# D7.2 Dissemination Package

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000640

**Deliverable D7.2**
Prepared by P05 | Checked and reviewed by P40 CITAG, Vincent Kulesza| Approved by Y
*Rev 1.0 - Dec 2021*

| Key information | Data |
|---|---|
| Project reference number | 101000640 |
| Project acronym | Cities2030 |
| Project title | Co-creating resilient and sustainable food systems towards FOOD2030 |
| Project start date | October 1st, 2020 |
| Duration | 48 months |
| Project Coordinator | Mr. Nicola CAMATTI |
| Project website | cities2030.eu |
| Work package (WP) | WP7 |
| WP leader and co-leader | P05 - IAAD, P40 CITAG |
| Deliverable leader and key authors | P05 - IAAD. P29 - ARFI |
| Contributors and authors | P05 IAAD, Bruno da Silva<br>P29 ARFI, Codrin Dinu Vasiliu |
| Peer Reviewer(s) | P40 CITAG, Vincent Kulesza |
| P.R approval date \| version | 00.00.2021 \| version Rev_1.0 |
| Document type | R: document, report (excluding the periodic and final reports) |
| Document/file name | D7.2 Dissemination Package Rev_1.0 |
| Document title | Dissemination Package |
| Deliverable number | D7.2 |
| Project delivery date | 31/12/2021 |
| Submission date | 00/00/2021 |
| For public permission | YES |
| Document short Abstract | Deliverable D7.2 describes the digital tools (applications and templates) for the Cities2030 website and dissemination package. Deliverable D7.2 is support for dissemination, communication and visual identity of the project. |

# Share and cite

**If possible, please use ACS Style**

Da Silva, B.; Dinu Vasiliu, C.; *CITIES2030 - D7.2 Dissemination Package*; 2021, Available online: http://cities2030.eu

# Disclaimer

*The content of this deliverable does not reflect the official opinion of the European Union. Responsibility for the information and views expressed herein lies entirely with the author(s). All 'cities2030' consortium members are also committed to publishing accurate and up-to-date information and take the greatest care to do so. However, the 'CITIES2030' consortium members cannot accept liability for any inaccuracies or omissions, nor do they accept liability for any direct, indirect, special, consequential, or other losses or damages of any kind arising out of the use of this information.*

# Copyright

*© CITIES2030 Consortium, 2021*
*This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgment of previously published material and of the work of others has been made through appropriate citation, quotation, or both. Reproduction is authorized provided the source is acknowledged.*

# Document history

| Version | Date | Comments & Status | Authors |
|---|---|---|---|
| 0 | 00.00.2021 | The deliverable is ready for peer review. | P29 ARFI, Codrin Dinu Vasiliu<br>P05 IAAD, Bruno da Silva |
| 0 | 00.00.2021 | Peer reviewer's report: "The report is well thought out and structured". | |
| 1.0 | 00.00.2021 | The D7.2 is peer-reviewed and updated accordingly. Layout verified by PMO. | |

# Executive Summary

*D7.2 Dissemination Package* represents a report on the dissemination package e.g. consolidated project's image and overall branding (logo, stationery, etc.), website and social media pages, events guidelines and formats, leaflets, newsletters, infographics, roll-up, posters, innovation, action campaigns, and overall merchandising at large (*CITIES2030 Grant Agreement 2020*). The purpose of *D7. Dissemination Package* lies in introducing the principles of the CITIES2030 project for the dissemination of materials and tools.

