An engaging and dynamic website to engage with policy makers, practitioners, business actors and researchers

WP6: COMMUNICATING AND EXCHANGING KNOWLEDGE AND
ENGAGEMENT
TASK 6.2: ESTABLISH AN ENGAGING AND DYNAMIC WEBSITE FOR MAIN
COMMUNICATION AND KNOWLEDGE EXCHANGE AND DELIVER A STRONG
PROJECT BRAND

Deliverable D6.2 & Milestone 22

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RestPoll
**Restoring Pollinator habitats across European agricultural
landscapes based on multi-actor participatory approaches**

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Project acronym:	**RestPoll**
Project full title:	**Restoring Pollinator habitats across European agricultural landscapes based on multi-actor participatory approaches**
Start of the project:	Oct 2023
Duration:	48 months
Project coordinator:	Professor Alexandra-Maria Klein
	University of Freiburg, Freiburg, Germany
	www.restpoll.eu

Deliverable title:	An engaging and dynamic website to engage with policy makers, practitioners, business actors and researchers
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Nature of the deliverable:	DEC —Websites, patent filings, videos, etc.
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Preface

The objective of work package 6 "Communicating and exchanging knowledge and engagement" is to upscale and broaden pollinator conservation through effectively communicating the project results and engaging diverse actors in the uptake and future use of the results. As part of work package 6, task 6.2 must be completed. This task is to create a functional project website and unique project branding. Therefore, a recognisable project identity was created, and a number of materials were produced. Furthermore, milestone M22 must be reached. This milestone entails launching of the website and making it fully functioning available.

This report describes the process of creation of means for successful dissemination, communication and knowledge transfer, as well as their current and future implementation within the project. Work package 6 also aims to provide an optimal level of popularisation of project results by promoting and disseminating them across stakeholders and the general public. Therefore, project branding for all project-related materials and the project website has been established as part of task 6.2.

Summary

This report presents the initial project website and branding materials that showcase the project's visual identity and overall corporate appearance. 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. Therefore, the project logo, project promotional materials, brand guide, and a public website (www.RestPoll.eu) were created in the first 6 months of the project to form the main tools of project public visibility.

The project's logo has been communicated and coordinated with all project partners. The RestPoll brand guide was created to provide a consistent visual representation of the project. This has been made available on the project website. A set of corporate templates was also produced and made available to the partners to facilitate future dissemination and reporting activities such as milestones, deliverable reports and PowerPoint presentations, etc. The project website is completely developed as the main dissemination channel. Updates and additional information such as publications and other documents shall be added to the website throughout the duration of the project.

Templates will also be produced and uploaded to the member area of the RestPoll website to be available to the project partners to facilitate future dissemination and reporting activities such as letters, milestones and deliverable reports, PowerPoint presentations etc.

Accounts have been also set on social media channels (Twitter/X, Facebook, Instagram, Mastodon, LinkedIn, BlueSky and YouTube) to ensure the widest possible impact and outreach of RestPoll related results, news and events and to engage the interested parties in a virtual community. Content to be shared consists of the reoccurring columns in the recognizable RestPoll branding.

Although the official funding period for the project concludes in September 2027, the activities for the project shall continue until September 2029. The longer-term impact of the project's results will be secured by maintaining the website and social media

channels for a minimum of 2 years after the conclusion of the project. Materials such as policy recommendations, tool kits and educational materials shall still be additionally disseminated through other channels, such as the Horizon Dashboard and Horizon Results Platform. Papers published during this period will be made available as well as mentioning future or potential follow-up projects. In addition, a dissemination and exploitation plan will be shared in month 18 and revised in month 36 of the project.

1. Project branding and promotional materials

1.1. LOGO

The project logo was designed to help the external audience to easily identify RestPoll and it contributes to the project visibility by providing a corporate identity from the very beginning of the project. The logo for RestPoll has been developed in close collaboration with the RestPoll coordinator and project manager and in discussion with all project members. The logo was made available to the consortium to use in official communication.

