



Deliverable 6.2

Portfolio of Dissemination Tools and Resources

28/11/23 Version 1

Laura Franco (ERINN)

Public



**Funded by
the European Union**

Funded by the European Union under the Horizon Europe Programme, Grant Agreement No. 101112855 (DeliSoil). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

Swiss partners (FiBL) have received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

DOCUMENT INFORMATION

Grant Agreement	101112855
Project Acronym	DeliSoil
Project Title	Delivering safe, sustainable, tailored & societally accepted soil improvers from circular food production processes for boosting soil health / Delivering soil improvers through improved recycling and processing solutions for food industry residues streams
Deliverable Number	D6.2
Work Package Number	WP6
Deliverable Title	Deliverable 6.2 - Portfolio of Dissemination Tools and Resources
Lead Partner	ERINN Innovation
Author(s)	Laura Franco (ERINN)
Due Date	November 2023 (M6)
Submission Date	29.11.23 (M6)
Dissemination Level	PU - Public
Type of Deliverable	DEC

Version	Summary of Changes
V1	<ul style="list-style-type: none">Drafted content on project promotional materialSent draft to Coordinator for review

EXECUTIVE SUMMARY

This report provides an overview of the **DeliSoil Portfolio of Dissemination Tools and Resources** (Deliverable 6.2). The purpose of Deliverable 6.2 is to facilitate widespread communication and dissemination of DeliSoil results to a range of stakeholders including those in industry, governmental agencies, academia and the general public over the course of the project. The report describes the communications tools available at M6 (November 2023).

The following portfolio of dissemination tools and resources contains: the project **branding**, logo and style guidelines, project **landing page**, **pull-up banner** and **posters**, **factsheet**, Word and PowerPoint **templates**, and **social media** networks.

DeliSoil communications activities will run for the duration of the project, with additional supports and materials for partners in their communication and dissemination activities. All tools and resources will be maintained throughout the project and some aspects of the portfolio will be maintained after the project's end (e.g., the public **DeliSoil** website).

CONTENTS

Document Information	2
Executive Summary	3
1. Introduction.....	5
2. Tools and Resources	5
2.1. Project Branding.....	5
2.2. Project Logo	6
2.3. Project Landing Page.....	7
2.4. Posters and Pull-up Banner	9
2.5. Word and Powerpoint Templates	12
2.6. Factsheet.....	14
2.7. Social Media Networks.....	14
3. Other.....	15
Appendix	15
Annex 1 – Brand Guidelines	15

1. INTRODUCTION

The **DeliSoil Portfolio of Dissemination Tools and Resources** has been developed to enable effective and efficient communication of the project's activities and results to a diverse range of stakeholders from across the whole food value chain, such as food producers and farmer associations.

The role of the portfolio is to support partners as they promote **DeliSoil**, raise awareness of its findings, disseminate research results, and engage with the public throughout the duration of the project. The portfolio contains all communications resources developed as of November 2023 (M6) and will be maintained and updated as the project progresses.

The first step in developing the portfolio was to create a strong brand for the project, represented primarily by the project logo. In line with the conceived brand, ERINN Innovation has developed an initial toolkit of dissemination resources which includes:

- *Brand Guidelines*
- *Project Logo*
- *Project Landing Page*
- *Word and PowerPoint Templates*
- *Pull-up Banner and Posters*
- *Factsheet*
- *Social Media Presence*

The **DeliSoil** Portfolio of Dissemination Tools and Resources is available to download from the **DeliSoil** Teams Channel or can be requested from WP6 leader ERINN (laura.franco@erinn.eu).

Further resources will include videos, press releases and promotional articles, outreach campaigns and other supplementary resources as required to promote project events and activities.

All materials and tools will be maintained and updated if necessary (website and social media on a continuous basis), and further resources will be developed over the course of the project in line with the project's Description of Action (DoA) as well as in response to project results and partner and stakeholder requirements.