# Table of Contents

**Share and cite** **2**

**Disclaimer** **3**

**Copyright** **3**

**Document history** **3**

**Executive Summary** **3**

**Table of Contents** **3**

Abbreviations 5

**1. Introduction** **5**

1.1 CITIES2030 project 5

1.2 Objectives of Task 7.1 on Dissemination and communication strategy and tools 5

1.3 Objectives of the D7.4 Innovation and Intellectual Property Management Plan and Reporting 6

**2. Dissemination Package Principles** **6**

2.1 European Commission Visual Identity 6

2.2 Informative Approach 6

2.3 Integrated Approach 6

**3. Dissemination Package Content** **7**

3.1 Visual Identity 7

3.2 Graphic Design Templates 7

3.3 Cities2030.eu Website 7

**4. Visual Identity** **7**

**4.1 Project logo** **7**

**4.2 Project fonts** **8**

**4.3 Project color scheme** **8**

**4.4 Project infographics** **8**

**4.5 Project type of images** **8**

**5. Graphic Design Templates** **8**

**5.1 General Presentation** **8**

**5.2 Slideshow Presentation Template** **9**

**5.3 Poster Templates** **15**

**5.4 Trifold Leaflet Templates** **16**

**5.5 Banner Templates** **17**

**5.6 Roll-Up Templates** **18**

**5.7 Letterhead Templates** **20**

**5.8 Wall Calendar Template** **21**

**5.9 Flyer Templates** **21**

**5.10 Business Card Template** **24**

**5.11 Customized Pen Template** **25**

**6. Cities2030.eu Website** **25**
**6.1 Introduction** **25**
**6.2 Website functionalities** **25**
**6.3 Website integrations** **26**
**6.4 Website Main Menu** **26**
**6.4.1 FrontPage - HOME** **27**
**6.4.2 Project Page - PROJECT** **29**
**6.4.3 Cities2030 Page - CITIES2030** **30**
**6.4.4 CRFS Labs Page - CRFS LABS** **30**
**6.4.5 Results Page - RESULTS** **31**
**6.4.6 News & Events Page** **31**
**6.4.7 Contact Page** **32**

## Abbreviations

| | |
|---|---|
| CITIES2030 | Project CITIES2030 |
| D7.2 | Deliverable 7.2 |

# 1. Introduction

## 1.1 CITIES2030 project

Urban food systems and ecosystems (UFSE) demand immediate action. CITIES2030's innovative approach has a great opportunity to attract the best researchers, entrepreneurs, civil society leaders, cities, and all agents of the UFSE as well. The main goal of CITIES2030 is to create a future-proof and effective UFSE via a connected structure centered in the citizen, built on trust, with partners encompassing the entire UFSE. CITIES2030 commits to working towards the transformation and restructuring of the way systems produce, transport and supply, recycle and reuse food in the 21st century. CITIES2030 vision is to connect short food supply chains, gathering cities and regions, consumers, strategic and complement industry partners, the civil society, promising start-ups and enterprises, innovators and visionary thinkers, leading universities and research across the vast diversity of disciplines addressing UFSE, including food science, social science, and big data. CITIES2030 actively encourages the participation of citizens by delivering a trusted UFSE, moving consumers from being passive recipients to active engagement and motivated change agents. This objective is achieved via multiple tools delivered by CITIES2030 such as the CRFS Alliance, a community of practice supported by a digital platform, reaching all over Europe and beyond. This approach will enable policy developments, innovation actions within result-driven Labs, and enhancements on a pan-European scope with a global reach. Cities and regions will improve resilience and sustainability, and their leadership will create a short food supply chain and ecosystems enabling local investments, trans-borders, and transnational deployment. A blockchain-based data-driven UFSE management platform will secure intelligence and coordination actions by delivering an accurate, almost real-time

digital twin of the whole supply chain, e.g. from production to waste management, but also on key enablers of resilience and sustainability (*CITIES 2030 Grant Agreement 2020*).

## 1.2 Objectives of Task 7.1 on Dissemination and communication strategy and tools

*Task 7.1 – Dissemination and communication strategy and tools* is defined in the CITIES2030 project as it follows: Description of the strategy (e.g. approach, action plan, methodology, calendar, resources, tools, etc.), the outreach of the target audiences, the activities to be performed, messages and the channels to be used, structured calendar and resources assignment framework for the engagement of targeted audiences and stakeholders, to disseminate and promote the project and its outputs on the one hand, and to communicate with the targeted audiences in the other hand. Production of the dissemination package e.g. consolidated project's image and overall branding (logo, stationery, etc.), website and social media pages, events guidelines and formats, leaflets, newsletters, infographics, roll-up, posters, innovation action campaigns, and overall merchandising at large. Production of the communication strategy with experts in the field, especially engaged in the project on a long-term basis to secure synchronization with worldwide level calendar-based realities. Production and management of a comprehensive database of the target audiences which will be updated throughout the lifecycle of the project. Lead partner role: IAAD (P5) coordinates activities, secures an EU-level wide perspective, provide guidance, steer implementation and secure alignment, report to WP leader, implement activities to deliver planned outcomes. Role of participants: all partners contribute to the delivery of a local context fine-grain strategy (city/region outreach) and a national awareness-raising basis. (*CITIES 2030 Grant Agreement 2020*).

