L-vehicles Emissions and Noise mitigation Solutions

D2.3 Project's corporate identity, website, and social media

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Revisions table

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2.0	12.04.2023	Page 22: Date of website publication

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Executive summary

The present deliverable document outlines the promotional material that has been developed to materialise and communicate the corporate identity of the LENS Horizon Europe project. This deliverable document is in line with the deliverable document "D2.2 – Draft plan for dissemination, exploitation, and communication" and expands on its respective chapters, "3 – Project Identity" and "4 – Communication Tools".

The document includes the project's logotype, graphic chart (colours and fonts), a Microsoft Word template (along with its variations) and a Microsoft PowerPoint template for external communication purposes, as well as informative material about the project such as a roller-up banner (used at conferences stands, exhibitions, etc.) and a promotional leaflet (to be used in its digital version and to be printed when most appropriate).

The document also provides information regarding the website and social media accounts that have been developed, as well as the newsletters that will be issued every 6 months in the context of the LENS project. Throughout the lifetime of the project, the website will be updated with the produced outputs (deliverables, scientific material), which will be available for downloading by users through it, as well as with up-to-date news about the project's activities. Communication content will also be posted regularly on the project's social media accounts. Finally, the bi-annual newsletter will include welcoming words that summarise the progress of the previous six months, news items from the homepage, events of the LENS project, as well as related external events.

List of Abbreviations

C/D/E	communication, dissemination, and exploitation
CINEA	European Climate, Infrastructure and Environment Executive Agency
CP	City Platform
EC	European Commission
EU	European Union
EUR	euros
GA	Grant Agreement
HEU	Horizon Europe
KPIs	Key Performance Indicators
LENS	L-vehicles Emissions and Noise mitigation Solutions
LVs	L-category vehicles
SG	Stakeholder Group
WP	Work Package

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1 Visual Identity

1.1 Name and Acronym

LENS stands for “L-vehicles Emissions and Noise mitigation Solutions”. The acronym of the project should always be used in communication, dissemination, exploitation, capacity-building, and upscaling activities. LENS must be written with all its letters capitalised as “LENS”. It should not be stated as “lens” or “Lens” (or any other way of spelling, case, and capitalisation).

1.2 Project Logo

The project’s logo was designed and used since the very beginning of the project (Month 1) to guarantee direct identification with LENS.

The two versions of the LENS logo (as seen below) include a version with and without the sub-claim “L-vehicles emissions and noise mitigation solutions”.

Both versions were disseminated to all project partners and are used on the project’s documents, the project’s website, as well as its social media channels.

The logo should always appear fully intact. The composing text should never be amended or removed. Each element and its position about each other have been carefully designed and must never be stretched, altered or distorted. Always follow these guidelines to ensure consistent use.

Figure 1.1: Long version of LENS logo on the left and short version on the right

1.3 Project Colours

Colour is a powerful means of identification, which enables identifying LENS more easily.

The choice of the project’s colours follows the current trends in design where green and blue are used to represent clean and eco-mobility. The blue transitions from green, ranging from cyan to dark navy blue.

The project’s colours have either been combined or used separately when developing the branding.

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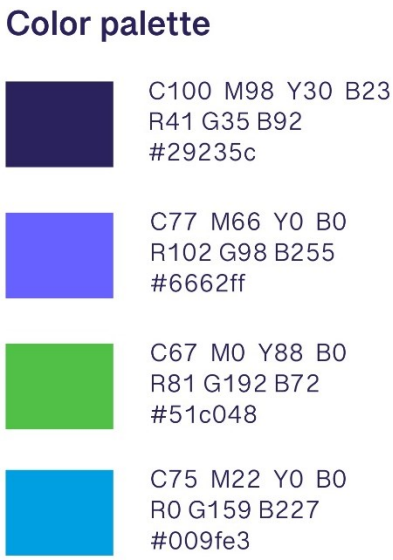

Figure 1.2: LENS colour palette

1.4 Project Fonts

Acumin Variable Concept is the font that has been chosen for the logo.

This font has a thin and clear line, in line with the minimalist style of the logo.

This font has also been used on promotional materials such as the roll-up banner and the leaflet of the project.

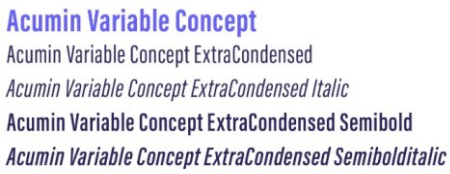

Figure 1.3: LENS logo font

To bring cohesion and solid communication, Helvetica Neue is the font that will be used in documents such as deliverables, Microsoft Word documents, and Microsoft PowerPoint presentations.

Figure 1.4: LENS document font

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1.5 Disclaimers and Visual Identity Notices

Every EU-funded project in the framework of Horizon Europe is legally obliged to provide clear information about the received funding on all official publications, homepages and dissemination documents, such as leaflets or brochures.

This is defined by the LENS GA in the following way: *'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)'*.

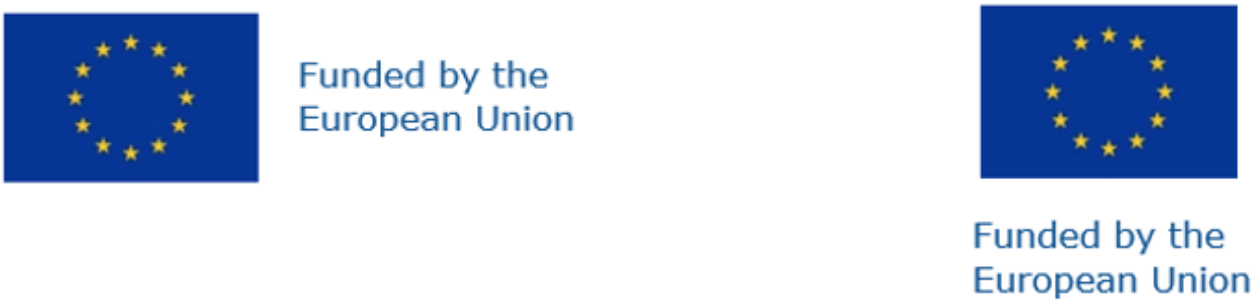

Figure 1.5: European flag in two versions to be used according to the available space

In the LENS Microsoft Word and Microsoft PowerPoint templates, as well as in the LENS website and all communication and dissemination material with considerable available space (such as the banner, the leaflet, etc.), the European flag is accompanied by the phrase *"This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101056777"* as shown in the figure below.

Additionally, any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): *"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them"*.