2. TOOLS AND RESOURCES

2.1. PROJECT BRANDING

The **DeliSoil** Brand Guidelines can be viewed in full in Annex 1. They offer the means by which all **DeliSoil** partners can achieve the prescribed standards of presentation. The document includes information on the different versions of the project logo, guidelines for using templates and details on the correct EU acknowledgement that must be included with all communication and dissemination activities related to the project.

2.2. PROJECT LOGO

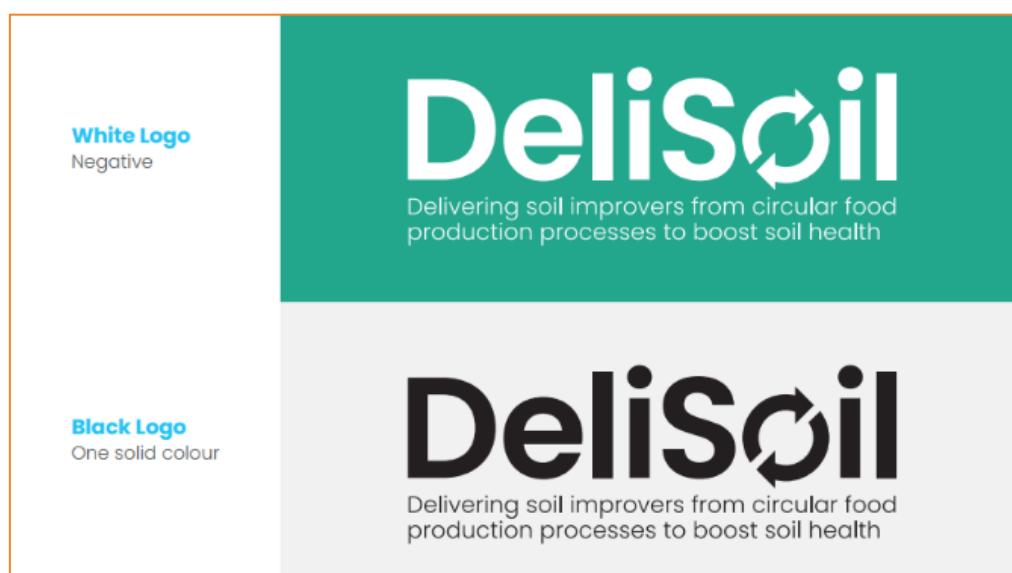
The project logo is a key element of the **DeliSoil** brand that is included on all project promotional material. The **DeliSoil** logo is constructed using a mix of upper-case bold lettering and a specially hand-crafted accompanying icon. The logo is designed to signify some of the key objectives of the project – upcycling of food processing industry waste.

The logo is available both with and without a short tagline. One colour versions (available in both negative and black) are intended for applications that are restricted in colour.

DeliSoil logo with and without tagline.



DeliSoil logo with tagline, in negative and black.



