



NBRACER
Nature Based Solutions
for Atlantic Regional Climate Resilience

**HORIZON Europe Research and Innovation actions in support of the
implementation of the Adaptation to Climate Change Mission
(HORIZON-MISS-2022-CLIMA-01)**

D8.1 Communications Toolbox

Version n° 4

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Document information

Grant Agreement	n°101112836
Project Title	Nature Based Solutions for Atlantic Regional Climate Resilience
Project Acronym	NBRACER
Project Coordinator	Mindert de Vries, Deltares
Project Duration	1 st October 2023 – 30 th September 2027 (48 months)
Related Work Package	WP8 Communication, Networking & Engagement
Related Task(s)	Task 8.1 Communication and Dissemination
Lead Organisation	IID-SII
Contributing Partner(s)	ALL
Due Date	December 31, 2023
Submission Date	December 21, 2023
Dissemination level	Public

History

Date	Version	Submitted by	Reviewed by	Comments
04/12/23	V1	Natalia Brack	Sidonie Gras	Changes in content and formatting
13/12/23	V2	Natalia Brack	Stefano Gamberoni	Addition of information
14/12/23	V3	Natalia Brack	Marufa Sultana Giulia Bussoletti Ines Mazarrasa	General review
18/12/23	V4	Natalia Brack	Mindert de Vries	Final review

About NBRACER

The impacts of climate change on people, planet and prosperity are intensifying. Many regions and communities are struggling to avoid losses and need to step up the effort to increase their climate resilience. Ongoing natural capital degradation leads to growing costs, increased vulnerability, and decreased stability of key systems. Whilst there has been noticeable progress and inspiring examples of adaptation solutions in Europe, the pressure to make rapid and visible progress has often led to a focus on stand-alone, easy-to-measure projects that tackle issues through either direct or existing policy levers, or sector-by-sector mainstreaming. But the dire trends of climate change challenge Europe, and its regions, needs exploration of new routes towards more ambitious and large-scale systemic adaptation. The European Mission on Adaptation to Climate Change (MACC) recognizes the need to adopt a systemic approach to enhance climate adaptation in EU regions, cities, and local authorities by 2030 by working across sectors and disciplines, experimenting, and involving local communities.

NBRACER contributes to the MACC by addressing this challenge with an innovative and practical approach to accelerating the transformation towards climate adaptation. Transformation journeys will be based on the smart, replicable, scalable, and transferable packaging of Nature-Based Solutions (NBS) rooted in the resources supplied by biogeographic landscapes while closing the NBS implementation gap. Regions are key players of this innovative action approach aiming at developing, testing, and implementing NBS at systemic level and building adaptation pathways supported by detailed and quantitative analysis of place-specific multi-risks, governance, socio-economic contexts, and (regional) specific needs.

NBRACER works with ‘Demonstrating’ and ‘Replicating’ regions across three different Landscapes (Marine & Coastal, Urban, Rural) in the European Atlantic biogeographical area to vision and co-design place based sustainable and innovative NBS that are tailor-made within the regional landscapes and aligned with their climate resilience plans and strategies. The solutions are upscaled into coherent regional packages that support the development of time and place specific adaptation pathways combining both technological and social innovations. The project is supporting, stimulating, and mainstreaming the deployment of Nature-based Solutions beyond the NBRACER regions and across biogeographical areas.

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Summary

This deliverable “Communication Toolbox” describes the NBRACER brand and the main related tools that will be used to promote the project during the 48 months, in line with NBRACER’s Communication & Dissemination Plan (Deliverable 8.2). This document provides guidelines that will be useful to partners when undertaking communication and dissemination activities, the ultimate goal being to ensure visual continuity and brand recognition across all the project’s promotional materials.

Keywords

MACC, Horizon Europe, NBRACER, Nature Based Solutions (NBS), marine and coastal landscapes, Atlantic biogeographical area, regions and communities, climate resilient regions, climate change adaptation, urban landscapes, rural landscapes, nature, agriculture, rivers, aquatic ecosystems, erosion control, water quality, communications, social media, logo, templates, visual identity, dissemination activities.

Abbreviations and acronyms

Acronym	Description
EC	European Commission
WP	Work Package
NBS	Nature Based Solutions
DRs	Demonstrating Regions
RRs	Replicating Regions
IP	Intellectual Property

Introduction

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the Horizon Europe programme. This deliverable describes the NBRACER brand, communication materials and related communication channels. Its purpose is to provide detailed information and guidelines on how to use, in an appropriate way, the various NBRACER graphic elements (logo, official colours, templates) in the materials produced to communicate about the project and to disseminate its results. The main objective is to ensure visual continuity and brand recognition across all the project's communication materials, as well as on the NBRACER official public website and the project's social media platforms (Twitter (X) and LinkedIn) when used by the partners to promote and present the project at conferences, events, workshops, meetings with stakeholders, etc.

The scope of this document includes branding and communication materials produced for internal and external promotion of the project. These materials will be continuously updated during the project according to NBRACER's lifecycle and progress made.

In relation with this document, further details about the NBRACER Communication and Dissemination plan, including communication strategies, communication materials, audiences and key messages can be found in D8.2 - Communication and Dissemination Plan.

