



Project logo, marketing starter pack and website running

Deliverable D4.9

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Pensoft Publishers

SHOWCASE

SHOWCASing synergies between agriculture, biodiversity and Ecosystem services to help farmers capitalising on native biodiversity



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 Project coordinator: Prof. David Kleijn
 Wageningen University

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Preface

One of the main objectives of WP4 “Communicating the benefits of agrobiodiversity through multi-stakeholder knowledge exchange” is to create and maintain a recognisable project identity. WP4 also aims to provide an optimal level of popularisation of project results by promoting and disseminating them across stakeholders and the general public. To ensure the continuous and consistent impact of SHOWCASE output, WP4 has developed the foundation of the visual identity for all project-related materials, as well as the main channel for dissemination of results – the project website.

Summary

The following report presents the initial project branding and marketing products that showcase the project’s visual identity and overall corporate appearance.

As a foundation of the future effective communication activities, a sound set of working dissemination tools and materials is crucial to be established within the first months of the project. A project logo, project promotional materials, overall visual identity package, and a public website (www.showcase-project.eu) were developed in the first 4 months of the project duration in order to form the main tools of project public visibility and internal communication.

The project is provided with a logo that has been communicated and coordinated with all project partners. Dissemination materials such as the SHOWCASE brochure and poster were produced for raising awareness and engaging stakeholders at events. A project brand manual was created and circulated among project partners in order to provide a consistent visual representation of the project. A set of corporate templates was also produced and made available to the consortium partners to facilitate future dissemination and reporting activities such as letters, milestones and deliverable reports, PowerPoint presentations, etc. The project website is developed as the main dissemination channel.

The longer-term impact of the project’s results will be secured by maintaining the website for a minimum of 5 years after the end of the project.

1 Project logo

The project logo was designed to help the external audience to easily identify the SHOWCASE project and it contributes to the project visibility by providing a corporate identity from the very beginning of the project. The logo was made available to the consortium to use in official communication.

For the purpose of better visual representation and a higher suitability of the logo for all marketing purposes of SHOWCASE, the project logo was developed in four versions – a short horizontal version (Fig. 1), a full horizontal version that includes the full name of the project (Fig. 2), a short vertical version (Fig. 3), and a full vertical version that includes the full name of the project (Fig.4).



Fig. 1 *SHOWCASE logo (short horizontal version).*

The SHOWCASE logo serves as the basis for all further promotional materials, as well as the website, in order to ensure consistent branding across all dissemination tools.



Fig. 2 *SHOWCASE logo (full horizontal version)*



Fig. 3 *SHOWCASE logo (short vertical version).*



Fig. 4 *SHOWCASE logo (full vertical version).*

2 Initial marketing materials pack

2.1 The SHOWCASE brochure

The SHOWCASE brochure was designed in a way to capture the attention of the different target groups and increase awareness of the project. It explains the rationale behind the project - its objectives, the activities and main tasks planned as well as the expected results (Fig. 5). The brochure was created to reflect the conceptual design of the project logo and website and was subject to discussions and improvements from across the project consortium.

PARTNERS

Wageningen University (WU), Netherlands

The University of Reading (UREAD), United Kingdom

Centre for Ecological Research (OK), Hungary

Agroscope, Federal Department of Economic Affairs, Education and Research (WBF), Switzerland

Swedish University of Agricultural Sciences (SLU), Sweden

University of Natural Resources and Life Sciences Vienna (BOKU), Austria

Spanish National Research Council (CSIC), Spain

Estonian University of Life Sciences (EMU), Estonia

Leibniz Centre for Agricultural Landscape Research (ZALF), Germany

University of Evora (UEvora), Portugal

Dutch Butterfly Conservation, Netherlands

WWF European Policy Office (WWF EPO), Belgium

Scienseed SL, Spain

University of Bern (UBERN), Switzerland

National centre for scientific research (CNRS), France

Pensoft Publishers, Bulgaria

National Research Council (CNR), Italy

University of Bologna (UNIBO), Italy

Babes-Bolyai University (UBB), Romania

Peterson (Peterson Projects B.V.), Netherlands

Linking Environment And Farming (LEAF), United Kingdom

GENERAL PROJECT INFORMATION

KEYWORDS
Socio-ecological systems, biodiversity conservation, biodiversity indicators, agroecology, biodiversity monitoring, economic incentives, ecosystem service benefits, knowledge exchange, citizen science