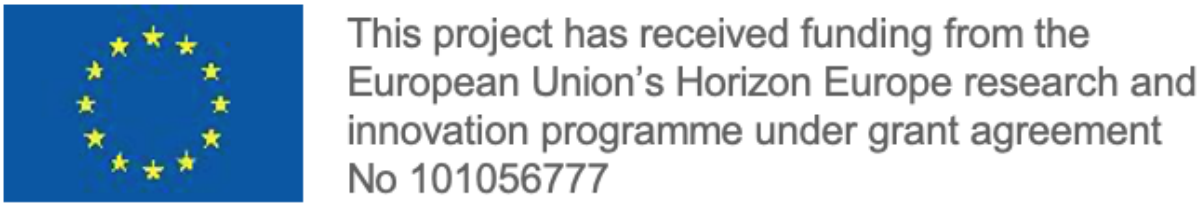

Figure 1.6: European flag with detailed information on LENS

1.6 Checklist of Do's & Don'ts

- Always make sure the EU emblem has appropriate prominence when displayed with other logos (at least the same size as the biggest logo)
- Use the following fonts for the statement acknowledging EU funding: Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu, or Verdana
- Do not use underlined text, italic or font effects in the funding statement, and use a black, white or blue (EU flag colour) font depending on the background.
- The funding statement can be translated into a local language, where appropriate.
- The statement "Funded by the European Union" or "Co-funded by the European Union" must always be spelt out in full and placed next to the emblem.

Any publication or material prepared by the consortium members, even if at the national level, shall at least display the project logo and EU flag and funding statement. This includes material done on behalf of LENS and/or in the framework of the tasks assigned in the project to the partners.

For further information, please consult The use of the EU Emblem in the Context of EU programmes 2021-2027.

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2 Printable Dissemination and Communication Tools

To guarantee the timely submission of LENS deliveries and presentations in a uniform and branded format, two different templates were created; one for Microsoft PowerPoint presentations and one for Word. The latter is adapted for documents destined for varied uses, including deliverables, agendas, meeting minutes, as well as press releases. Both versions are available to all project partners in the LENS SharePoint. Both templates include the main colour pallet of LENS, EU-funding information, as well as the LENS logo. The templates will facilitate the creation of branded documents and presentations.

2.1 Microsoft PowerPoint Template

A Microsoft PowerPoint template has been created for the visualisation of the project's results.

An overview PowerPoint presentation of the LENS project will be prepared and shared with the partners, including all the necessary information that is related to the project, such as general information about the project, its targets, its methodology, its key outputs, information about the demonstration sites, the CP and the SG, a presentation of the consortium, as well as a reminder of the project's digital dissemination and communication tools (website and social media).

Figure 2.1: LENS PowerPoint Template cover slide

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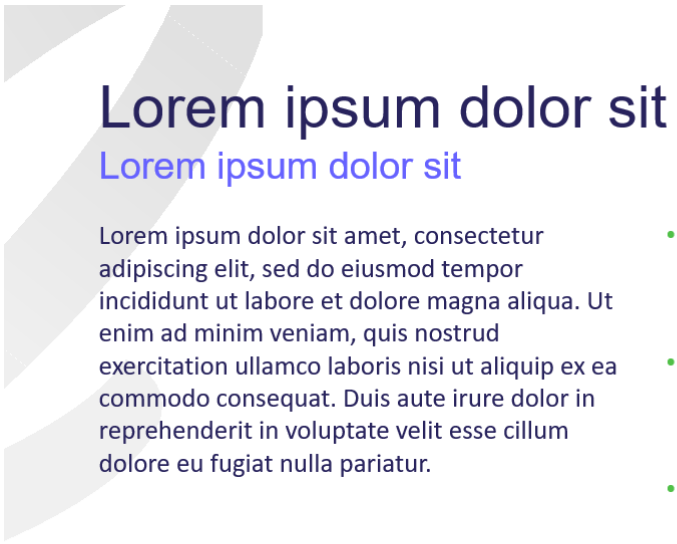

Figure 2.2: LENS PowerPoint Template only text slide

Figure 2.3: LENS PowerPoint Template text with image slide

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Figure 2.4: LENS PowerPoint Template contact details slide

2.2 Microsoft Word Templates

Various Microsoft Word templates have been created for different uses, such as:

- Deliverable documents
- Newsletters and calls to join the CP and SG
- Press releases
- Events agendas
- Meetings minutes
- Scientific papers

These templates have been available to the project's consortium on SharePoint.

2.2.1 Deliverable Template

The deliverable Word template includes the following:

- Plain cover page with the document's title
- Document's identity
- Editing history
- Header with the project's long logo version and the deliverable's title

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- Footer with the EU funding mention and page enumeration
- Short abstract of the document's content
- List of abbreviations
- List of contents
- List of Figures
- List of tables

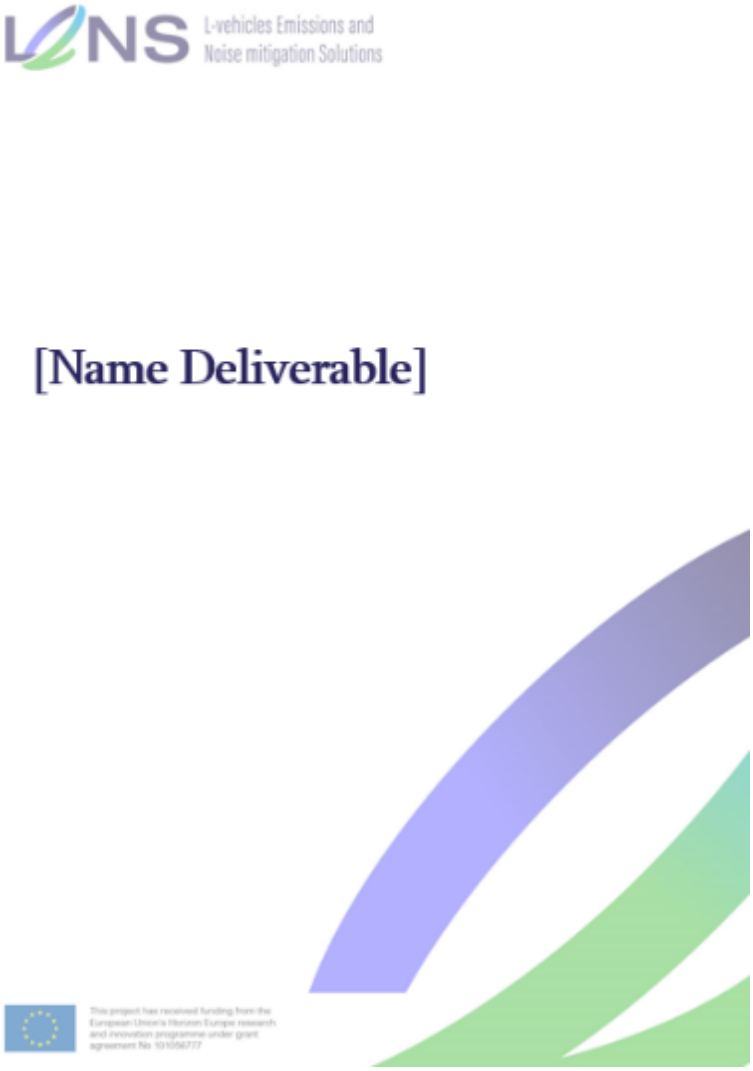

Figure 2.5: LENS Word Template cover page

2.2.2 Newsletters and calls to join Template

This template essentially reprises the design and settings of the deliverable Word template without including the initial general pages relative to the deliverables' content and information. The template is

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each time adapted to the specific use needed, with the possibility to use more elaborate and different versions of a cover page to make it more appealing to external parties interested in the project.