1 Project title and funding acknowledgement

1.1 Title

The project acronym must be written with the word ‘NBRACER’ in upper case (capital letters) and the title ‘Nature Based Solutions for Atlantic Regional Climate Resilience’ with the first letter in upper case and the rest of the word in lower case.

NBRACER Nature Based Solutions for Atlantic Regional Climate Resilience	
NBracer Nature based solutions for Atlantic regional climate resilience	
nbracer nature based solutions for atlantic regional climate resilience	

Table 1: NBRACER project Title

1.2 EU emblem

The EU emblem must accompany the funding statement “Funded by the European Union” (translated into local languages, where appropriate ¹).



Figure 1: EU emblem

¹ Guide for use of the EU emblem in the context of EU funding programmes:
https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf

1.3 Applying the EC funding statement and disclaimer

1.3.1 Funding acknowledgement

“This project has received funding from the European Union’s HORIZON-MISS-2022-CLIMA-01 call under grant agreement no. 101112836.” In the case of publications, documents or materials produced in the projects’ local languages, the funding acknowledgement should be included in the local language.

The funding acknowledgement should be included in the cases indicated in table 2.

1.3.2 Disclaimer

“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.” This disclaimer should be included in the cases indicated in table 2:

Materials	Funding	Statement Disclaimer
Social Media	☒	☒
Press releases	☒	☒
Brochures	☒	☒
Websites	☒	☒
Video	☒	☒
Roll-up banners & Flyers	☒	
Newsletters	☒	☒
Presentations	☒	☒
Policy documents / Factsheets / Reports	☒	☒

Table 2: Use of the EU funding statement and disclaimer

2 Project Branding

To ensure brand consistency, recognition and visibility of the NBRACER, the visual identity is defined and explained in a detailed guideline document that includes the official logo, a colour palette, typefaces and templates adapted to each type of support material

2.1 Description of the logo

The NBRACER logo includes a circle of people representing the important role of local communities for enhancing resilience and adaptation capacity to climate change through leveraging existing regional initiatives. This also represents transformative action, capacity building, and social innovation. The circle of figures representing people can also be considered a reference to the twelve gold stars of the European Union flag, with the message of collectively moving towards climate resilient regions while embracing the solutions the project puts forward, linking the ‘embrace’ to ‘NBRACER’.

Inside the circle, the three main landscapes from the eight European Atlantic Biogeographical demonstrating and replicating regions are represented: marine & coastal, urban and rural. The landscapes in the image are intertwined, reflecting the interconnection of these ecosystems and alluding to the application of NBS from the demonstrating regions to the replicating regions: learning, sharing and spreading.

NBRACER, the acronym of **N**ature **B**ased Solutions **foR** Atlantic Regional **C**limat**E** Resilience, also represents community embracing, acceptance, participation adaptation, a bottom-up approach, learning, and a replicating experience.

The colours were selected as they are representative of the regions landscapes. In order for them to fit together, a common undertone was chosen as well as blending them into the logo to create a sense of fluidity to reflect the connection that is present in these ecosystems.



Figure 2: NBRACER official Logo

2.1.1 Colour Palette

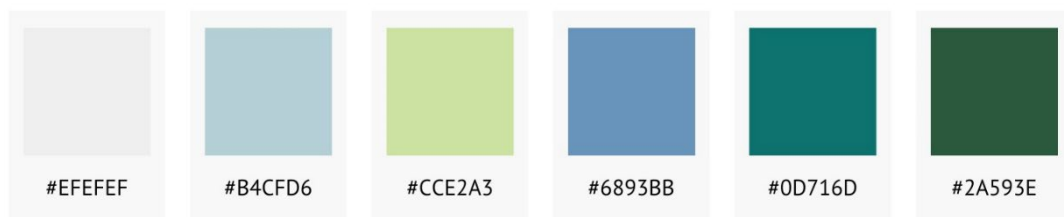


Figure 3: NBRACER colours palette

2.1.2 Logotype

One typeface was selected for the project logo. The choice was made based on its readability, universality and overall structure which provides a sleek, clean, classic but modern image. The project acronym **NBRACER** uses PT Sans bold and the title “Nature Based Solutions for Atlantic Regional Climate Resilience” uses PT Sans.

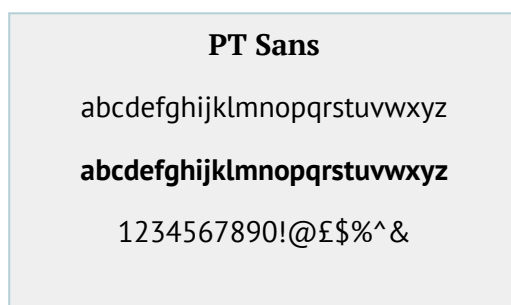


Figure 4: Typeface for NBRACER logo

This font cannot be modified and must be used for the NBRACER logo.

2.1.3 Logo Protection Area

The protection area must remain free of texts, logos, images or any other visual element that could compromise its correct legibility.

