

Project Report

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D6.12 Website and Branding

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24/March/2022

WP6

Lead beneficiary: Pensoft

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REST-COAST

**Large Scale RESToration of COASTal Ecosystems through Rivers to Sea
Connectivity**

D6.12 Website and Branding

Prepared under contract from the European Commission

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EU Horizon 2020 Coordination and Support Action

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 Project full title: **Large Scale RESToration of COASTal Ecosystems through Rivers to Sea Connectivity**
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 Duration: 54 months
 Project coordinator: Prof. Agustín Sánchez-Arcilla, Universitat Politècnica De Catalunya (UPC)

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Preface

The main goals of WP6 Dissemination, exploitation and social transformation tools, are to establish and maintain a distinct project identity, as well as to maximise the impact of project results by marketing and communicating them to stakeholders and the broader public. To ensure the efficient communication, Pensoft has developed a number of promotional materials reflecting the REST-COAST corporate identity, as well as a project website.

Summary

A collection of dissemination and branding tools and materials must be established within the initial months of the project as a foundation for future communication initiatives. As a result, in the first six months of the REST-COAST life span, a project logo and website were created, which serve as the foundation for both project branding and public awareness. In addition, a high-quality print version brochure was prepared to raise awareness at events. All of the resources are available to anyone who is interested at the [media center](#) part of the website. In order to assist future distribution and reporting activities such as letters, milestones, deliverable reports and PowerPoint presentations, corporate templates were created and made available to the REST-COAST consortium.

To achieve the largest possible impact and outreach of REST-COAST derived and/or related results, news, and events, and to engage interested parties in a virtual community, accounts have been set up in three major social media channels, Twitter, Facebook and Instagram. The project's outcomes will have a long-term impact because the website will be maintained for a total of 9,5 years – 4,5 years during the project and another 5 years following the end of the REST-COAST duration.

List of abbreviations

EU	European Union
ICP	Internal Communication Platform
IR	Internal Repository

1 Project Website

The public REST-COAST website - www.rest-coast.eu (Fig. 1,2 & 3) will serve as the backbone of both project branding and public visibility. The page has been developed in M6 (March 2022) and will be available for the users to access for a total of 9,5 years. The REST-COAST information hub contains all the needed project related data, such as details about the project's mission, objectives and results.

The website acts as a main public dissemination tool, making project deliverables and published results available for the users. Aside from that, the web page will showcase all events organised by REST-COAST or relevant to the project, as well as a news section that will highlight all noteworthy REST-COAST accomplishments.

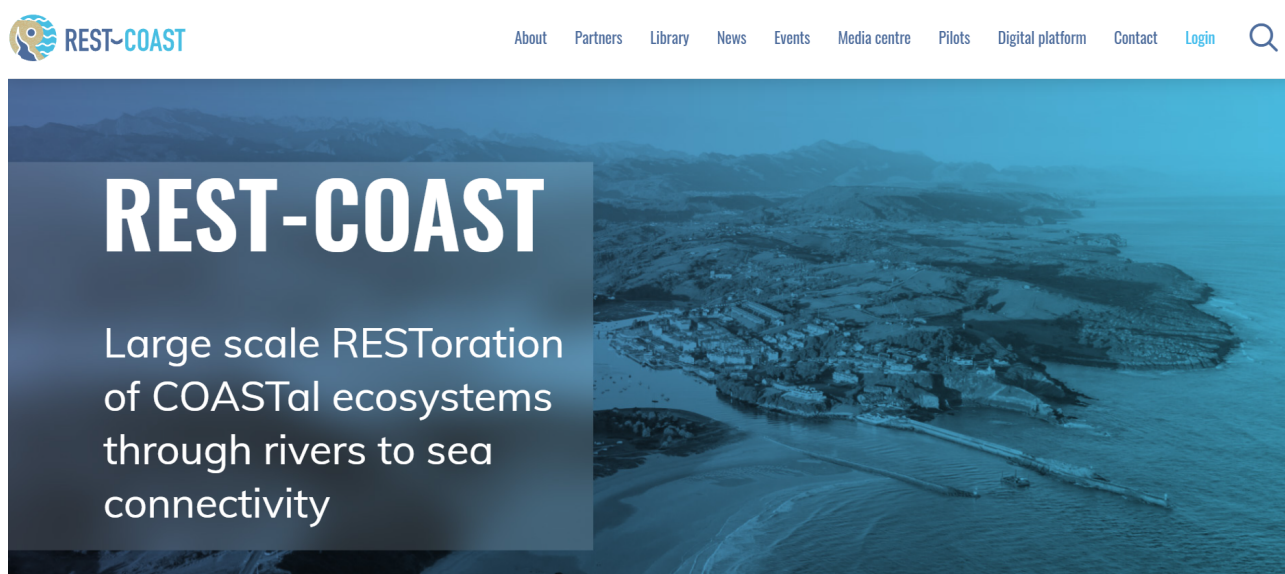


Figure 1. REST-COAST website - home page.

