



## Project branding, promotional materials and website

### Deliverable 6B.1

23 April 2014

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## Table of contents

Preface .....	4
Summary .....	4
1. Project logo .....	5
2. IMPRESSIONS website.....	6
2.1. IMPRESSIONS public website .....	6
2.2. IMPRESSIONS Internal Communication Platform .....	8
2.2.1. Log in .....	8
2.2.2. Mailing Module .....	8
2.2.3. Upload of files, news and events .....	10
2.2.4. Dissemination report form.....	11
3. Project print materials: brochure, project poster, partner posters, and social media card .....	11
3.1. Brochure.....	11
3.2. IMPRESSIONS posters .....	13
3.3. Partner posters .....	14
3.4. Social media postcard .....	15
4. IMPRESSIONS corporate identity templates.....	15
5. IMPRESSIONS social media accounts .....	16
5.1. Twitter.....	16
5.2. Facebook .....	17
5.3. Google+ .....	17
5.4. LinkedIn.....	18

## Preface

WP6B has as its main objective the effective promotion and dissemination of IMPRESSIONS research across stakeholders and the general public. To ensure effective communication, both external and internal, we have produced a number of promotional tools and materials as part of the project branding. This deliverable describes these tools and their current and future implementation within the project communication strategy.

Dissemination and communication will play an important role within IMPRESSIONS. The planned activities branch out mainly in two directions:

- Promotion: popularisation and visibility to the wider public;
- Dissemination: raising awareness of the project results and development within the various target groups.

WP6B (led by Pensoft) is responsible for publishing, communicating, and broadly disseminating the project results to a wide range of stakeholders to the maximum possible extent.

## Summary

As a foundation for future effective communication activities, it is crucial that a sound set of working dissemination tools and materials is established within the first months of the project start-up. Accordingly, a project logo and a web platform comprising an external website and Internal Communication Platform (ICP) were developed in the first 5 months to form the backbone of both project internal communication and public visibility.

In addition various dissemination materials, such as an IMPRESSIONS brochure and posters, as well as posters for all the individual partners, were produced in high quality print version for raising awareness at events. These were also uploaded to the Media Centre of the website so that they are available to anyone who is interested. Templates for letters, milestone and deliverable reports, Powerpoint presentations, press releases, policy briefs, etc. were also produced and uploaded to the ICP to be available to the consortium to facilitate future dissemination and reporting activities.

Accounts have been set up in four social media channels (Twitter, Facebook, Google +, and LinkedIn) to ensure the widest possible impact and outreach of IMPRESSIONS related results, news and events and to engage interested parties in a virtual community.

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

Developing the IMPRESSIONS logo (Figure 1) was one of the first steps taken by the project consortium to establish the project's branding. The logo has been designed to help external audiences to easily identify IMPRESSIONS and contributes to the project's visibility by providing a corporate identity from the very beginning. Through the selection process, various designs were suggested and developed (Figure 2) to find a version that is easy to recognise and connect with the main project objectives.



Figure 1: Final IMPRESSIONS logo.



Figure 2: IMPRESSIONS logo contest.

## 2. IMPRESSIONS website

The website of IMPRESSIONS (<http://www.impressions-project.eu>) aims to get the general public acquainted with the project objectives and tasks, to present the project outputs, and to keep consortium members informed about project related news and forthcoming events. It has been created to meet two main needs of the project: internal communication within the consortium and external communication and dissemination of the project objectives and results. The two main components are a public website and the Internal Communication Platform (ICP), which is accessible only by authorised users and designed specifically to facilitate communication within the consortium.

### 2.1. IMPRESSIONS public website

The IMPRESSIONS website (Figure 3) was developed by the Pensoft team in close cooperation with the Coordination Team. It is 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 organised by IMPRESSIONS, or of relevance to the project, are also announced through the website.

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

- Homepage featuring:
  - Highlights: 3 recent news stories of relevance
  - Live Tweet feed
  - Member login area
  - Feedback, RSS and Newsletter subscription forms
  - Short background and aims fold up area
- The project: introducing the rationale and aims of the project
  - Main outcomes: introducing the project objectives and expected results
  - Research Areas: introducing the main research areas and WPs involved in those topics
- Partners: presenting the different project partners
  - Partnering (or 'sister') projects
- Online library: dedicated to all IMPRESSIONS deliverables and other documents of interest
  - IMPRESSIONS publications
  - Related publications
- News: introducing the project news and other news of relevance
- Events: specific section to display upcoming project events and other events of relevance
- Media Centre: a place where all outreach materials are made available and can be freely downloaded
  - Partner posters
  - Project posters
  - Brochures
  - Press releases
  - Logo
  - Newsletter
  - Glossary
- Links: URL links to websites of interest and useful materials
- Contacts: listing the coordination team with their contact details

The website also provides direct links to the IMPRESSIONS social networks profiles in Facebook, Twitter, Google+, LinkedIn.

RSS feed links enable visitors to subscribe and receive project news, project events announcements and project results releases directly in their mailbox.



