



CLAIM

**CLEANING LITTER
BY DEVELOPING AND
APPLYING INNOVATIVE METHODS
IN EUROPEAN SEAS**

Deliverable Number: D6.1

Project Image, Visual and Marketing Plan

WP Number: WP6

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Executive summary / Abstract

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 start up. Accordingly, a project logo, an external website (www.claim-h2o2oproject.eu) and the project management platform EMDESK were developed in the first 6 months to form the backbone of both project internal communication and public visibility.

In addition, various dissemination materials such as a CLAIM brochure and a poster were produced to be used for raising awareness at events.

Templates were also produced and uploaded on EMDESK to be available to the consortium partners to facilitate future dissemination and reporting activities such as letters, milestones and deliverable reports, Power point presentations, policy briefs etc.

Accounts have been also set in 5 social media channels and content sharing platforms (Twitter, Facebook, Instagram, LinkedIn and YouTube) to ensure the widest possible impact and outreach of CLAIM related results, news and events and to engage the interested parties in a virtual community.

A Marketing plan has been developed to guide frequency and mode of project communication.

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

Scope

WP6 has as its main objective the effective promotion and dissemination of CLAIM research across stakeholders and the general public. The following report describes these tools, the process of their discussion with the consortium partners and their approval, as well as their current and future implementation within the project Plan for Exploitation and Dissemination of results. A Marketing plan has been developed to guide frequency and mode of project communication. To ensure effective communication, both external and internal, a number of promotional tools and materials have been produced as a part of the project branding.

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Project Image, Visual and Marketing Plan

1. Project branding and promotional materials

1.1. Project logo

Two versions of the logo in different formats were designed to reflect the concept developed by the coordinating team lead HCMR and were made available to the consortium to use in official communication (Fig.1). The logo was designed to help the external audience to easily identify CLAIM and contributes to the project visibility by providing a corporate identity from the very beginning of the project.

A visual identity guide was created based on the logo style and color palette to ensure consistent branding across all project materials.



Figure 1: Horizontal and vertical version of CLAIM project logo

1.2. CLAIM avatars

A set of avatars were created to illustrate the processes and technologies used in CLAIM (Fig.2). The icons were designed to communicate the meaning in a graphical user interface and convey brand personality through visual reference.



Figure 2: CLAIM avatars

1.3. CLAIM brochure

The CLAIM 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.3). The brochure was created to reflect the conceptual design of the project logo and website and was a subject to multiple online and personal discussions and improvements together with the project consortium. Until now, 200 copies have been printed out and more are expected, according to the project development and upcoming events.