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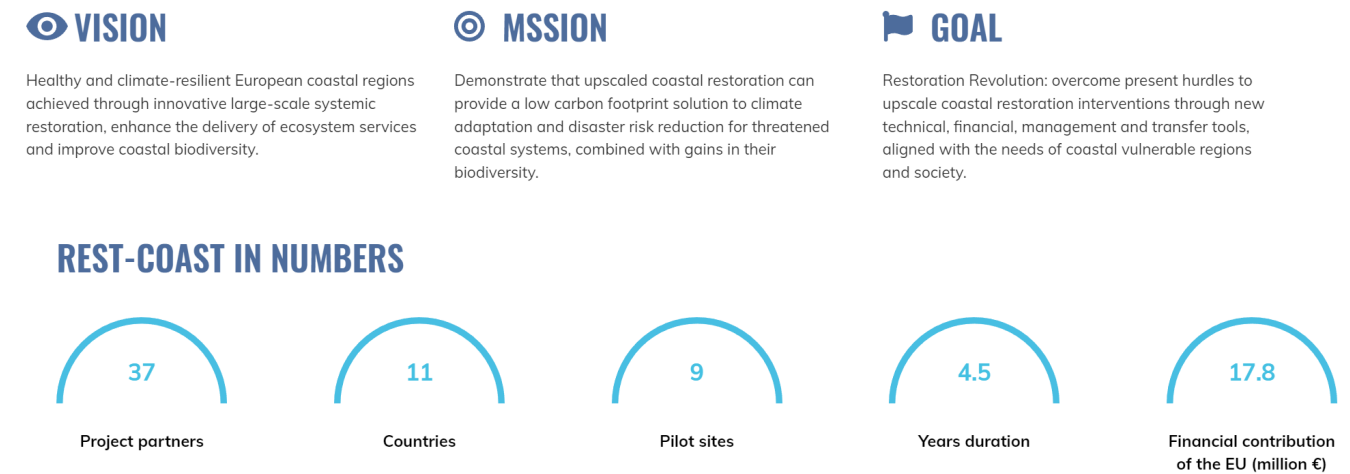
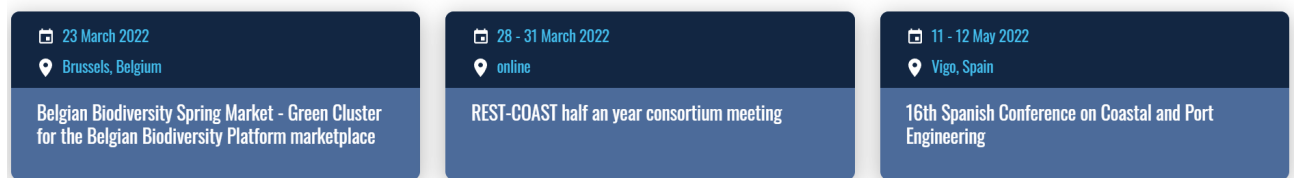
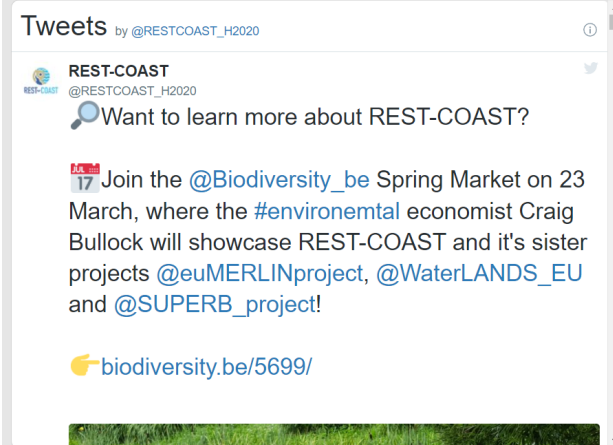


Figure 2. REST-COAST website - home page.

EVENTS



LATEST UPDATES



FOLLOW REST-COAST



This project receives funding from the European Union's Horizon 2020 Innovation Action under grant agreement No 101037097.

Figure 3. REST-COAST website - home page.

Throughout the page the public can find all project relevant information, from details about REST-COAST and its objectives, to news items, events, and promotional materials. The website is comprised of nine sections:

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- **Home page:** informs about the mission and objectives of the project; gives an overview of the latest project news and upcoming events; shows important for the project numbers, such as the project duration, number of partners, etc.; has an embedded twitter feed.
- **About:** informs about the core ideas and values of the REST-COAST project, its objectives and how the work is distributed in work packages. (Fig.4)

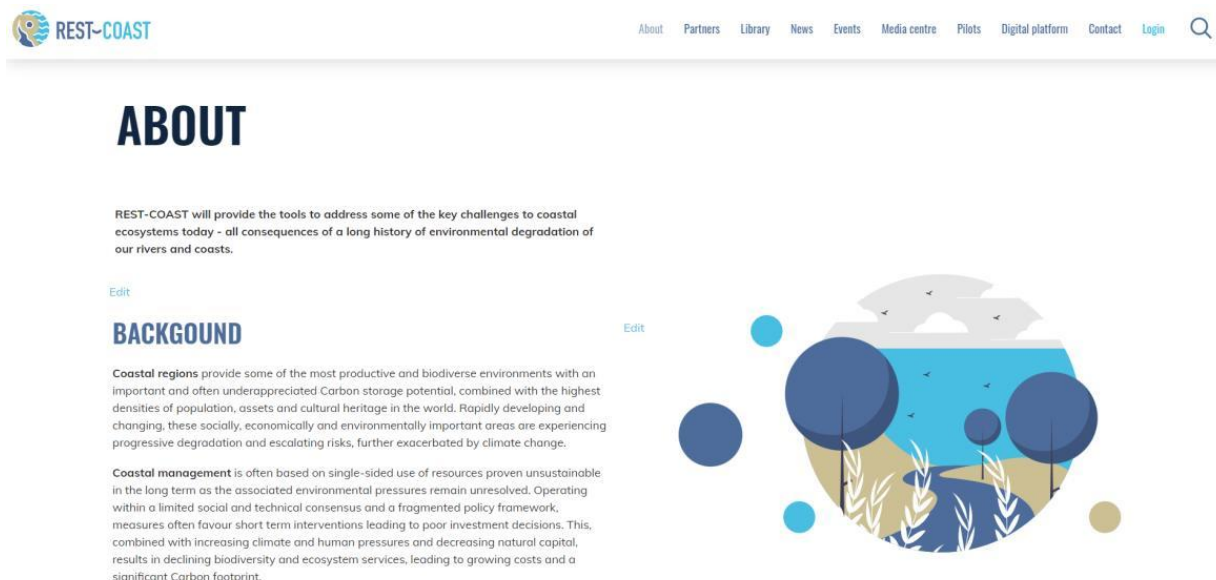


Figure 4. REST-COAST About section.

