

DeliSoil

Deliverable 6.2 Portfolio of Dissemination Tools and Resources

28/11/23 Version 1

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Public



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Author(s)	Laura Franco (ERINN)
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Type of Deliverable	DEC

Version	Summary of Changes
V1	<ul style="list-style-type: none">• Drafted content on project promotional material• Sent 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).

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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

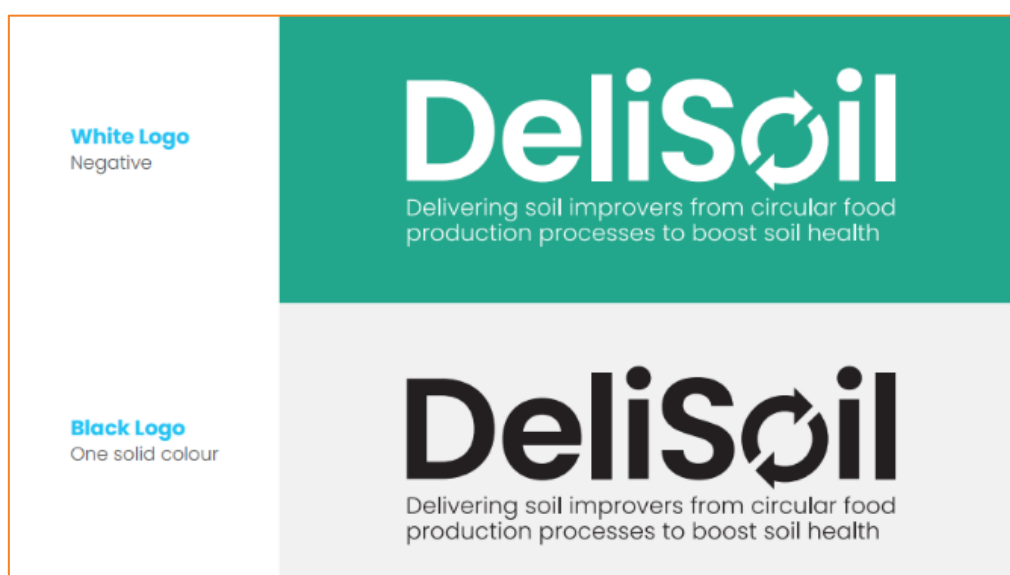
The project logo is a key element of the **DeliSoil** brand that is included on all project promotional material. The **DeliSoil** logo is constructed using a mix of upper-case bold lettering and a specially hand-crafted accompanying icon. The logo is designed to signify some of the key objectives of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



