



**Online discussion of different versions of the logo, leaflet,
templates, poster and website interface**

Milestone MS30

28 May 2015

Iliyana Kuzmova, Pavel Stoev, Margarita Grudova, Lyubomir Penev

Pensoft Publishers

Dissemination level
Restricted

ESMERALDA

**Enhancing ecosystem services mapping
for policy and decision making**



Table of contents

Preface	3
Summary	3
1. ESMERALDA branding & promotional materials	3
1.1. ESMERALDA Logo	3
1.2. Stickers	4
1.3. ESMERALDA brochure	4
1.4. ESMERALDA Poster	6
2. ESMERALDA corporate identity templates	7
3. ESMERALDA social media accounts	7
4. ESMERALDA content management system (CMS)	9
4.1. ESMERALDA external website	10
4.2. ESMERALDA Internal Communication Platform	11

Preface

WP6 has as its main objective the effective promotion and dissemination of ESMERALDA research across stakeholders and the general public. To ensure effective communication, both external and internal, Pensoft has produced a number of promotional tools and materials as a part of the project branding. The following report describes these tools, the process of their discussion with the consortium and their approval, as well as their current and future implementation within the project communication strategy.

Summary

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 and a web platform comprising an external website and Internal Communication Platform (ICP) were developed in the first 3 months to form the backbone of both project internal communication and public visibility.

In addition various dissemination materials such as an ESMERALDA brochure and a poster were produced in high quality print versions for rising awareness at events. The material has as well been uploaded in the Media Centre of the website, to be available to anyone interested.

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

Accounts have been also set in 4 social media channels (Twitter, Facebook, Google +, and LinkedIn) to ensure the widest possible impact and outreach of ESMERALDA related results, news and events and to engage the 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 closure of the project.

1. ESMERALDA branding & promotional materials

1.1. ESMERALDA Logo

Several versions of the logo were designed by Pensoft to reflect a concept developed by the coordinating team lead by Dr. Benjamin Burkhard and were consequently passed on for online discussion to the project's Executive Board and the broader consortium, before its final approval. (Fig.1)



Figure 1: ESMERALDA project logo suggestions and the winner.

The logo is designed to help the external audience to easily identify ESMERALDA and contributes to the project visibility by providing a corporate identity from the very beginning of the project.

1.2. Stickers

The ESMERALDA logo was used to create a promotional sticker, distributed for the first time to project partners at the Kick-off meeting in order to increase visibility of the project and to promote it in the community (Fig. 2).



Figure 2: ESMERALDA laptop sticker

1.3. ESMERALDA brochure

The ESMERALDA 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, 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.

Project partners

- Christian Albrechts University Kiel, Germany (CAU)
- Baltic Environmental Forum, Latvia (BEF)
- Finnish Environment Institute, Finland (SYKE)
- Regional Environmental Centre, Hungary (REC)
- Autonomous University of Madrid, Spain (UAM)
- Hungarian Academy of Sciences, Hungary (MTA OK)
- University of Nottingham CEM, UK (UNOTT)
- Instituto Superior Técnico, Portugal (IST)
- University of Trento, Italy (UNITN)
- University of Bucharest, Romania (UB)
- Pensoft Publishers Ltd, Bulgaria (PENSOFT)
- UNEP WCMC, UK (WCMC)
- Free University of Amsterdam, the Netherlands (VU)
- Paris-Lodron University Salzburg, Austria (PLUS)
- Flemish Institute for Technological Research, Belgium (VITO)
- University of Poznan, Poland (UPOZ)
- Bulgarian Academy of Sciences, Bulgaria (NIGGG BAS)
- Institute for Environmental & Agricul. Science & Research, France (IRSTEA)
- Global Change Research Centre, Czech Republic (CVGZ)
- Malta College of Arts, Science and Technology, Malta (MCAST)
- Foundation for Sustainable Development, the Netherlands (FSO)
- University of Copenhagen, Denmark (UCPH)
- ETH Zürich, Switzerland (ETH Zurich)
- Naturvårdsverket, Sweden (SEPA)
- Joint Research Centre, European Commission (JRC)