- **Partners:** while browsing the interactive map in the Partners section, one can review and read more about each organisation that is part of the REST-COAST consortium. (Fig.5)

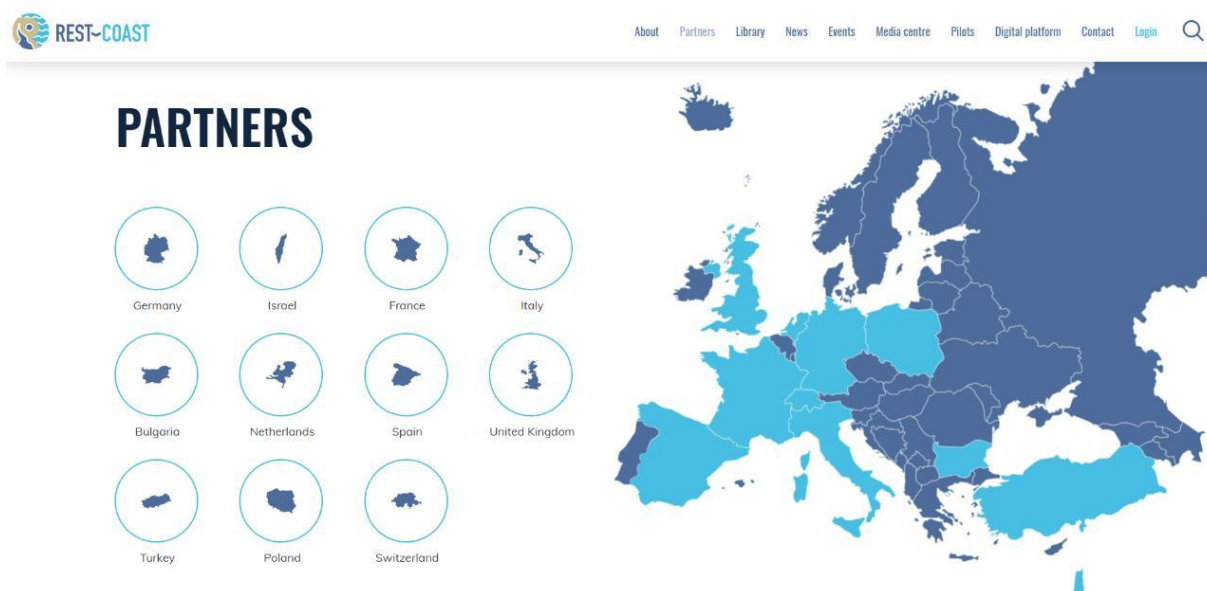


Figure 5. REST-COAST Partners section.

- **Library:** stores all public deliverables and scientific publications resulting from the project. (Fig.6)

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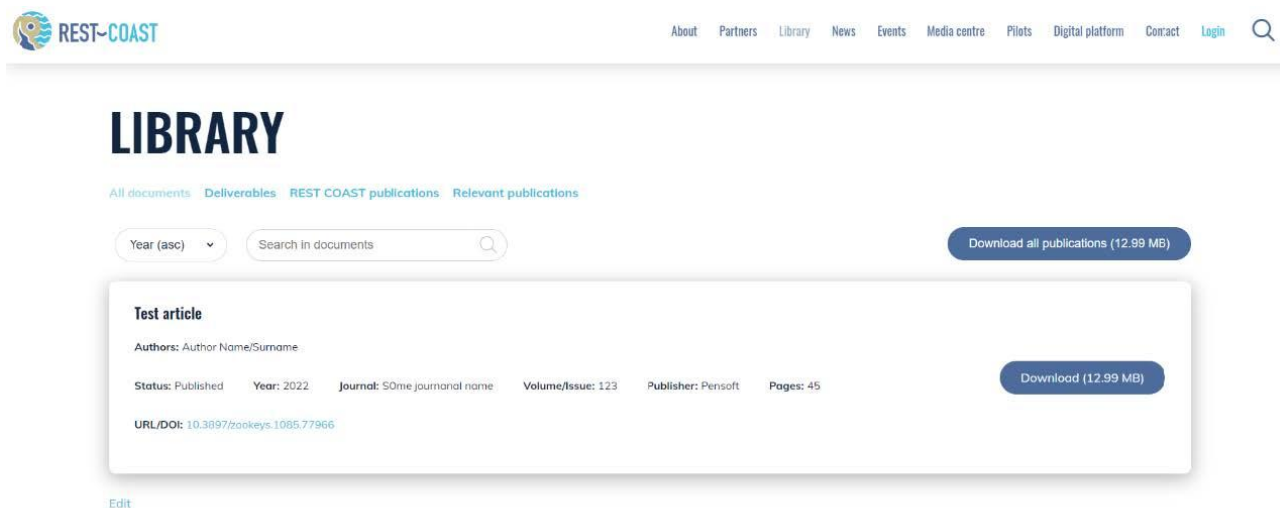


Figure 6. REST-COAST Library section.