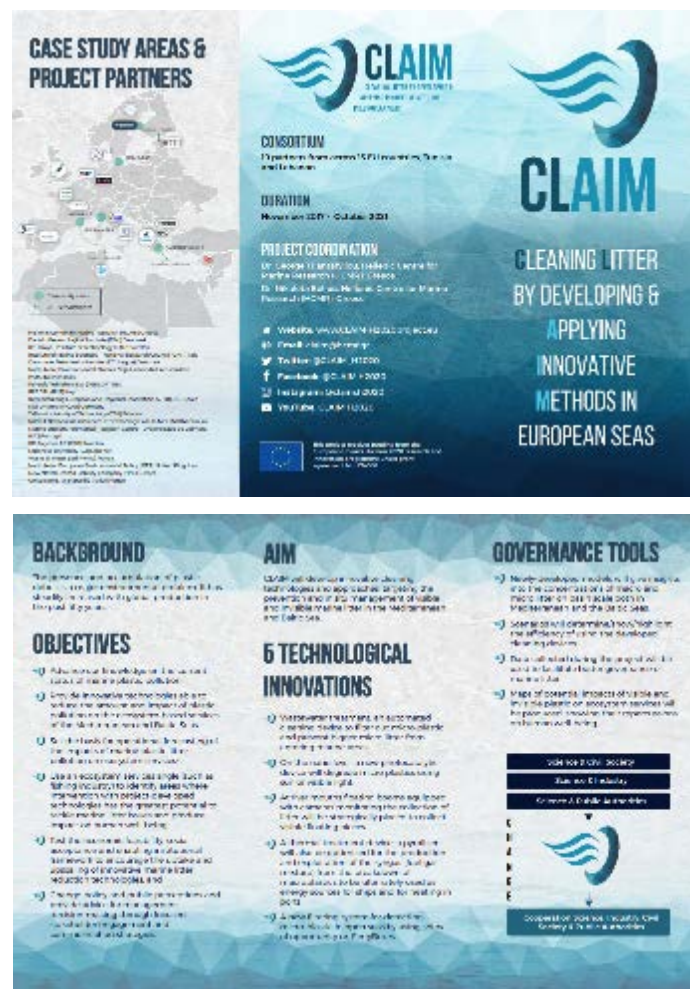


Figure 3: CLAIM project brochure

1.4. CLAIM poster

The CLAIM poster was produced at the beginning of the project with eye-catching design, illustrating the aim of the project and using the CLAIM avatars for the respective technologies. The poster reflects the main CLAIM design concept to keep the project branding consistent and to make the project easily recognizable (Fig.4).

The poster was a subject to online discussion with the consortium partners for its finalization and selection of the best layout among three versions. It will be used to introduce the project at conferences and meetings.



Figure 4: CLAIM project poster

1.5. CLAIM pattern design

The CLAIM pattern with the project color palette was designed to complement the branding design as a recognizable background to communication items, such as posters, brochures etc. (Fig 5).



Figure 5: CLAIM pattern design

1.6. CLAIM banner

A roller banner was produced and its template is available for partners to print and use for CLAIM related events and presentations, in order to raise awareness for the project and make it easily recognizable (Fig.6). Two banners were prepared for the project kick-off meeting and will be used in all relevant events to which the coordination will participate.



Figure 6: CLAIM banner template

1.7. CLAIM flags

The CLAIM flags were produced to be used at the sampling and demonstration events of the project during (70x45 and 300x150). The flags aims at making the project visually recognizable and supporting the presentation of the project branding throughout video activities (subtask 6.3.3.) (Fig.7).



Figure 7: CLAIM project flags

1.8. CLAIM stickers

The CLAIM stickers were produced in two formats, one for print material (16x11) and one for lab use (80x35) to be used at the lab activities of the project. The stickers the main CLAIM design concept to keep the project branding consistent and to make the project easily visual recognizable and support the presentation of the project branding throughout the video activities (Fig.8). The poster was a subject to online discussion with the consortium partners for its finalization.



Figure 8: CLAIM project stickers

1.9. Project corporate identity templates

CLAIM corporate identity templates were designed in the very beginning of the project Implementation. These include:

- Press release
- Deliverable report
- Power point presentation
- Letterhead template for official project letters

Each template is specifically tailored to the information the document is required to contain. The templates incorporate several important elements in common:

- CLAIM project logo
- CLAIM corporate layout
- Suggest the information necessary to be included in the specific document

All templates are available on the website and EMDESK and easy to access and use by all partners.

1.10. CLAIM external website

CLAIM public website (www.claim-h2o2oproject.eu) (Fig.5) 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 available the project deliverables and published materials. The events organized by CLAIM or of relevance to the project are also announced through the website.

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

- Homepage
- About CLAIM: introducing the rationale, vision and objectives of the project
 - Work Packages: Introducing the WPs and their focus of involvement in the project
 - Technologies: introducing the innovative technology used by CLAIM
- Who are we: presenting the different project partners, steering group and advisory panel
- Library: dedicated to all CLAIM publications and deliverables and other documents of interest
- Media

- News: introducing the project news other news of relevance
- Events: specific section to display the upcoming project events and other events of relevance
- CLAIM Media: a place where all outreach materials are made available and can be freely downloaded

- Private area

The website also provides direct links to the CLAIM social networks profiles in Facebook, Twitter, Instagram, LinkedIn and YouTube, as well as contact information and newsletter subscription form.

