PROTECT will create and make use of various communication channels/tools, including online, offline, and face-to-face, to achieve an efficient and effective interaction with the different stakeholders.

The main efforts will be directed towards online communication, understood as any actions done on the internet. It allows to personalise the communication, targeting the different audiences of the project, and it can be easily measured. Digital channels also allow us to post, plan, and schedule months ahead.

The offline communication materials will complement the communication strategy. For instance, printed materials will be ready to reinforce the communication strategy when attending events and fairs. This combination of channels and tools will allow the project to develop a brand strategy better targeted as well as more efficient. The different channels and tools that the project will use are detailed below.

4.1. Website

The MAR2PROTECT’S website (<https://mar2protect.eu/>) has already been created. It includes the main information on the project and will be frequently updated to keep the visitor informed on the progress and achievements attained.

The website will play a key role in the project, acting as MAR2PROTECT showcase. Its content will be fed not only with records of information about demo sites and technical aspects of the project, but also news, videos, photos. It must be social and communicative. All partners will be requested to deliver content for the website.



Figure 9: MAR2PROTECT’S website

Thus, among other contents, the website information includes:

- **Home:** It includes the main information about the project: project overview, partners, work packages, objectives, technologies and linked projects;
- **Demos:** Information about the demo sites and activities related;
- **Stakeholder engagement:** where living labs, CoP and IAB are introduced.
- A **Knowledge centre** section containing communication materials, public deliverables, scientific publications, and newsletters to consult and download.

The project's promotional materials will be also included in this section. Also, all deliverables marked as public will be available to download in this section of the website.

- **Our news:** it will be regularly updated - in collaboration with partners - with the project progress, interaction with other networks, success stories, general news, etc. A submenu with events and media impact will be also updated.
- **A contact section** so that stakeholders can contact the consortium to obtain further information on the project.
- **Links** to the project social networks targeted to stakeholders (Zenodo, Twitter, LinkedIn, and YouTube).

All contents will be relayed through the MAR2PROTECT communication channels to further support active user engagement. Apart from MAR2PROTECT'S own website, the partners will be also engaged to disseminate the project through their corporate websites.

After the project's conclusion the website will be online for 3 more years, during which the materials and results of the project will be available for Project Participants and for the public.

4.2. Newsletter

To increase the impact of the project, there will be a newsletter containing the main news and information about the project. The MAR2PROTECT newsletter will be issued at the end of every year, with relevant information about the project status and related activities. The newsletter will be made available on the project website, and subscribers will receive it automatically. In addition, the newsletter will be circulated through social media, such as LinkedIn and Twitter. Past numbers of the newsletter will be also accessible through MAR2PROTECT webpage.

The MAR2PROTECT Newsletter will list, in an attractive way, the information on the progress of the project implementation, as well as news, technical articles, outcomes, and breakthroughs. In this sense, the newsletter will be issued to present the latest results of the project, success stories, news from the partners, upcoming events, events where project consortium members assist, etc.

The website of the project will include a subscription form for those visitors willing to keep updated and social media will be also a tool to gain more newsletter subscribers. Partners will contribute to creating the content of each newsletter and will also send the subscription form to their networks to build up the project audience.