- **News:** a dedicated section for all REST-COAST news items, reflecting project achievements and/or important news, as well as entries reporting on project relevant topics. (Fig.7)

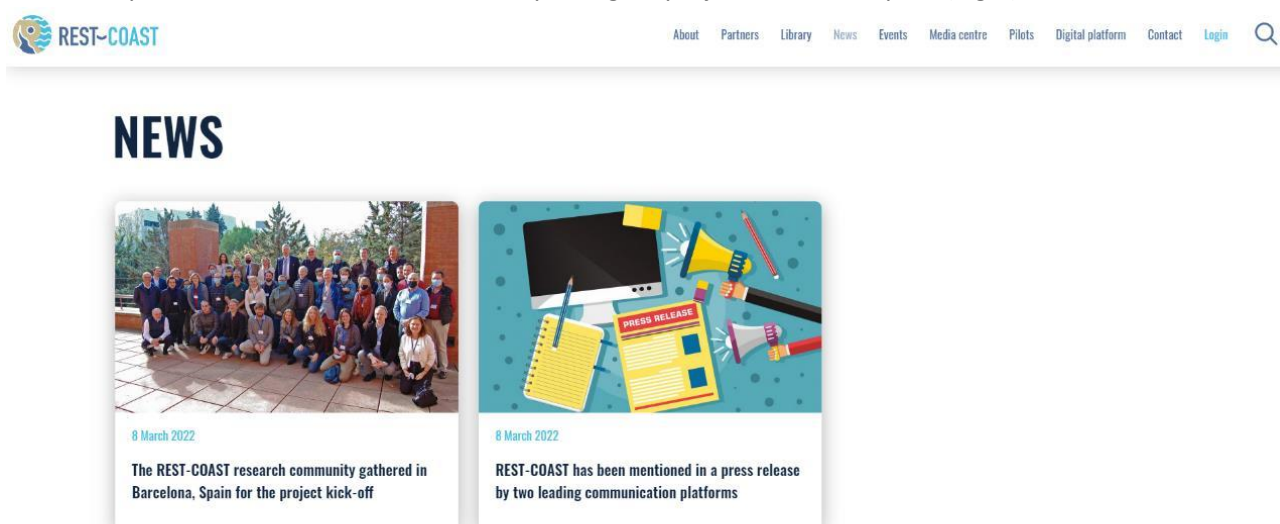


Figure 7. REST-COAST News section.

- **Events:** interactive calendar, showcasing all project organised or relevant events. (Fig.8)

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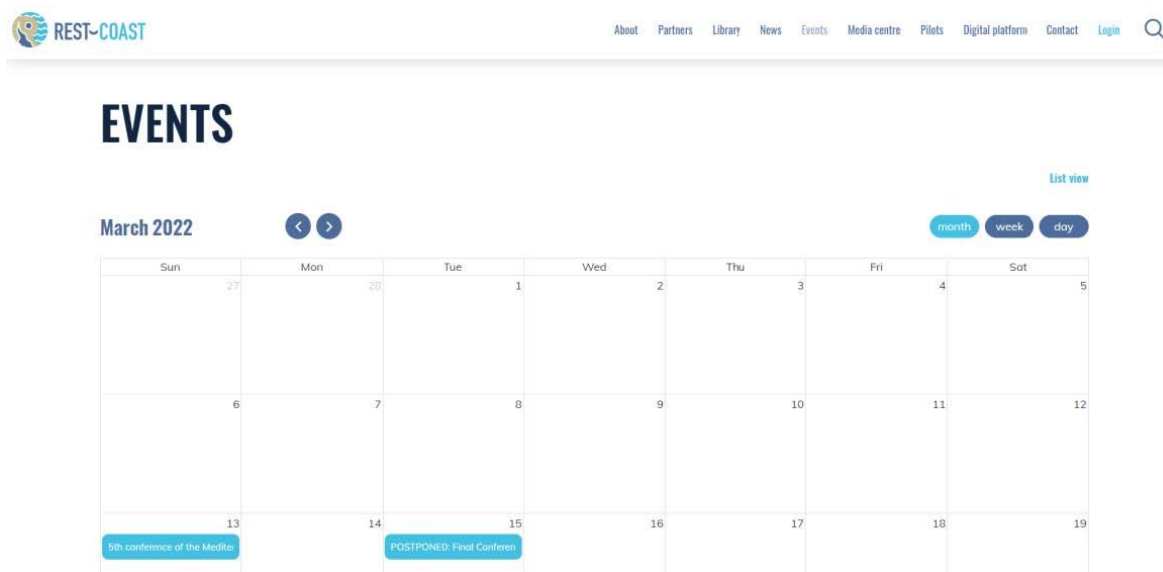


Figure 8. REST-COAST Events section.

- **Media centre:** a one stop shop for all the REST-COAST promotional materials, press releases, newsletters, videos and other dissemination tools. All of the materials can be downloaded. (Fig.9)

MEDIA CENTRE



Figure 9. REST-COAST Media Centre section.