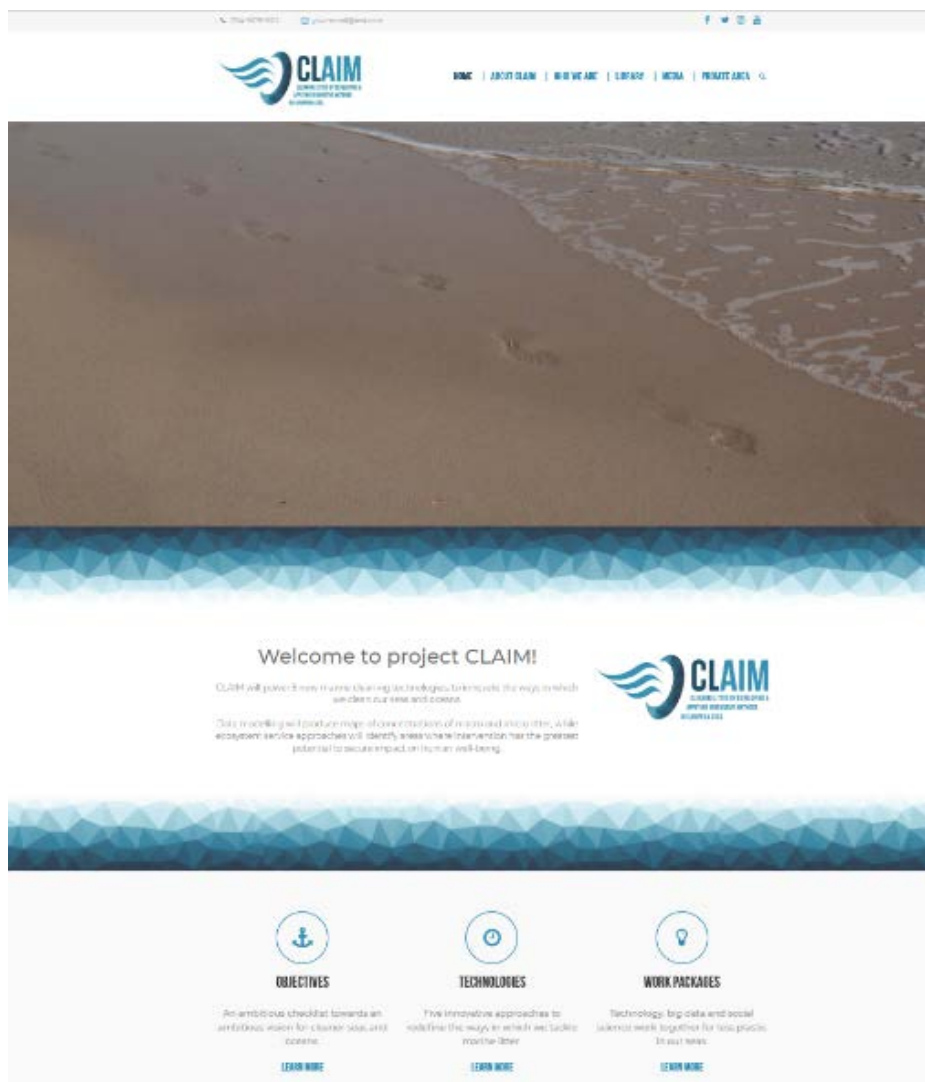


Figure 9: CLAIM public website

1.11. Project Management Platform EMDESK

CLAIM uses EMDESK, a web-based collaboration and project management application providing a comprehensive set of tools to make proposal writing, project administration and reporting easier for the entire consortium.

It is used for exchange of data, results, coordination decisions, timetables, information material, and for reporting among partners. It allows each partner to regularly monitor progress in data collation, methodological development, analysis, and deliverables by checking the latest updates in a results section. Regularly updated time schedules for the work within WPs are placed in a prominent location of the intranet pages.