According to the CITIES2030 Grant Agreement, within the CITIES2030 project, Task 7.1 provides the following deliverables:

- D7.1 Dissemination, exploitation, communication, and synergies strategy.
- D7.2 Dissemination Package

## 1.3 Objectives of the D7.2 Dissemination Package

According to the CITIES2030 Grant Agreement, *D7.2 Dissemination Package* represents a comprehensive collection of digital products to assist project's image and overall branding (logo, stationery, etc.), website, and social media pages, events guidelines and formats, leaflets, newsletters, infographics, roll-up, posters, innovation, action campaigns, and overall merchandising at large.

# 2. Dissemination Package Principles

## 2.1 European Commission Visual Identity

Dissemination Package is designed in agreement with the European Commission visual identity norms, as specified in the Grant Agreement.

## 2.2 Informative Approach

The dissemination package is thus aimed at reaching a high informative level for beneficiaries, and mainly targets the following: notification of planned activities and project results, raising awareness about the fields of action in this project.

## 2.3 Integrated Approach

Dissemination Package is thus designed to allow the following:

- Vertical integration among digital products, social media tools, and print-format deliverables;
- Horizontal integration between the communication and dissemination activities performed by the partners in Cities2030 project;
- Transversal integration in synergies with foreign activities, out of Cities2030 Project.

# 3. Dissemination Package Content

## 3.1 Visual Identity

The coordinates defining the visual identity of the project are as follows:

- Project logo
- Project slogan
- Project fonts
- Project color scheme
- Project infographics
- Project type of images

## 3.2 Graphic Design Templates

Graphic design package includes:

- Slideshow Presentation Template
- Poster Templates
- Poster Templates
- Trifold Templates
- Banner Templates
- Roll-Up Templates
- Letterhead Templates
- Wall Calendar Template
- Flyer Templates
- Business Card Template
- Customized Pen Template

## 3.3 Cities2030.eu Website

Cities2030.eu website includes sections for news & events, project presentation, partners presentation, living & policy labs presentation, integration with other digital tools, and contact.

# 4. Visual Identity

## 4.1 Project logo

The project logo was designed during the editing period of the project proposal. This logo uses a color scheme that brings out the complexity and interconnectivity of the activities run in the project and also reminds us of the particular issues tackled within this project. The style of the logo has dictated the basic lines for developing the visual identity of the Cities 2030.

## 4.2 Project fonts

- A 2-font strategy has been chosen.
- Both fonts are sans serif type.
- Oswald font type has been chosen for titles and subtitles.
- Karla font type has been selected for the common text body.

## 4.3 Project color scheme

The colors have been selected in accordance with the initial logo of the project.

Hex code: #00B0F0
Color for titles (Oswald font type).

Hex code: #84CA36
Color for subtitles (Oswald font type).

Hex code: #FFC000
Color for highlights (Karla font type).

Hex code: #36316D
Color for texts (Karla font type).

## 4.4 Project infographics

The dissemination package includes two types of infographics:

- The official infographics of the project are designed to highlight the structure and connections of the actions and entities in the project. These are predefined graphics in the project, that are useful for the dissemination of project activities, strategies, and results.
- The templates for infographics are useful for partners as they can use them for their own presentation materials. These templates are not predefined and can be modified to suit particular needs of communication and information.

### 4.5 Project type of images

The used images in the templates follow as many coordinates as possible:

- Introducing the contemporary urban food systems;
- Developing the idea of sustainability and durability;
- Promoting the multiculturalism of the Cities 2030 project;
- Supporting the ideas of action, dynamics, involvement, co-participation;
- Developing the innovative nature of the actions run within Cities 2030 project;
- Highlighting the common affiliation to the European Union.

These images are found in the templates and can be used by project partners. At the same time, these images can be replaced to accommodate specific needs of communication and dissemination.

# 5. Graphic Design Templates

## 5.1 General Presentation

The graphic design templates were designed in a simple and graphically friendly digital format to offer all 41 partners the possibility of using these tools as effortlessly as possible and at minimum costs for designing and printing.

## 5.2 Slideshow Presentation Template

The Slideshow Presentation Template is, perhaps, one of the key tools of dissemination because it provides visual support for communicating with the beneficiaries.