CONSORTIUM
21 partners from 15 European countries

DURATION
November 2020 – October 2025

PROJECT COORDINATOR
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WEBSITE
www.showcase-project.eu

TWITTER
@SHOWCASE_H2020

FACEBOOK
@SHOWCASE.H2020.Project

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SHOWCASE
Showcasing synergies between agriculture, biodiversity and ecosystem services to help farmers capitalising on native biodiversity

showcase.eu

BACKGROUND
Biodiversity is closely interrelated with the development of the agricultural sector. Farmland biodiversity is steeply declining throughout Europe, and society at large is increasingly concerned about the loss of public goods, such as iconic wildlife and cultural landscapes. In the context of achieving the European goal of sustainable farming production, a bridge of knowledge between economic incentives of agricultural producers and biodiversity management practices is key for achieving a sustainable development paradigm.

WE FOCUS ON THE FOLLOWING APPROACHES

- Result-based incentives
- Multi-actor approach
- Involvement in citizen science biodiversity monitoring
- Biodiversity-based business models
- Indicator and interventions design

WE STRIVE TO ACHIEVE

OBJECTIVE
Implement Showcase's network of Experimental Biodiversity Areas (EBA) using a multi-actor approach

ACTION
Set up of a pan-European network of Experimental Biodiversity Areas (EBAs), connect the separate sites, and initialize research within the network

OBJECTIVE
Identify the most promising incentives triggering the implementation of biodiversity management on farms

ACTION
Analyse regulatory frameworks and private and public incentive instruments and their combinations from different perspectives, analyse farmers' motivations and awareness, model the socio-economic effects of implementation

OBJECTIVE
Establish a rigorous evidence base for synergies and trade-offs between biodiversity and agricultural production

ACTION
Perform multi-scale empirical studies and carry out meta-analyses to illustrate the various and complex interactions between biodiversity and agriculture

OBJECTIVE
Showcase the importance and best available options to reconcile food production and biodiversity conservation to all sectors of society and to increase citizen support to biodiversity management on farms

ACTION
Inform and inspire stakeholders and the general public to embrace the reciprocal benefits of agriculture and biodiversity conservation

Fig. 5 The SHOWCASE brochure.

2.2 The SHOWCASE poster

The SHOWCASE poster was produced at the beginning of the project with an eye-catching design, illustrating the aim of the project with interactive icons for the respective outcomes. The poster reflects the main SHOWCASE design concept to keep the project branding consistent and to make the project easily recognizable (Fig. 6). This poster will be used to introduce the project at conferences, meetings and stakeholder events.



Fig. 6 The SHOWCASE poster.

2.3 The SHOWCASE brand manual

The SHOWCASE brand manual is a document that contains all essential guidelines to the SHOWCASE visual identity. It serves as a reference point for all project partners, aiming to guarantee a consistent and continuous presentation of project outputs, such as presentations, project documents, promotional materials and others. The SHOWCASE brand manual includes two versions of the SHOWCASE brand identity (light and dark version), the project's colour codes and shifts, as well as some visual materials that aim to promote and strengthen the visual identity and corporate image of the project.

The visual identity of the project has been communicated to all project partners ensuring that each one of them as a potential user is informed and approves of the chosen style of SHOWCASE (M34 T4.9 Showcase visual identity partner feedback collected (M2), (achieved 28.12.2020)).

The SHOWCASE brand manual is enclosed in **Annex 1** of this deliverable.

2.4 The SHOWCASE corporate identity templates

SHOWCASE corporate identity templates were designed in the very beginning of the project to make sure all project partners use a consistent visual presentation on project-related topics.