1.12. Dissemination report forms

With the aim to facilitate the reporting of the CLAIM dissemination activities and make the intermediate results progressively available, three online Dissemination report forms were created (Fig. 6). Partners will be reminded monthly to update the information on recent dissemination activities in the login area of the website through regular email notifications.

- **Symposia & meetings** – for any scientific event where a CLAIM presentation is given;
- **General dissemination** – for publications other than the scientific ones (e.g. publications in newspapers, magazines, web publications, etc.), TV and radio broadcasts, various outreach materials, press releases, policy briefs, PhD and master theses, etc.;
- **Scientific publications** – for reporting of CLAIM derived scientific publications;
- **Open research data** – for accessing scientific research results

CLAIM SYMPOSIA & MEETINGS FORM

For any scientific event where CLAIM is represented (with a talk, poster, etc.). Please list activities directly linked to the Action. Responses available at: https://docs.google.com/spreadsheets/d/15ba37BJg3JCOdxlon53G_6euPFaRUQKoloQWHJKvgnFk/edit#gid=1750399766

*** Required**

Name *

Your answer _____

E-mail Address *

Your answer _____

Affiliation *

Choose ▾

Type of activity

- Organisation of a Conference
- Organisation of a Workshop
- Exhibition
- Training
- Participation to a Conference
- Participation to a Workshop
- Participation to an Event other than a Conference or a Workshop

Figure 10: CLAIM Symposia & Meeting form

2. CLAIM Social Media Accounts

To increase the project visibility and to promote CLAIM related news and results, accounts for 5 major social networks and content sharing platforms were created, namely Facebook, Twitter, Instagram, LinkedIn and YouTube (figs Figs. 7, 8, 9, 10, 11). The CLAIM accounts have been created to reflect the general project branding and in an engaging and interactive way. Each account aims at a different group of users, explained in D6.2, reflecting the specificities of the network itself.

The CLAIM social media groups are fully operational and in process of increasing popularity and member participation. All news and events are posted on the Twitter and Facebook account; videos regarding test sites, workshops and interviews with project partners are posted on YouTube; images are posted on Instagram, while posts and discussions are specifically tailored for LinkedIn.

Buttons are displayed on the project homepage, which are linked directly to the relevant social network.

2.1. Twitter

Twitter provides a short, fast and easy communication. This social network is popular and with high number of users. Twitter is increasingly used professionally as a means of fast communication of organization specific news and events. The CLAIM Twitter account can be found under @CLAIM_H2020.



Figure 7: CLAIM Twitter account

2.2. Facebook

Facebook remains one of the most popular social networks, despite the fact it is less often used for professional purposes. Facebook has the advantage of providing a community-like space, where news, links, photos and videos are easily shared. The CLAIM Facebook account is called @CLAIM.H2020.

