



EUROPEAN UNION



EU MISSIONS

RESTORE OUR OCEAN AND WATERS



Project acronym:

EcoDaLLi

Project title:

ECOSystem-based governance with
DAnube lighthouse Living Lab for
sustainable Innovation processes –
EcoDaLLi

Call:

HORIZON-MISS-2021-OCEAN-02-04
– Danube river basin lighthouse –
coordination activities

Programme:

HORIZON EUROPE

Start date of project:

01.01.2023

Duration:

42 Months



Deliverable 8.3

Project's Corporate Identity and Communication Materials



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Abbreviations and Acronyms

AP *Associated Partner*

CI *Corporate Identity*

CSA *Coordination and Support Action*

Mission Ocean *EU Mission “Restore our Ocean and Waters”*

WP *Work Package*

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Executive Summary

EcoDaLLi 'Project's Corporate Identity and Comm Materials' provides the record from the creation of the corporate identity as well as printed and digital communication materials, which were developed in cooperation with a professional design agency based on the inputs of the consortium. The corporate identity includes the design of a project logo, corporate colors, fonts & key visuals as well as pictures and templates to be frequently used regarding internal and external communication. This forms the basis for the creation and dissemination of the printed and digital communication materials. These include a project flyer, roll-up and brochure; website, social media, promotional videos, digital poster, comic strip and an e-newsletter.

The project's corporate identity and communication materials are used by all project partners when presenting and representing EcoDaLLi project and on internal and external documents. EcoDaLLi website and social media channels contain all relevant information about the project and serve as communication tool among project stakeholders and collaborators.

1 Project Information

The 2030 & 2050 Green Deal goals push the EU towards integrated solutions and clear targets. EcoDaLLi, embedded in the Mission 'Restore our Ocean, seas & waters by 2030' will help achieve freshwater targets of European Green Deal, integrating a systemic approach for restoration, protection & preservation for the entire Danube Basin, provided by coordinated actions.

The main objective of EcoDaLLi is to centralize Danube governance structures in terms of innovative solutions for improved ecological restoration, protection and preservation of the Danube basin and its Delta by fostering a stronger innovation ecosystem within a well-connected Practices Living Lab System, supported by a digital Portal, completely linked to the Mission Implementation Platform and the Mission Charter.

Innovative solutions open new opportunities for better water restoration, taking into consideration social innovation aspects, reducing climate change effects and reducing also costs. An improved governance at Danube Basin level, based on dedicated EcoDaLLi tools will foster such innovative solutions, change mindsets on water ecosystems restoration and climate change and develop value chains based on ecosystem services. This will contribute to the decarbonization goal of Green Deal, cleaner water, improved state of the environment, land creation of jobs in sensitive areas along the basin, especially in the Danube Delta.

EcoDaLLi will support innovators connect to governance structures, providing and maintaining networks, trough dedicated Living Labs for knowledge co-creation, workshops, a custom-made digital portal for synergies, and innovation support services, to experiment with new solutions, helping the innovation ecosystem to create circular services towards Sustainable Blue Economy in the Danube Basin and beyond.

