INSPIRE

Innovative Solutions for Plastic Free European Rivers

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Communication Kit
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[1] Dissemination level: **PU:** Public, **SEN:** Sensitive, **CL:** EU Classified, information as referred to in European Commission Decision 2015/844

[2] Type of deliverable: **R: Document,** Report, **DEM:** Demonstration, pilot, prototype, **DEC:** Website, patent filing videos, **DMP:** Data Management Plan, **Ethics:** Ethics deliverable

Executive Summary

This document describes the communication toolkit developed within INSPIRE under Task 6.2.

The INSPIRE communication toolkit refers to a collection of materials and communication tools designed to assist the INSPIRE partners in effectively communicating and to enhance the overall effectiveness of communication about the INSPIRE project across various channels. Templates for a digital flyer, posters, presentations, rollup and press wall are currently foreseen, as well as a few sustainable gadgets and a project video. Additionally, structured templates facilitate the collection of relevant information from project partners for dissemination, communication and community engagement activities. Excel files provide clear overview of planned actions, ensuring streamlined coordination and tracking.

The Communication Kit will further grow throughout the project, based on specific needs for events and activities.

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1. Introduction

A communication toolkit plays a pivotal role in ensuring effective dissemination and outreach strategies, fostering transparent and comprehensive communication among project stakeholders. It serves as a cohesive set of tools, resources, and guidelines designed to facilitate the clear and targeted delivery of project objectives, milestones, and outcomes to various audiences, including the scientific community and the general public. A well-structured communication kit not only enhances the project's visibility and credibility but also promotes knowledge transfer and engagement, thereby maximizing the societal impact of the research and innovation endeavours supported by Horizon Europe. By providing a standardized framework for communication, the kit assists project teams in conveying complex scientific information in an accessible manner, ultimately contributing to the successful implementation and dissemination of research findings within the broader European and international context.

The INSPIRE project's communication toolkit is thoughtfully designed with a commitment to flexibility and adaptability, exemplified by the choice to create all materials in open file formats. This strategic decision empowers INSPIRE partners to seamlessly reuse and adapt communication elements based on the specific requirements and evolving needs of various project activities. By providing open files for graphics, documents, and templates, the toolkit ensures that collaborators can easily modify content, tailor messaging, and incorporate project updates without encountering the limitations associated with proprietary formats.

The communication Toolkit is part of the INSPIRE community engagement, communication and dissemination strategy, which has been defined in D6.1.

2. Toolkit

2.1 Visual identity

The visual identity is at the heart of establishing a coherent and consistent image of the project. Project partners should respect the INSPIRE visual identity when presenting deliverables and project results. This will ensure the projects visibility in a harmonized way, making materials traceable throughout the project and beyond. The INSPIRE logo and colour palette is presented in Figure 1 and the visual representation in Figure 2.
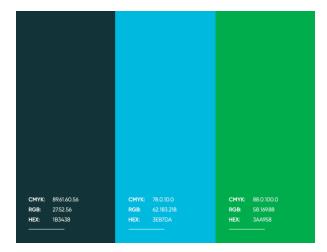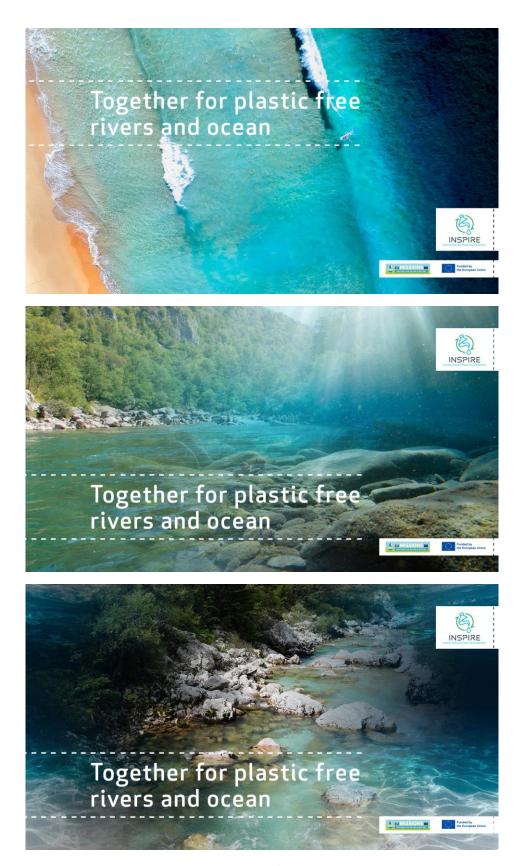
Figure 1. INSPIRE logo and colour palette.