Figure 3: IMPRESSIONS website homepage

## 2.2. IMPRESSIONS Internal Communication Platform

The Internal Communication Platform (ICP) of IMPRESSIONS was developed to serve as a communication hub of the IMPRESSIONS consortium. The intranet allows each partner, the WP leaders, and the overall coordinator to regularly monitor progress in data collation, analysis, and deliverables by checking the latest updates in a results section. Regularly updated time schedules for work within WPs will be placed in a prominent location on the intranet pages. The intranet portal will also be used as an internal discussion forum for items that may emerge within WPs between the main project meetings and need live discussions for rapid decisions. A login button allows easy access to the restricted area for all registered users.

The ICP also provides convenient and appropriate mechanisms to facilitate the free flow of different sorts of information. In summary, it has the following main features:

- **Mailing module:** Users can send emails to one or more project participants after logging in to the system. Users are assigned to one or more mailing groups depending on their role in the project. Collective emails can be sent to various selections of one or more mailing groups and individual users. All emails are archived.
- All registered users can upload files in the internal library and all internal documents related to the activities of the project are stored. Files that are placed in the **Internal Online Library** can be used only by the project members and are inaccessible to external visitors of the website.
- **Users:** this section contains the profiles of all project members that are granted access to the ICP, with their portrait photo, their affiliation, contact details and additional information.
- **Internal events:** consists of a regularly updated time schedule for the work within work packages. It contains information on forthcoming events (meetings, conferences, workshops) and due dates for deliverables and milestones.
- **Calendar:** the purpose of this section is to enable the project partners to easily spot and access the latest project information.
- Upload of **News, Events** and documents for the **External Online Library**.
- **Project's GANTT chart.**

A user guide has been created and circulated to all partners providing detailed information on the functionality of the ICP. A brief overview is provided in the following sections.

### 2.2.1. Log in

All project members have been registered in the ICP of IMPRESSIONS and provided with a username and password. New members can be registered by the system administrators upon request from the team leaders, WP leaders or the Coordination team (Figure 4).

### 2.2.2. Mailing Module

Users can send emails to one or more project participants after logging into the system through the ICP. There is a list of all participants arranged alphabetically. Recipients can be easily selected by ticking the box next to their names. Mailing groups have been created for each work package, as well as for the case studies, WP Leaders, financial and press officers, etc. to facilitate communication (Figure 5).



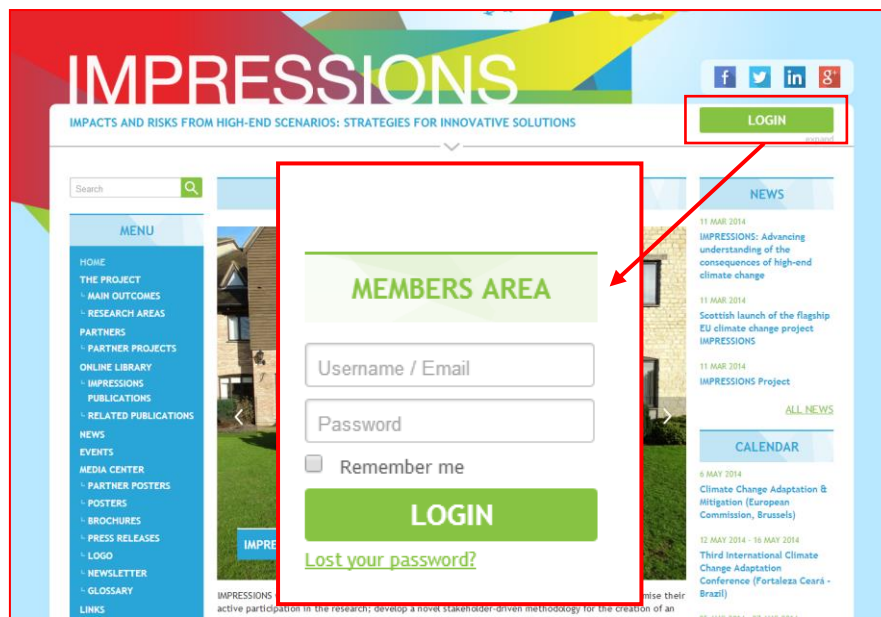


Figure 4: Member area log in.