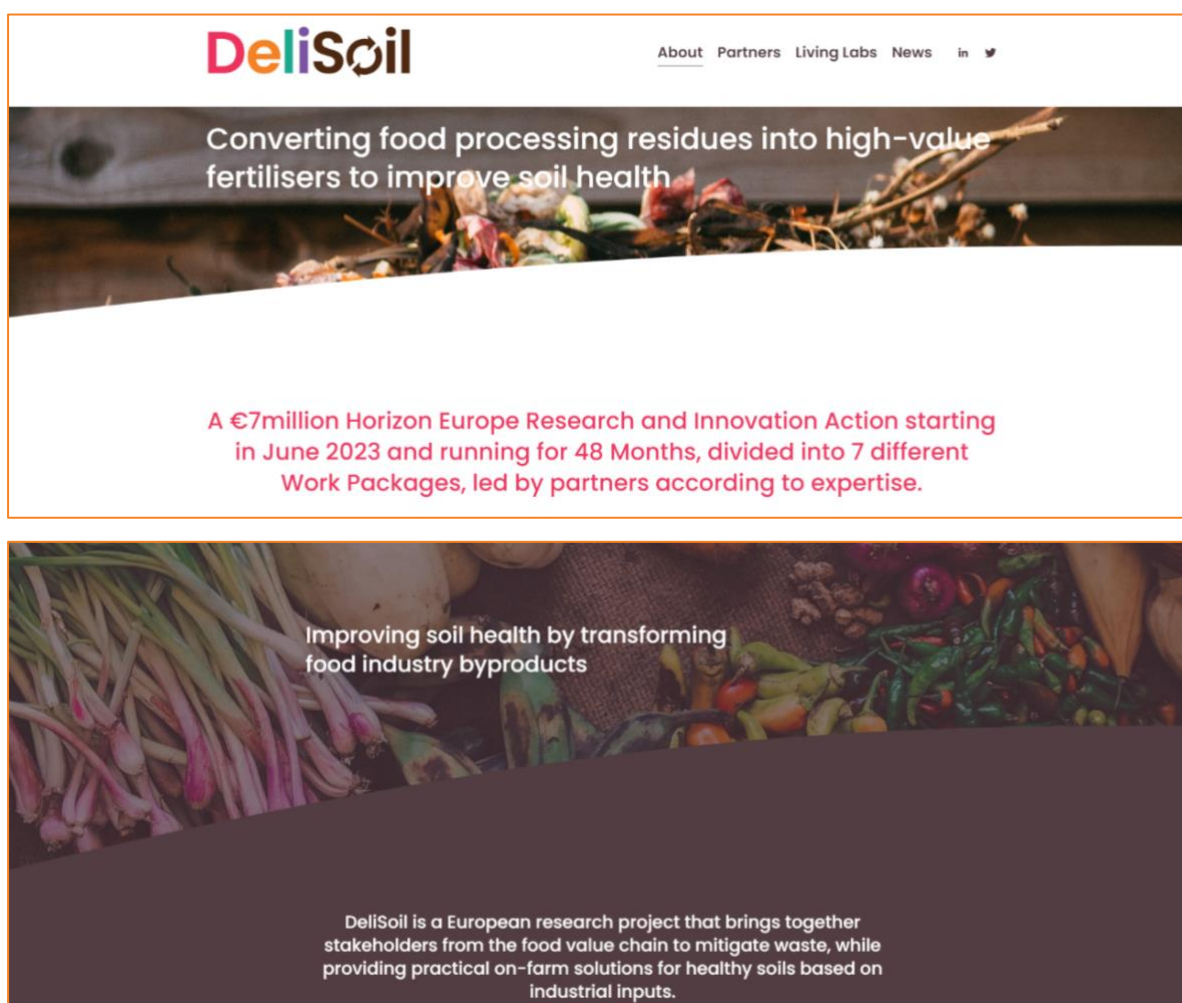
2.3. PROJECT LANDING PAGE

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.