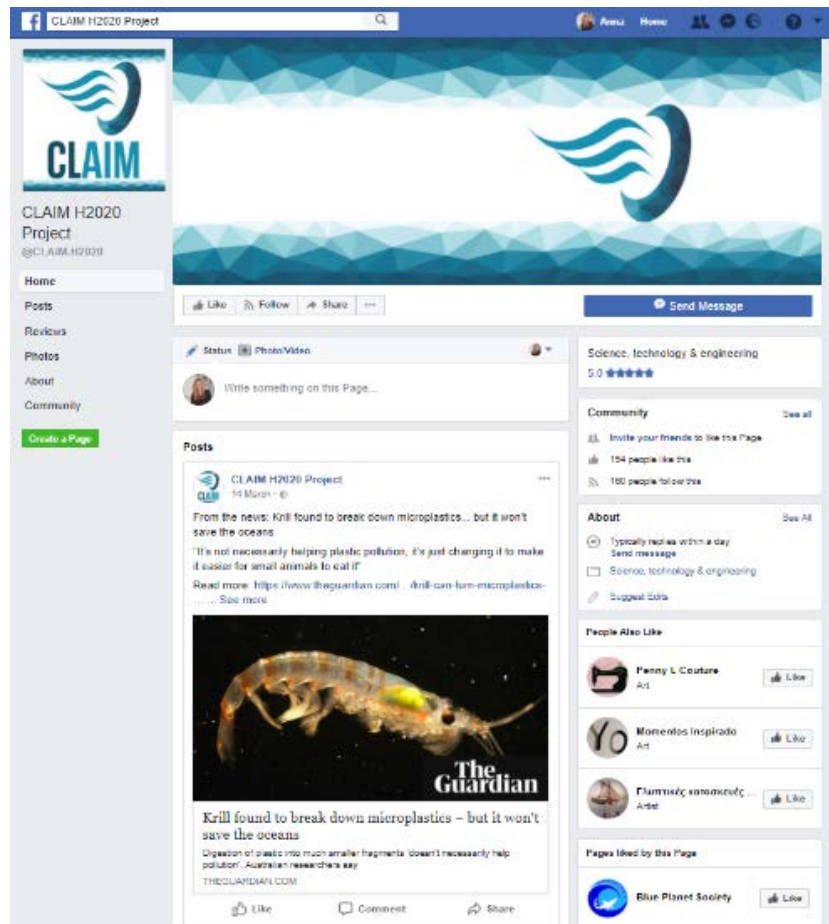


Figure 8: CLAIM Facebook page

2.3. Instagram

Instagram is a rapidly growing photo- and video sharing platform, with growing popularity primarily among young target groups. Among the advantages of Instagram are: connecting to relevant community through hashtag usage, as well as the power of imagery. The CLAIM Instagram account is called claim.h2020

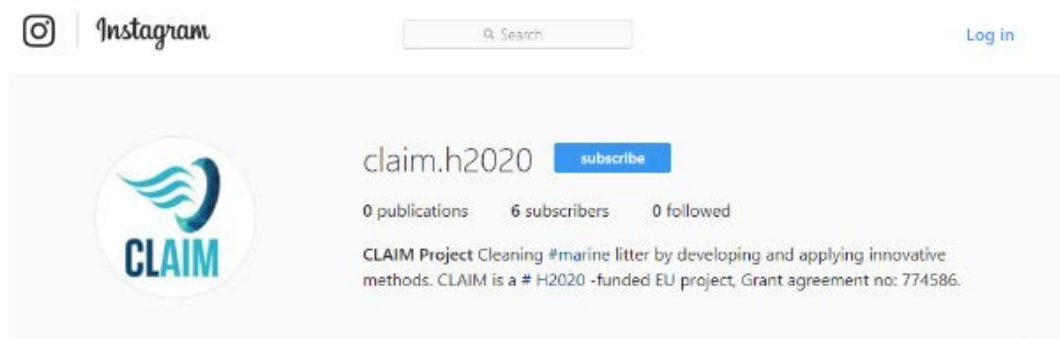


Figure 9: CLAIM Instagram account

2.4. LinkedIn

LinkedIn provides a predominantly professional network, creating potential for networking across CLAIM members. LinkedIn provides an opportunity for starting and participating in professional and fruitful group discussions on important CLAIM related topics. The CLAIM LinkedIn profile can be accessed here <https://www.linkedin.com/groups/13593879/profile>

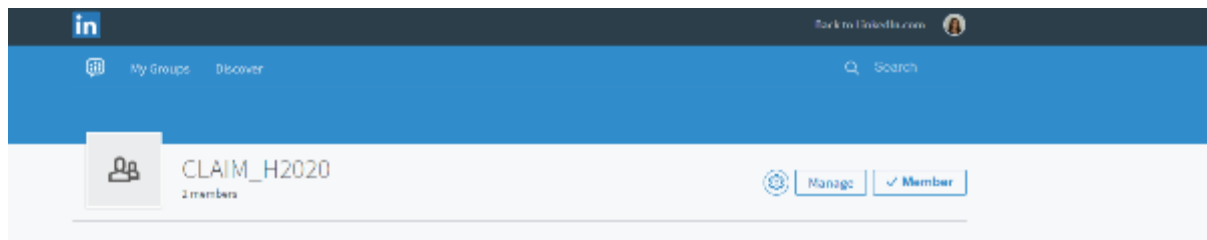


Figure 10: CLAIM LinkedIn account

2.5. YouTube

YouTube is a video-sharing website, offering a wide variety of user generated and corporate media videos. One of the advantages of YouTube is the common usage by academia for scientific explanatory videos, among others. The CLAIM YouTube account can be accessed through: https://www.youtube.com/channel/UChibZOD_BgotWbdYy66yGow.