The slideshow presentation template is developed in Google Slide format, converted to MS Office PowerPoint, and uploaded to the Google Drive project.

The slideshow template was designed to serve all purposes for the project presentation and its results in official, academic, or informal meetings.

This template comprises a series of useful slides for more types of presentation (project presentation, living lab or policy lab presentation, presentation of an event, deliverable, partner, and so on. The users can use the slides they find appropriate and useful depending on various interests of communication and dissemination. Generally, templates contain a common body of text, namely a type of dummy text. Additionally, there are also standard presentations of the project, objectives, philosophy, vision, and others. The users are encouraged to keep the same font types, colors, and general design to fit the general vision of the project.

| Type of slide template | | |
|---|---|---|
| 1 Mandatory Disclaimer Template | | |

## 4 Simple Text Templates

## 2 First Slide Templates

## 1 Welcome Slide Template

## 1 About Us Slide Template

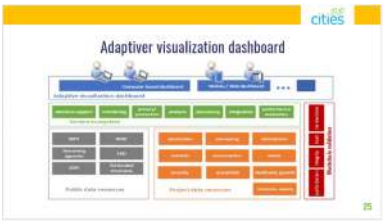
## 1 Mission & Vision Slide Template

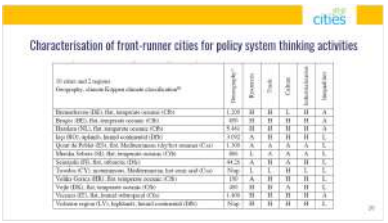
## 1 Our Services Slide Template

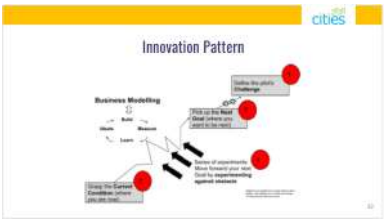
## 1 Portfolio Slide Template

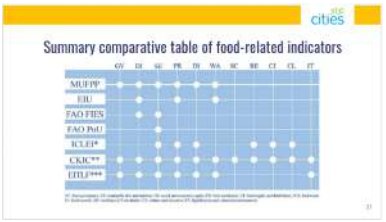
## 1 Our Team Slide Template

## 14 Cities2030 Project Infographic Templates. Predefined Templates



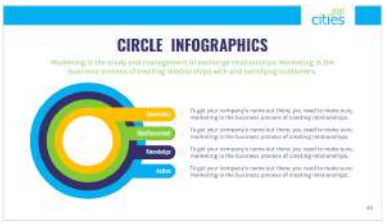




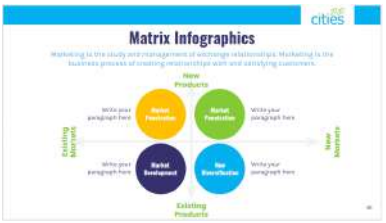
## 30 Infographic Slide Templates. Undefined Templates

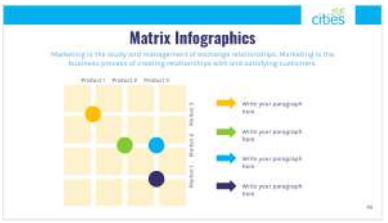
ARROW INFOGRAPHICS
Write Something Here
Initiation
Planning
Execution