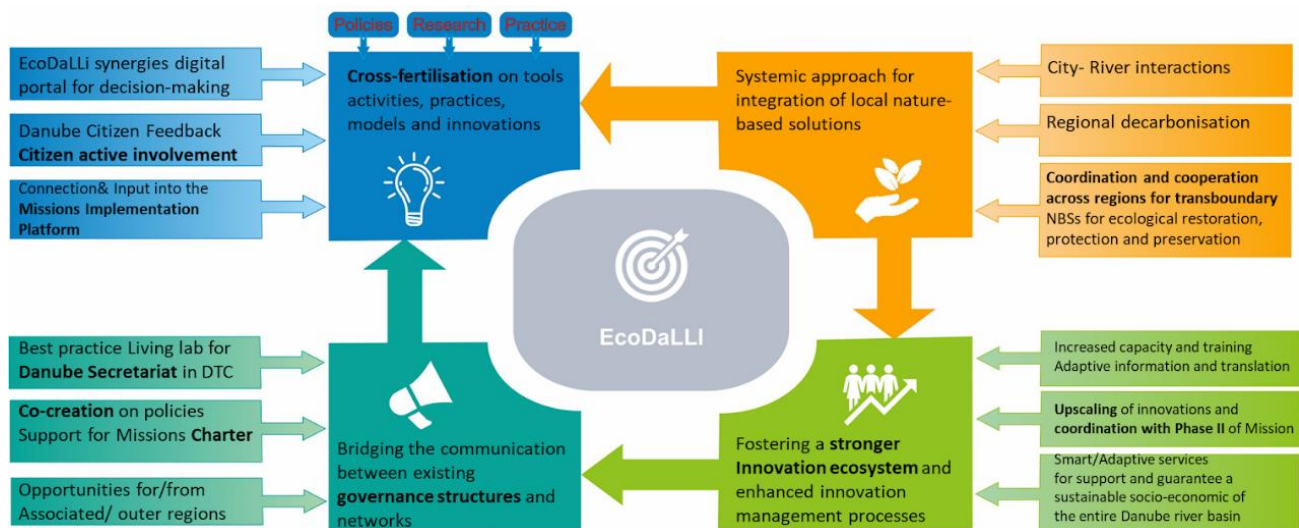


Figure 1: Concept of EcoDaLLi

2 EcoDaLLi Corporate Identity

EcoDaLLi's Corporate Identity (CI) includes a project logo, corporate colors, fonts & key visuals as well as pictures and templates to be frequently used regarding internal and external communication.

This CI serves as the basis for the development of all printed and digital communication materials.

2.1 EcoDaLLi Logo

EcoDaLLi's logo has been created in the proposal preparation phase. During weekly consortium meetings, different options for the logo were suggested.



Figure 2: Suggested Options for the EcoDaLLi Logo

After discussions among all project partners, a joint decision was made for the best option which was created by the Associated Partner (AP) Smarter Mobility Solutions Ltd. from the UK. It is as follows:



Figure 3: EcoDaLLi Logo

The dominant colors chosen for the project logo are green and blue. They reflect the colors of the EU Mission Ocean, in which EcoDaLLi is embedded, without reproducing the exact same hues. Blue thus symbolizes oceans and waters in general as well as the Danube as a river in particular. Green as a color represents nature, landscapes, but also hope. While

blue on its own can seem cool and distant, the combination of both shades radiates the necessary harmony.

Embedded in this color palette, the logo shows the lettering EcoDaLLi. The lettering of the word EcoDaLLi is crossed by a line that represents the geographical course of the Danube. The line of the Danube starts in the upper left part of the logo and runs almost horizontally above the word ECO. Then the line bends down orthogonally and separates the two words ECO and DALLI, geographically this area corresponds to the course of the Danube through Hungary. Below the word DALLI, the line runs slightly in a semicircle to the right end of the logo, where it ends in the shape of a leaf. The leaf symbolizes the Danube Delta. The spring of the Danube at the upper right end of the line is marked by four circles filled with stylized portraits of individuals. Below, to the left of the word EcoDaLLi, is a stylized fish.

The logo thus symbolizes beautifully that a cooperation of people along the Danube not only leads to a healthy, blue river, but also results in flourishing, green nature. It thus stands exactly for what the acronym EcoDaLLi also means: ECOSystem-based governance with DANube lighthouse Living Lab for sustainable Innovation processes.



Figure 4: EcoDaLLi Logo including EU Imprint in Square Format

2.2 EcoDaLLi Corporate Colors, Fonts & Key Visuals

Corporate Colors

EcoDaLLi's corporate colors are derived from the two dominant colors of the logo described above: blue and green. The exact shades are as follows:

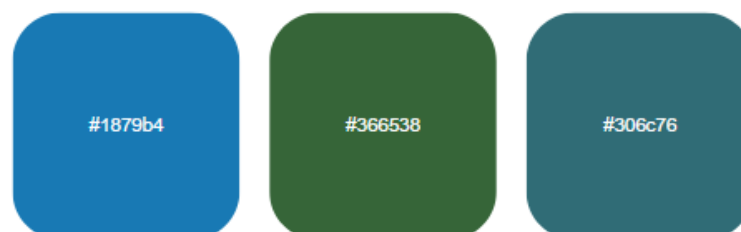


Figure 5: EcoDaLLi Corporate Colors

Fonts

EcoDaLLi's font is Arial.

Key Visuals

The key visual of EcoDaLLi is the lighthouse, since EcoDaLLi is the Coordination and Support Action (CSA) of the Danube Lighthouse which is one of the four lighthouses of Mission Ocean. At the beginning of the project and in the further course for internal communication, such as for deliverables, the following graphic was used:



Figure 6: EcoDaLLi Lighthouse Graphic



Figure 7: EcoDaLLi Basin Map

2.3 EcoDaLLi Templates

Furthermore, the following templates have been created.