Figure 2. INSPIRE visual representation.

2.2 Digital flyer

A digital flyer is a promotional or informational document that is created and distributed in digital format rather than being printed on paper. Like traditional paper flyers, digital flyers are designed to convey a message, promote an event, or provide information about a product, service, or cause. The key advantage of digital flyers is their ease of distribution and the ability to reach a broader audience online.

The digital flyer will contain a QR code, which directs the interested party to the project website.

Figure 3. Template of INSPIREs project digital flyer.

2.3 Poster templates

INSPIRE poster templates are generated to ensure consistent and visually appealing communication of the project goals, progress, and outcomes, facilitating effective dissemination of information to the research community, stakeholders and the wider audience. The templates also streamline the design process, saving time and maintaining a cohesive visual identify of the project. Poster templates for the broader audience and the scientific community are presented in Figure 4 and Figure 5, respectively.

Together for plastic free rivers and ocean

Figure 4. INSPIRE poster templates for broader audiences.

Figure 5. INSPIRE poster templates for scientific events.

2.4 Rollup and Press wall

A project rollup and press wall enhance project visibility at events, conveying a professional image with consistent branding, providing a versatile and eye-catching backdrop for photo opportunities, and ensuring memorable displays that contribute to a cohesive and impactful project representation.

Figure 6. INSPIRE rollup and press wall templates.

2.5 Sustainable gadgets

INSPIRE-branded gadgets, such as reusable bags, enhance a project's image. By choosing sustainable materials and manufacturing processes, these gadgets contribute to, showcasing the project's commitment to environmental responsibility. Additionally, they can serve as tangible reminders of the project's values and objectives, fostering a positive association with sustainability among stakeholders and the broader audience.

Figure 7. INSPIRE-branded reusable bags and drinking cups.

2.6 PowerPoint presentation templates

A PowerPoint template linked to the visual identity of a project contributes to professionalism, brand consistency, and efficiency, ultimately enhancing the overall effectiveness of project-related presentations. Two formats have been defined: 4:3 and 16:9. The 4:3 format, with its more square-like dimensions, is a traditional choice and may be preferred in settings where older display technologies or projectors with lower resolution are in use. On the other hand, the 16:9 format, characterized by a widescreen aspect ratio, is well-suited for modern high-definition displays and is increasingly popular due to its cinematic feel. Having both formats available allows presenters to seamlessly adapt their content to different screen types and audience expectations, ensuring a visually optimized and professional presentation regardless of the technological context.

The INSPIRE PowerPoint template is presented in Figure 8 (4:3 format) and Figure 9 (16:9 format).

Figure 8. INSPIRE PowerPoint template 4:3 format.

Figure 9. INSPIRE PowerPoint template 16:9 format.