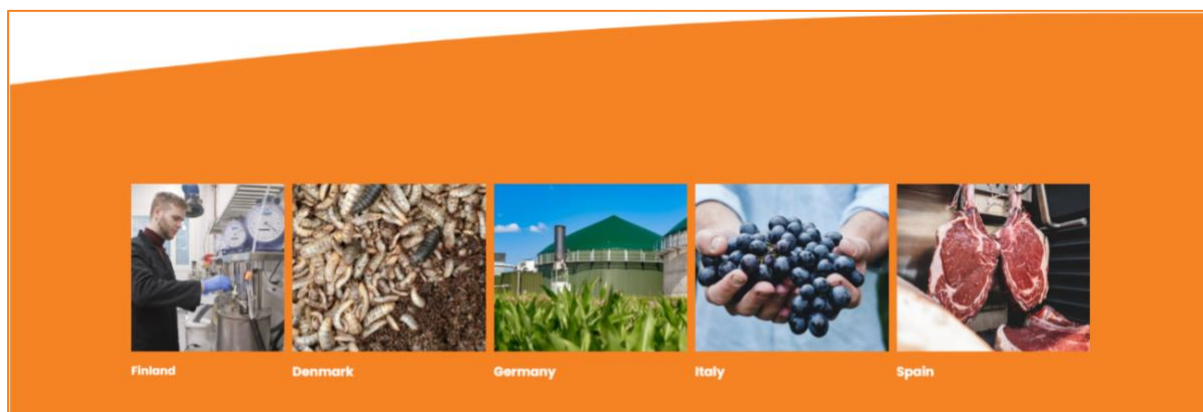
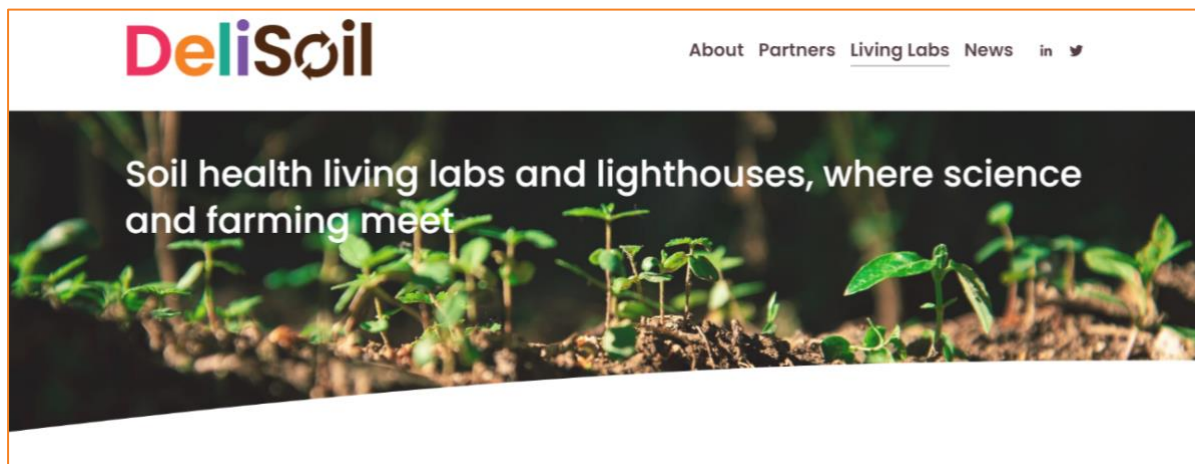
The **About** section includes the project overview and a breakdown of the work packages.

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.

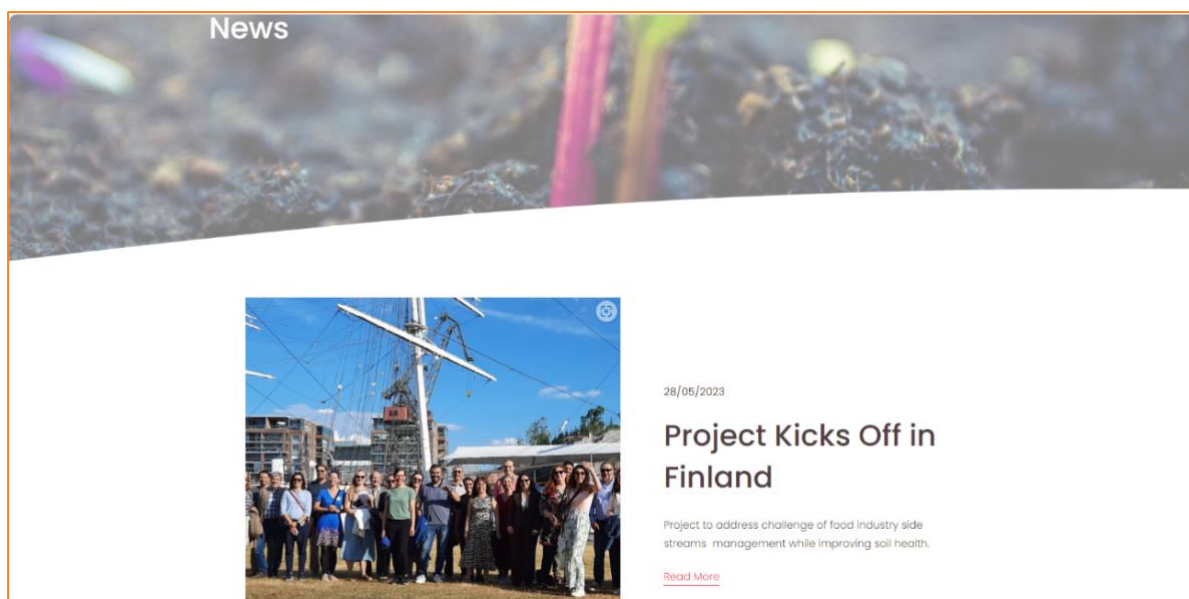


DeliSoil Partners section.