Figure 8: EcoDaLLi Word Template



Figure 9: EcoDaLLi PowerPoint Templates



Figure 10: EcoDaLLi Background for Videoconferences

2.4 Inclusion of Mission Ocean Visuals

To visualise the affiliation to the whole EU Mission “Restore our Ocean and Waters” (Mission Ocean), visuals of Mission Ocean have and will be used in printed and digital communication materials. Further communication tools provided by the Mission, in particular for social media (e.g. graphics and videos) will be distributed on EcoDaLLi’ social media channels and implemented in the social media strategy.

3 EcoDaLLi Communication Materials

The following communication materials as well as corresponding communication and dissemination strategies can be found in more detail in D8.1 Initial Plan for Dissemination, Exploitation and Communication which is also submitted in M6.

3.1 Printed Materials

3.1.1 EcoDaLLi Flyer

The project flyer also contains all relevant elements of the project. These are in particular the logo, affiliation to Mission Ocean, project summary, objectives and scope, contact information to social media and the website, partners involved in the project and disclaimer.

The flyers size is 9 x 20 cm and is printed on glossy paper 135g/sqrm, 4+4 print in a quantity of 200. They will be equally distributed among the partners. Project partners will distribute the brochure at dissemination events and meetings.



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EU MISSIONS
RESTORE OUR OCEAN & WATERS
Concrete solutions for our greatest challenges

EcoDaLLi

Ecosystem-based governance with Danube lighthouse Living Lab for sustainable innovation processes

#EcoDaLLi #DanubeLighthouse
#EUmissions #HorizonEU #MissionOcean

HORIZON-MISS-2021-OCEAN-02 (Protect and restore marine and fresh water ecosystems and biodiversity)
Danube Lighthouse Coordination and Support Action
Project duration: 42 months (01/23 - 06/26)
Project Budget: €2,684,875.00
Consortium: 17 Partners & 1 Associated Partner from 11 countries
Coordinator: Steinbeis Europa Zentrum

Partners: Steinbeis Europa Zentrum, ICLEI, BOKU, WWF, FSB, and others.

EcoDaLLi project, embedded in the Mission 'Restore our Ocean, seas & waters by 2030' supports the achievement of freshwater targets of the European Green Deal, integrating a systemic approach for restoration, protection & preservation for the entire Danube Basin, provided by coordinated actions.

The project partners support innovators connect to governance structures, providing and maintaining networks, through dedicated Living Labs for knowledge co-creation, workshops, a custom-made digital portal for synergies, and innovation support services.

Danube Lighthouse
EcoDaLLi
www.ecodalli.eu

Horizon Europe Project

Project number: 101093908 | Project acronym: EcoDaLLi
Call: HORIZON-MISS-2021-OCEAN-02 | Topic: HORIZON-MISS-2021-OCEAN-02-04
Project duration: 42 months

Figure 11: EcoDaLLi Flyer

3.1.2 EcoDaLLi Roll-Up

The Roll-Up is printed in a size of 85 x 200 cm in PP high resolution print. It has a quantity of 10.