The templates include:

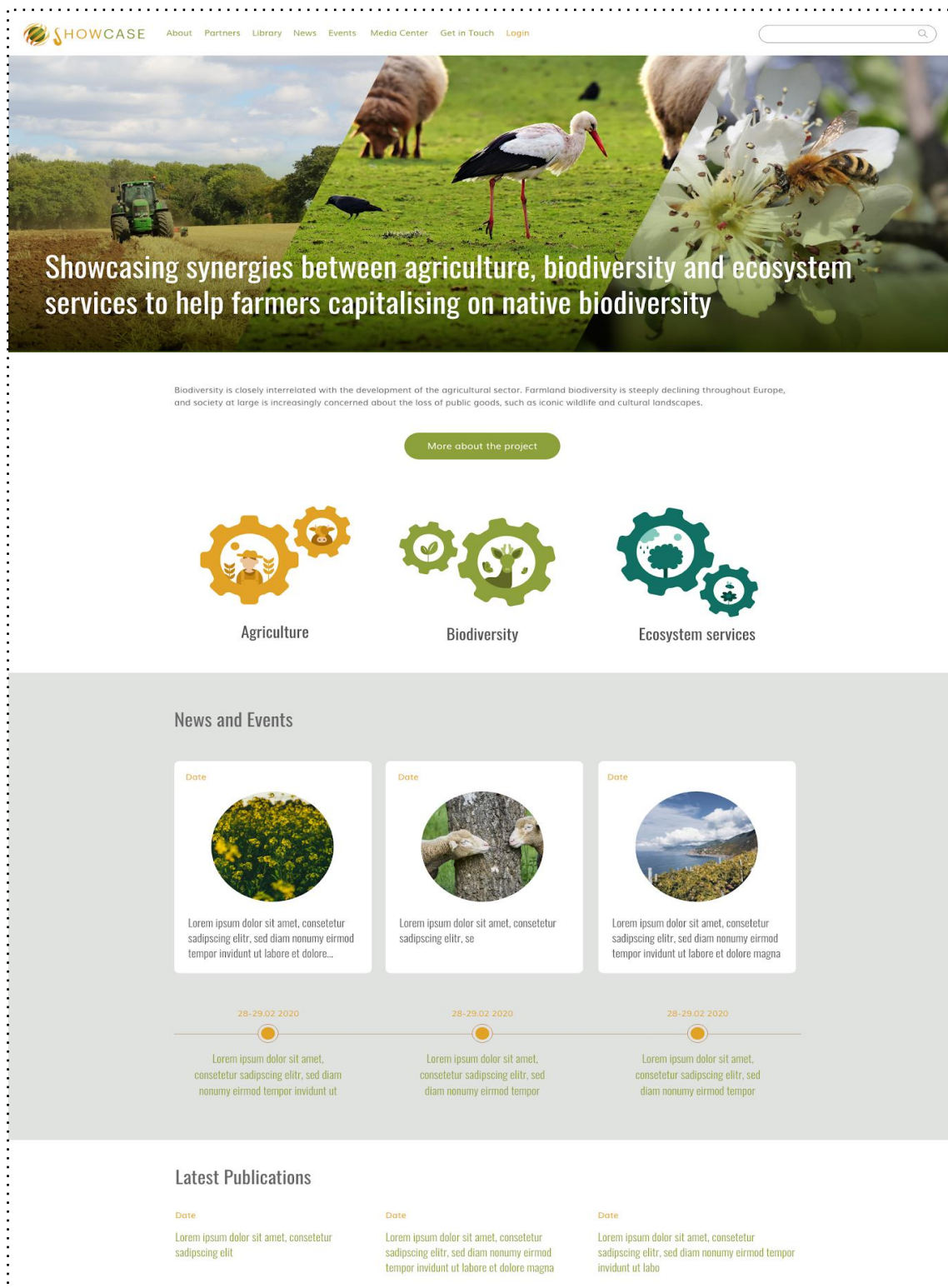
- Deliverable report
- Milestone report
- PowerPoint presentation
- Letterhead template for official project letters