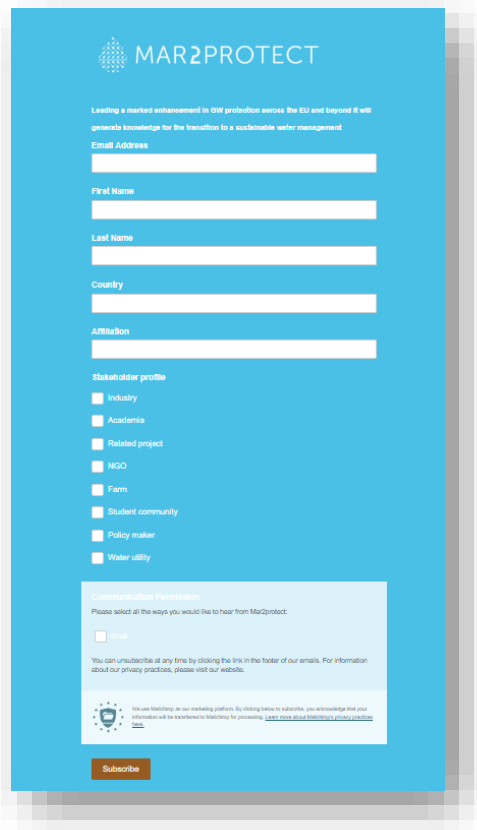


Figure 10: MAR2PROTECT’s subscription form

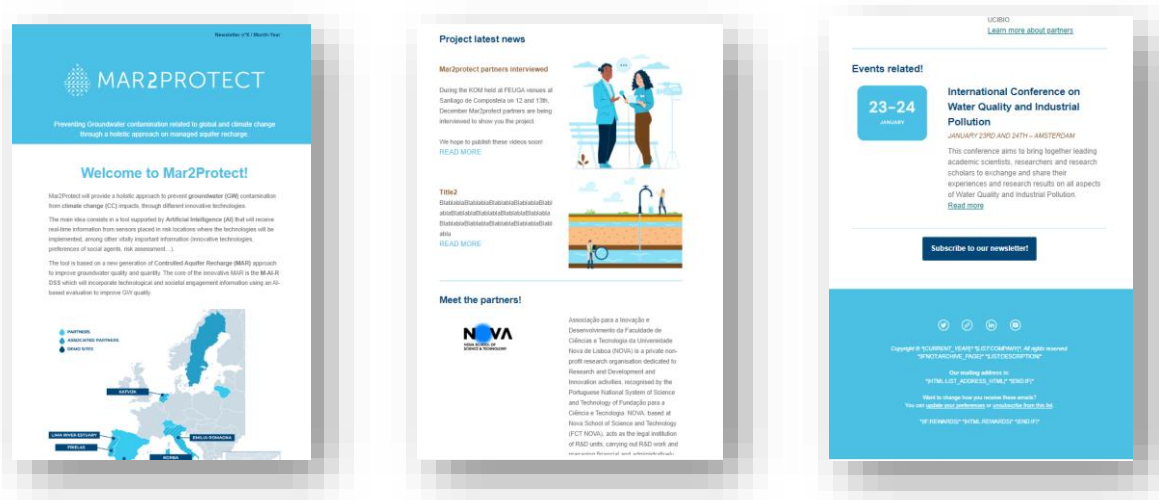


Figure 11: MAR2PROTECT’s newsletter template

4.3. Media communication and press releases

10 Press releases will be produced as relevant pieces of news. The project’s objectives and expected results will be presented through press releases as well as the final

results. Press releases will especially target both local and European specialized media.

The content of each publication will be agreed by all members of the Consortium.

- At least 6 press release per year are expected. Press releases can be aimed at regional, national or international media.
- FEUGA will propose contents of press releases and produce them in English. Then, in collaboration with partners, can be translated to the other languages of the consortium to increase the impact.
- Also 3 independent journalist articles will be produced per year and 10 interviews will be reached per year.

Table 5 MAR2PROTECT´s media examples

Media
Water Research
Chemosphere
Environmental Science & Technology
Water Science of Total Environment
ACS Sustainable Chemistry & Engineering
Separation & Purification Technology
Optics Express
IEEE sensors
Applied Optics
Sensors & Actuators
Environmental Science & Policy
Sustainability Science
Citizen Science Theory and Practice
Horizon the EU Research and Innovation Magazine
International Journal of Environment and Waste Management
International Journal of Water

4.4. Communication campaigns

Communication and dissemination of the project's achievements will be reinforced with web and social media campaigns. In particular, campaigns will be timed to coincide with the celebration of the following dates:

Table 6 MAR2PROTECT´s important dates

Date	Description
March	Water Month
14th March	International Day of Action for Rivers
22nd March	World Water Day

15th May	World Climate Change Day
22nd-26th May	Water Saving Week
5th June	World Environment Day 2023
8th June	World Oceans Day
17th June	World Day to Combat Desertification and Drought
23rd August- 1st September	World Water Week
18th September	World Water Monitoring Day
21st September	Zero Emissions Day
26th September	World Environmental Health Day
Fourth Wednesday October Each year	Sustainability Day
24th October	International Day of Climate Action
2nd December	World Pollution Prevention Day

On the above-indicated dates at least a post for the web and social media will be prepared. Videos and press releases will be part as well of the campaigns depending on the results achieved at that particular moment.