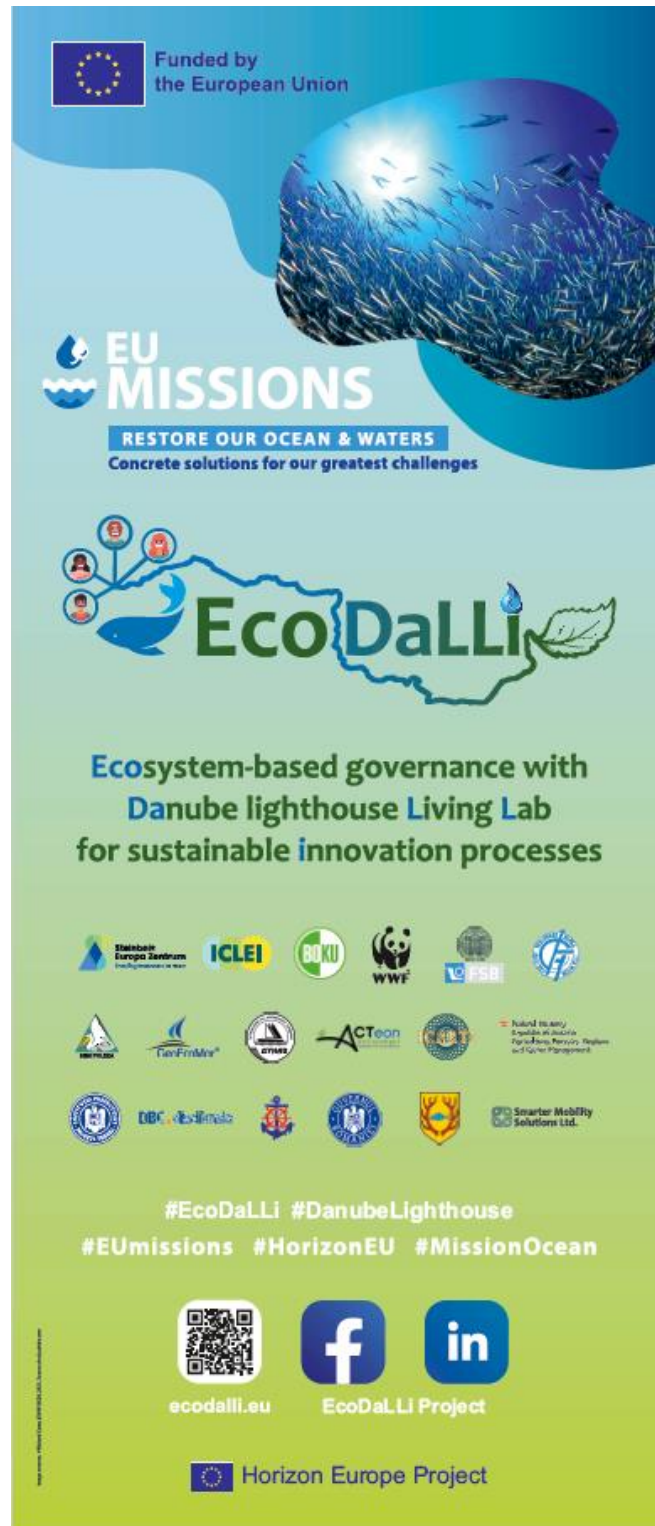


Figure 12: EcoDaLLi Roll-Up

3.1.3 EcoDaLLi Brochure

The project brochure will contain all relevant elements of the project, like logo, project summary, objectives and scope, contact information and partners involved in the project. It will be A5 size and have 24 pages. The brochure is printed in 200 copies, which will be equally distributed among the partners. It will be completed in the end of the project to include main project results and disseminate these.

3.2 Digital Materials

3.2.1 EcoDaLLi Website

The website of EcoDaLLi project can be found on the following link: <https://ecodalli.eu/>. The website is the main source of information for the project and also links to the portal. It will frequently assemble inputs from all partners in an attractive, user friendly format. The main page offers complete background information as well as covering key actors and stakeholders. The aim was to create a simple and user friendly layout that is easy to navigate, but at the same time is providing all the important information regarding the project. The project logo is visible on the top of website.