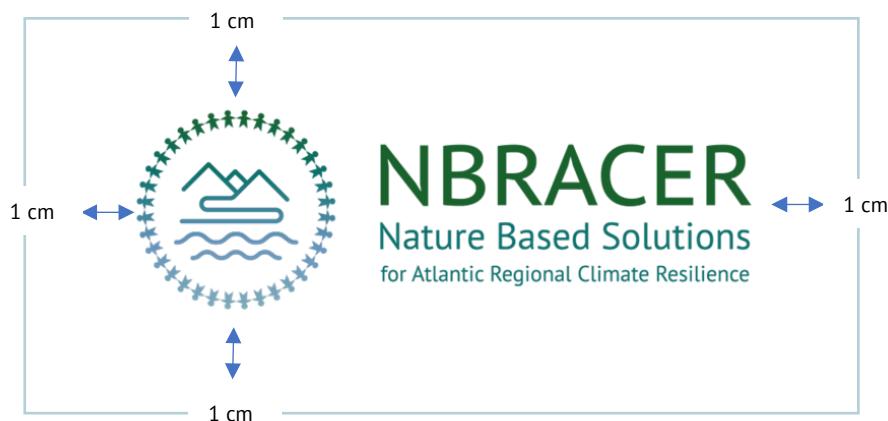


Figure 5: Logo protection area

2.1.4 Rules for using the logo

When using the logo, the following rules apply:

- The NBRACER logo cannot be modified and must be used on all promotional materials (paper or digital) related to or produced during the project.
- The NBRACER logo must be used in PNG format with a transparent background or in EPS format (vector option, high definition for printed documents, goodies, etc.).
- The NBRACER logo is available for download in the WP8 channel in Deltares Teams.
- When used with other logos, the NBRACER logo size must be displayed as proportional and visible as the other logos.

2.1.5 Positioning the NBRACER logo with the EU Emblem



Figure 6: Positioning the NBRACER logo

The NBRACER logo must be at the top of the page on the opposite side of the EU emblem.

2.1.6 Positioning partners logo

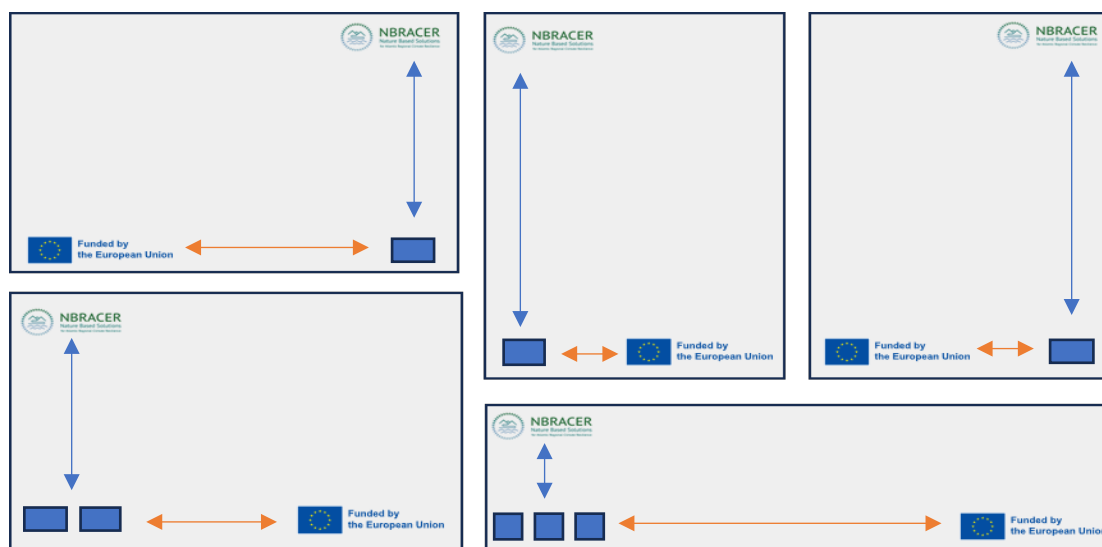


Figure 7: Positioning partners logo

The partners logos must be aligned under the NBRACER logo and must have a relevant distance from the EU emblem. All logos must have the same dimensions: the partners logos cannot be more visible than the EU emblem and the NBRACER logo.

3 Templates

3.1 Project presentation template

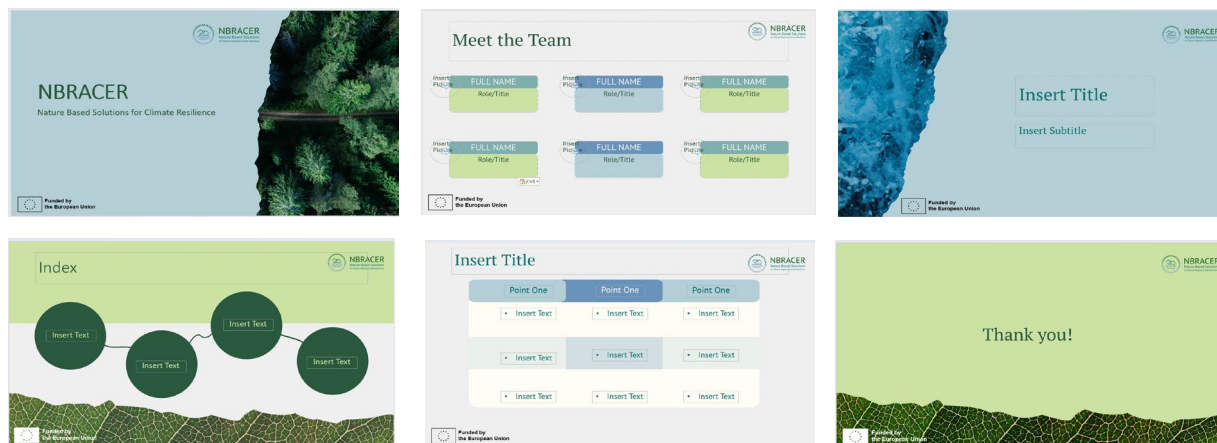


Figure 8: NBRACER PowerPoint Templates

A PowerPoint presentation template was designed and distributed to all partners shortly after the start of the project. Easy to use and versatile, the template adds value to the NBRACER brand and ensures the project's visibility when presented at events or conferences.