This activity will allow MAR2PROTECT project to join forces and form partnerships to deliver messages more effectively. The press will be more receptive to print and publish the outputs of the project.

4.5. Social Media

MAR2PROTECT aims to have a strong presence in social media, enhancing its reach-out to target audiences and broad public, and ensuring an active interaction with them.

Social networks will be managed by FEUGA and used as a tool to enhance awareness with the target audience. All the partners will actively engage with the different social media platforms in which the project has a presence to serve as amplifiers and help the project be more notorious.

After analysing the variety of social media platforms, the ones that best suit the purpose of the D&C strategy have been chosen:

- **Twitter.** The account of the project is: <https://twitter.com/mar2protect>

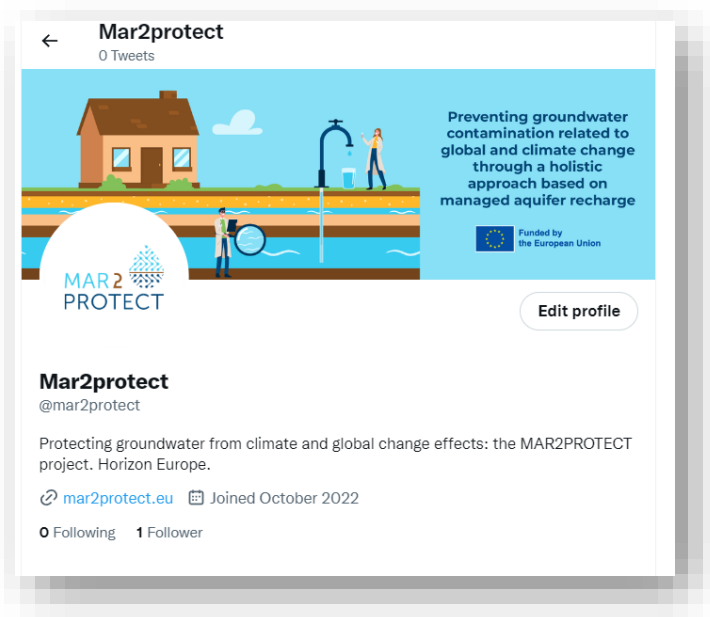


Figure 12: MAR2PROTECT Twitter profile

- **LinkedIn.** The LinkedIn account of the project is: <https://www.linkedin.com/company/mar2protect/>

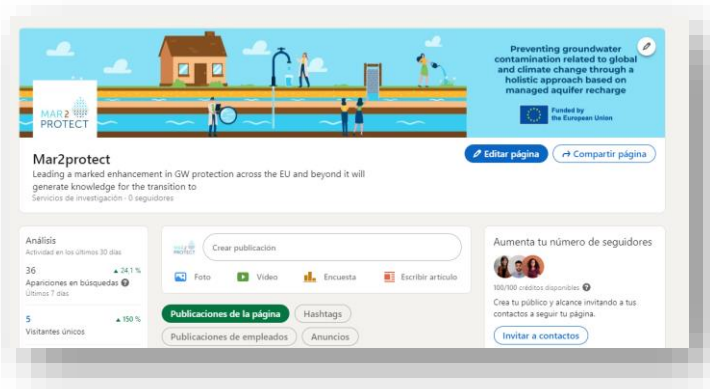


Figure 13: MAR2PROTECT’s LinkedIn profile

- **YouTube.** The YouTube account of the project is:

[Mar2protect - YouTube](#)

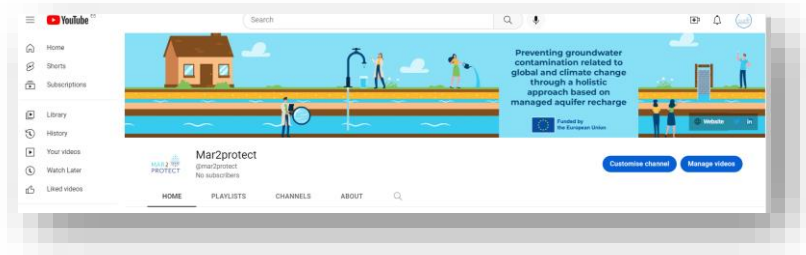


Figure 14: MAR2PROTECT´s Youtube profile

The MAR2PROTECT social media profiles have been created to spread news and increase awareness over the project, especially for the public in general and at the same time, to draw the attention of academics and specialized media. The social media channels have been created and active since November 2022 and will be exploited in the first place for disseminating the own research. This will include reports, deliverables, articles, surveys, events, and other outreach activities.