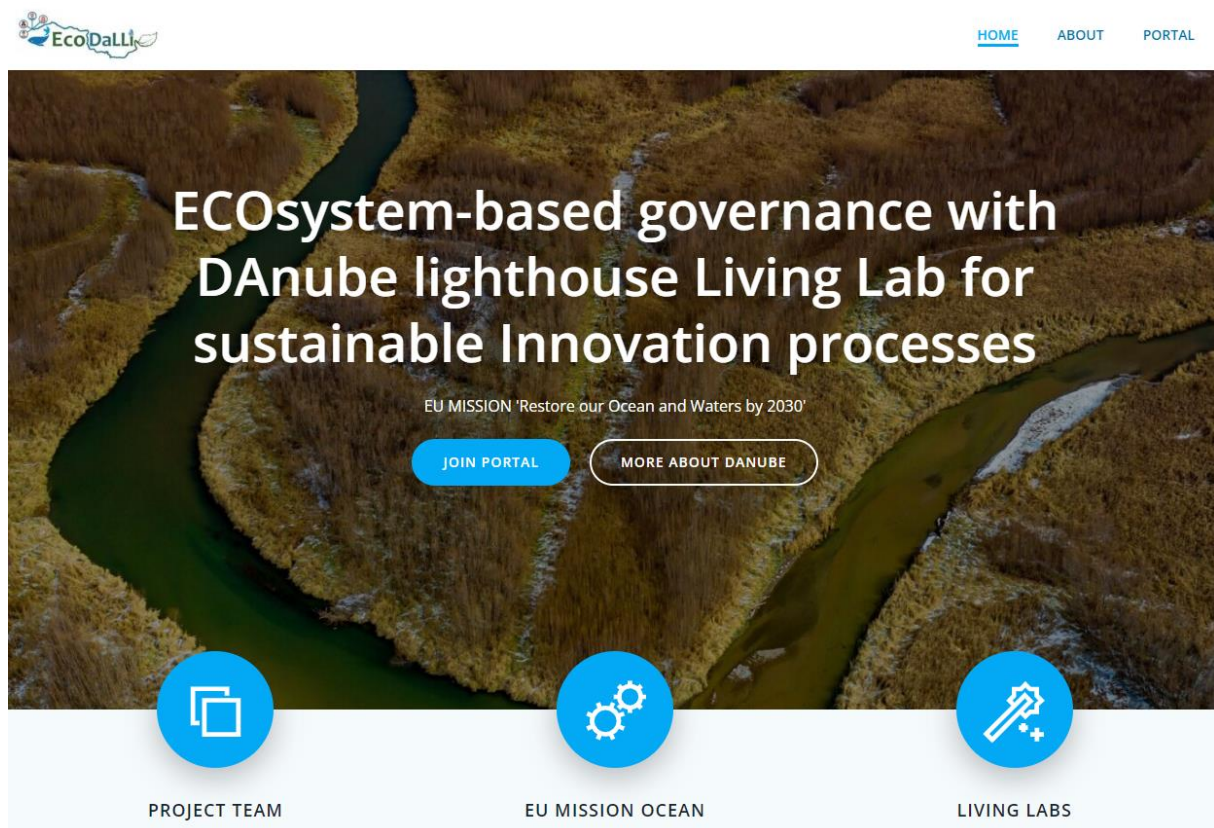


Figure 13: Landing Page of the EcoDaLLi Website

3.2.2 EcoDaLLi Social Media

Besides the EcoDaLLi website and portal, social media is a crucial part of the EcoDaLLi communication and dissemination activities. The project uses state-of-the-art social media tools (LinkedIn and Facebook) to inform stakeholders timely about project activities and results as well as topic-related news. By targeting both professional (LinkedIn) and public/social networks (Facebook), EcoDaLLi applies a wide social media approach.

The social media channels should not only spread general awareness of the EcoDaLLi project, but also specifically present the project and its results to the target audience by promoting events, sharing relevant information and deliverables and interacting with stakeholders in all relevant fields.



Figure 14: LinkedIn Account of EcoDaLLi Project



Figure 15: Facebook Account of EcoDaLLi Project

3.2.3 EcoDaLLi Promotional Videos

In addition to the regular social media posts containing texts and images, audio-visual material in the form of five promotional reels will be produced. They can be shared via social media as well as other digital channels. Furthermore, a 4-5 minutes long promotional video will be directed allowing the dissemination via web TV channels. It will be completed by 1st of July 2023. A description of the results will be included in the periodic reports.

3.2.4 EcoDaLLi Digital Poster

To support presentations of EcoDaLLi in diverse formats, a digital poster has been created:



Figure 16: EcoDaLLi Digital Poster

3.2.5 EcoDaLLi Comic Strip

As part of a broader citizen involvement, a Comics story is being produced by 1st of July 2023.

3.2.6 EcoDaLLi E-Newsletter

A half-yearly electronic newsletter will be produced in all partner languages in order to inform stakeholder about the main information of the project and performed activities as well as about project results. In total seven newsletters will be published during the project, SEZ being the lead partner with the support of all project partners. The newsletter will be distributed via e-mail, social media and be available on the project website. Updates on the progress of the newsletters as well as first results will be implemented in the periodic reports.

Below is an indicative list of topics to be covered, subject to changes as the project progresses:

- Upcoming events, such as conferences, workshops, project meetings which we are (co)organizing, participating in or sponsoring – Feedback from previously held events
- Save-the-dates for upcoming deadlines, registration dates, etc.
- Mission Ocean and Green Deal-related trends, news, statistics, surveys, articles, videos, infographics etc.
- Frequently asked questions and answers on EcoDaLLi, Mission Ocean etc.
- Success stories (both written and video versions)

- A survey or poll relative to our activities (and its results)
- A milestone or yearly recap for our project
- Pictures and mini-bios of project members
- A request to follow our project on various social sites

Apart from the above, the e-Newsletter will feature all the characteristics of a modern newsletter, plus it will pay attention to:

- Being creative, attractive and responsive in design
- Ensuring content is educational, informative and concise
- Guiding readers to the website where they can learn more
- Including follow us and contact information

The e-Newsletter will be integrated into the project's website. Interested parties will be able to subscribe easily via the "subscription page", giving their consent to receive regular updates.

The further dissemination of EcoDaLLi in News Portals as well as in E-Magazines is currently being investigated.

4 Concluding Remarks

The CI created for EcoDaLLi project within the first six months of the project duration, is the basis for all project activities, ensuring their common image and presentation to the public. The CI is an important tool in raising the awareness on the project and providing for recognition of EcoDaLLi among other projects.

The CI and the on this basis created communication materials will therefore not only contribute to the successful communication on the project during the course of the three-and-a-half-year funding, but furthermore to the dissemination of results and the sustainable application of the projects results.