Figure 2.6: LENS Word Template alternative cover page

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Figure 2.7: LENS Word Template typical page

2.2.3 Event Agenda Template

This template has been created to communicate the agendas of events open to external stakeholders.

Figure 2.8: LENS Word Template for meetings agendas

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2.2.4 Meeting Minutes Template

This template has been created to keep an instant written record of any internal and external meeting.

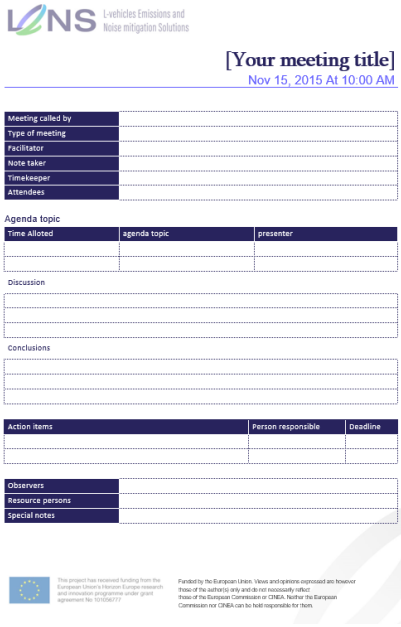
[Your meeting title]
Nov 15, 2015 At 10:00 AM
Meeting called by
Type of meeting
Facilitator
Note taker
Timekeeper
Attendees
Agenda topic
Time Alloted
agenda topic
presenter
Discussion
Conclusions
Action items
Person responsible
Deadline
Observers
Resource persons
Special notes

Figure 2.9: LENS Word Template for meetings agendas

2.2.5 Press Release Template

This template has been created to disseminate news and milestones by the project's partners in a direct way, giving them the possibility to integrate their logos on the document's header.

The press release template has already been used by the consortium to announce the project's commencement and is available on SharePoint.

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Figure 2.10: LENS Word Template for press releases

2.2.6 Scientific Papers Template

This template has been created with the purpose to use for scientific publications.

However, most scientific magazines and conferences already provide their templates, therefore, they might not be used during the project's lifetime.

2.3 Promotional material

Promotional material is essential for the dissemination of several important key messages during conferences, meetings or panel discussions.

Due to environmental concerns and the increased use of online conferences and webinars, which increased in popularity during the COVID-19 pandemic, the amount of physical promotional material will be very limited.

The roll-up banner is the only physical material that will be printed, whereas the LENS project leaflet will be placed prominently on the homepage and can be printed on demand by each project partner.

Both materials have been drafted by POLIS Network and designed by an external agency.

2.3.1 Roll-up banner

The consortium gave the assignment to POLIS to create a roll-up banner, which will be used for events, conferences, and project stands for the duration of the project.

The roll-up banner's size is 85cm X 200cm and includes the following elements:

- Project logo and name
- A short description of the project

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- Key messages about the project
- Logos of the project's partners
- QR-Code to the website's homepage, EU funding acknowledgement, and social media channels

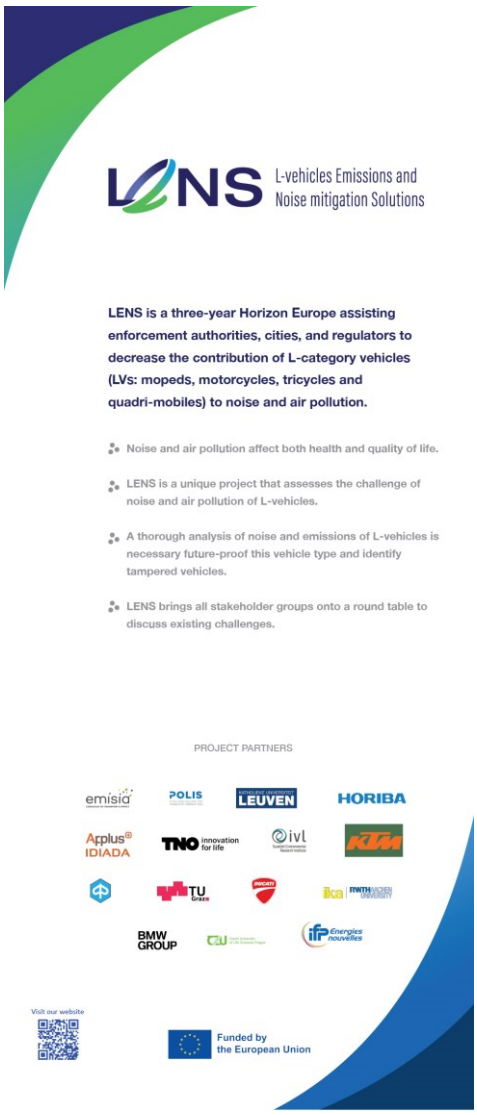

Figure 2.11: LENS Roll-up Banner

2.3.2 Leaflet

The leaflet has a basic format, facilitating the previously mentioned print-on-demand scheme. Thus, the document is a folded A4, which results in a four-sided A5.

The leaflet's pages include the following content and graphic material:

- On the front and the back page, a neutral background in the colours of LENS, reprising the same colour palette.

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- On the front page:
  - The project's logo
  - The project's full name
  - A short description of the project and overview of the project's timeline
  - EU funding acknowledgement and a QR-Code to the website's homepage
- On the back page:
  - The project's partners grouped into categories
  - A visually appealing image as a footer in the colours of LENS
- On the middle pages:
  - A visually appealing image as a large footer in the colours of LENS
  - The project's main objectives

Figure 2.12: LENS Leaflet (front and back pages)