CIRCLE INFOGRAPHICS


CIRCLE INFOGRAPHICS

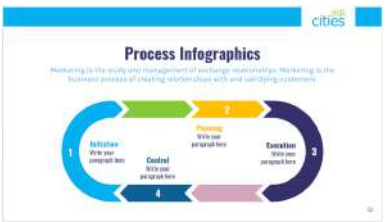
CIRCLE INFOGRAPHICS


Matrix Infographics


Matrix Infographics

Milestone Infographics

Milestone Infographics


Process Infographics

Process Infographics

Process Infographics

Process Infographics

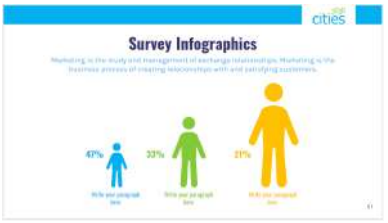
Process Infographics

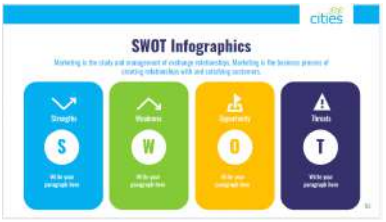
Stakeholder Map Infographics

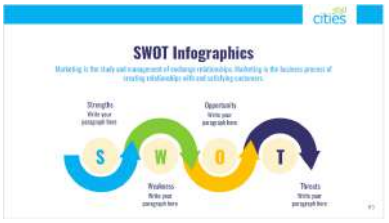
Stakeholder Map Infographics

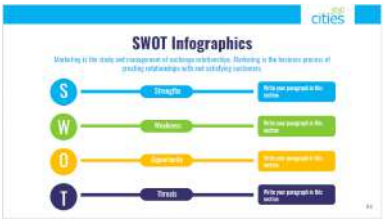
Stakeholder Map Infographics

Survey Infographics

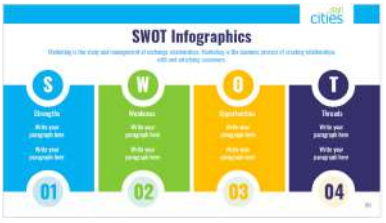

Survey Infographics


SWOT Infographics


SWOT Infographics


SWOT Infographics

SWOT Infographics

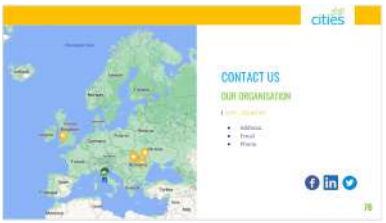

SWOT Infographics

Timeline

## 1 Europe Interactive Map Slide Template

## 2 Device Mockup Slide Templates

## 1 Contact Us Slide Template




## 1 Cities2030 Partners Slide Template

## 1 Thank You Slide Template

**1 Generic Icons Slide Template**

## 5.3 Poster Templates

The Poster is another tool for informing and promoting, an instrument which is deeply rooted in our visual mental. For, at least, the following reasons: it has a publicly noticeable nature, it is easily recognizable as an informing sign in the public space, it is a cheap advertising instrument, and it clearly conveys particular codes for the organized activities. Within the Cities 2030 project, it was delivered as support for advertising posters for the general project, living and policy labs, and also for some events.

| Type of template | | |
|---|---|---|
| **2 Project Poster Templates** | | |

### 2 CRFS Lab Poster Templates

### 1 Event Poster Template

## 5.4 Trifold Leaflet Templates

Maybe one of the most important materials in a classic advertising campaign is the trifold leaflet. Especially for the pocket-size dimension that encourages beneficiaries to carry it with them and eventually keep it. At the same time, it is a cheap product and the deciphering codes of the way the information settles inside the page of such material are already imprinted in the minds of the contemporary audience.

| Type of template | | |
|---|---|---|

### 2 Project Presentation Template

Extensive (1st template) and short presentation (2nd template) of the project

### 1 CRFS Lab Presentation Template

### 1 Cities 2030 Event Template

## 5.5 Banner Templates

The Banner presents the following advantages:

- It has a permanent street exposure;
- It conveys the idea that it is either a commercial or a presentation of a project with local, regional, national or European funding.

Templates have been created, namely: one for the project presentation, one for the presentation of a Policy or Living Lab, and, finally one for the presentation of an event within the project.

| Type of template | |
|---|---|
| 1 Project Presentation Template | |
| 1 Policy or Living Lab Presentation | |
| 1 Project Event Presentation | |

## 5.6 Roll-Up Templates

The Roll-Up is a type of portable banner. From this point of view, it has a great power of integration with other activities that are not necessarily specific to the project, thus contributing to the synergies with other activities or different projects.