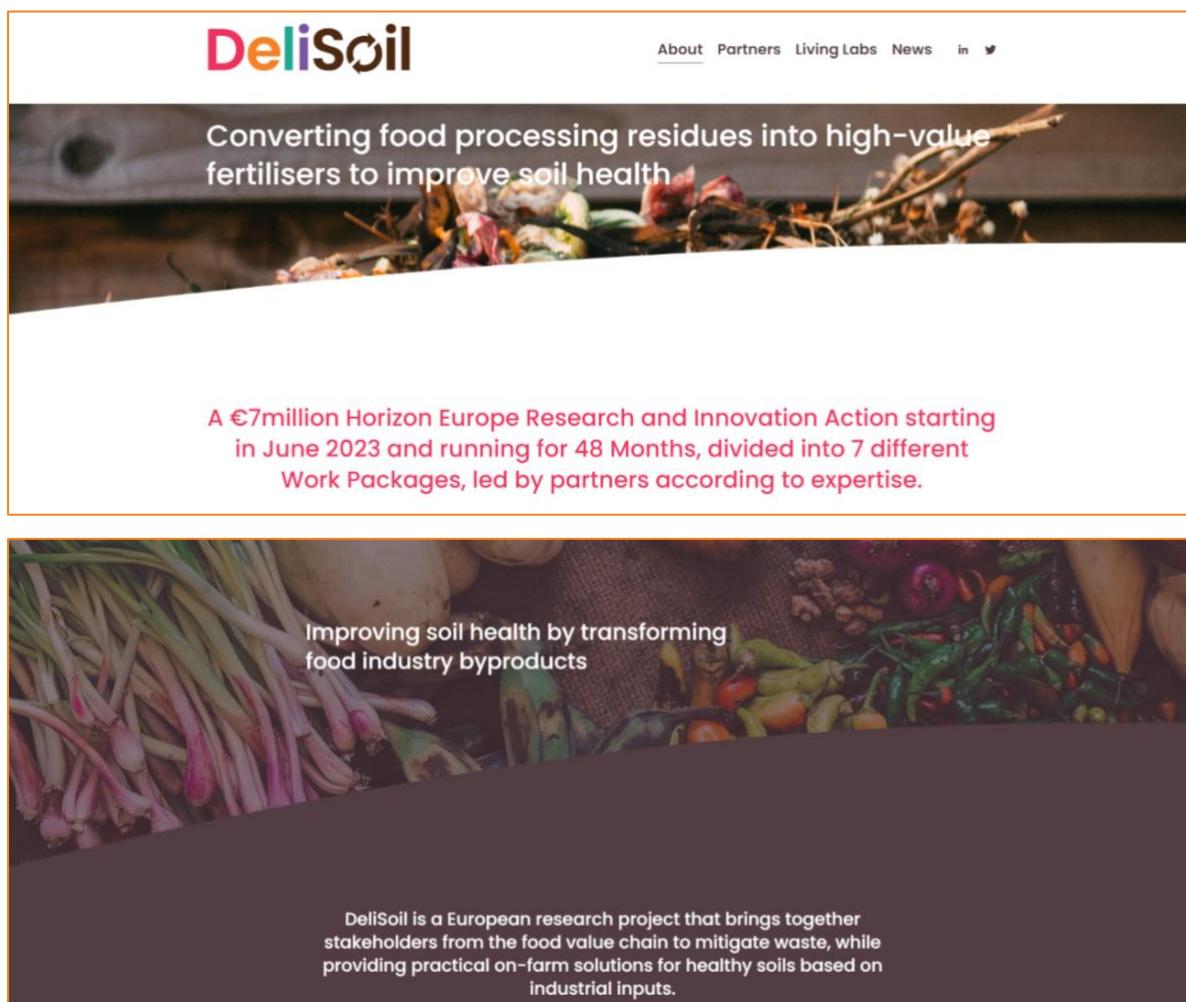
2.3. PROJECT LANDING PAGE

The project website (<https://delisoil.eu/>) is the main tool for promoting **DeliSoil**, sharing updates, accessing outputs and results, and disseminating the project's vision, work packages and results to a wide audience.

The **landing page** of the website contains information about the project and calls to action to discover more about project workflow, partners, Living Labs and Lighthouses, news and events. It currently includes the main information about the project but will be built out over time to provide more expansive information as the project work continues.

The **About** section includes the project overview and a breakdown of the work packages.