3.2 Deliverable template

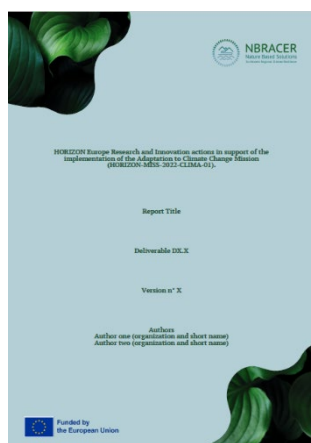


Figure 9: NBRACER Word template

A Word document template was also prepared and shared with all NBRACER partners shortly after the start of the project. Consistent with the NBRACER visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.

3.3 Typefaces

The typefaces to be used in documents such as Word, PowerPoint and other desktop applications should be:

PT Serif in bold for headers and titles abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789?.,;!/+-@	PT Sans for body text abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789?.,;!/+-@
---	--

Figure 10: Typefaces for documents

In order to ensure consistency across all deliverables and documents, the template includes strict guidelines. Fonts, images and tables to be used in the document are the following:

First level heading (use style: PT Serif ,18 pt, bold)

Body text: PT Sans, 11 pt

Second level heading (use style: PT Serif, 16 pt, bold)

Body text: PT Sans, 11 pt

Third level heading (use style: PT Serif, 14 pt, bold)

Body text: PT Sans, 11 pt

Fourth level heading (use style: PT Serif, 12 pt, bold)

Body text: PT Sans, 11 pt

For bullet list, use:

- Bullet 1

For number list, use:

1. Number 1



Figure 11: Example of a figure

Heading 1	Heading 2	Heading 3	Heading 4

Table 3: Example of a table

4 Online Tools

4.1 Website

The NBRACER public website (part of Task 8.1) was officially launched in December 2023: www.nbracer.eu. It will be continuously updated and will evolve with the lifecycle of the project, in line with the D8.2 - Communication and Dissemination Plan. As the main information entry point and delivery channel for results and progress achieved in NBRACER, the public website will disseminate the key messages to target audiences, inform on events, publications and activities of interest for the NBRACER community (news related to Nature Based Solutions and climate resilience regions–, as well as project deliverables, reports, etc.), and foster participation and engagement among consortium members.

4.1.1 Improving NBRACER's visibility and accessibility to external stakeholders

As part of our effort to increase the visibility and accessibility of NBRACER, the public website will provide stakeholders with the latest updates and enable them to contact relevant partners. To ensure that the website serves its purpose, we have taken into account the needs and questions that are most likely to interest external stakeholders.

Essential Project Information

- A description of the project and its scope
- The motivation behind the project and its relevance in climate change adaptation outlining its potential impact and benefits

- The project's objectives, outcomes, and methodology
- An overview of the project partners
- An introduction to the regions
- Deliverables of the project
- The latest news and events of NBRACER

The NBRACER public website will contribute to achieving the following objectives in terms of public communication:

- Promote and increase visibility of NBRACER to a wider audience
- Disseminate knowledge and results achieved in NBRACER
- Educate the target audience about the research carried out in Nature Based Solutions and climate resilience fields in the Atlantic biogeographical area
- Encourage collaboration between researchers, stakeholders, and similar projects in the field of Nature Based Solutions, climate change, and climate resilience
- Collect and make available all relevant public reports and project findings
- Educate the general public on the importance of transitioning towards climate resilience and the role of the NBRACER project.

Browser compatibility: The website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop, tablet or mobile phone.

4.1.2 Home Page

Key information on the project can be directly found from the homepage under the header and/or the different sections. Therefore, visitors have direct access to general information on:

- Journey through the regions,
- An interactive map with a link towards each region page,
- Main objectives,
- The project in figures,
- European Mission Adaptation to Climate Change.