DeliSoil News section.



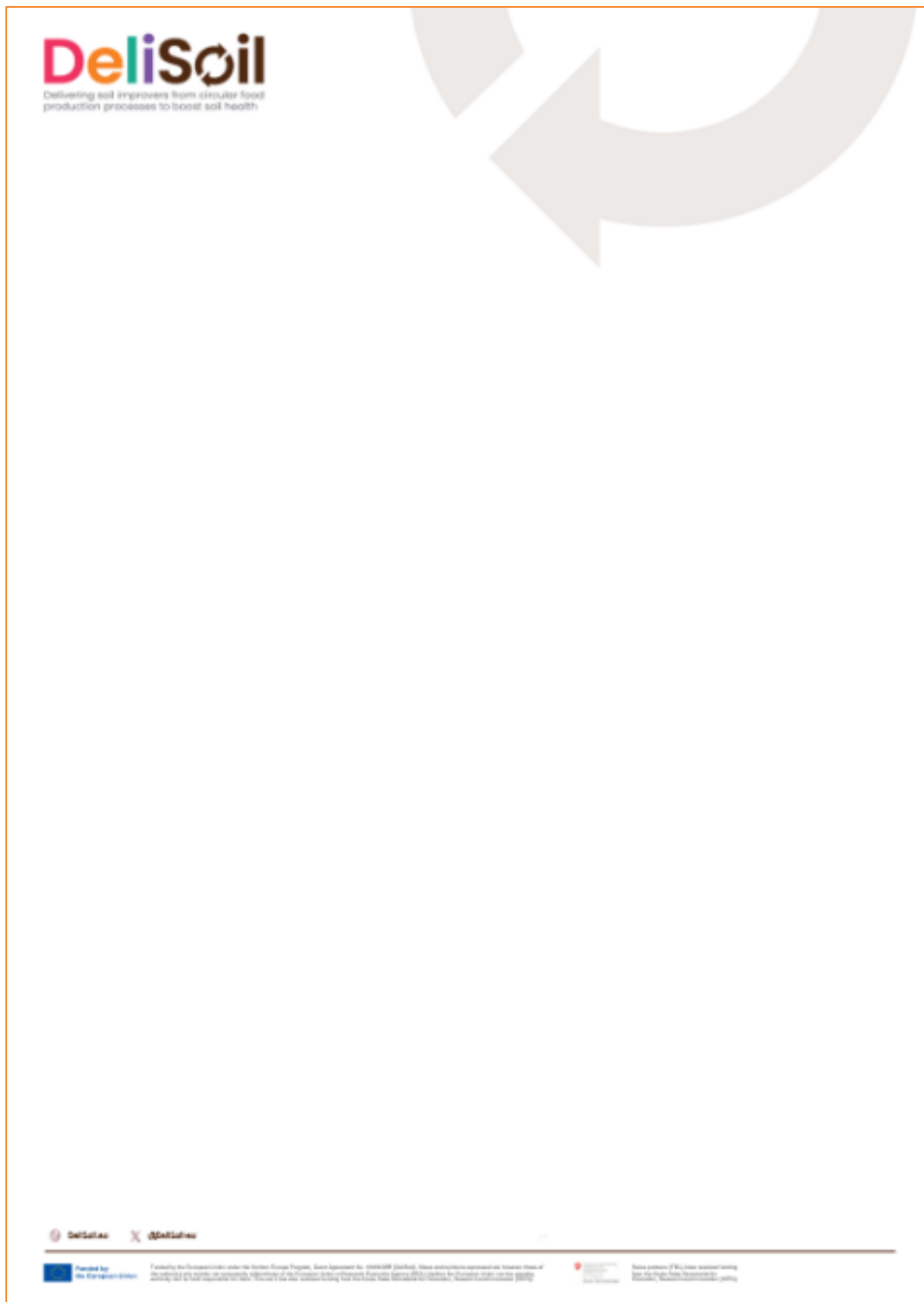
To ensure successful promotion of the project and to sustain the interest of the target audience and attract new users, the website's content is being maintained and updated with new information through the project's lifetime. The website will remain active for five years after the end of the project, 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