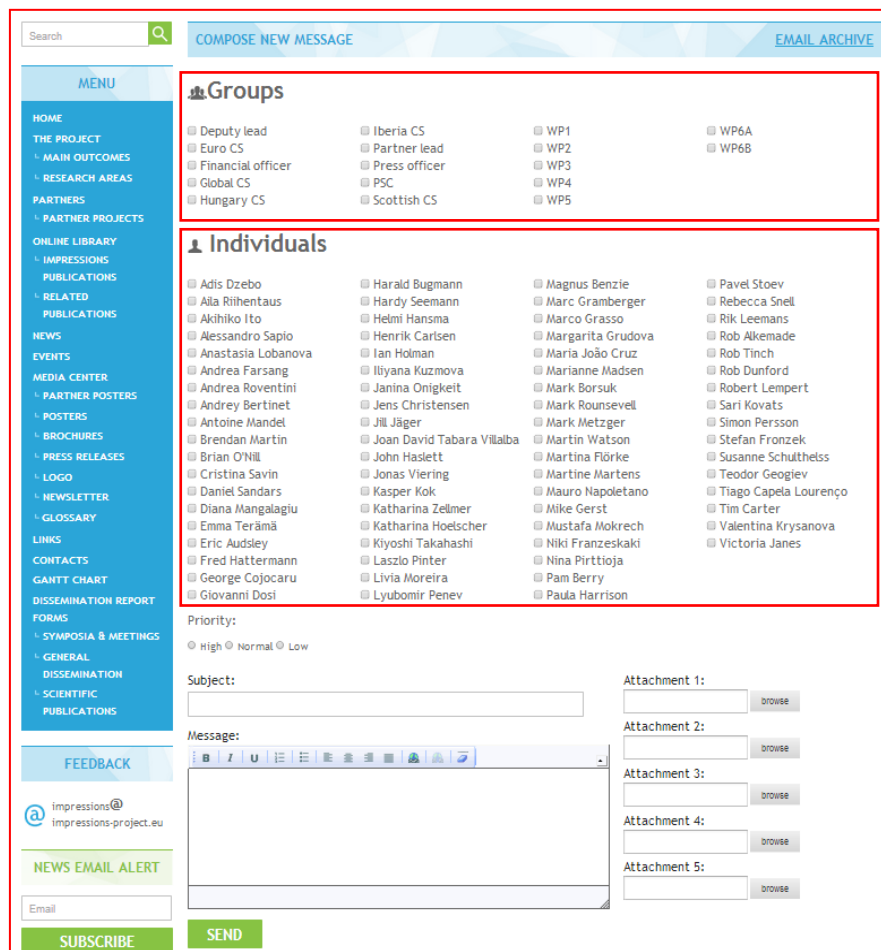
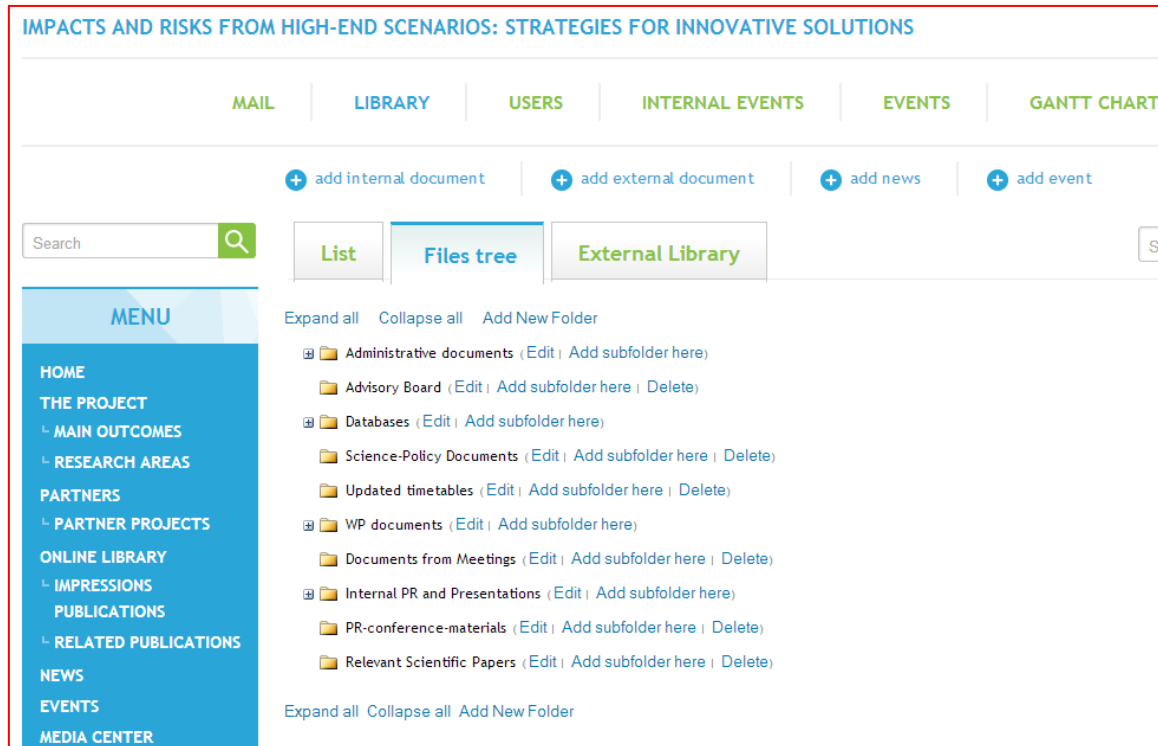


Figure 5: IMPRESSIONS mailing module.