To brand building, increase outreach, and capitalise on existing trends with the right audience, the following hashtags have been identified:

Brand: #MAR2PROTECT #MAR2PROTECTProject #MAR2PROTECTresults #M2P

Program related: #HorizonEurope #innovation #ZeroPollution

Project related: #GWContamination #GWManagement #WaterPollution #ClimateChange #groundwater #biodegradation #globalchange #water

Trends to follow and contribute to: #ManagedAquiferRecharge #Water4Climate #AquiferRecharge #WaterMatters

4.6. Videos

Video is a very powerful tool, that could answer several objectives, such as to raise awareness, to engage, to promote the project solution... Video content gets more engagement than other content types and typically performs best with most algorithms, based on the fact it captures a viewer's attention for longer. Thus, the MAR2PROTECT project will make a strong bet on this type of content.

The chosen channel to public store the project videos is YouTube, for then being shared on the social media channels and website. The MAR2PROTECT account has been already created, and the profile is active since November 2022.

To give content to the channel, FEUGA will produce two general videos, one at the project's launch, some interviews to partners and demo site leaders and another at the end of the project.

The first video is to present the MAR2PROTECT concept together with its main advantages and innovations. It will be prepared during the first year of the project. The second video will be prepared in the last year of the project and will include the demonstration set-up and the most significant results and conclusions achieved by the consortium.

Moreover, other short videos will be produced throughout the lifetime of the project, summarizing online and offline events and explaining different key aspects of the project.

4.7. Offline communication tools

Offline methods are the best way to reach certain audiences. Visual materials will be prepared to make concepts and benefits instantly recognizable for a wide audience which, if we manage to capture their attention, will then be redirected to other channels to learn more about the project. FEUGA will coordinate the production of communication materials and the WP leaders will provide the technical contents.

The production of several brochures, posters and roll-ups will widen the public reached by the communication activities, allowing other potentially interested stakeholders and the general public to be informed about MAR2PROTECT project.

We envisage to have a brochure that will focus on the main information about the MAR2PROTECT project, presenting its objectives and scheme. The brochure will exist in electronic form to be forwarded via e-mail and downloaded on the website; furthermore, there will be printed versions to be used for conferences and live events. When preparing the brochure, special attention will be given to an appealing and clear language and a friendly design, representing the project via nice pictures and key visuals. The information included in the brochure will be adapted to additional formats: posters and rollups. These elements will be printed and available for partners to be used in specific dissemination actions, events, or workshops promoting the project.

Other materials like infographics (covering use-cases methods and results) will be elaborated to contribute to communicate the diverse work conducted under the project.