DeliSoil landing page and Project Overview



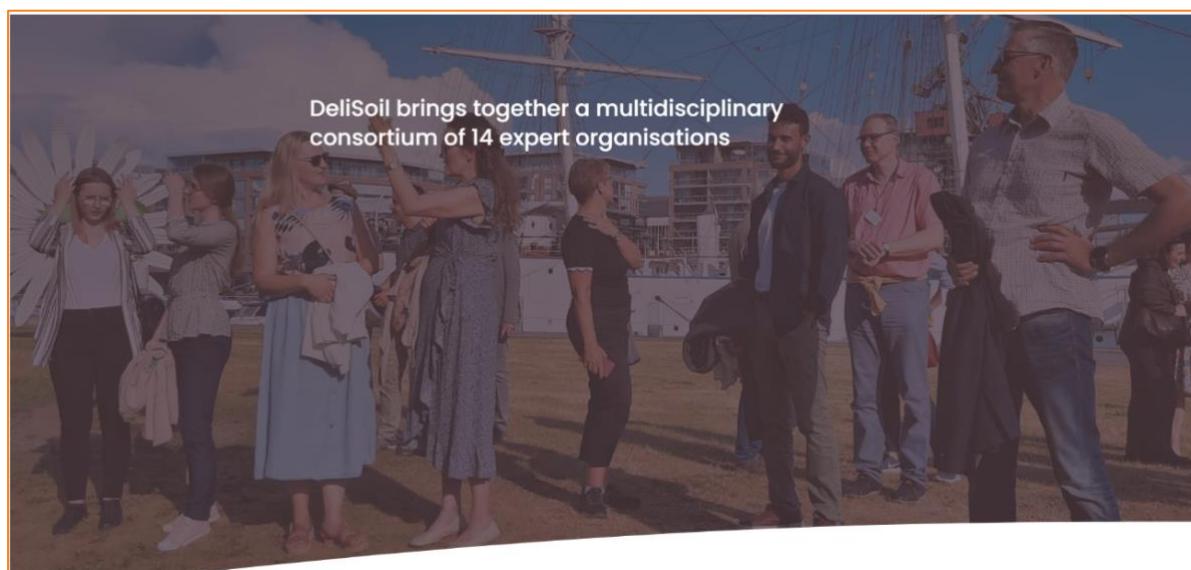
The **Living Labs** section will be dedicated to sharing detailed information on each of the regional Living Labs & Lighthouses developed by the partners throughout the project, while the **Partners** section displays the logo of each of the 14 partners integrating DeliSoil Consortium. The **News** and **Events** section will be used to promote both DeliSoil and EU Mission Soil specific activities.

DeliSoil Living Labs section.



The image shows the 'Living Labs' section of the DeliSoil website. At the top, the DeliSoil logo is displayed in its signature multi-colored font. To the right of the logo is a navigation bar with links: 'About', 'Partners', 'Living Labs' (which is underlined and bolded, indicating it is the current section), 'News', 'in', and social media icons for Twitter and Facebook. Below the navigation is a large, dark photograph of young green plants growing in soil. Overlaid on this image is the text 'Soil health living labs and lighthouses, where science and farming meet'. Below this main image is a white sidebar area. The main content area features five small images representing different countries: Finland (a person in a lab coat), Denmark (a close-up of soil and organic material), Germany (a green silo), Italy (a hand holding a bunch of grapes), and Spain (a display of raw meat). Each image is labeled with its respective country name below it.

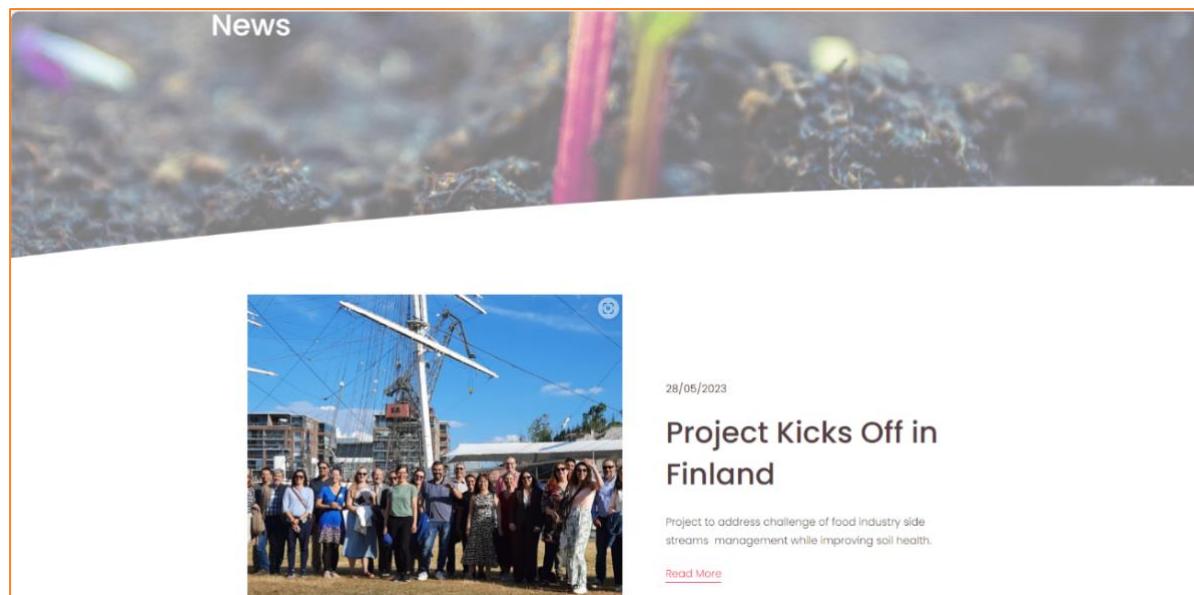
DeliSoil Partners section.