### 2.2.3. Upload of files, news and events

#### Internal Document Library

All internal documents are stored in the Internal **Document Library** (Figure 6).



**Figure 6: Internal document library.**

The internal library is reserved for documents with restricted access, intended only for the consortium members (for example, administrative documents, documents related to project implementation, various documents from project meetings, deliverables intended only for internal use, presentations, etc.). Every user can upload files to the internal library.

#### External Document Library

Publications (e.g. project-derived scientific publications and publications that are not project-derived, but are likely to be of interest to IMPRESSIONS participants) and other information (e.g. deliverables with public access) that are open access to the public can be uploaded to the External Library section of the website. This can be easily done by each partner through the ICP.

#### News

All project members are being encouraged to post information that is likely to be of interest for the general public and the consortium. This could include article alerts, forthcoming meetings, and other information relevant to IMPRESSIONS activities.

All posted news goes automatically to the Facebook and Twitter profiles of IMPRESSIONS (and to their followers) and to all RSS feed subscribers.

## Events and Calendar

Information about forthcoming meetings, workshops, seminars, training courses, etc. can also be posted by each partner through the ICP.

All project participants are being encouraged to submit information on meetings or other events related to the project. It is also possible to attach documents (venue location, agenda, list of participants, etc.). This information becomes visible on the project homepage.

## Internal events

The Internal Events module helps partners keep track of the main project activities providing them with the following concise information: title, due date, nature, description, participants and contact information (responsible person and email address).

### *2.2.4. Dissemination report form*

In order to facilitate the reporting of IMPRESSIONS dissemination activities and make intermediate results progressively available, three online dissemination report forms have been created and made available in the ICP:

- **Symposia & meetings** – for any scientific event where an IMPRESSIONS presentation is given;
- **General dissemination** – for publications other than the scientific papers (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 IMPRESSIONS-derived scientific publications.

## **3. Project print materials: brochure, project poster, partner posters, and social media card**

Various outreach materials have been produced since the start of the project, including a brochure, project posters, partner posters, and a social media card. All IMPRESSIONS print materials have a customised corporate design. All print materials are also available for free download through the Media Centre on the website.

### **3.1. Brochure**

The IMPRESSIONS brochure is 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, planned activities and tasks, expected results, as well as the organisations involved (Figure 7). Three thousand copies of the brochure have been printed and distributed amongst the project partners, as well as to our EC Project Officer.

### Project partners

University of Oxford, UK (UOXF)	Finnish Environment Institute, Finland (SYKE) (Official name is: Suomen Ympäristökeskus)
Fundacao da Faculdade de Ciencias da Universidade de Lisboa, Portugal (FFCUL)	Foundation for Applied Information Technology in Environment, Agriculture and Global Changes, Romania (TIAMASG)
Stockholm Environment Institute, Sweden (SEI)	University of Kassel, Germany (UNI KASSEL)
Wageningen University, The Netherlands (WU)	Joan David Tabara Villalba, Catalonia, Spain (JDT)
Scuola Superiore Sant'Anna di Studi Universitari e di Perfezionamento, Pisa, Italy (SSSA)	Dutch Research Institute For Transitions, Erasmus University Rotterdam, The Netherlands (DRIFT)
Danmarks Meteorologiske Institut, Denmark (DMI)	Central European University, Hungary (CEU)
Penssoft Publishers Ltd, Bulgaria (PENSOFIT)	London School of Hygiene & Tropical Medicine, UK (LSHTM)
Swiss Federal Institute of Technology Zürich, Switzerland (ETHZ)	University of Paris 1, Centre National de la Recherche Scientifique, France (CNRS)
Cranfield University, UK (CU)	Potsdam Institute for Climate Impacts Research, Germany (PIK)
Jiri Jäger, Austria (JJäger)	IODINE sprl, Belgium (IODINE)
University of Edinburgh, UK (UEDIN)	Università degli Studi di Milan-Bicocca, Italy (UNIMIB)
ProspeX bvba, Belgium (PROSPEX)	Paris Lodron University Salzburg, Austria (PLUS)

Designed by



**Keywords:** Climate change, Impacts, Vulnerability, Adaptation, Mitigation, High-end climate scenarios, Extreme socio-economic scenarios, Cross-sectoral, Uncertainty, Stakeholder engagement, Decision support

**Consortium** of 24 partners from 16 countries  
**Structure:** 7 work packages (WPs)  
**Duration:** November 2013 – October 2018.

**Project coordinator:** Dr. Paula Harrison, University of Oxford

**Website:** [www.impressions-project.eu](http://www.impressions-project.eu)  
**E-mail:** [impressions@impressions-project.eu](mailto:impressions@impressions-project.eu)




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## IMPACTS AND RISKS FROM HIGH-END SCENARIOS: STRATEGIES FOR INNOVATIVE SOLUTIONS

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### Background

There is widespread acceptance that the climate is changing. Although the United Nations Framework Convention on Climate Change recognised that increases in global temperature should be below 2°C to avoid severe impacts, current emission trends suggest that limiting warming to the 2°C target will be difficult. Indeed, without significant reductions in emissions, projections point to much more substantial warming.