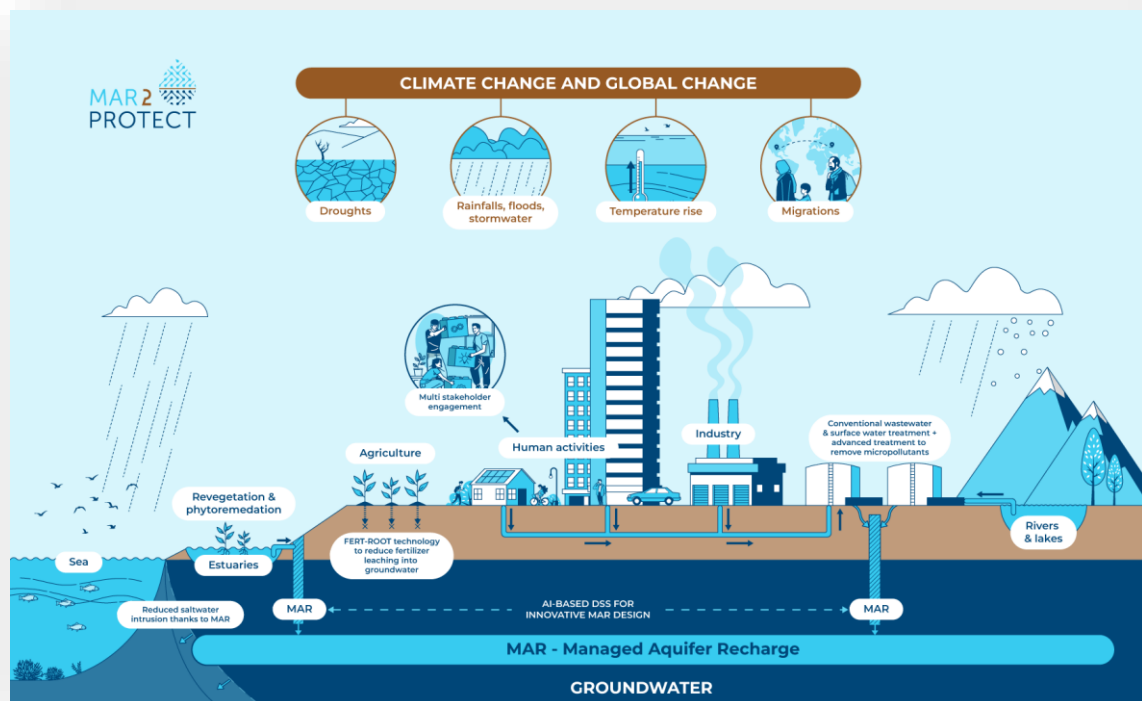


Figure 15: MAR2PROTECT’s Illustration example

5. Monitoring and evaluation

Communication activities will be monitored according to a set of quantitative and qualitative success indicators. The evaluation of communication activities will determine the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis will help the project to better understand facilitators and barriers of a successful communication and will serve to refine the communication activities accordingly. A set of KPIs (Key Performance Indicators) has been specifically defined to monitor the successful deployment in terms of efficiency and effectiveness of communication activities.

The table below shows the key performance indicators as well as the target numbers for the achievement of successful communication activities presented above. It has been created based on the MAR2PROTECT proposal. Scores are expected to increase throughout the project’s implementation thanks to cross posting, references and links between the project and related websites.

Table 7: Communication Key Performance Indicators

COMMUNICATION KPIs		PARTNERS INVOLVED ALL
Channel / activity	KPI	Common objectives
MAR2PROTECT website	Nº of visitors	25000 visits Beyond MAR2PROTECT (3 years)
MAR2PROTECT Social Media	Nº of followers (Twitter)	At least 500 followers/ 300 posts
Youtube	Nº of followers (LinkedIn)	At least 2000 interactions
Press releases	Nº of visits	600 per video
Leaflet	Nº of press releases	10/ 6 press release per year/
Videos	Nº of Leaflets created	2
	Nº of promotional videos	6

To facilitate an accurate monitoring and assessment of the communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. In this sense, there is available in the project collaboration platform a section to report every communication activity or publications (articles, publications on blog, etc.) made by each consortium member.

- All partners should register the activities in the dedicated space at the monitoring tracker.
- All partners should save evidence of the activities conducted.
- Duly communicate activities and tools being used for D&C purposes.
- Duly report the activities and the relevant information (for instance: size of exposed audience) to facilitate their assessment.



Figure 16: MAR2PROTECT’s C&D activities tracker

A report on continuous monitoring of Communication and Dissemination will be made every 12 months but the activities will be regularly monitored and internally reported during each consortium meeting.

Measuring the effectiveness of this communications strategy is a precursor to identifying next steps and supplemental communication activities. The goal in this section is to lay out how communication success will be measured.

To evaluate the communication efforts annual target values and indicators will be collected.