For the purpose of better visual representation and a higher suitability of the logo for all marketing purposes of RestPoll, the project logo was developed in four versions – the original version (Fig. 1), a diapositive version (Fig. 2), a version in black and white (Fig. 3) and a version in black and white with a black background (Fig. 4). Various versions of the original logo can be used. When it is used on a dark background a part of the logo can disappear. In that case the diapositive version of the logo can be used. This ensures that the entire logo is clearly visible and is easy to read. Furthermore, the logo can be used in black and white when colour is not used. In this case there is also a variant with a darker background where the entire logo is visible and easy to read.

Fig. 1 RestPoll logo (original version).

Fig. 2 RestPoll logo (diapositive version version).

Fig. 3 RestPoll logo (Black and white version).

Fig. 4 RestPoll logo (Black and white with a black background version).

The RestPoll logo serves as the basis for all further promotional materials, as well as the website, in order to ensure consistent branding across all dissemination tools. All versions of the logo can be found and downloaded on the RestPoll website.

2. Project branding

Project branding consists of for example the logo and branding such as a PowerPoint template and brand guide. Project communication is all based on the input from the brand guide. All items can be found on the website for RestPoll.

2.1. BRAND GUIDE

The RestPoll brand guide contains all essential guidelines to the RestPoll visual identity. The guide is meant to serve as a reference point for all project partners, aiming to guarantee a consistent and continuous presentation of project outputs, such as promotional materials. It includes requirements for communication materials and various versions of the logo visual materials that aim to promote and strengthen the visual identity and corporate image of the project. Furthermore, it includes instructions for use of colours, typography, images and icons. The brand guide can be found on the RestPoll website.

2.2. CORPORATE IDENTITY - POWERPOINT TEMPLATE

A PowerPoint template in the corporate identity of RestPoll was created for all project partners use a consistent visual presentation in PowerPoint on project-related topics. The template incorporates the RestPoll project logo and suggests the information necessary to be included in the PowerPoint presentation. Templates in PowerPoint have been created for all partners to use when giving presentations on RestPoll. It is in line with the branding of RestPoll. This template is for both internal and external use. The template acts as the basis for the presentation. The presenter can add or delete slides as they see fit. It is made available and easy to access for all partners upon accessing the internal repository of the project's website (via login).

2.3. WEBSITE

The RestPoll public website (www.RestPoll.eu) (Fig. 1) was designed to act as an information hub about the project's aims, goals, activities and results. The website serves as a prime public dissemination tool making the project deliverables and published materials available to all stakeholders and the general public. The events organized by RestPoll or of relevance to the project are also announced through the website, as well as all major developments of the project itself and those related to the project. Published open access scientific output is also included in the project's public library on the project website. Updates and additional information such as a social

media feed, publications and other documents shall be added to the website throughout the duration of the project. Content from the reoccurring columns shall be added to the website as news items.

The website is comprised of separate information pages with project background information, news, events, 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**: contains introductory information about RestPoll as well as highlights pane featuring the latest news from the project.
- **About**: introduces the rationale, vision and objectives of the project, as well as the different work packages and their focus of involvement in the project.
- **Partners**: presents the different project partners in a visually engaging way.
- **News**: a separate page dedicated to all RestPoll outputs (announcement of recent publications, deliverables and other documents etc.) presented in an engaging and informative manner. It also includes news articles on all RestPoll-organised and RestPoll-relevant events.
- **Publications**: this page contains research articles, reports and information for stakeholders.
- **Media**: contains all outreach materials such as logos and press releases made available and can be freely downloaded.
- **Contact**: this page contains contact information for RestPoll coordinator Alexandria-Maria Klein, including social media profiles.
- **Member area**: an internal communication platform is available only to project partners upon login. This gives access to documents such as the brand guide, templates, information on reporting and work packages.