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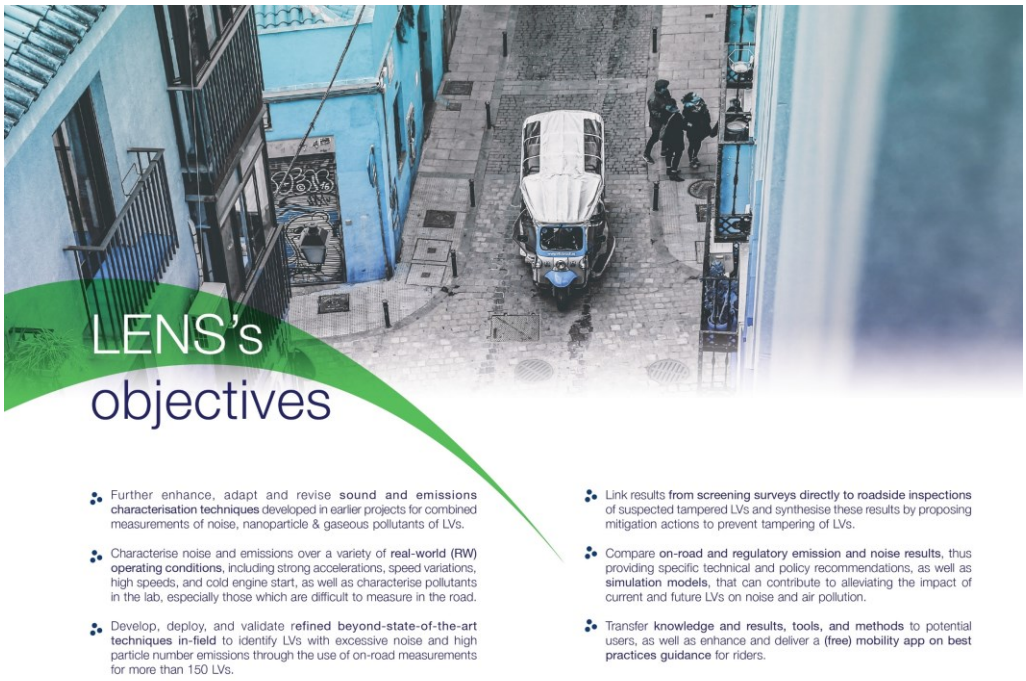

Figure 2.13: LENS Leaflet (interior)

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3 Digital Dissemination and Communication Tools

Digital dissemination and communication tools are "built to last" and will remain available for several years after the official finalisation of the project.

These tools will be consistently populated and updated as the project advances.

3.1 Website

The LENS project website will be online on Friday, March the 24th 2023.

It is the project's central online repository, outlining the project's main information, objectives, overarching methodology, consortium members, and demonstration sites. It also congregates the latest news items, as well as upcoming and past events, publications and public deliverables, and contact details.

The website is accessible through www.lens-horizoneurope.eu and is the main access point to all key information about the project, its results and regular updates, which include regular news items and event invitations.

3.1.1 Homepage

The homepage is the project's main information hub that allows interested stakeholders to familiarise themselves with the project, engage with it through a dedicated newsletter submission form (on the footer), direct links to the social media accounts (on the header), and additional visual media content.

In addition to these engagement elements, the following aspects are important:

- News:

  To facilitate the dissemination of the project and allow stakeholders to gain an overview, relevant to the project news, articles, and publications, are prominently featured across the homepage.

- Overview of project partners:

  Includes the logos of the project partners and direct links to the respective organisations and academic institutions.

- Cities:

  Includes a scrolling strip with the cities where remote sensing measurements were held (Milan and Prague) and with the demonstrator sites (Flanders, Paris, and Rome).

Overall, LENS highlights that the homepage is the core of the entire communication strategy with external stakeholders, as all content, news, events, and updates are located on the website. Therefore, most social media posts are directing users to the page.

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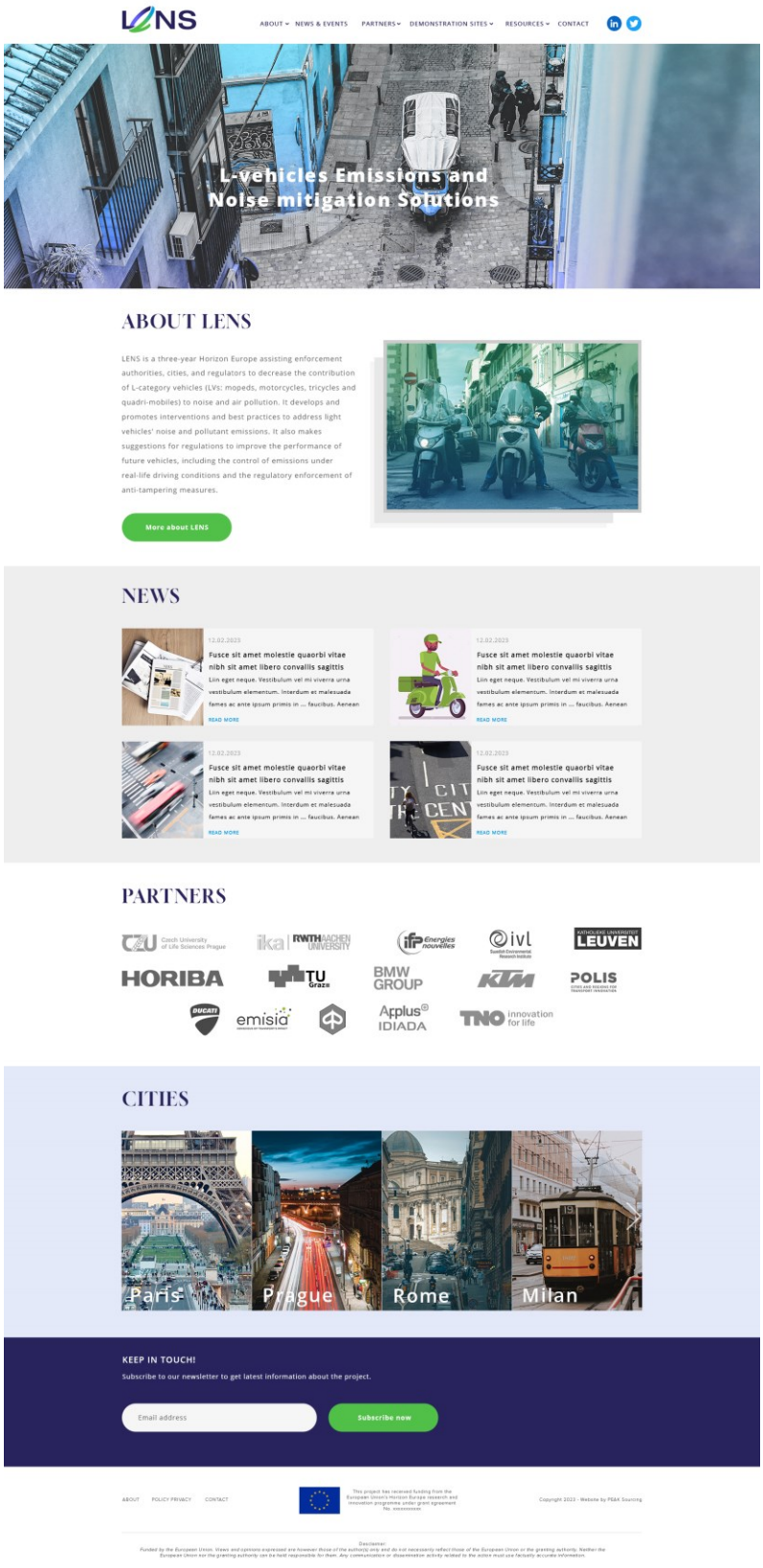

Figure 3.1: LENS Website Homepage

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3.1.2 About Sub-page

The “About” sub-page currently consists of a short description of the LENS project, featuring the project partners’ logos.

This page will be enriched with information about the project’s methodology and objectives.