ESMERALDA

Keywords
ecosystem services, mapping, assessment, Europe, network, biodiversity strategy, ecosystem restoration, policy making, flexible methodology

Consortium
25 partners from 20 European countries

Duration
February 2015 – July 2018

Website
www.esmeralda-project.eu

Project coordinator
Dr. Benjamin Burkhard, Christian Albrechts University Kiel

Contact
Dr. Benjamin Burkhard; bburkhard@ecology.uni-kiel.de
Christian Albrechts University Kiel (CAU)
Institute for Natural Resource Conservation
Olshausenstr. 40
24098 Kiel
Germany

Enhancing ecosystem services mapping for policy and decision making

EU Horizon 2020 Coordination and support action

This project receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 642007.

Background

Mapping and assessment of ecosystems and their services (ES) are core to the EU Biodiversity (BD) Strategy. They are essential if we are to make informed decisions for the future of European biodiversity. Action 5 sets the requirement for an EU-wide knowledge base designed to be:

- a primary data source for developing Europe's green infrastructure;
- a resource to identify areas for ecosystem restoration, and;
- a baseline against which the goal of 'no net loss of BD and ES' can be evaluated.

In response to Action 5 requirements ESMERALDA aims to:

- create ES mapping and assessment strategies in the EU member states;
- deliver a flexible methodology for pan-European, national and regional ES mapping and assessment;
- share experience through active dialogues and co-creation of knowledge, and;
- mobilise all relevant actors, increase participation of citizens in science and decision making.

ESMERALDA will

- coordinate and streamline existing European ES research, exchange of information, data and methods;
- strengthen existing networks and create new European collaborations between ES scientists, practitioners, policy makers and wider society;
- link European and national research and funding activities with international activities;
- create innovative ES mapping and assessment methods and cross-disciplinary systemic approaches;
- build on existing knowledge and experience, to enhance mapping and assessment of ecosystems and their services;
- support national stakeholders to carry out their obligations in relation to the EU BD Strategy and national requirements, and;
- develop a Strategic Research Agenda (SRA) for ES mapping and assessment to enable long-term ES-based management strategies.

Main outcomes

- an overview of the state of ES mapping and assessment in EU member states;
- a flexible methodology and tiered approach for ES mapping, valuation, accounting and assessment;
- methods for developing high quality and consistent information on the condition of ecosystems and their services;
- exemplar applications from selected representative case studies (agriculture, forestry, marine areas, others);
- an online data sharing system for maps;
- a set of practical policy recommendations;
- a set of recommendations for the future development and implementation of related policies, and;
- practical guidance, data and tools for using BD and ecosystem-related data in other policies.

ESMERALDA consortium: 25 project partners, 20 European countries, 4 linked Baltic and Balkan countries.

www.esmeralda-project.eu

Figure 3: ESMERALDA project brochure.

1.4. ESMERALDA Poster

The ESMERALDA poster was produced at the beginning of the project with eye-catching design, to introduce the project at conferences and meetings. The poster reflects the main ESMERALDA 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.