The website also provides direct links to the RestPoll social networks profiles in Facebook and Instagram, as well as a feedback submission button and a newsletter subscription form. In the future the website shall include a social media feed. The website was officially launched in November 2023, before the Kick-Off meeting.
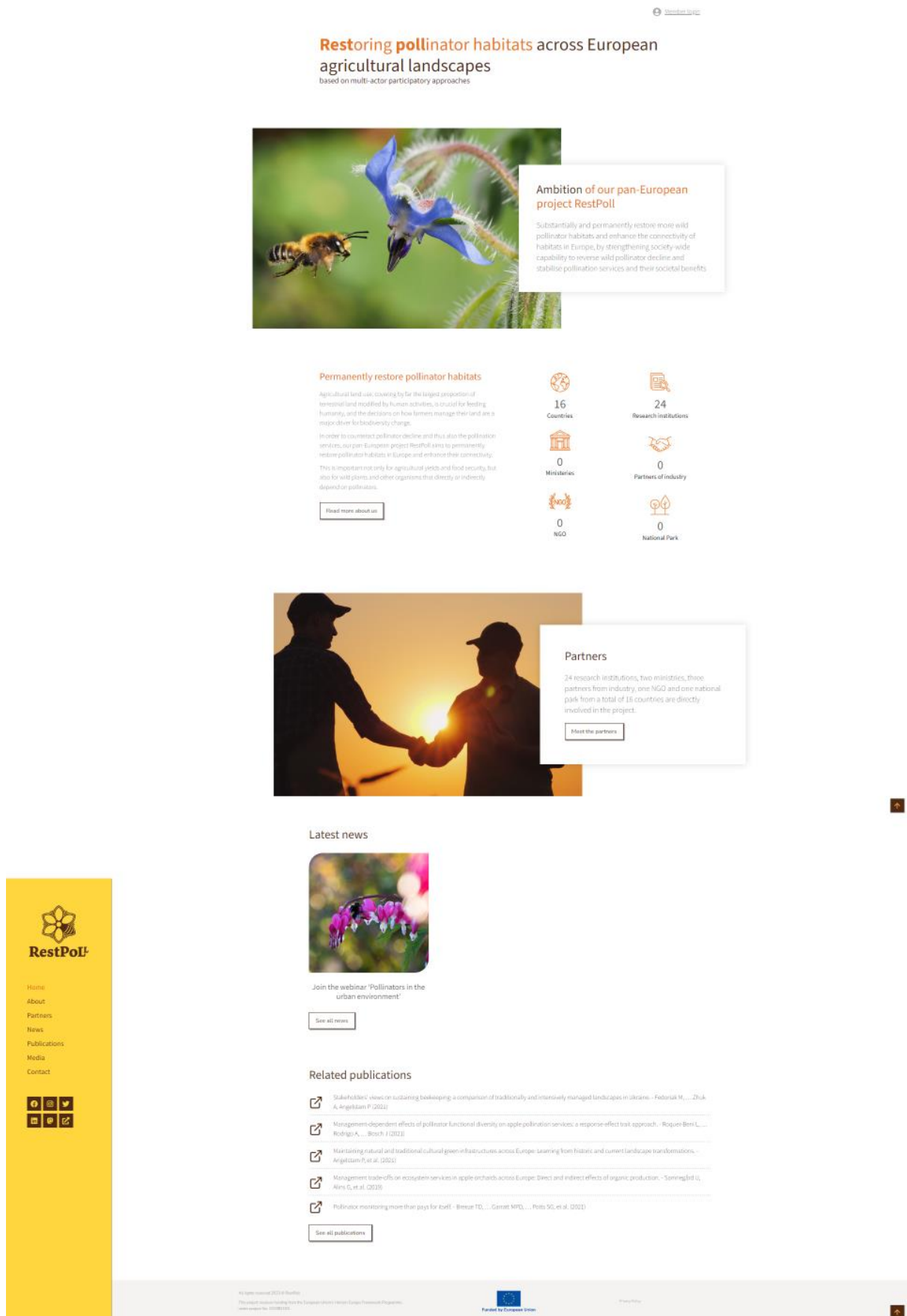
Figure 1 RestPoll website

3. Conclusion

The RestPoll project website and branding are an integral part of the communication strategy and action of the project. The corporate visual identity of RestPoll was integrated in the project's website and all future promotional materials to create an engaging environment for facilitation the main communication and dissemination outputs of the project. With the goal to disseminate project outputs to stakeholders and the general public through various communication channels, a set of promotional materials have been created within the first 6 months of the project. To maintain a consistent project identity and keep the relevant target groups well informed, the website will be updated on a regular basis, and promotional materials are created with the most recent project updates. All elements of the visual identity of RestPoll will be used during and beyond the project lifetime.