- **Pilots:** this section stores information about the REST-COAST Pilot sites. Their exact location is marked on the map, while detailed information about the sites and the planned activities can be found by selecting the respective Pilot Site. (Fig.10)

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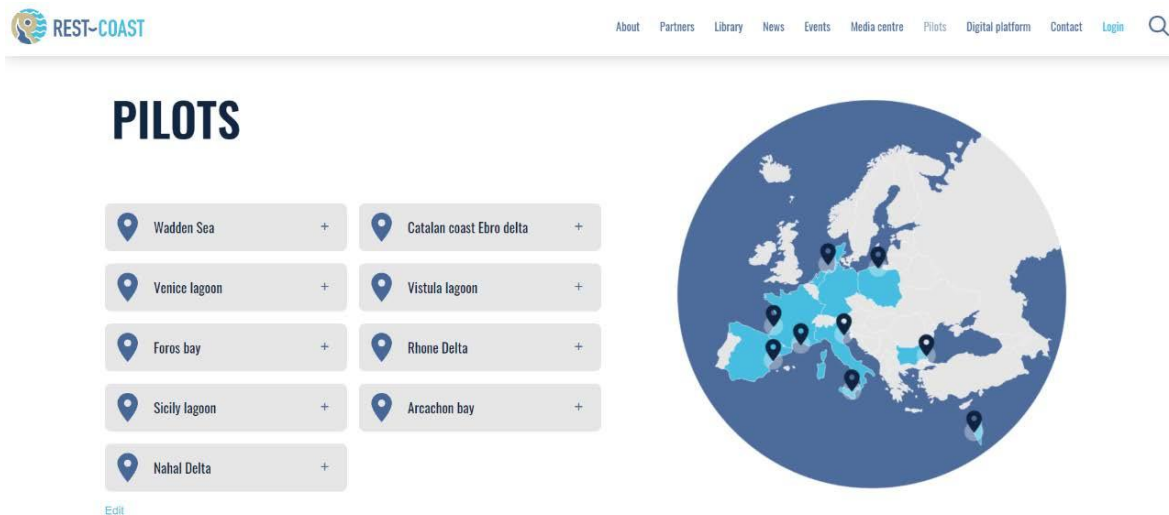


Figure 10. REST-COAST Pilots section.

- **Digital platform:** this section is currently unavailable as it is under construction. It will contain the project developed digital platform, which will be available for the public to use during the third year of REST-COAST. It will bring together into GIS environment data on key coastal variables from across the nine pilots. A colour coded Dashboard will display warning signals depending on how close/far these sites are to observed socio-economic and environmental tipping points.
- **Contact:** presents the business cards of the project coordinator and managing parties. (Fig.11)

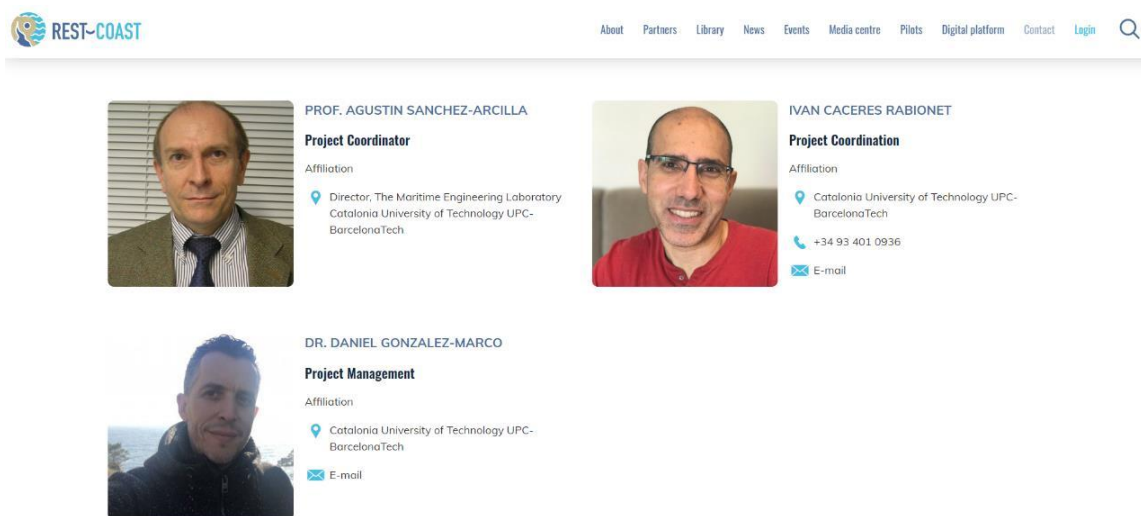


Figure 11. REST-COAST Contact section.

The REST-COAST website includes an internal password protected section (Fig.12) which assures the easy communication between partners and storing project related data. The internal repository will provide a communication platform for partners to communicate swiftly and also serves as a storage hub for all of the REST-COAST data, such as meeting documents, templates, deliverables, milestones, and so on (Fig.13). The mailing tool will allow the registered users to interact with one another. The consortium members will be assigned in a number of mailing groups - from WP1 to WP7, based on their involvement in the different tasks. The partners have access to all of the documentation contained in the ICP and can download it. If

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necessary, users can also create new folders and upload additional documentation to the respective folders. In addition, for the utmost convenience of the project members, the ICP provides a detailed User Manual for both the external and internal components of the website.