The image shows the 'Partners' section of the DeliSoil website. The background is a photograph of a group of diverse individuals (men and women) standing outdoors in a field, possibly at a scientific or agricultural event. In the upper left corner of the image, there is a semi-transparent white box containing the text 'DeliSoil brings together a multidisciplinary consortium of 14 expert organisations'. The rest of the page is white, with the DeliSoil logo at the top and a navigation bar below it.



DeliSoil News section.



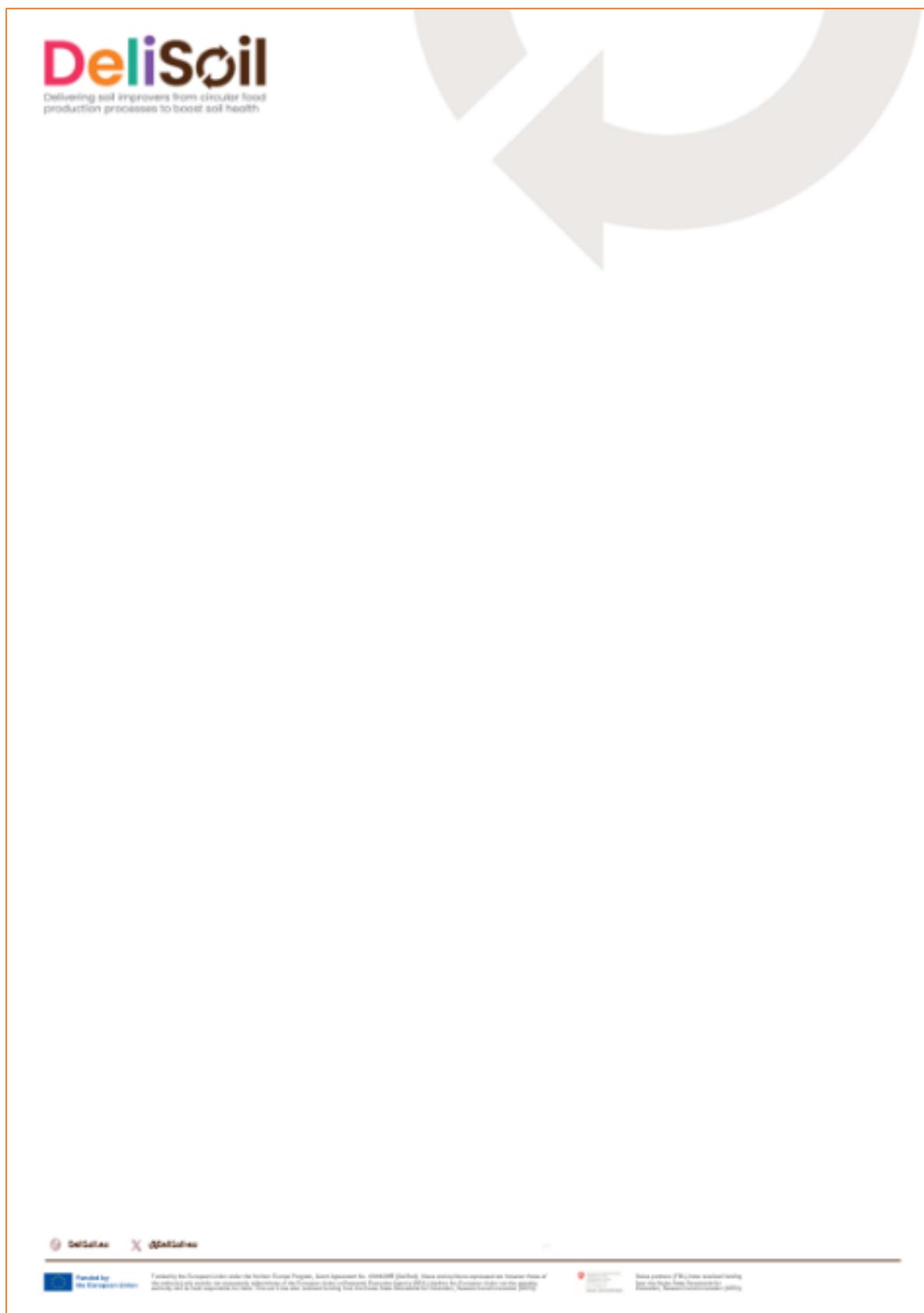
To ensure successful promotion of the project and to sustain the interest of the target audience and attract new users, the website's content is being maintained and updated with new information through the project's lifetime. The website will remain active for five years after the end of the project, to serve as a valuable public resource of research information on the subject and for promoting the outputs of publicly funded research in the domain beyond the project's lifetime.