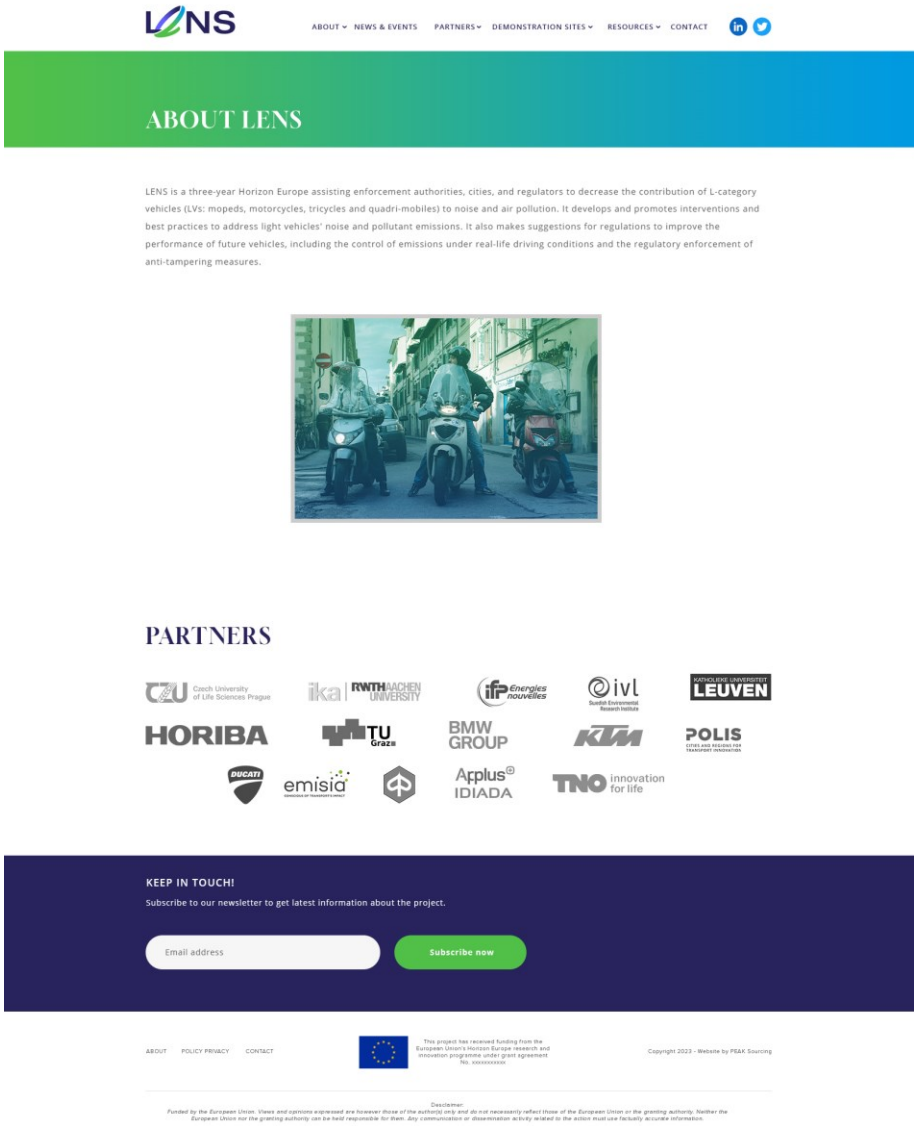

Figure 3.2: LENS Website “About” Sub-page

3.1.3 News & Events Sub-page

The “New & Events” sub-page will showcase all communicable development relating to LENS in reverse chronological order.

For the time being, this section is still empty but will be updated with relevant content at least once per month.

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3.1.4 Partners Sub-page

The "Partners" sub-page features the project's partners categorised according to their role and specialisation in the project.

The logos are clickable and redirect to the respective partners' website homepages.

This section will also be enriched with brief descriptions of each partner and their role in the LENS project.

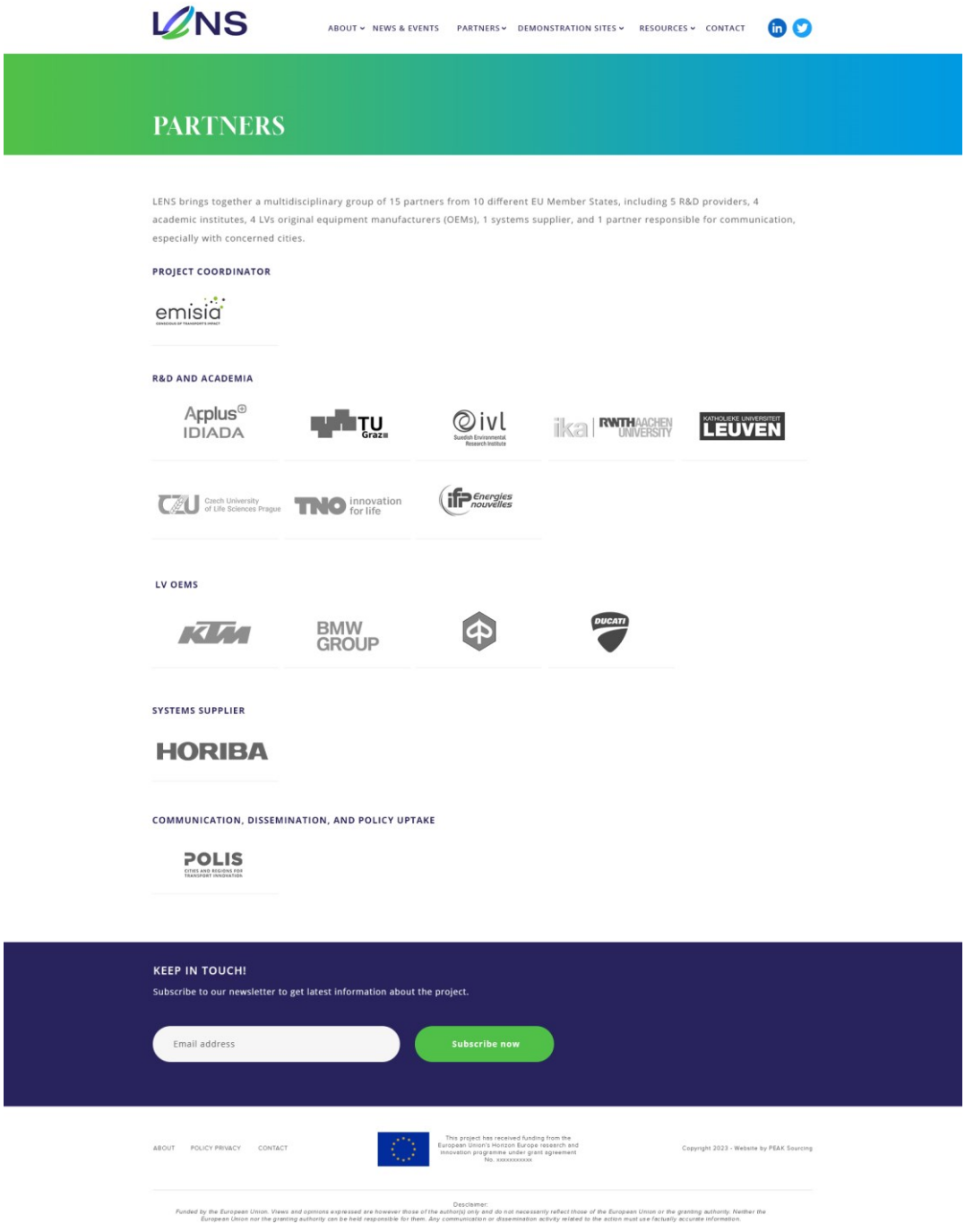

Figure 3.3: LENS Website "Partners" Sub-page

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3.1.5 Demonstration Sites Sub-page

The “Demonstration Sites” sub-page consists of a map of Europe with the locations of the remote sensing city measurements and the locations of the field surveys.