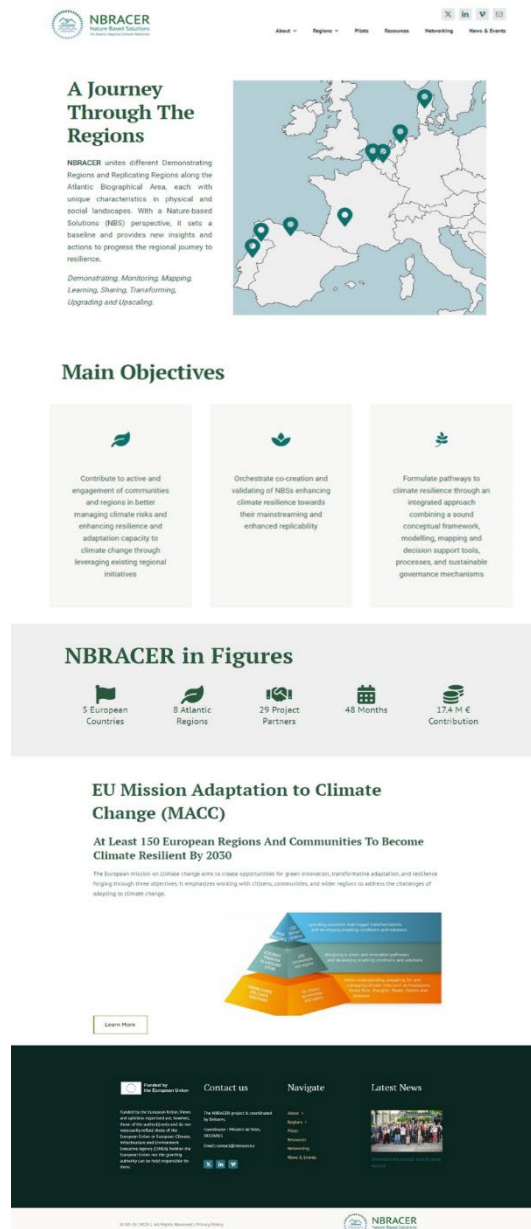


Figure 12: NBRACER website home page

In the footer (of all pages and not only on the homepage), users can find the EU funding emblem and acknowledgement, name of the coordinator, project's email address, links towards the project's social media accounts, and the latest articles published on the website.

4.1.3 Project

The "Project" section describes the context, Solutions Towards Climate Resilience. It presents what NBRACER is about, the three different landscapes where NBS will be applied and the different ways to explore the project by actions, an overview of the key community systems, the project's key exploitable products and methodology.

4.1.4 Partners

The “Partners” section presents the 29 NBRACER consortium members. It features the logo of each partner including affiliated entities, as well as a link towards their websites. Additional affiliated entities will be listed in the partners section once the amendment is submitted and accepted by EC.



Figure 13: Partners section

4.1.5 The Regions

This section is an introduction to the regions, defining which regions are demonstrating regions and which are replicating regions. The visitor can find a dedicated page of each region.

- Cantabria (ES)
- Cávado (PT)
- Central Denmark (DK)
- East-Flanders (BE)
- Nouvelle-Aquitaine (FR)
- Porto Metropolitan Area (PT)
- Province of Friesland (NL)
- West-Flanders (BE)

Each page presents an introduction of the region, facts and figures, **principal climate change challenges, existing strategic engagements, solutions to be involved in demonstrations or replications in the specific landscapes and regional coordinating and contributing partners.**

4.1.6 Pilots

This section will store information about the NBRACER key demonstrator pilots with detailed information about the NBS per landscape and region.

4.1.7 Resources

The “Resources” section gives access to the results of the project. It includes the public reports/deliverables, and publications in external journals or documents. Promotional materials produced during the project (flyers, fact sheets, etc.), articles, regions handbooks, will also be accessible from this page. All these documents and materials will be added to the page as they become available over the lifecycle of the project.

4.1.8 Networking

The “Networking” section will serve as a platform to connect with NBS and Climate Adaptation related projects, communities of practice (e.g., EU Mission Adaptation Community) and initiatives through bi-directional links. This will create a multiplier effect, allowing to connect with a broader range of audiences and have a more significant impact in EU and beyond.

4.1.9 News & Events

The “News & Events” section reports on the news related to NBRACER and that would be of interest for the project’s key stakeholders: press releases, general information on NBS and climate change, project updates, news from partners and sister projects, media features, etc.

The “Events calendar” is a tool presenting all of the past and upcoming events related to NBRACER. It features events organised as part of the project, as well as external events that could be of interest for partners and members of the NBRACER community.

4.2 Evaluation

4.2.1 User experience

As part of the revision of NBRACER communication strategy, a user experience analysis will be carried out of the NBRACER website to evaluate needs for further development.

4.2.2 Metrics

To understand how the website is used by visitors, an analytic tool like “ionos webstats”, GDPR compliance will be employed. Upcoming reports will provide insights regarding:

- Number of visits
- Most viewed pages
- Location – countries
- Downloads
- Hits

5 Social Media

Different social media channels, including LinkedIn and X, will be utilised throughout the project to communicate on the project and disseminate its results in an effective and impactful way. The following audiences will be targeted and engaged with across all platforms:

- NBS developers & scientific community (Academia and Research Organizations furthering the transformative adaptation agenda)
- Regions and communities: Local and regional stakeholders, local administrations, service providers, investors, etc., identified by the Demonstrating and Replicating Regions and beyond
- EU & national policy makers
- Civil society
- Businesses, private sector, service providers and investors that can implement IPs in DR and RR regions and beyond
- European and national institutions, networks, initiatives, and projects working at the nexus of climate adaptation, regional development, and innovation

- Relevant universities and research centres
- Climate journalists and other media

A first list of hashtags related to NBRACER has been developed and will be used to maximise the project's visibility on all channels.