2.4. POSTERS AND PULL-UP BANNER

A set of poster templates and a pull-up banner have been designed to allow partners to present the DeliSoil project at conferences and events. Each template includes the project logo, the funding disclaimer, DeliSoil landing page and social media handles. The banner's dimensions are 850x2100mm. If they are needed in a different format or size, please contact ERINN. All documents are available to download from the DeliSoil Teams Channel or can be requested from WP6 lead ERINN (laura.franco@erinn.eu).

The poster templates are customisable and have been designed in a way to allow partners to adapt the template to their needs. The poster presentation template is designed for printing on A0 paper in full colour. Partners wishing to print posters in other dimensions should contact ERINN (laura@erinn.eu).

DeliSoil poster template



DeliSoil pull-up banner



2.5. WORD AND POWERPOINT TEMPLATES

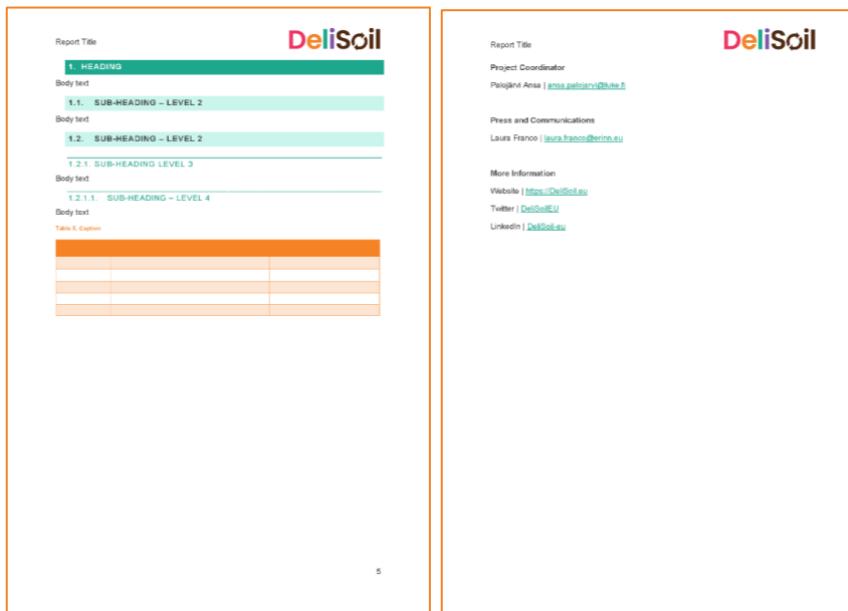
DeliSoil Word and PowerPoint templates have been designed for use for reports as well as for external and internal events when presenting the **DeliSoil** project. The Word template includes the project branding, set up with heading, formatting, font type, size and colours. It is available in both a short and a long format. The PowerPoint template includes a cover slide with a space for title and author/presenter names, several different main body slides, and a concluding slide with contact details for the project representatives.