Three different paragraphs outline the remote sensing measurement, filed surveys, and the role of the CP.

As the project progresses, this page will be enriched with more information and visual material for each of the three paragraphs.

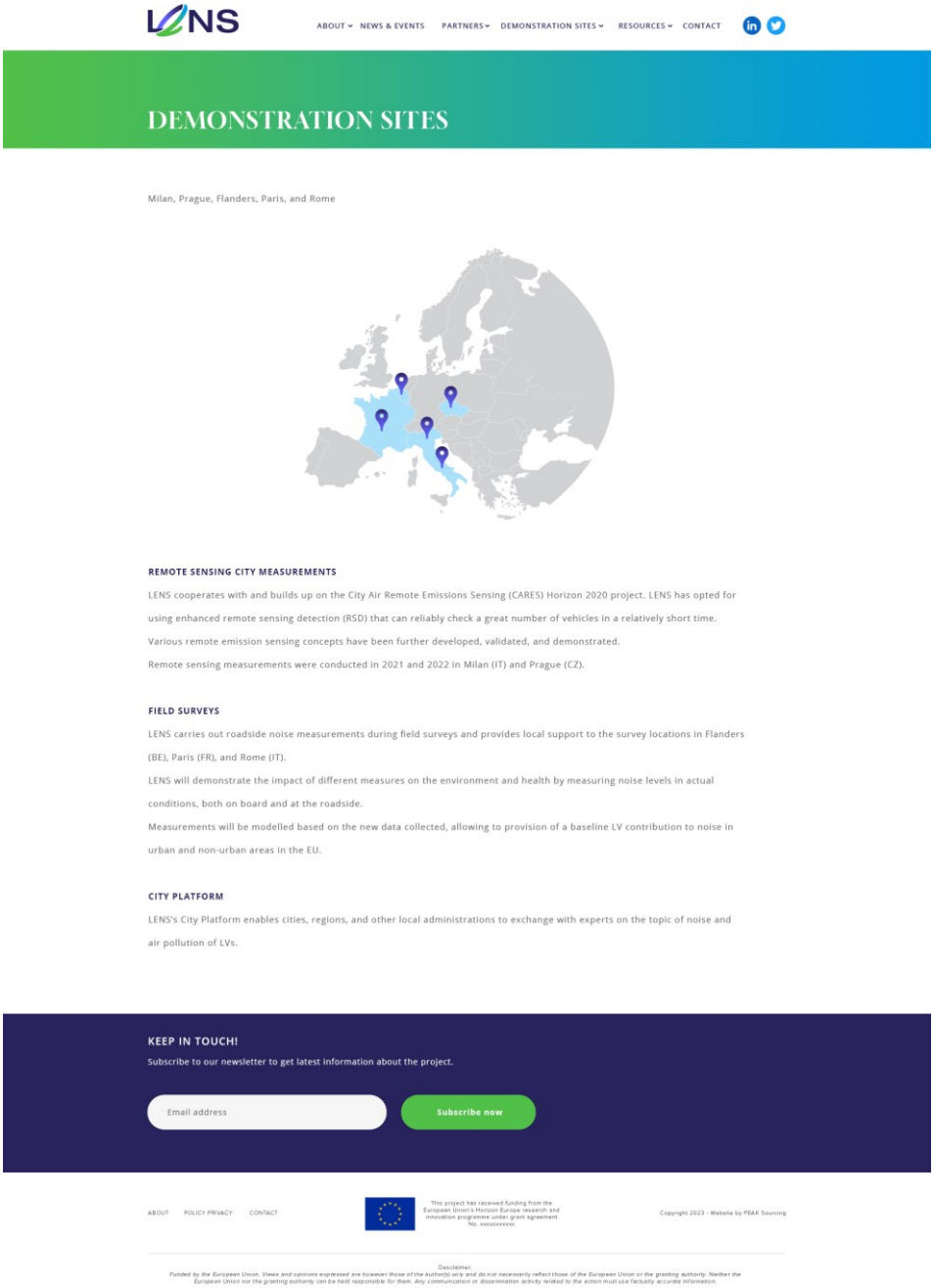

Figure 3.4: LENS Website “Demonstration Sites” Sub-page

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3.1.6 Resources Sub-page

The “Resources” sub-page will be the project’s public repository, featuring the project’s public deliverables, and publications, as well as a digital version of the project’s leaflet.

The material will be easily accessible and downloadable in PDF format.

For the time being, this section is still empty but will be updated and enriched with the project’s outputs as they become available to share.

3.1.7 Contact Sub-page

The “Contact” sub-page consists of a contact form as well as the communication details of the project’s coordinator and C/D/E manager.