NBRACER Hashtags	
#agriculture	
#AtlanticBiogeographicalArea	
#aquaticecosystems	
#cleanrainwater	
#climatechangeadaptation	
#climateresilientregions	
#criticalinfrastructure	
#ecosystems	
#ecosystems-services	
#erosioncontrol	
#EU_Funding	
#foodsystems	
#greenfilteringforwaterquality	
#health	
#keycommunitysystems	
#landscape	
#landdevelopment	
#landuse	
#marineandcoastallandscapes	
#NatureBasedSolutions	
#nature	
#NBRACER	
#NBS	
#RegionalLandscapes	
#RuralLandscapes	
#socialinnovation	
#soilmanagement	
#TransformativeAction	
#UrbanLandscapes	
#watercycle	
#waterbalance	
#watermanagement	
#waterquality	
#wellbeing	

Table 4: NBRACER-related hashtags

5.1 LinkedIn

A LinkedIn page was created for NBRACER, accessible using the following link:

<https://www.linkedin.com/company/nbracer>

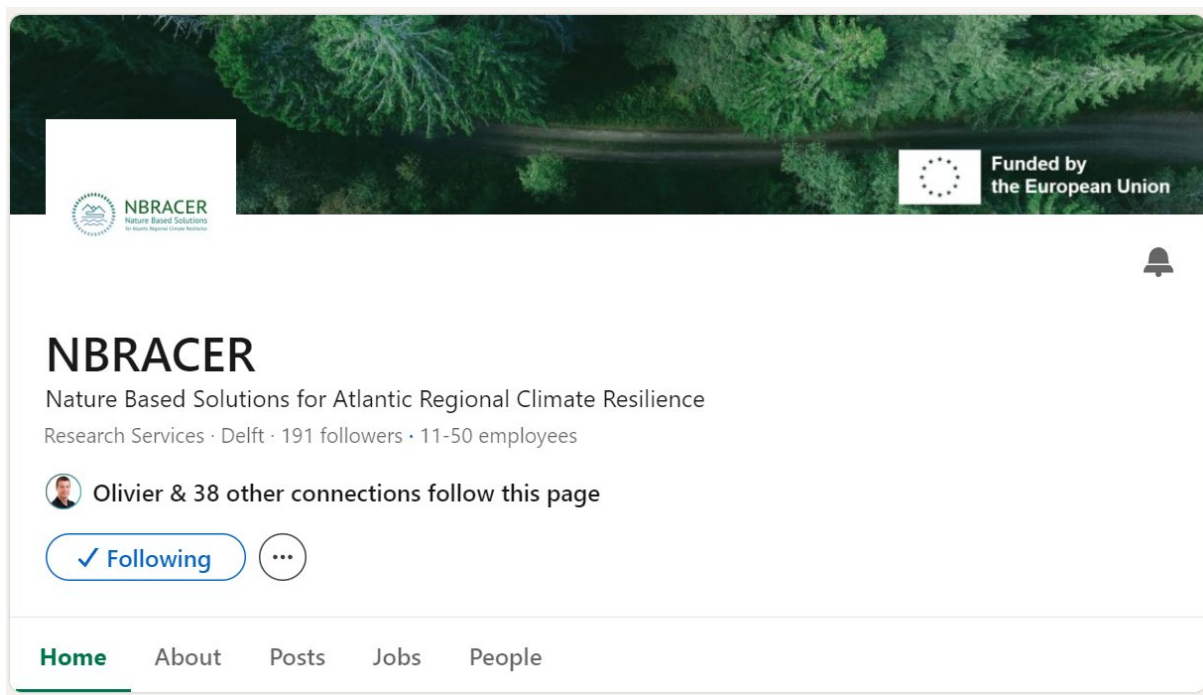


Figure 14: Official NBRACER LinkedIn page

5.1.1 Managing the NBRACER LinkedIn account with a specific focus

IID-SII will take charge of the NBRACER LinkedIn account on a daily basis. Targeting policy makers, researchers, and project stakeholders, including consortium members, advisory board members, and end-user group members will be a priority. As a partner, IID-SII will aim to be as responsive, efficient, and proactive as possible on the channel. Below are the steps we'll take to achieve this:

- Post or share at least one item bi-weekly;
- Respond to users who mention @NBRACER;
- Follow and engage with users who post content related to climate change and NBS;
- Monitor specific keywords, mentions, and trending hashtags to stay up-to-date.

5.2 X (Twitter)

An official NBRACER X page was created under the handle @NBRACER_EU.