Templates have been created, namely: three for the project presentation, one for the presentation of a Policy or Living Lab, and, finally one for the presentation of an event within the project.

| Type of template | | | |
|---|---|---|---|

## 3 Project Presentation Templates

## 1 CRFS Lab Presentation Template

**1 Event Template**

## 5.7 Letterhead Templates

The official letterhead is important especially in the formal communication of the project. Two templates were designed, one simpler and another one that contains more elements.

| Type of template | | |
|---|---|---|
| **2 Letterhead Templates** | | |

## 5.8 Wall Calendar Template

The Wall Calendar has the most powerful impact in public spaces or offices open to the general public.

| Calendar | | | | |
|---|---|---|---|---|
| Pages Templates | | | | |
| | | | | |
| | | | | |
| | | | | |

## 5.9 Flyer Templates

The flyers are particularly useful for events where there are many participants, thus cutting down on the printing costs of the informative and advertising materials.

| Type of template | | | |
|---|---|---|---|
| **3 Project Presentation Templates** | | | |

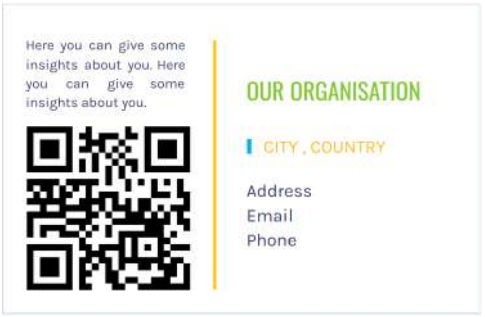
## 3 Project Objectives Presentation Templates

## 1 CRFS Lab Presentation Template

| | |
|---|---|
| **1 Event Project Template** | |

## 5.10 Business Card Template

Although the Business Card has not been a particularly utilized advertising and promotion instrument for some time, at least not as powerful as it used to be a few years ago, the business community still uses it. Accordingly, considering that some of the partners of the Cities 2030 project are particularly active in the business community, a business card template containing the project identity has been also designed.

| Template | | |
|---|---|---|
| **1 Business Card Template** | |  |

## 5.11 Customized Pen Template

Pens can be introduced in the project promotion packages and contribute to raising awareness of the project and brand and financier as well (European Commission).

| Template | | |
|---|---|---|
| 1 | cities2030 \| CO-CREATING RESILIENT AND SUSTAINABLE FOOD SYSTEMS TOWARDS FOOD2030 | Project funded from the European Union's Horizon 2020 research and Innovation programme |

# 6. Cities2030.eu Website

## 6.1 Introduction

The Cities2030 project is digitally based on a complex system comprising the following elements:

- Cities2030.eu website as a pivot of project identity and a tool for communication and integration of all the other digital structures used in the project;
- The Correlate Platform, as a digital tool for the home management of information and collaboration in the private system within the project;
- The Cities2030 Project Community Platform, developed for both open collaboration between the project partners and for the integration of beneficiaries and stakeholders in the project activities;
- The Cities2030 Observatory. The "CRFS Intelligence Lab" is an observatory established at Ca' Foscari University of Venice, Italy to cover urban food policies dynamics and paradigm shift;
- The CRFS Good Practices Platform. The CRFS Good Practices is a map platform for the good practices in innovations done within Cities2030 Project;
- The Single Click CRFS Platform. S2CP is a CRFS management platform for data collection, analysis, and representation in multiple interfaces;
- The Social Media Networking, that contributes to the effective dissemination of the project, financier, and project results, and also to the development of a community for communication and co-creation in the urban food systems.

The official website is developed in WordPress, on the web domain cities2030.eu. Although the website is desktop-oriented, it is also responsive.

## 6.2 Website functionalities

Cities2030 website will have the following functionalities:

- GDPR assistance for protecting and respecting the privacy of personal data.
- Application for GDPR compliance with Cookies policy.
- Advanced visual editor for articles and pages.
- Application for the website version under maintenance.

- Photo or video portfolio.
- Integration of a Google map with the geolocation of Cities2030 partners.
- Applications of analytical analysis of the website activity.
- Application for automatic update (modules, themes, WordPress version).
- Integration with Social Media.
- Share icons for Social Media.
- Anti-spam application.
- Firewall application.
- Improving cache for increasing the website speed.
- QR code application for accessing the website from devices such as mobile phones.
- Newsletter application.
- Automatic site translation.
- LinkedIn automated publishing of articles.
- Facebook automated publishing of articles.
- Megamenu

## 6.3 Website integrations

Cities2030.eu website is integrated with Facebook, Linkedin, Correlate Platform, Cities2030 Community, CRFS Good Practices Platform, Single Click CRFS Platform.