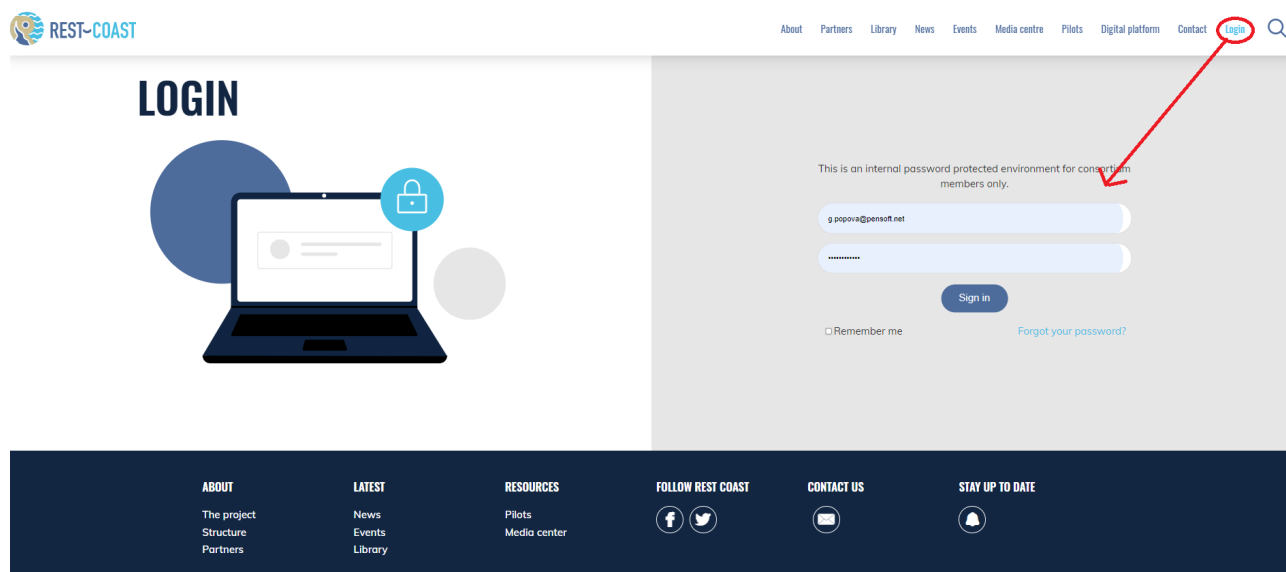


Figure 12. REST-COAST's password protected area.

INTERNAL REPOSITORY

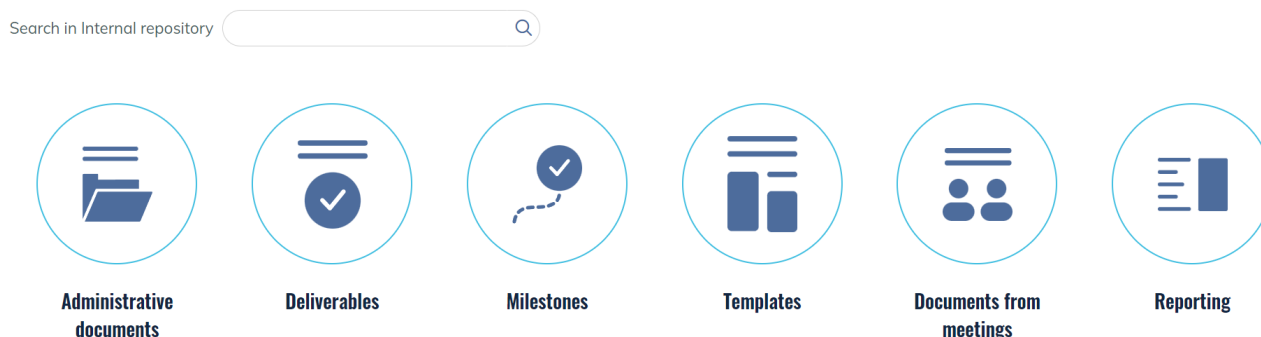


Figure 13. REST-COAST Internal Repository.

2 Project Branding

In order to set the foundation for a good dissemination and communication and to ensure the project's visibility, a set of branding materials has been developed during the first six months of the REST-COAST duration.

2.1 Project logo

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A project logo has been designed to establish the project visual identity and for the public to easily recognise it (Fig.14,15). The logo can be considered the most important part of the project's visibility as it stands at the core of the REST-COAST corporate identity. The REST-COAST logo is a result of a collaborative brainstorming between the whole consortium and represents the core values of the project. It depicts the connection between river to coast and the biodiversity and ecosystems that create the natural link. The logo acts as the foundation for all subsequent advertising materials, as well as the website, to maintain consistent branding across all tools and channels of distribution.



Figure 14. REST-COAST logo - horizontal.



Figure 15. REST-COAST logo - vertical.

2.2 Project Sticker

To help maximise the project's visibility a REST-COAST sticker has been designed (Fig.16). It also assists the presentation of the project branding. The REST-COAST sticker is a useful tool for strengthening project identification by enhancing marketing collateral.

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Figure 16. REST-COAST sticker.

2.3 Project brochure

The REST-COAST brochure was created to represent the project logo's conceptual design while also capturing the attention of various target groups. It raises REST-COAST awareness by outlining the logic behind the project's aims, as well as the activities and primary tasks scheduled and the expected outcomes (Fig.17,18). The project coordination team reviewed the brochure and made suggestions for changes.



Figure 17. REST-COAST brochure.