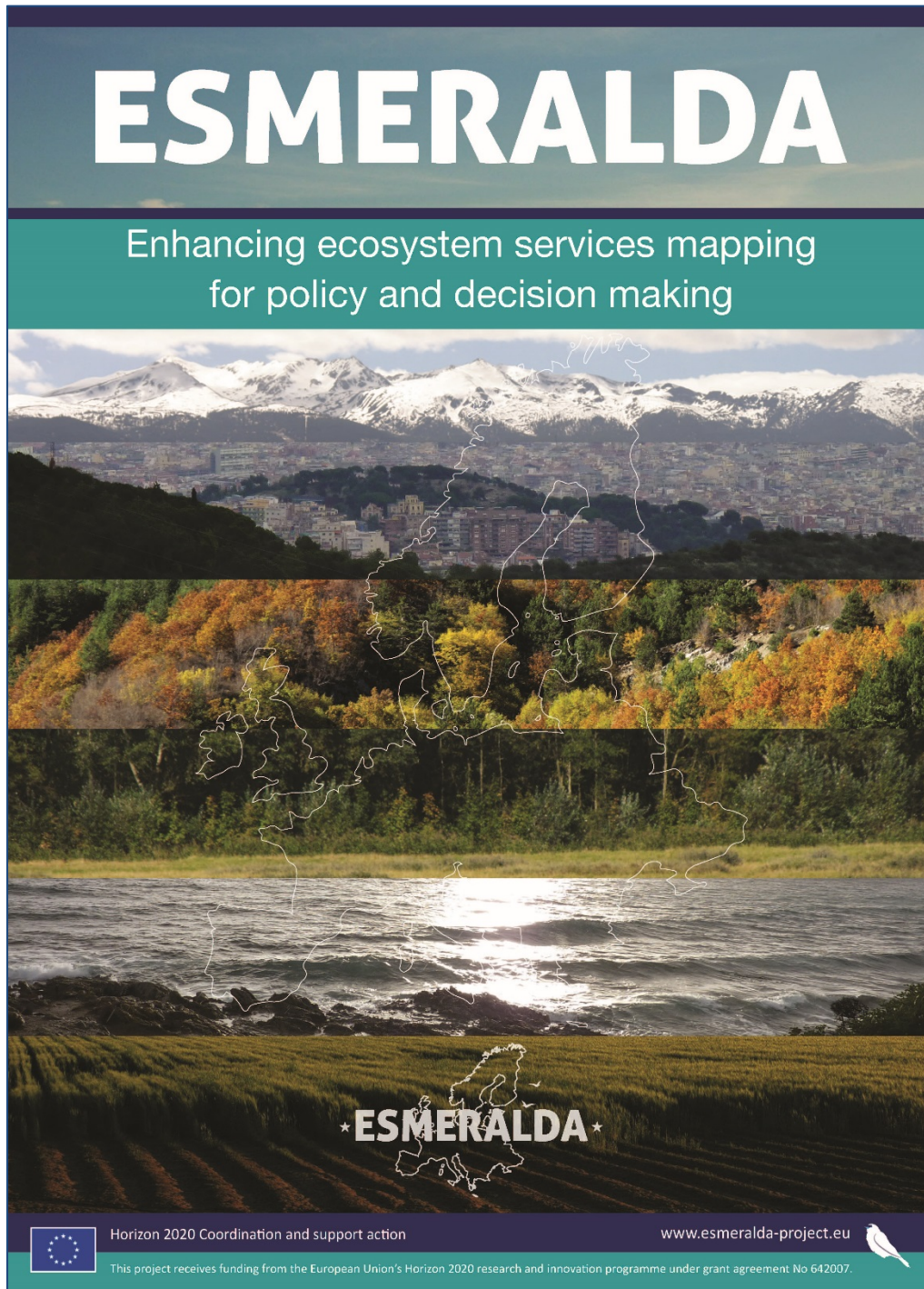


Figure 4: ESMERALDA project poster.

2. ESMERALDA corporate identity templates

ESMERALDA corporate identity templates were designed in the very beginning of the project implementation. These include:

- Milestone reports
- Deliverable reports
- Policy and technical briefs
- Power point presentation
- Meeting agenda and minutes

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

- ESMERALDA project logo
- Suggests the information necessary to be included in the specific document

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

3. ESMERALDA social media accounts

To increase the project visibility and to promote ESMERALDA related news and results, Pensoft has also created accounts in 4 major social networks, namely Twitter, Facebook, Google+, and LinkedIn (Figs. 5-8). The accounts have been created to reflect the general project branding in an engaging, interactive way. Each account aims at a different group of users reflecting the specificities of the network itself. An email blast was sent during M4 of the project to invite partners to have a look at the website and social media and send their suggestions and comments regarding the social media accounts.