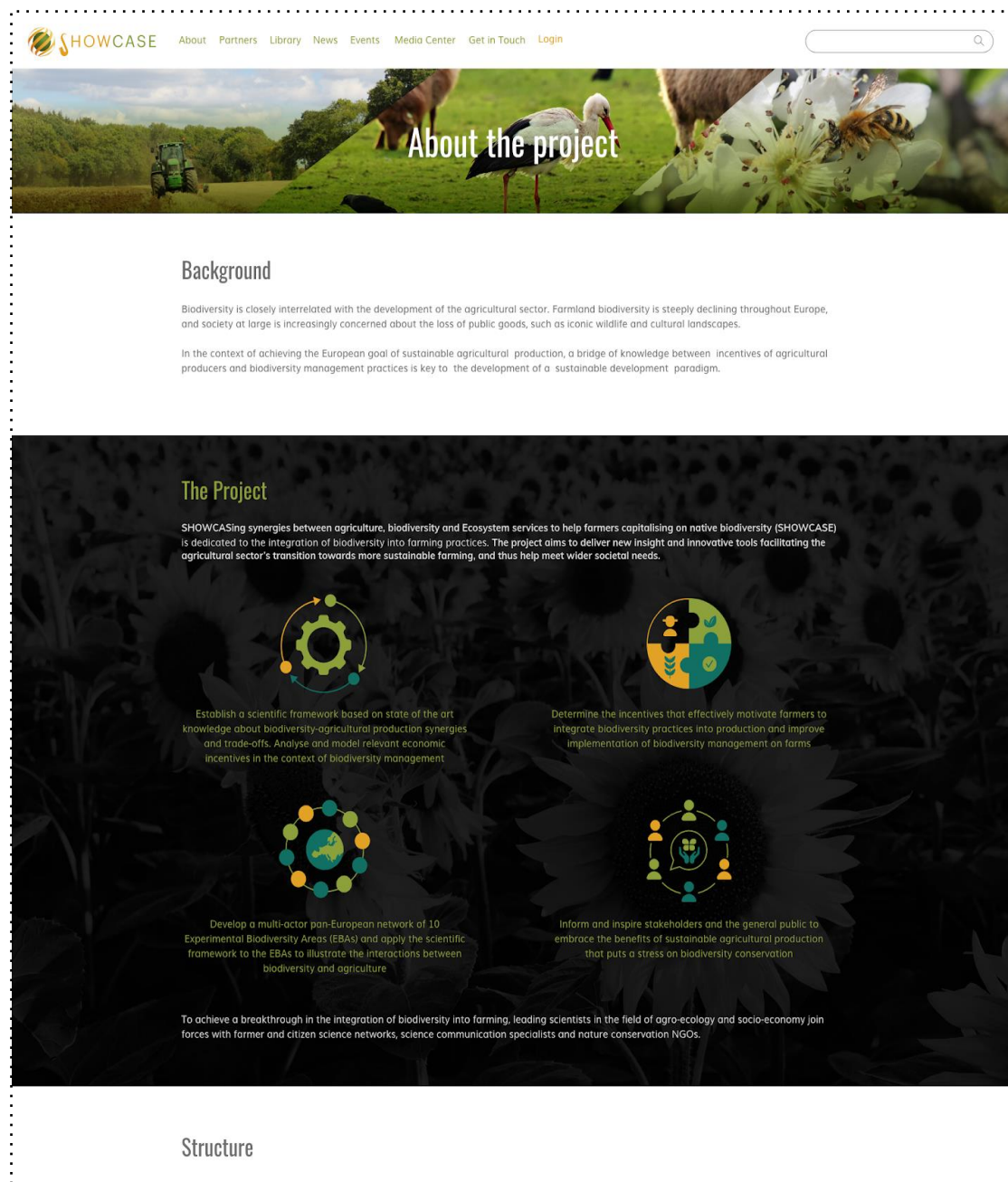
Each template is specifically tailored to the information the respective document is required to contain. The templates incorporate the SHOWCASE project logo and suggest the information necessary to be included in the document.

All templates are made available and easy to access for all partners upon accessing the internal repository of the project's website (via login).

3 The SHOWCASE website

The official website of the SHOWCASE project (www.showcase-project.eu) (Fig. 7) was designed to act as an information hub about the project's aims, goals, activities and results. The website serves as a prime public dissemination tool making the project's output, including public deliverables and published materials available to all stakeholders and the general public. The events organized by SHOWCASE or of relevance to the project are also announced through the website, as well as all major developments of the project. Published open access scientific output is also included in the project's public library on the project website.