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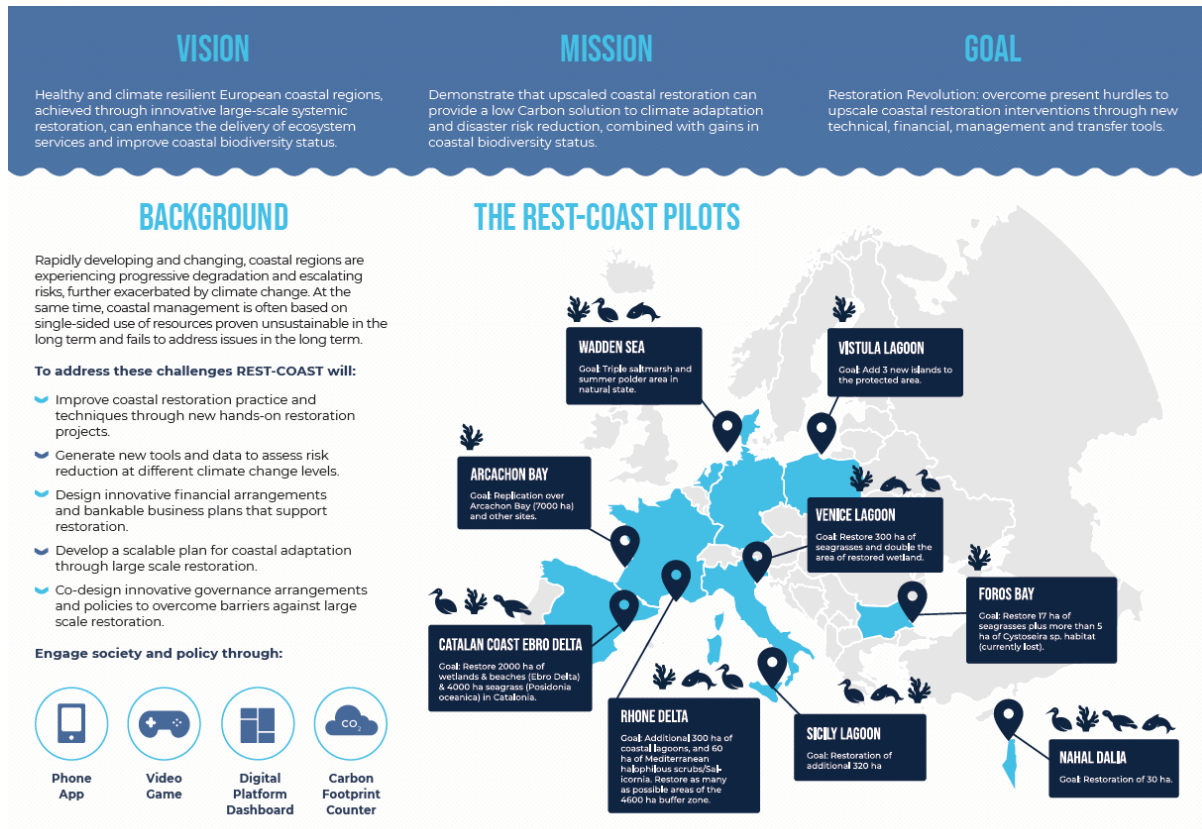


Figure 18. REST-COAST brochure.

2.4 Project corporate identity templates

The REST-COAST corporate templates were created right at the start of the project. Each template is designed to fit the structure of the relevant document type. The materials include:

- Deliverable template;
- Milestone template;
- PowerPoint template.

The templates feature the project logo and corporate layout, as well as suggestions for what information should be included in each document. All templates can be found on the project website's Internal Repository (IR) under the Templates folder.

2.5 Other project branding materials

Along with the already developed logo, sticker, brochure and corporate template, REST-COAST shall create a project poster which will be used to introduce the project at physical conferences, meetings and stakeholder events. Moreover, when significant results derive from the project and/or whenever needed infographics and fact sheets will be designed, in order to maximise the REST-COAST visibility and for further communication and dissemination of project results.

3 Project social media

REST-COAST is taking full advantage of social media communication, as the chosen platforms Twitter, Facebook, Instagram, LinkedIn and YouTube provide various opportunities for information sharing and a broad spectrum of audiences, which the project is going to benefit from. REST-COAST has so far established presence on three of the above mentioned channels, where the project enjoys an increasing popularity and member participation (Fig.19, 20, 21):

- Twitter - @RESTCOAST_H2020
- Facebook - @RESTCOAST.H2020
- Instagram - @restcoast_h2020



Figure 19. REST-COAST Twitter feed.

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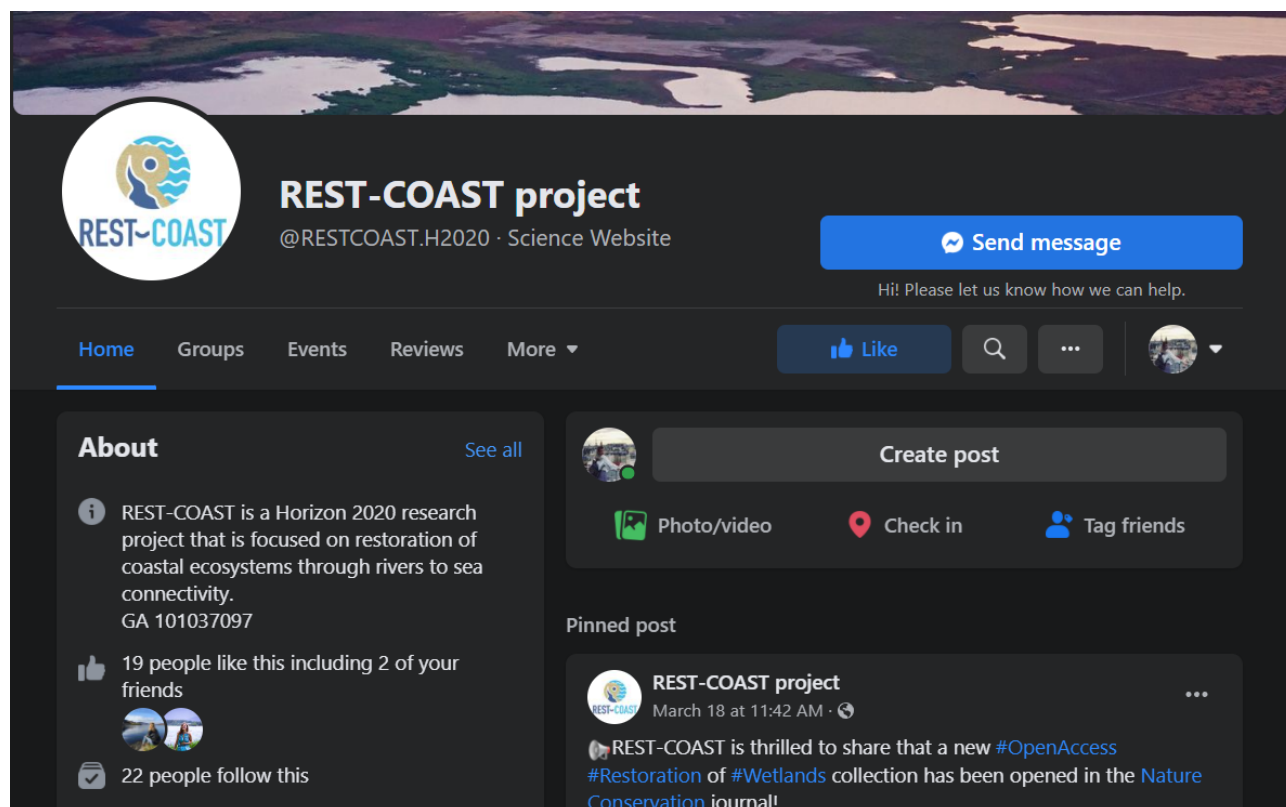