Despite the increasing plausibility of these high-end scenarios, there are few studies that assess their potential impacts, the ability of adaptation options to reduce vulnerabilities, and the potential synergies and trade-offs between adaptation and mitigation. Thus, it is vital that decision-makers have access to reliable scientific information on these uncertain, but potentially high-risk, scenarios of the future to inform adaptation planning.

### General aim

IMPRESSIONS aims to advance understanding of the consequences of high-end climate and socio-economic scenarios and to evaluate how such knowledge can be embedded within effective and integrated adaptation and mitigation decision-making processes.

### IMPRESSIONS will

- work with decision-makers to better understand their knowledge needs and maximise their active participation in the research;
- develop a novel stakeholder-driven methodology for the creation of an integrated set of high-end climate and more extreme socio-economic scenarios;
- apply these scenarios to a wide range of existing and new spatially-explicit models of impacts and adaptation in five case studies covering global, European and regional/local (Scotland, Iberia and Hungary) scales;
- embed the impacts modelling work within an integrated assessment approach which advances the analysis of multi-scale and cross-sectoral synergies and trade-offs;
- evaluate the time- and path-dependency of adaptation and mitigation options taking account of the non-linearity, complexity and tipping points described in the scenarios and impact model results;
- communicate the results to a broad community of stakeholders to enhance current approaches to climate change policies and actions;

### Main outcomes

- A more thorough understanding of decision-makers' needs for increasing the robustness of decisions in response to high-end climate change scenarios.
- A set of integrated high-end climate and more extreme socio-economic scenarios covering global, European and regional/local scales.
- Improved quantification and mapping of cross-sectoral impacts, risks and vulnerabilities associated with high-end scenarios along with consideration of their uncertainties.
- Advances in how adaptation is modelled by incorporating a more comprehensive representation of associated constraints, triggers, time lags and consequences.
- New models which simulate adaptation as a process by representing the behaviour of decision-makers, firms and institutions as learning and interacting agents.
- Assessment of the robustness of current policies and the need for transformative strategies to deal with high-end scenarios.
- A set of sustainable development transition pathways that offer options for harmonising adaptation and mitigation strategies to enable society to adapt effectively to potential impacts under high-end scenarios and across multiple scales.
- A knowledge network and information hub to support mutual learning and enhance decision-makers' capacity to take up the project's recommendations.



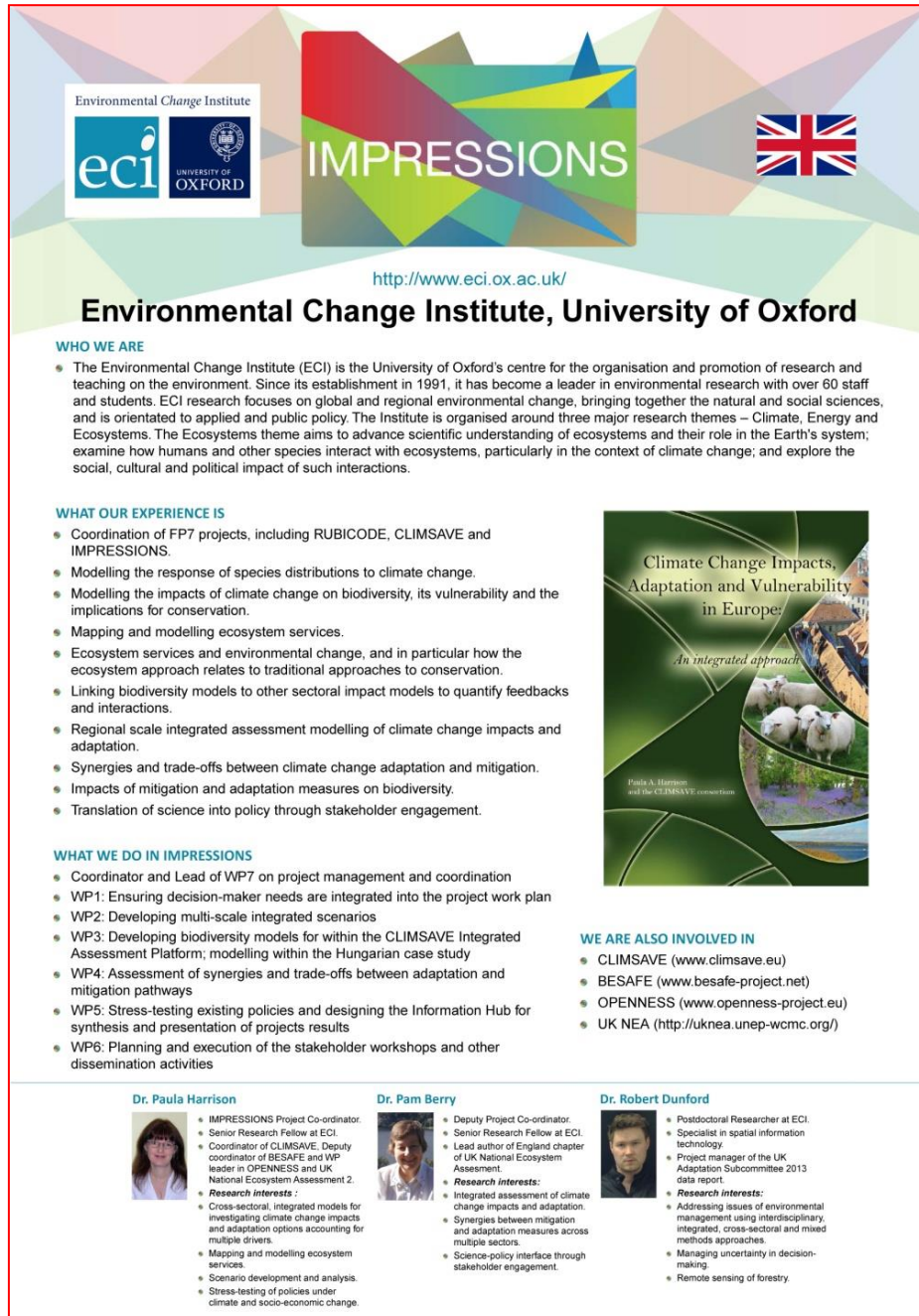
Figure 7: IMPRESSIONS brochure.