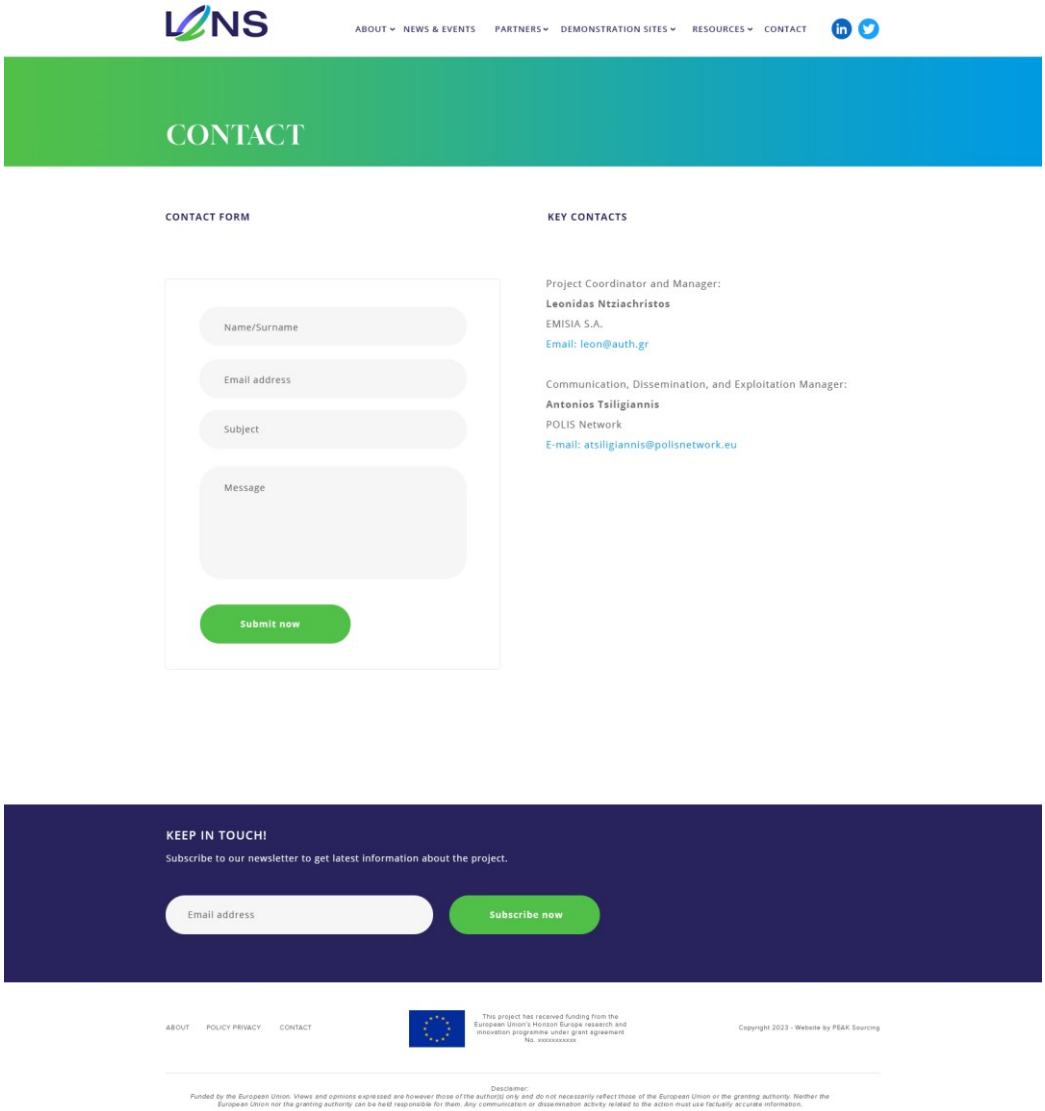

Figure 3.5: LENS Website “Contact” Sub-page

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3.2 Social Media Accounts

Social media is key for the project's communication and dissemination success. It is a quick and direct way to engage a wide external and targeted audience.

Twitter and LinkedIn are LENS main social media channels. The former will focus on quick and instantaneous updates on the project, sharing concise project results, photographs, and tagging partners and relevant EU bodies. In addition, it will be a space to easily share tagged mentions of the project by partners and collaborators. The latter, LinkedIn, will feature similar content but with a broader and longer scope in a more professional environment.

Currently, the Twitter account will remain active, although this channel may be subject to possible changes due to the new policies of the platform. Alternative channels will be explored if the network is no longer considered an efficient means of communication for LENS.

LENS has also a Youtube channel, which will be used to share webinars, recorded events and videos.

3.2.1 Twitter Account

Twitter is a helpful tool for sharing brief remarks, making announcements that can instantly reach a big audience, and retweeting relevant news. LENS Twitter account LENS Project (@LENS_horizon), has been launched and is already making its presence. The following hashtags have been identified to enhance the reach of the messages on social media: #lightvehicles, #LVs, #twowheeler, #emissions, #pollution, #noise, #assessment, #monitoring, #tampering, #decarbonisaton, #HorizonEU. In addition, LENS posts also tag the consortium partners' social media accounts and @HorizonEU to increase reach.

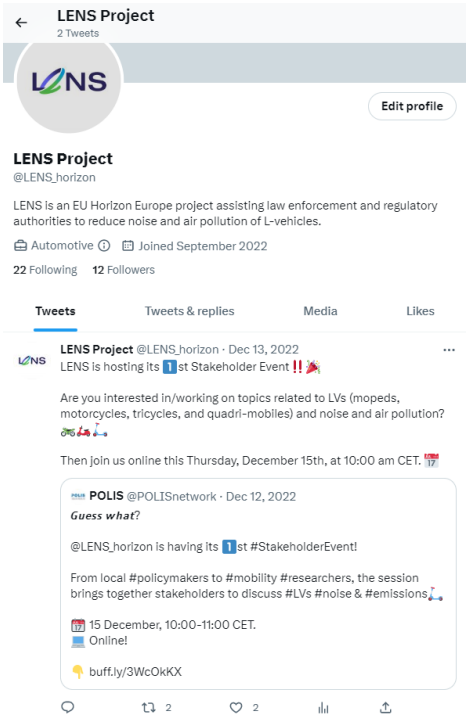

Figure 3.6: LENS Twitter Account with a sample post

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3.2.2 LinkedIn Account

LinkedIn is a social networking website for professional development and is expected to attract an expert community of urban transport professionals to exchange topics related to L-vehicles and the related challenges in urban environments. Therefore, the LENS dedicated LinkedIn page (https://www.linkedin.com/company/lens-project/) has been created, and LinkedIn Page analytics will be used to monitor the impact of communication on this channel. The selection of a 'company page' as the right tool to disseminate project content is due to the versatility of such a page, which also allows sharing of content by external users.