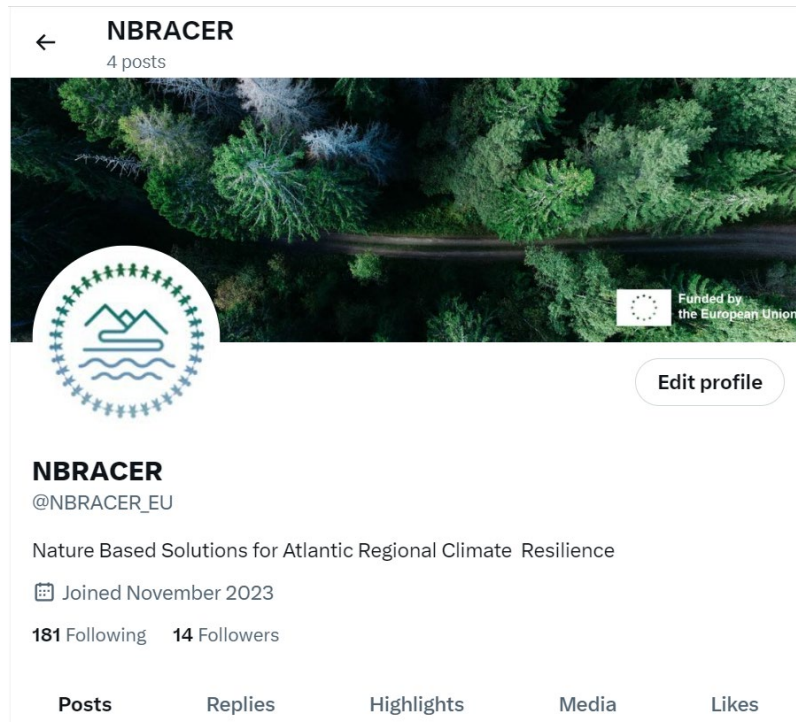


Figure 15: Official NBRACER X page

X will serve as one of the primary channels to foster online community and promote project outcomes under three main objectives:

- Establish connections and interact with the target audience;
- Share insights on NBS and climate resilience;
- Increase project visibility to the general public, journalists, and policy makers.

To ensure the NBRACER X account remains active, the following actions will be taken:

- At least one tweet or retweet will be posted bi-weekly;
- Users who tweet or mention @NBRACER_EU will receive a response;
- Users who share content related to NBRACER activities will be followed and engaged with;
- Specific words, mentions, and trending hashtags will be tracked to facilitate proactive engagement.

6 Communication Materials

6.1 Standard Presentation slides

To facilitate the project dissemination, a set of standard presentation slides based on the project's template has been developed. This enables the consortium members to easily present the project at external events and meetings, in line with the project's overall strategy. The two main objectives of this initiative are:

- Saving consortium members' time by providing them with a standard presentation that can be used in different contexts.
- Equipping partners with the proper tool to deliver a compelling and visually appealing presentation of the project.

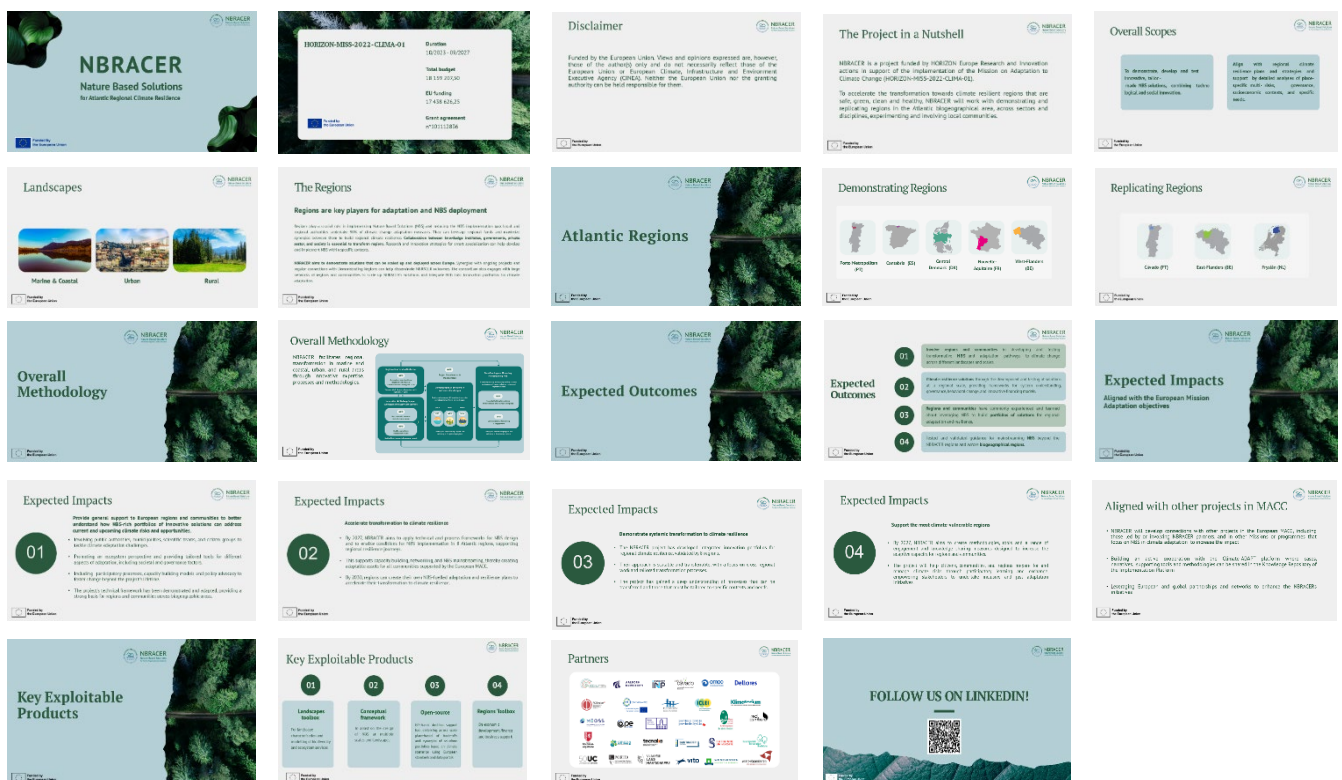


Figure 16: NBRACER standard presentation

6.2 Video

The NBRACER Kick-Off meeting video is available through this link: [NBRACER - Kick-off meeting \(vimeo.com\)](https://vimeo.com/NBRACER-Kick-off-meeting)

During the Kick-Off meeting, IID-SII and Deltares worked together to develop a series of video-interviews, that includes an introduction of each DR and RR, the challenges that they are facing, their motivations to implement NBS, the landscapes constituting their region and the opportunities that they identify by being part of NBRACER for local communities, regions and for Europe.