### 3.3. Partner posters

Individual posters (Figure 9) have been produced for each IMPRESSIONS partner. Posters contain information about the partners, their experience and their role in the project. They also provide contact information about the people from the institution.



Environmental Change Institute  
eci UNIVERSITY OF OXFORD

IMPRESSIONS

<http://www.eci.ox.ac.uk/>

## Environmental Change Institute, University of Oxford

**WHO WE ARE**

- The Environmental Change Institute (ECI) is the University of Oxford's centre for the organisation and promotion of research and teaching on the environment. Since its establishment in 1991, it has become a leader in environmental research with over 60 staff and students. ECI research focuses on global and regional environmental change, bringing together the natural and social sciences, and is orientated to applied and public policy. The Institute is organised around three major research themes – Climate, Energy and Ecosystems. The Ecosystems theme aims to advance scientific understanding of ecosystems and their role in the Earth's system; examine how humans and other species interact with ecosystems, particularly in the context of climate change; and explore the social, cultural and political impact of such interactions.

**WHAT OUR EXPERIENCE IS**

- Coordination of FP7 projects, including RUBICODE, CLIMSAVE and IMPRESSIONS.
- Modelling the response of species distributions to climate change.
- Modelling the impacts of climate change on biodiversity, its vulnerability and the implications for conservation.
- Mapping and modelling ecosystem services.
- Ecosystem services and environmental change, and in particular how the ecosystem approach relates to traditional approaches to conservation.
- Linking biodiversity models to other sectoral impact models to quantify feedbacks and interactions.
- Regional scale integrated assessment modelling of climate change impacts and adaptation.
- Synergies and trade-offs between climate change adaptation and mitigation.
- Impacts of mitigation and adaptation measures on biodiversity.
- Translation of science into policy through stakeholder engagement.

**WHAT WE DO IN IMPRESSIONS**

- Coordinator and Lead of WP7 on project management and coordination
- WP1: Ensuring decision-maker needs are integrated into the project work plan
- WP2: Developing multi-scale integrated scenarios
- WP3: Developing biodiversity models for within the CLIMSAVE Integrated Assessment Platform; modelling within the Hungarian case study
- WP4: Assessment of synergies and trade-offs between adaptation and mitigation pathways
- WP5: Stress-testing existing policies and designing the Information Hub for synthesis and presentation of projects results
- WP6: Planning and execution of the stakeholder workshops and other dissemination activities

**WE ARE ALSO INVOLVED IN**

- CLIMSAVE ([www.climsave.eu](http://www.climsave.eu))
- BESAFE ([www.besafe-project.net](http://www.besafe-project.net))
- OPENNESS ([www.openness-project.eu](http://www.openness-project.eu))
- UK NEA (<http://uknea.unep-wcmc.org/>)

**Dr. Paula Harrison**

- IMPRESSIONS Project Co-ordinator.
- Senior Research Fellow at ECI.
- Coordinator of CLIMSAVE, Deputy coordinator of BESAFE and WP leader in OPENNESS and UK National Ecosystem Assessment 2.
- Research interests:**
  - Cross-sectoral, integrated models for investigating climate change impacts and adaptation options accounting for multiple drivers.
  - Mapping and modelling ecosystem services.
  - Scenario development and analysis.
  - Stress-testing of policies under climate and socio-economic change.

**Dr. Pam Berry**

- Deputy Project Co-ordinator.
- Senior Research Fellow at ECI.
- Lead author of England chapter of UK National Ecosystem Assessment.
- Research interests:**
  - Integrated assessment of climate change impacts and adaptation.
  - Synergies between mitigation and adaptation measures across multiple sectors.
  - Science-policy interface through stakeholder engagement.