**BOOK OF
STYLE**

MAR2 
PROTECT



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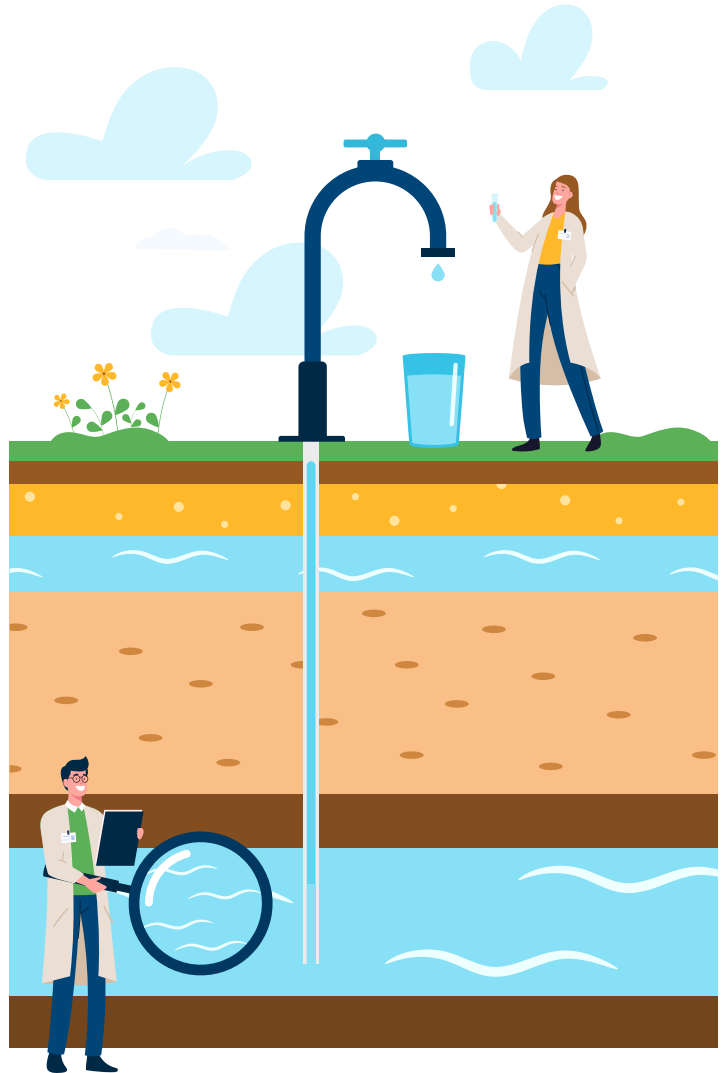
INTRODUCTION

Consumers often think that a branded article is preferable to a generic one, even though they both look alike. But, what is a brand? Branding is what stays in the minds of consumers. For this reason it is safe to say that our target has a good image of our brand, the image the company wants them to have... and a name and visual identity, a recognized brand can elevate the perceived quality of a product or a service. In addition, the use of a coherent image reflects our brand loyalty.

Visual identity is one of the most important aspects of the brand. The care, normalization and homogenization of the visual identity of our project will allow us among other aspects:

- Strengthen our good reputation.
- Promote fidelity.
- Ensure quality.

Given this scenario, we need to be aware of the need to care for the brand, and by extension, the visual identity of the project. These indications are a tool to achieve excellence in the use of your brand: MAR2PROTECT, avoiding deviations in the different uses.





CORPORATE LOGO

*Main logotype**Vertical version**Horizontal version*

THE FULL LOGOTYPE

The MAR2PROTECT Masterbrand or Corporate Logo comprises two elements, the logo symbol and logotype.

Use of any stylized, animated, hand-drawn or other versions of an unofficial logo are not permitted. This undermines the logo system and brand consistency.

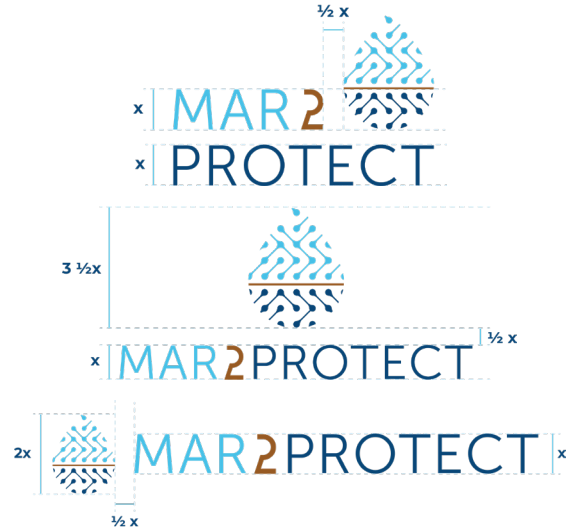
LOGO VERSIONS

The use of the chromatic corporate logo is preferred, but on certain occasions, it is allowed to use the monochromes variants.