Figure 11: CLAIM YouTube account

2.6. Research gate

A project research gate was created to exchange scientific communication and make research visible to academia and interested public.

3. Marketing Plan: Current Status and Regularity of Future Actions

All the above-mentioned material have been produced and developed as an initial setup of the CLAIM project brand. This marketing collateral puts the base for successfully executing the planned marketing activities throughout the project duration. All materials will be updated and elaborated with the project's progress. Additionally, the project has enjoyed considerable attention and coverage during its very first months:

3.1. Press releases:

"Cleaning marine litter in the Mediterranean and the Baltic Sea"

- EurekAlert - https://www.eurekalert.org/pub_releases/2017-10/pp-cml102417.php - (1,859 views)
- CORDIS Wire - https://cordis.europa.eu/news/rcn/141802_en.html

"Ways to reduce ocean plastic pollution is the focus of a workshop hosted by European experts"

- EurekAlert - https://www.eurekalert.org/pub_releases/2018-05/pp-wtro51018.php#
https://cordis.europa.eu/event/rcn/146079_en.html?WT.mc_id=email-Notification
- CORDIS Wire - https://cordis.europa.eu/event/rcn/146079_en.html?WT.mc_id=email-Notification

3.2. CLAIM's press pack:

A dedicated press pack was created to be sent to journalists showing interest in the project, containing write up about the different project aspects from the responsible scientists, including quotes and multimedia where possible.

In the media:

Horizon Magazine: https://horizon-magazine.eu/article/garbage-collecting-aqua-drones-and-jellyfish-filters-cleaner-oceans_en.html

The Blue Reporters: <http://www.thebluereporters.com/2017/11/claim-project-consortium-celebrates-launch/>

Meer & Küste Magazine (DE): not published yet

KTH: EU testing way to use Sun to break up plastics in wastewater

<https://www.kth.se/en/forskning/artiklar/eu-testing-way-to-use-sun-to-break-up-plastics-in-wastewater-1.769712>

Perform Fish: New H2020 CLAIM project to develop innovative marine cleaning technologies for tackling plastic pollution <http://performfish.eu/new-h2020-claim-project-develop-innovative-marine-cleaning-technologies-tackling-plastic-pollution/>

At events:

BlueMed Meeting - 11-12 January 2018, Malta

Ocean Plastics Lab – 9 – 19 April, Brussels, Belgium

Mission: Plastic Free Ocean – 19 April 2018, Brussels Belgium

PolyTalk Conference – 26 – 27 April 2018, Malta

3.3. Future Actions

Details of the strategy behind the design, targeting and message creation for CLAIM's marketing and dissemination efforts are available in D6.2 Plan for Exploitation and Dissemination of Results, including a Data Management Plan.

The following plan outlines the baseline activities and frequencies from M7 onwards:

1. Brochure and poster- each year the project will develop an updated version of the project flyer and poster.
2. Press releases – roughly 1 press release per year (this number is a subject to change in accordance with the necessities of the project).
3. Press pack – updated each year to include new information and multimedia materials as they come.
4. Electronic newsletter - 1 every year
5. News and Events on the website: minimum 2 per month
6. Social networks activity: minimum 2 posts per week
7. Attendance of conference: minimum 5 per year
8. Publications in relevant media – minimum 2 per year

The values given above are just a guideline and set as a minimum activity on every dissemination aspect per period of time. They are subject to an increase whenever this might be necessary or possible throughout the project's lifetime.

Guidelines for measuring effectiveness available in D6.2, section 10, while key messages are available in D6.2, section 3.



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