**Dr. Robert Dunford**

- Postdoctoral Researcher at ECI.
- Specialist in spatial information technology.
- Project manager of the UK Adaptation Subcommittee 2013 data report.
- Research interests:**
  - Addressing issues of environmental management using interdisciplinary, integrated, cross-sectoral and mixed methods approaches.
  - Managing uncertainty in decision-making.
  - Remote sensing of forestry.

Climate Change Impacts, Adaptation and Vulnerability in Europe: An integrated approach  
Paula A. Harrison and the CLIMSAVE consortium

Figure 9: Example of a partner poster for the University of Oxford.

### 3.4. Social media postcard

The IMPRESSIONS Social Media postcard (Figure 10) has been designed and created in both print and online versions to be disseminated at events and to relevant contacts in order to raise awareness of the project in general and the existing social media accounts. The postcard is aimed at growing the IMPRESSIONS online community and promoting the project.



Figure 10: IMPRESSIONS social media postcard.

## 4. IMPRESSIONS corporate identity templates

IMPRESSIONS corporate identity templates for letters, milestones, deliverables, policy and technical briefs, and presentations have been designed. Each template is specifically tailored to the information the document is required to contain. The templates have several important elements in common:

- IMPRESSIONS project logo
- The EU flag as a compulsory element
- Suggestions for the information to be included in the specific document

All templates are available through the Internal Online Library in the ICP to provide easy access and use for all partners.

## 5. IMPRESSIONS social media accounts

To increase the project visibility and to promote IMPRESSIONS related news and results, Pensoft has created accounts in four major social networks, namely Twitter, Facebook, Google+, and LinkedIn (Figures 11-14). The accounts have been created to reflect the general project branding in an engaging, interactive way. Each account is aimed at a different group of users reflecting the specificities of the network itself.

The IMPRESSIONS social media groups are fully operational and in the process of increasing in popularity and member participation. All news and events are posted through RSS feeds on the Twitter and Facebook accounts, while posts and discussions are specifically tailored for Google + and LinkedIn.

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



### 5.1. Twitter

Twitter provides short, fast, and easy communication. This social network is popular and with a high number of users. Twitter is increasingly used professionally as a means of fast communication of organisation specific news and events (Figure 11).

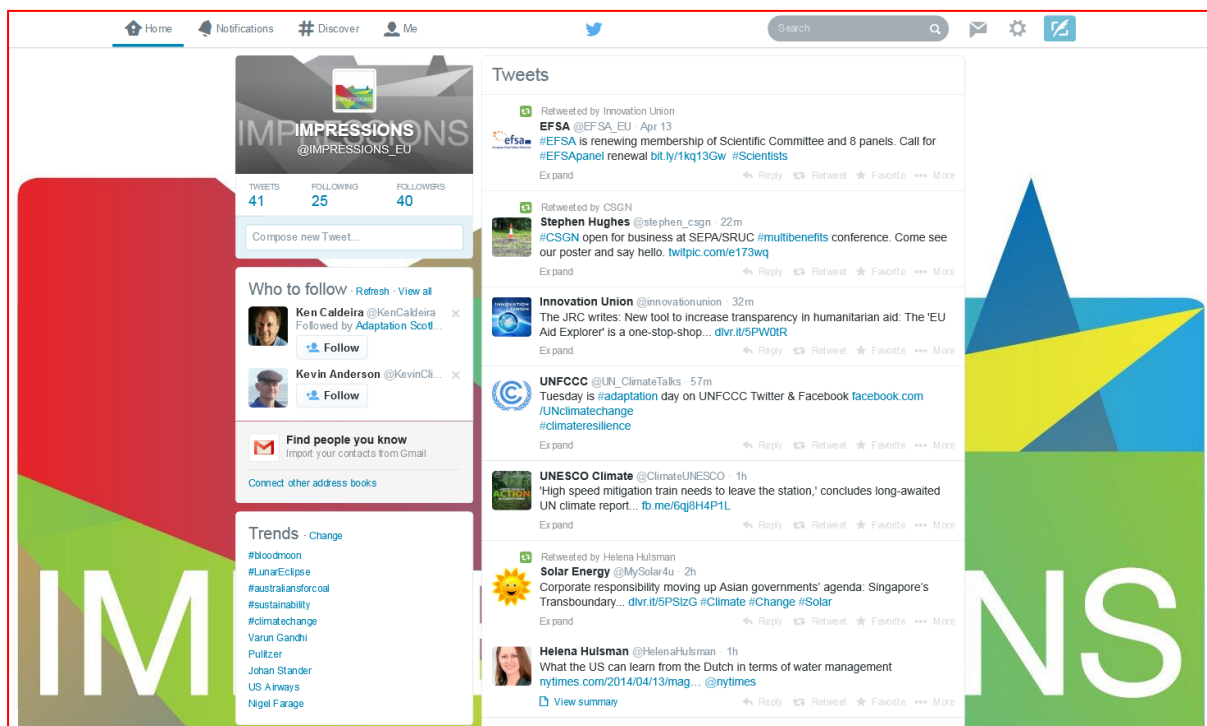


Figure 11: IMPRESSIONS Twitter account.