Similarly, the main version of the logo is the compact one, but it is recommended to use the vertical or horizontal version whenever the support and design require it.

For specific situations where a minimum size of the logo is required, it is possible to use the icon to stand in as shorthand for the brand.

*Icon versions**Monochrome versions**Versions on corporate colour backgrounds*



Logo construction

LOGO CONSTRUCTION

The proportions of the MAR2PROTECT logo should always remain unaltered.

The relationships between elements take the height of the letter "O" as the reference modulus.

LOGO PROTECTION ZONE

It refers to the visual zone around the logo which must not be broken by any type or graphic element.

The "x" dimension determines the unit of measure that ensures the correct proportion of the trademark. It should be increased when possible to separate the logotype from the rest of the image.



Protection zone

APPLICATION ON A BACKGROUND

The background will be generally white. In case of using other backgrounds or pictures, the white version of the logotype should be placed.



Application on clear and dark images

MINIMUM SIZES

The logotype should not be used in small sizes, as a general rule, the logotype should not be inferior to 1,7 cm width on a A4 sheet. If a smaller size is required, the icon will be used.

INCORRECT LOGO APPLICATIONS

The integrity of the logo should be respected at all times, in all places. Please do not stretch, condense, increase or distort its form.

The illustrations at the right describe some, but not all, of the more common misunderstandings and inappropriate uses of the logotype.



Do not invert the composition



Do not alter the logotype style



Do not change size relationship between the logo and logotype



Do not add any kind of effects like a drop shadow to the logo



Do not change the orientation of the logo by rotating it in any way



Do not stroke the logo



CORPORATE TYPOGRAPHY

Museo Sans 300

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

Logo typography 1

GROTESK MEDIUM

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

*Logo typography 2**

**Grotesk by Frank Adebaye (Velvetyne Type Foundry)*

CORPORATE TYPOGRAPHY

The typography used to create the logo is Museo Sans 300 and Grotesk medium.

Montserrat typeface will be used as a tool to communicate the needs of the project both internally and externally.

↓ You can download the Montserrat typeface by clicking on the following link:

<https://fonts.google.com/specimen/Montserrat>

Montserrat Medium

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

Internal and external use typography



CORPORATE COLOR SYSTEM

CORPORATE COLOR SYSTEM

These blues and brown mixes are the core foundation of MAR2PROTECT palette.

Values of the three main colours are useful for:

- Subtle accents in order to highlight different elements.
- User Interface elements (such as icons, buttons, tags, pagination, checkboxes...).
- Text colors to differentiate sections.

Vivid Sky Blue CMYK: 64 0 7 0 RGB: 75 192 230 Hex: #4BC0E6	80%	60%
	40%	20%
Indigo Dye CMYK: 100 72 27 12 RGB: 1 70 119 Hex: #014677	80%	60%
	40%	20%
Windsor Tan CMYK: 30 63 92 28 RGB: 150 90 35 Hex: #965A23	80%	60%
	40%	20%



INTEGRATION WITH THE EU EMBLEM

Beneficiaries of EU funding shall use the European emblem in their communications to acknowledge the support received under EU programmes. The rules for the reproduction of the European emblem can be found in the Operational guidelines for recipients of EU funding, which is addressed to beneficiaries of EU funding and other third parties communicating on EU programmes to show how the European Union emblem can be used together with text highlighting the fact of EU funding.

GRAPHICAL RULES

As written in the Grant Agreement "Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)".

Based on *The use of the EU emblem in the context of EU programmes in 2021-2027*¹ the emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in

any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo.

These are examples. The placement of the EU emblem will depend on the design of the publication.

Any dissemination of results (in any form, including electronic) must:

Display the next sentence with the EU emblem: "This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No GA 101082048".

Include the following text: "Funded by the European Union from the Horizon Europe research and innovation programme under the grant agreement No GA 101082048. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

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Example of phrase and emblem together



Location EU emblem

1. https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf



APPLICATIONS



Example of corporate stationery



Example of event material



MAR2 
PROTECT