## 6.4 Website Main Menu

The Main Menu is a megamenu type to facilitate access to the website sections.
The three levels of the menu can develop according to the development necessities.

| 1st Level | 2nd Level | 3rd Level |
|---|---|---|
| **Homepage** | | |
| **Project** | **Overview**<br>**Objectives**<br>**Partners**<br><br>**Cities2030 Community**<br>**Cities2030 Good Practices**<br>**Cities2030 Synergies**<br>**Single click CRFS Platform**<br>**Cities2030 Observatory** | |
| **Cities2030** | | |
| **CRFS Labs** | | |
| **Results** | | |

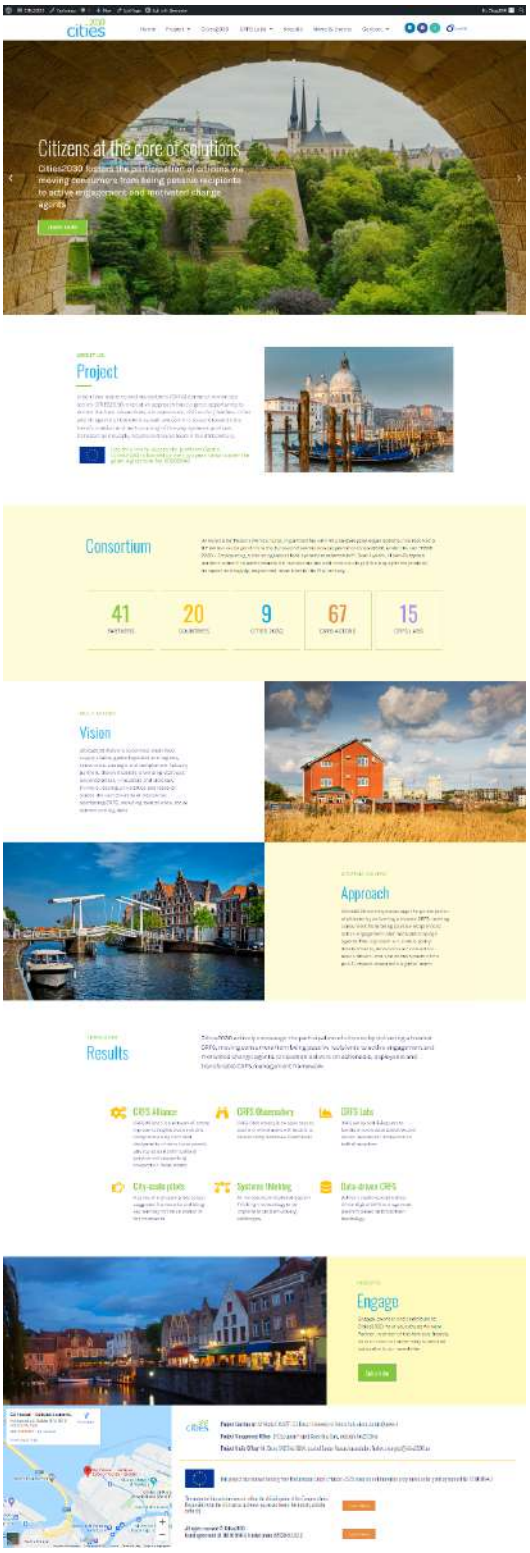
| | | |
|---|---|---|
| **News & Events** | | |
| **Contact** | **Contact us**<br>**Cities2030 Community**<br>**LinkedIN Official Page**<br>**Facebook Official Page**<br>**Facebook Official Group**<br>**Venice Facebook Page**<br>**Private Facebook Group** | |

### 6.4.1 FrontPage - HOME

The first page was designed as an extensive Landing Page. With a particular emphasis on providing the keynote data about the project identity and activities.

The first page contains basic information about the project, consortium, project vision & approach, results, contact.

The front pages also have links to the official social media pages of the project.