## 5.2. Facebook

Facebook remains one of the most popular social networks, despite the fact that 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 (Figure 12).



Figure 12: IMPRESSIONS Facebook page.

## 5.3. Google+

Although still comparatively small in size, Google + is a growing network, which statistically displays growing popularity among the technical fields. Among the advantages of Google+ are ease and convenience in sharing media, as well as its resemblance with a blog space (Figure 13).



Figure 13: IMPRESSIONS Google + account.

## 5.4. LinkedIn

LinkedIn provides a predominantly professional network, creating potential for networking across IMPRESSIONS members. LinkedIn provides an opportunity for starting or participating in professional and fruitful group discussions on important IMPRESSIONS-related topics (Figure 14).

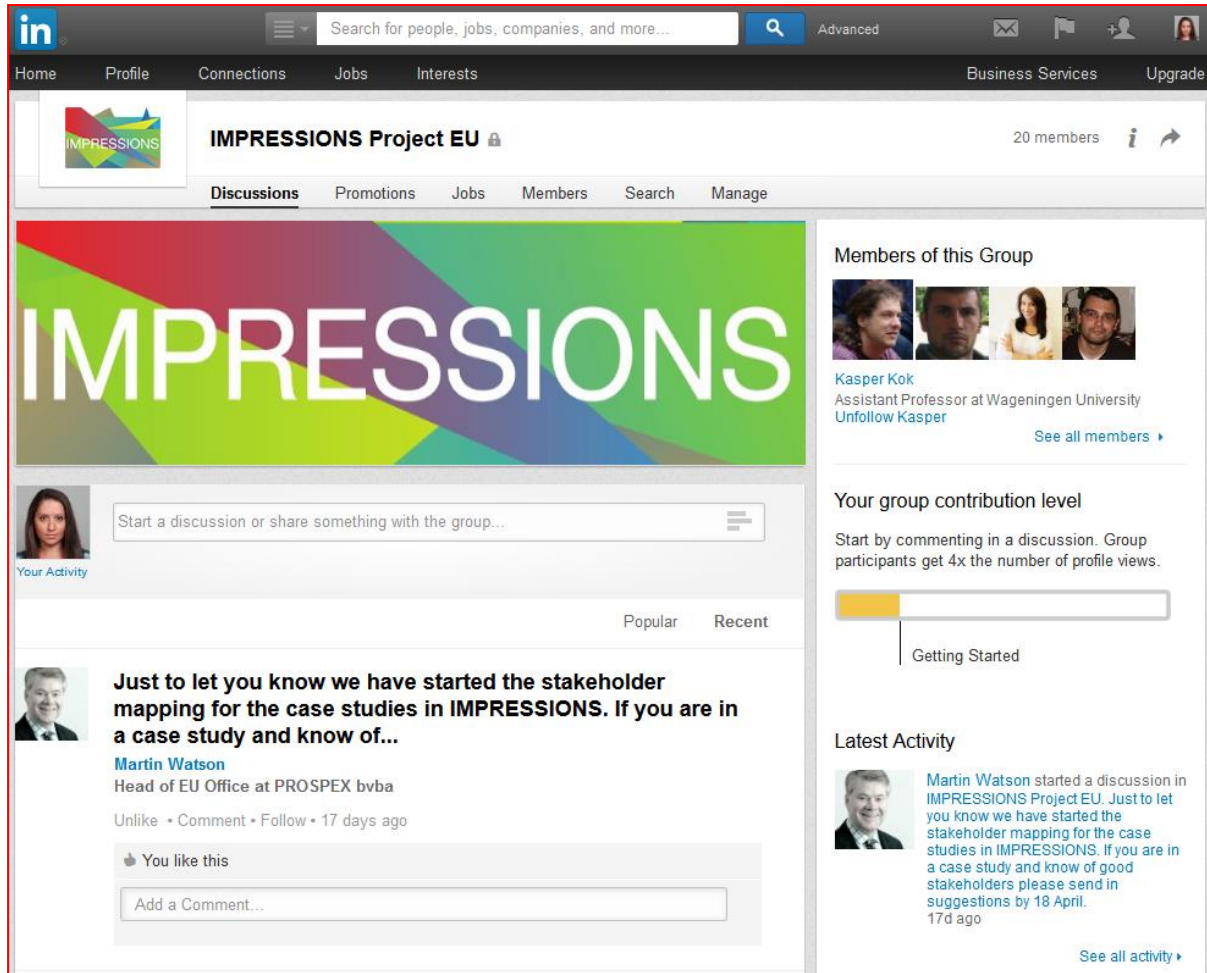


Figure 14: IMPRESSIONS LinkedIn account.