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





Figure 5: ESMERALDA Twitter account



Figure 6: ESMERALDA Facebook page

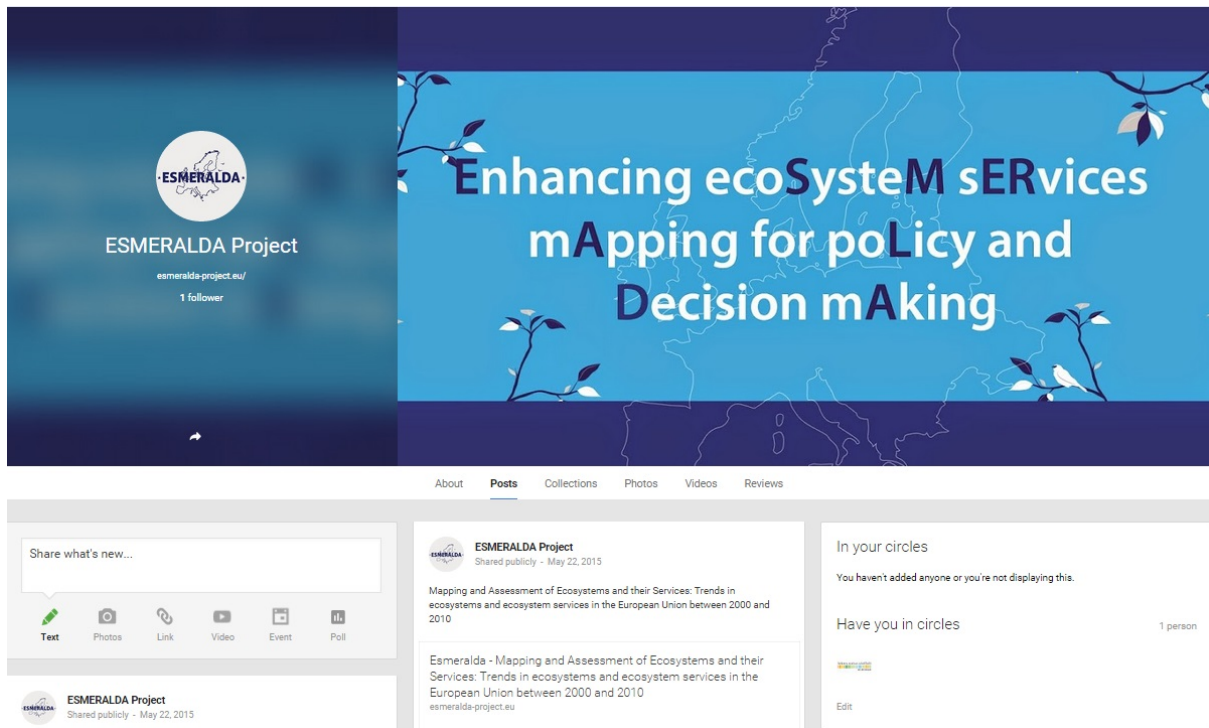


Figure 7: ESMERALDA Google + account

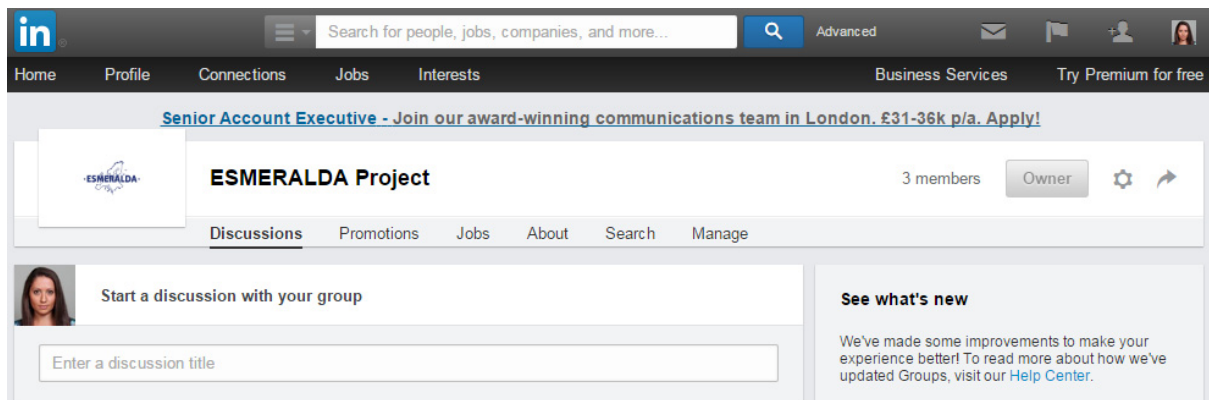


Figure 8: ESMERALDA LinkedIn account

4. ESMERALDA content management system (CMS)

The ESMERALDA website platform has been created to serve as a Project Content Management System (CMS) on two levels: (i) internal communication within the consortium and (ii) external communication and dissemination of the project objectives and results. The two main components developed by Pensoft are a public website (www.esmeralda-project.eu) and the Internal Communication Platform (ICP) accessible only by authorised users and designed specifically to facilitate communication within the consortium.

The website and the ICP were presented to partners during the project Kick-off meeting 5-7 May 2015. Partners were then invited to comment on these components, both at the meeting and afterwards through an email blast sent. The ESMERALDA website and ICP are subjects to change and improvement with recommendations and good practices adopted throughout the project's lifetime.

4.1. ESMERALDA external website

The ESMERALDA public website (Fig. 9) was developed by the Pensoft team in close cooperation with the project coordination team. 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 featuring:
 - Highlights: 3 recent news stories of relevance
 - Live Tweet feed
 - Member login area
 - Feedback, RSS and Newsletter subscription forms
- The project: introducing the rationale and aims of the project
 - Main outcomes: introducing the project objectives and expected results
 - Work Packages: Introducing the WPs and their focus of involvement in the project
- Partners: presenting the different project partners
- Online library: dedicated to all ESMERALDA deliverables, publications and other documents of interest
- News: introducing the project news and other news of relevance
- Events: specific section to display the upcoming project events and other events of relevance