These templates have been designed in line with DeliSoil brand guidelines and are set up with formatting, font, logo, headings and colours. They can be updated if needed over the course of the project.

DeliSoil Word Template



The image shows a Microsoft Word document template. The cover page features the DeliSoil logo in its signature stylized font. Below the logo is the tagline 'Delivering soil improvers from circular food production processes to boost soil health'. A large, semi-transparent circular arrow graphic is positioned in the center of the page. At the top left, there is placeholder text 'Title' and 'XXXXXX Version 0.X' followed by '[author name], [author affiliation]' and 'Dissemination Level'. At the bottom left is the 'Funded by the European Union' logo. On the right side, there is a 'Report Title' field containing 'DeliSoil' and a 'DOCUMENT INFORMATION' table. The table includes fields for 'Grant Agreement', 'Project Acronym', 'Project Title', 'Deliverable Number', 'Work Package Number', 'Deliverable Title', 'Lead Partner', 'Author(s)', 'Due Date', 'Submission Date', 'Dissemination Level', and 'Type of Deliverable'. Below the table is a 'Version' section with 'Summary of Changes' and 'VO.X' and 'XXXXX' entries. At the bottom of the page, there are two small notes: one about dissemination level and one about the type of deliverable.

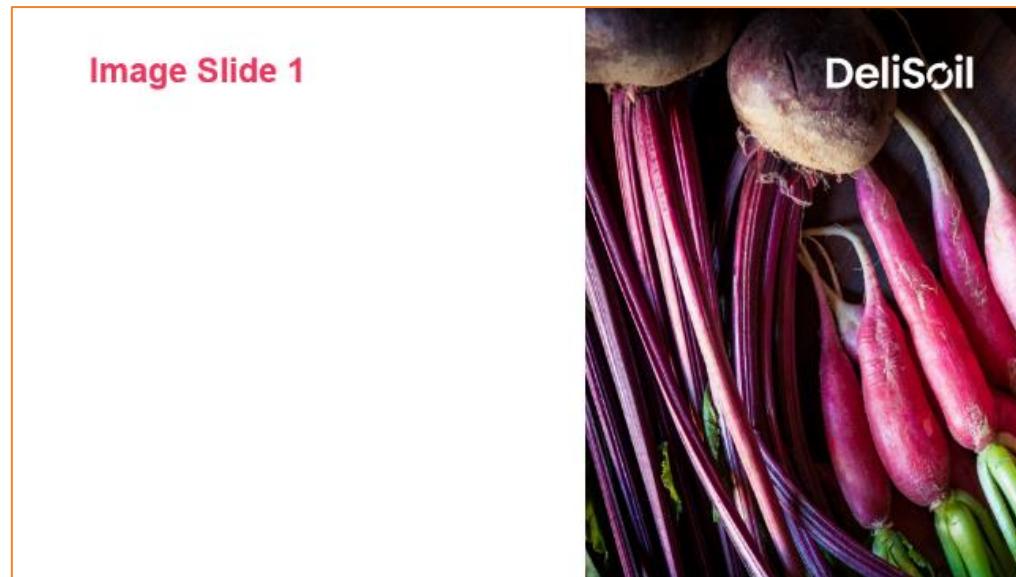


The image shows a Microsoft Word document template. The left side of the page contains a 'Report Title' field with 'DeliSoil' and a '1. HEADING' section. Below this are several levels of sub-headings: '1.1. SUB-HEADING – LEVEL 2', '1.2. SUB-HEADING – LEVEL 2', '1.2.1. SUB-HEADING – LEVEL 3', and '1.2.1.1. SUB-HEADING – LEVEL 4'. There is also a 'Table X, Caption' section with a table placeholder. The right side of the page contains contact information: 'Project Title' (empty), 'Project Coordinator' (Peijolint Ansia, email: ansia.peljola@helsinki.fi), 'Press and Communications' (Laura Franco, email: laura.franco@helsinki.fi), and 'More Information' with links to the 'Website' (<https://DeliSoil.eu>), 'Twitter' (@DeliSoilEU), and 'LinkedIn' (DeliSoil.eu). The page number '5' is at the bottom center.