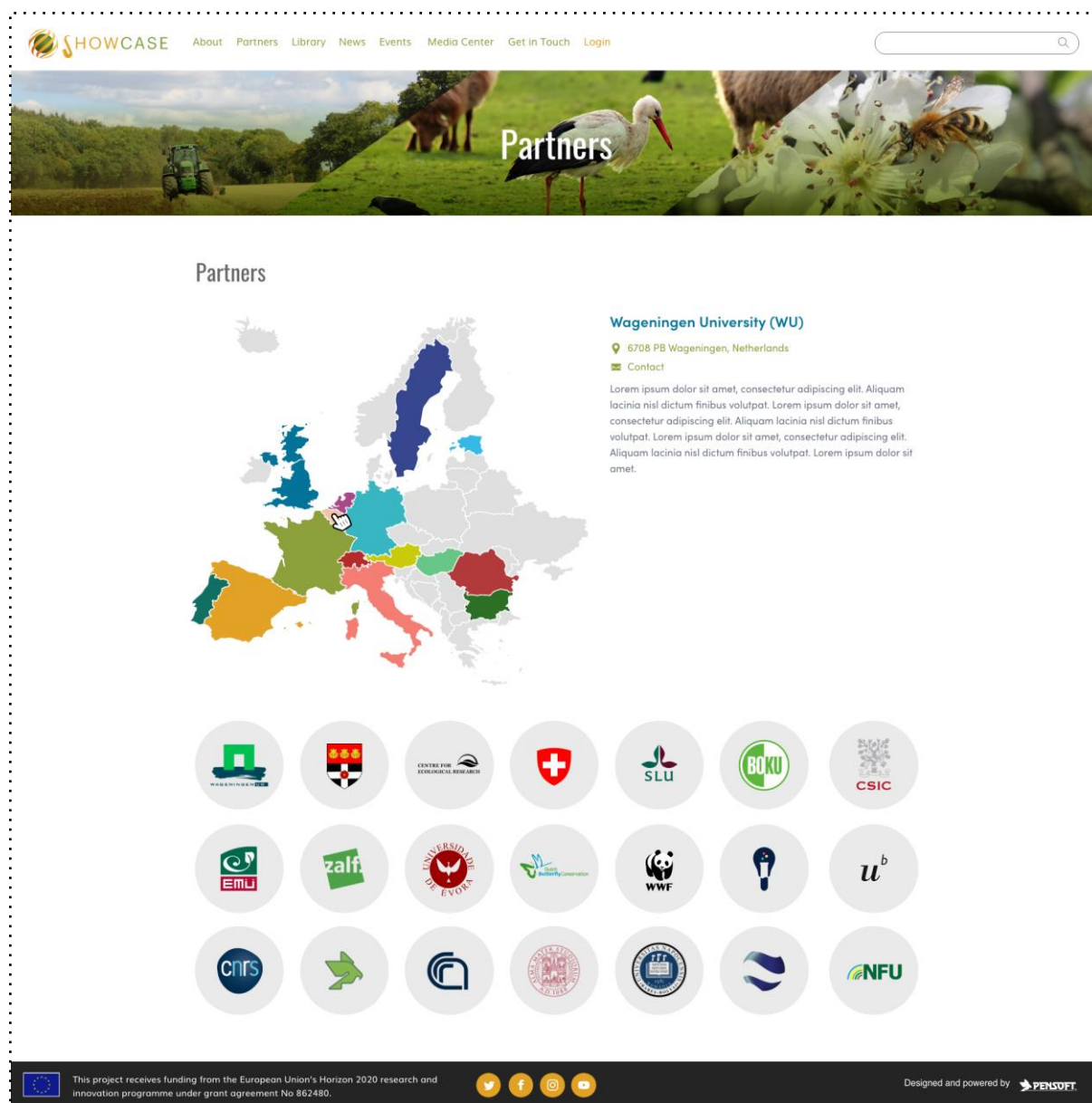


Fig. 7 (three images) Design and outlook of the public SHOWCASE website.