Delivering soil improvers from circular food production processes to boost soil health

Title

XXXXXX Version 0.X
[author name], [author affiliation]
Dissemination Level¹

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Table content (Table 1) have received funding from the Marie Skłodowska Curie grant for Excellence (MC-ERCE) (2019).

Report Title

DOCUMENT INFORMATION

Grant Agreement	101112955
Project Acronym	DeliSoil
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Lead Partner	[partner name], [partner acronym]
Author(s)	[author name], [author affiliation]
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Dissemination Level ¹	X
Type of Deliverable	X

Version **Summary of Changes**

1.0.X	• XXXX
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¹Dissemination level: **COLETTI ACCORDING TO** EU Public 2018 Directive (EU 2018/1808) information as referred to in European Commission Decision 2015/844
²Type of deliverable: **COLETTI ACCORDING TO** R. Document, Report, D888, Demonstration, pilot, prototype, DEC, website, planning, vision, GMP, Data Management Plan, Ethics Ethics assessment

Report Title

1. HEADINGS

Body text

1.1. SUB-HEADING – LEVEL 2

Body text

1.2. SUB-HEADING – LEVEL 2

1.2.1. SUB-HEADING LEVEL 3

Body text

1.2.1.1. SUB-HEADING – LEVEL 4

Body text

Table 1. Caption

5

Report Title

Project Coordinator

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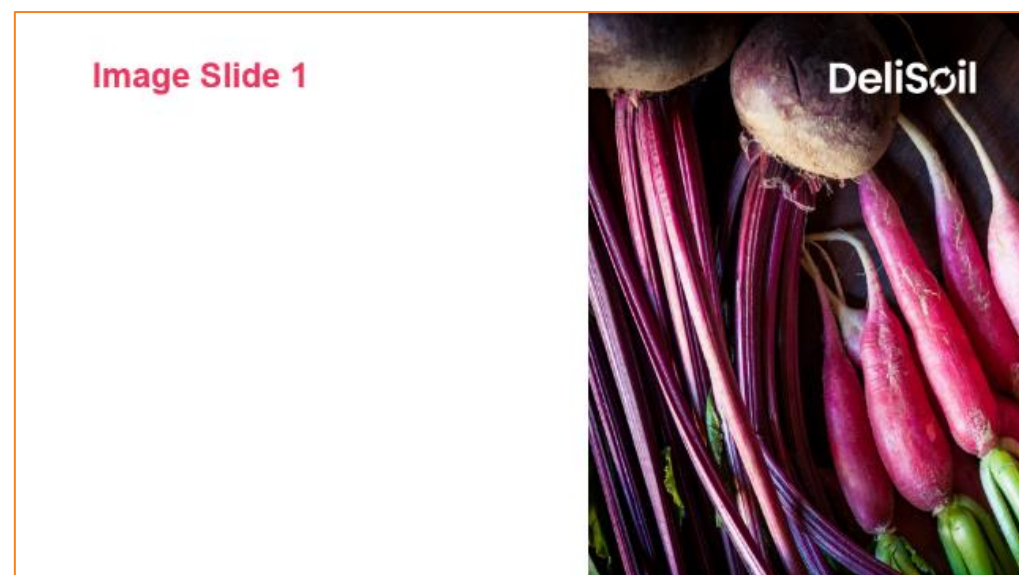
More Information

Website | <https://delisoil.eu>

Twitter | [DeliSoilEU](https://twitter.com/DeliSoilEU)

LinkedIn | [DeliSoil.eu](https://www.linkedin.com/company/delisoil/)

DeliSoil PowerPoint Template



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](#))



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](#)