DeliSoil PowerPoint Template



This slide template features a large, stylized grey arrow pointing downwards in the background. The DeliSoil logo is positioned in the top left corner. Below the logo is the project's tagline: "Delivering soil improvers from circular food production processes to boost soil health". At the bottom of the slide, there are social media links for X (@DeliSoil-eu) and a DeliSoil.eu website link. Logos for funding sources, including the European Union and various Swiss government departments, are located at the bottom left. The bottom right corner contains the DeliSoil logo.



This slide template features a large, stylized grey arrow pointing downwards in the background. The title "Image Slide 1" is displayed in the top left corner. The bottom right corner contains a close-up image of fresh, colorful radishes with their green tops and purple stems.



This slide template features a large, stylized grey arrow pointing downwards in the background. The DeliSoil logo is in the top left, with the tagline "Delivering soil improvers from circular food production processes to boost soil health" below it. In the bottom left, there is a list of three items: "Add title", "Add name", and "Add email". At the bottom, there are social media links for X (@DeliSoil-eu) and a DeliSoil.eu website link. Logos for funding sources, including the European Union and various Swiss government departments, are located at the bottom left. The bottom right corner contains the DeliSoil logo.

2.6. FACTSHEET

A project factsheet has been designed to give a general audience an overview of the **DeliSoil** project. The factsheet provides an introduction to the EU Mission Soil, outlines the justification for the project, its objectives and expected results and impacts. The factsheet format is a double-sided full colour A4 leaflet, chosen for ease of use by all partners. Both web and print versions will be soon available on the **DeliSoil** Teams channel or can be requested from WP6 Leader ERINN (laura.franco@erinn.eu).

Although the main factsheet will be available in the English language, partners can develop translated versions where appropriate (e.g. for the Living Labs). If partners wish to have the factsheet available in another language, they should contact ERINN.

2.7. SOCIAL MEDIA NETWORKS

Social networking is an important element of the **DeliSoil** communication and dissemination strategy. A dedicated social media channels have been established for the project and is actively maintained WP6 Leader ERINN (laura.franco@erinn.eu). **DeliSoil** uses LinkedIn and X. These social media channels were chosen to best engage with as wide an audience as possible. Work is ongoing to build the following and engagement with these channels.

DeliSoil on LinkedIn ([DeliSoil-eu](#))



The image shows a LinkedIn profile for 'DeliSoil - EU Mission Soil'. The profile picture is a close-up of several orange carrots with green tops. The company name 'DeliSoil' is displayed in a colorful, sans-serif font. Below the profile picture, the company name is repeated in a larger, bold, black font. The description reads: 'Delivering safe, sustainable, tailored soil improvers from circular food production for boosting soil health.' It also mentions 'Research Services' and '119 followers'. There is a 'Follow' button with a bell icon. At the bottom, there are three buttons: 'Message', 'Following' (with a checkmark), and 'More'.

DeliSoil on X ([DeliSoilEU](#))



3. OTHER

There are several other tools and resources that are expected over the course of the project. **DeliSoil** will also develop a professional promotional video for a broad audience, that promotes the project and the value of the research being conducted. Other materials that are expected include the design of tailored communication campaigns, including press releases, social media visuals, GIFs, articles, stories and short-videos clips, and other resources as required to promote DeliSoil activities and outputs, the overall benefits of sustainability of food systems and the importance of healthy soil (soil literacy).

APPENDIX

ANNEX 1 – BRAND GUIDELINES

Project Coordinator

Palojärvi Ansa | ansa.palojarvi@luke.fi

Press and Communications

Laura Franco | laura.franco@erinn.eu

More Information

Website | <https://delisoil.eu>

X | [DeliSoilEU](#)

LinkedIn | [DeliSoil-eu](#)