The website comprises of separate information pages with project background information, news, events, publications, contact details, etc. It is regularly updated to keep the audience informed and ensure continued interest of already attracted visitors. The main website pages are:

- Homepage: contains introductory information about SHOWCASE as well as highlights pane featuring the latest news from the project
- About: introduces the vision and objectives of the project, as well as a description of SHOWCASE's work packages
- Partners: presents the different project partners in a visually engaging way
- News: a separate page where all SHOWCASE outputs are presented in an engaging and informative manner
- Events: a public project calendar dedicated to all SHOWCASE-organised and SHOWCASE-relevant events
- Media Center: a place where all outreach materials (e.g. logo, brochure, poster etc.) are made available and can be freely downloaded

- Library: a public subpage where all SHOWCASE deliverables as well as all scientific publications resulting from the project
- Contact - the “Get in Touch” page contains a contact form for reaching out to SHOWCASE
- Internal repository and communication platform

The project internal repository and communication platform is available only to project partners upon login (Fig.8). Once the user has entered his or her profile, they are provided access to the SHOWCASE mailing module, list of other registered users and storage area. The SHOWCASE internal repository features project administrative documents, deliverables and milestones, document templates, and reporting forms.

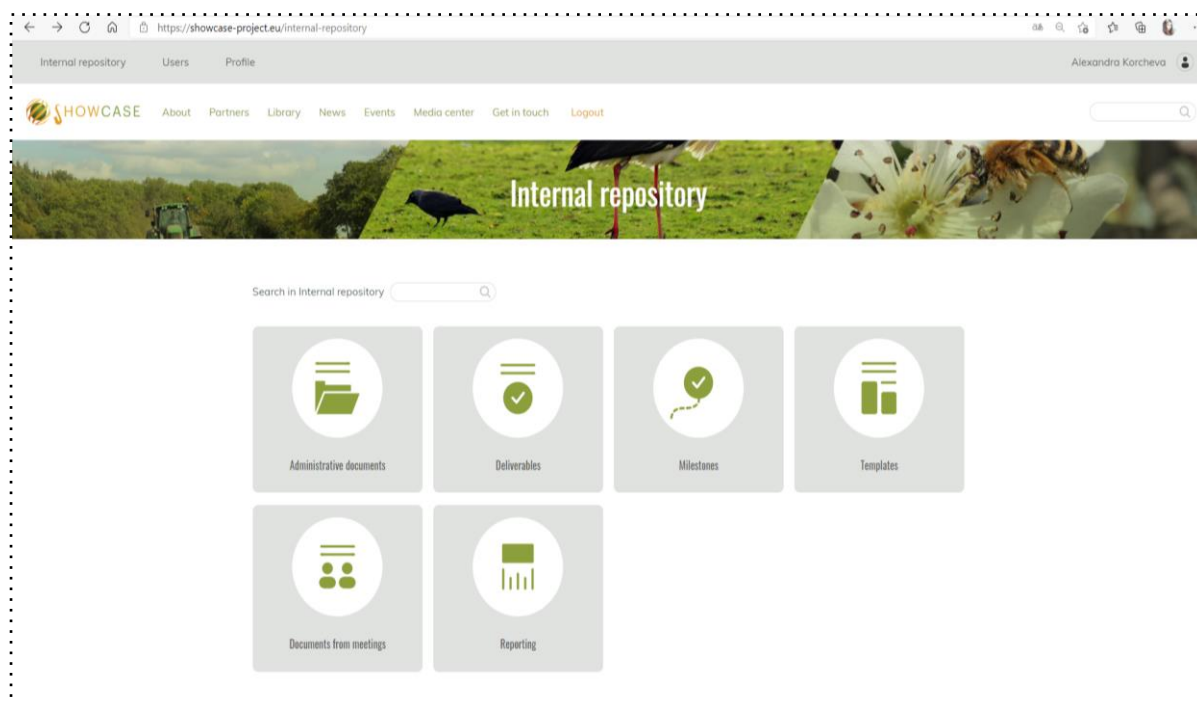


Fig. 8 Design of the internal repository of the SHOWCASE website.

4 Conclusions

The SHOWCASE branding and promotional materials are an integral part of the communication strategy and action of the project. The corporate visual identity of SHOWCASE was integrated in the project's website and promotional materials to create an engaging environment for facilitation the main communication and dissemination outputs of the project. Created at the beginning of the project, all elements of the visual identity of SHOWCASE will be used during and beyond the project lifetime.

5 Annex 1

SHOWCASE brand manual