## 6.4.2 Project Page - PROJECT

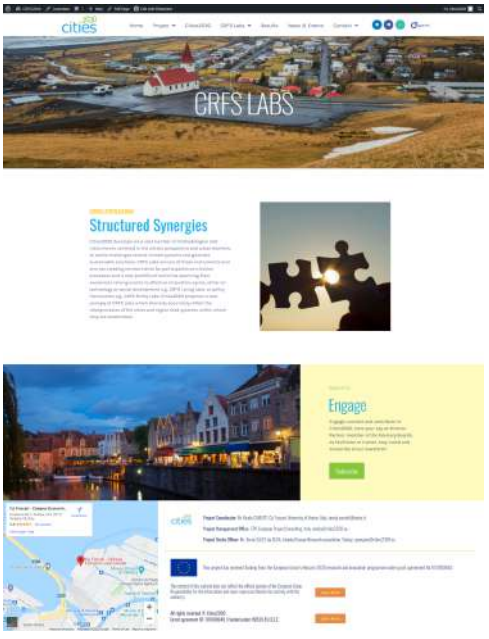
The PROJECT page contains the key information about the project with an access button or links to the sections containing detailed information.

## 6.4.3 Cities2030 Page - CITIES2030

The CITIES2030 Page is dedicated to the CRFS pilot cities that are under implementation or are going to be implemented.

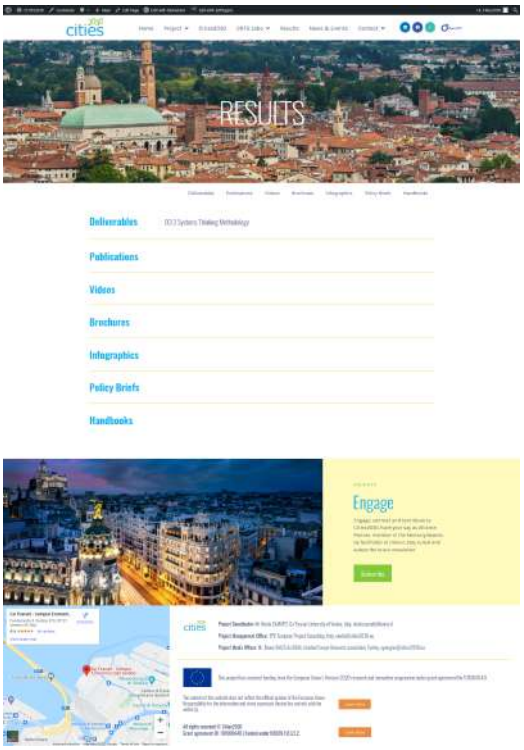
### 6.4.4 CRFS Labs Page - CRFS LABS

The CRFS LABS Page represents the section where there are introduced the activities for policy & living labs run in the project.



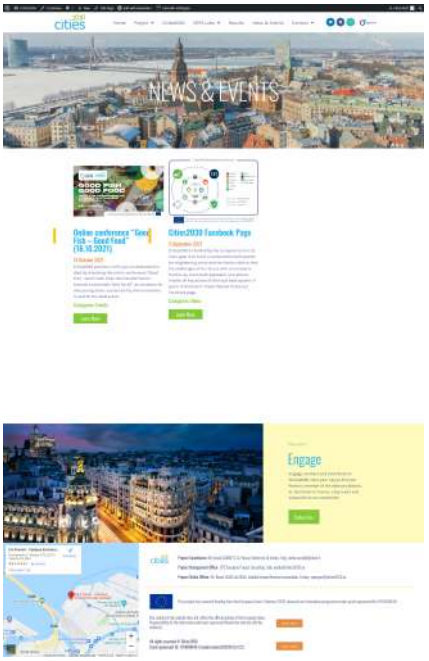

### 6.4.5 Results Page - RESULTS

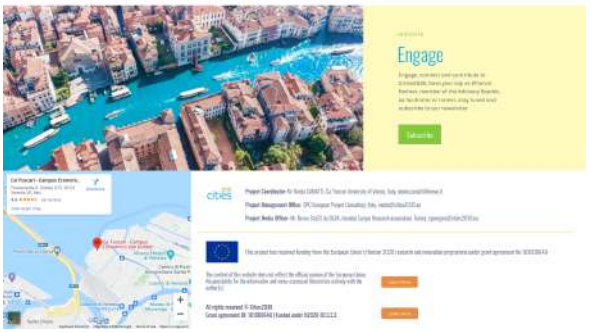
The RESULTS Page is dedicated to the presentation of the most important results of the project, namely deliverables, publications, videos, brochures, infographics, policy briefs, handbooks.




## 6.4.6 News & Events Page

This section structures the information in the blog format in the descendant order of publication date.




## 6.4.7 Contact Page

This page contains the main contact data for the Project Coordinator, Project Management Team, and Project Media Officer.