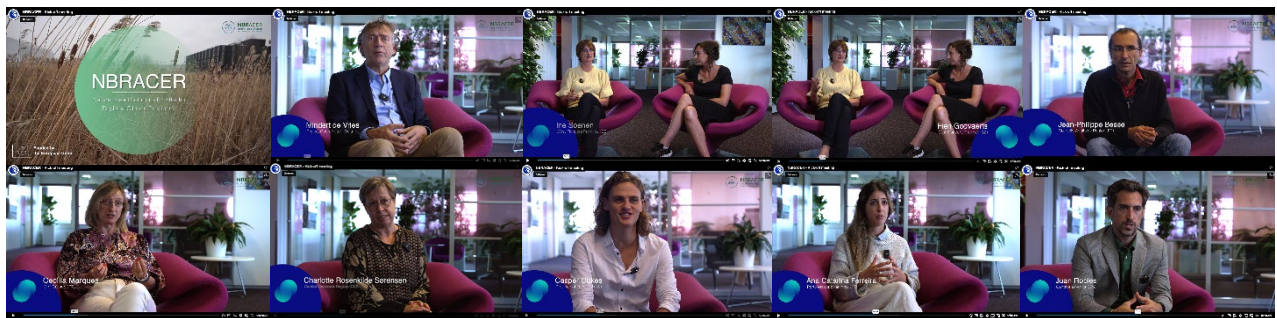
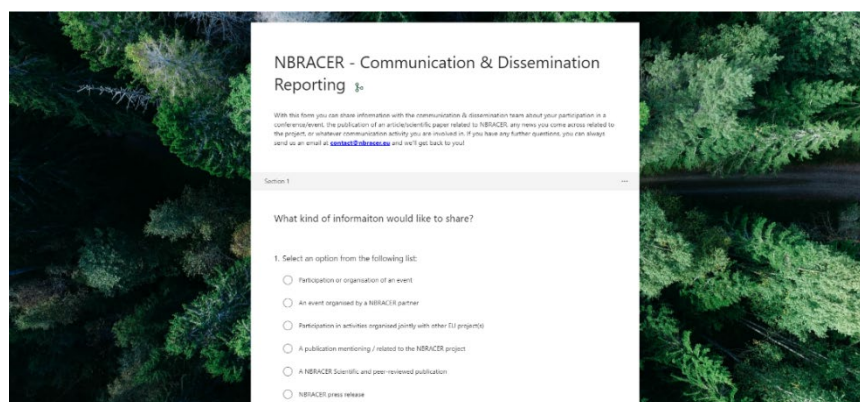


Figure 17: NBRACER Kick-off meeting video

6.3 Communication and Dissemination form

A communication and dissemination form was created for partners to share information with the communication team about their participation in conferences, events, publication of an article or scientific paper related to NBRACER, or any other communication activities that the partners are involved in. Using the 'Communication and Dissemination Form' is highly recommended for partners to ensure inputs for the project newsletters, website newsroom and social media channels to be up-to-date with relevant content. The content gathered will further be used for the communication and dissemination reporting and to track the impact of the project.



NBRACER - Communication & Dissemination Reporting

With this form you can share information with the communication & dissemination team about your participation in a conference/event, the publication of an article/scientific paper related to NBRACER, any news you come across related to the project, or whatever communication activity you are involved in. If you have any further questions, you can always send us an email at communication@nbracer.eu and we'll get back to you!

Section 1

What kind of information would like to share?

1. Select an option from the following list:

- ☐ Participation or organisation of an event
- ☐ An event organised by a NBRACER partner
- ☐ Participation in activities organised jointly with other EU project(s)
- ☐ A publication mentioning / related to the NBRACER project
- ☐ A NBRACER Scientific and peer-reviewed publication
- ☐ NBRACER press release

Figure 18: NBRACER Communication and Dissemination Form

6.4 Compiling the Communication Toolbox for partners

In order to facilitate the direct access to the communication materials, a Communication Toolbox resource visual was created and shared with partners. It is an interactive infographic, where the partners can click to be directed to the NBRACER brand guidelines, templates (PowerPoint and deliverable templates), project presentation, website, video interview, form for communication and dissemination reporting and social media.



Figure 19: NBRACER Communication Toolbox for partners

Conclusion

The NBRACER visual identity, official website and social media channels have been created during the first three months of the project. It is highly recommended that partners review these guidelines when preparing any communication and dissemination material to promote NBRACER and its results, and/or present the project at conferences, events, workshops, or meetings with stakeholders. The communication materials described in this document may evolve during the lifetime of the project, and additional materials will be created to address emerging communication needs.