Figure 20. REST-COAST Facebook feed.

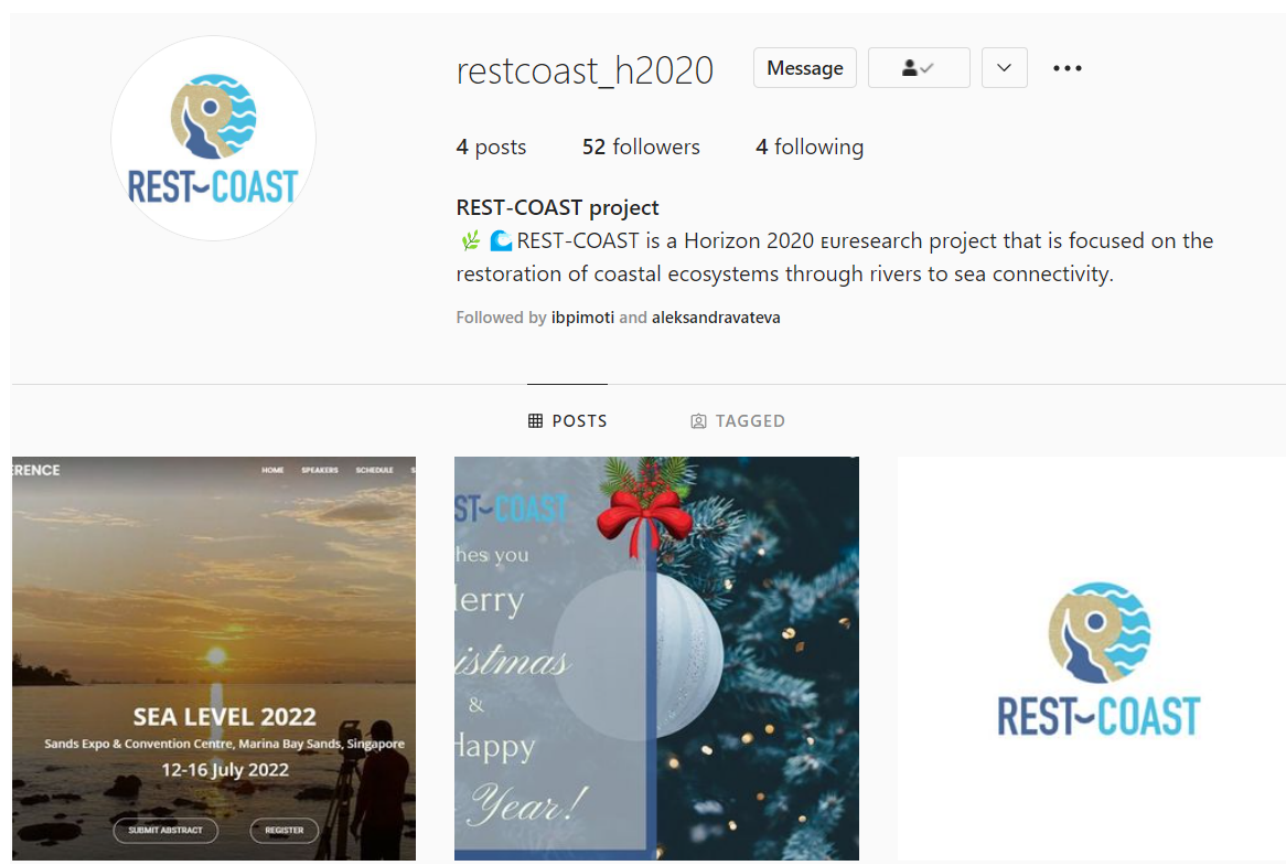


Figure 21. REST-COAST Instagram feed.

4 Conclusion

The ideation and design of project identity and promotional materials is described in Deliverable 6.12 "Website and Branding." The report explains what each of the numerous dissemination tools is for. Within the first six months of the project, a series of promotional materials was prepared with the purpose of disseminating project outputs to stakeholders and the general public through various communication channels. The dissemination team will update the project website on a regular basis and generate promotional materials with the most recent project updates to preserve a consistent project identity and keep the relevant target groups properly informed.