- Media Center: a place where all outreach materials are made available and can be freely downloaded
 - Partner posters
 - Posters
 - Brochures
 - Press releases
 - Logo
 - Newsletter
 - Photo Gallery
- 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 ESMERALDA social networks profiles in Facebook, Twitter, Google+, LinkedIn.

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

Figure 9: ESmeralda website home page

4.2. ESmeralda Internal Communication Platform

The ICP of ESmeralda was developed by the Pensoft IT team to serve as a communication hub and content management system of the ESmeralda consortium.

A login button allows easy access to the restricted area for all registered users (Fig.10). The ICP serves for exchange of various types of information such as: documents related to the project management, datasets, results, coordination decisions, timetables, presentations, and materials, and for reporting among partners.

The ICP provides convenient and appropriate mechanisms to facilitate the free flow of all sorts of information. At a glance, it has the following main features:

- **Mailing module:** Users can send emails to one or more project participants after logging in 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, the affiliation, contact details and additional information.
- **Internal events:** a regularly updated time schedule for the work within the different work packages is placed on a prominent location of the Intranet pages. It contains information on the events (deliverables and milestones) to be delivered during the whole project lifetime - type and title of event, due date, description, participants and contact information.
- **Calendar:** the purpose of this section is to enable the visitors to easily spot and access the latest project information.
- Upload of **News, Events** and documents for the **external Online Library**
- **Dissemination Report Forms** – designed to facilitate the reporting of the ESMERALDA dissemination activities and make the intermediate results progressively available.



Figure 10: Member area log in.