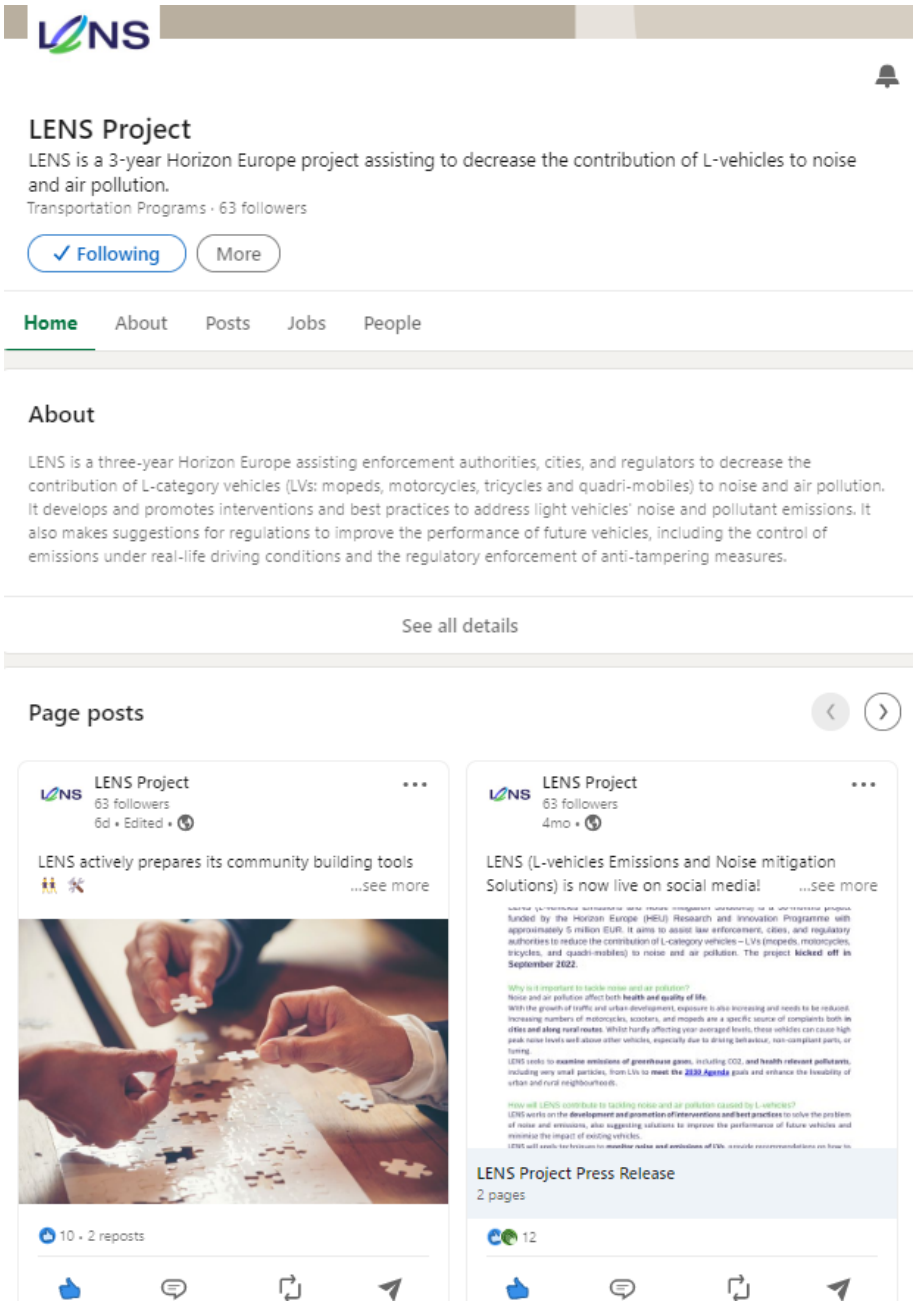

Figure 3.7: LENS LinkedIn Account main page

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3.3 Newsletters

A newsletter will be sent on a bi-annual basis to all interested stakeholders that have signed up via the LENS website. Subscription is encouraged during the engagement of project partners with external stakeholders during gatherings and presentations. A common design has been created by POLIS Network, which is based on the visual identity of the LENS project.

The newsletter will include welcoming words that summarise the progress of the previous six months, news items from the homepage, events of the LENS project, as well as external events. The digital solution will also contain social media buttons to subscribe to the LENS channels, but a printable version will be issued, as well.

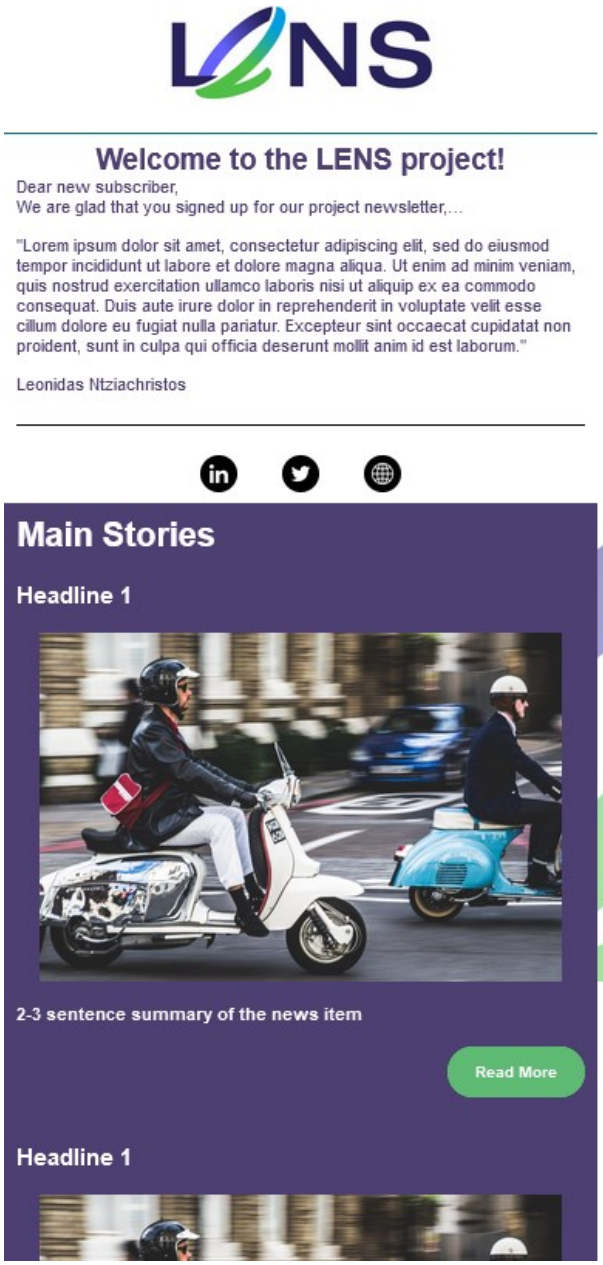

Figure 3.8: First design draft of the LENS newsletter template

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4 Exploitation

4.1 Other Dissemination and Communication Tools

Besides the previously mentioned aspects related to printable and online communication, other communication channels that can be regarded as communication tools are primarily podcasts, short video clips, and other innovative communication tools. Since most of these aspects need project results to showcase, the solutions will mainly be used in the second half of the project.

- Podcasts:

  Podcasts are audio recordings of interviews, radio shows or conversations, which are downloadable through a podcast app, or RSS feed on a homepage. Formats, duration and structure are extremely flexible and therefore offer a great opportunity to provide content, which provides a background for the project. Furthermore, it is the ideal format to explain complex topics in a high-level language, especially as no time limitations exist. Depending on the availability and interests of the consortium members, all lengths and topics are possible, from snackable content of several minutes up to a background dialogue of one hour.

- Short video clips:

  These can include short interviews or recorded statements related to project goals, plans and results. Nevertheless, the most suitable use for short video clips is the explanation of the app, its aims, functions and usability. These videos will be uploaded on the POLIS Network Youtube account and embedded on the homepage.

4.2 Communication tools-related KPIs

The following table provides a good overview of the KPIs and outreach plans of the project. Because the project topic related to noise- and air pollution is in a relatively unique position, one cannot directly predict the potential interest of the wider stakeholder community. Therefore, KPIs were chosen conservatively.

Table 4.1: LENS communication tools-related KPIs

	Indicator	Midterm	Project End
Website	Visits	100/month	200/month
Newsletter	Subscribers	50	100
LinkedIn	Followers	150	250
Twitter	Followers	50	150
Scientific articles	Published/Citations	2 minimum	8 minimum

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