2.7 Video

Project videos offer a dynamic and engaging way to communicate project goals, achievements, and key messages, effectively capturing the audience's attention and conveying information in a visually compelling manner, ultimately enhancing the project's promotional efforts.
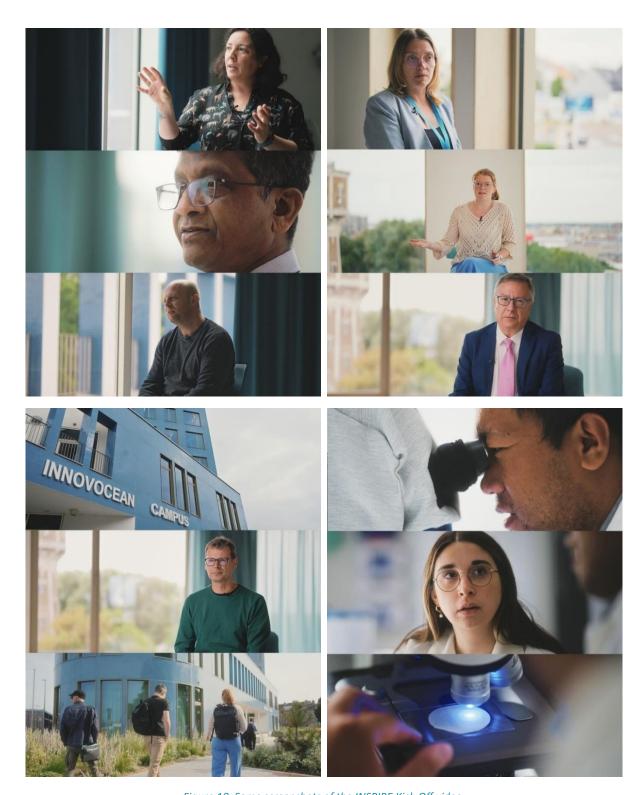
A project video of the Kick-Off meeting was created:

- YouTube link: https://youtu.be/s5cQIElo_C0?si=jRVfbizlaRjLeIw-
- LinkedIn link: https://www.linkedin.com/feed/update/urn:li:activity:7140676499078049792

Others will follow, including Call to action videos and a final project video.

Figure 10. Some screenshots of the INSPIRE Kick-Off video.

2.8 Templates to support communication and dissemination

To ensure effective dissemination, communication, and community engagement, we ask project partners to provide information using the structured templates for Events and News Items. These templates help streamline communication by organizing key details such as dates, locations, contact persons, and other essential information, ensuring clarity and consistency in project updates.

2.8.1 INSPIRE - Event template

Table 1 contains the template used for gathering information on relevant events, available for internal use within the consortium (INSPIRE_Event_template.docx).

Table 1: Event template.

Name of the event E.g. conference, webinar, stakeholder meetings, exhibition, clean-up activities, ...
Event date
Event location name & url location or url online event
Event hours / agenda
Event description
Call to action (URL to registration form, event website, PDF given presentation, ... , link to INSPIRE website)
Contact INSPIRE partner & representative (for more information: partner – representative – e-mail – social media tags)
Author responsible for content event template
Publication (date)
INSPIRE WP6 support requested Check in communication kit the available designs (conform EC and Mission Ocean rules): **Communication kit** Anything missing/other requests: list here (e.g. other gadget designs, call-to-action video, ...)

2.8.2 INSPIRE – News items template

The file with the news items template (INSPIRE_News item_web_template.docx) is available to the consortium for internal use. Table 2 contains the template used for gathering information for news items, to be published on the INSPIRE website (https://inspire-europe.org/category/news/)

Table 2: Information to be provided for News Items.

Received date

Author - Responsible for content

Involved - Who is involved or do we need to involve in copywriting?

Publication date

Title (preferably 5-8 words)

Short intro (max. 25 words)

Body text: (preferably 250-350 words + if needed hyperlinks or documents)

Short quote + author quote:

Figures (names - please send them by e-mail)

Call to action: Add a link or document? Url for registration for event or survey? Url new paper? Extra information/presentation?

Contact: (in case of questions, reader can contact this person)
Name:
E-mail:

2.9 Registers for follow-up

Maintaining structured registers (Excel files) for event mapping, collaboration activities, dissemination and communication activities, and social media channels is essential for efficient project management, tracking, and strategic planning. These registers provide a centralized and organized way to document key activities, monitor engagement, and assess outreach effectiveness. By systematically recording event details, partnerships, communication efforts, and social media actions, project teams can ensure consistency, avoid duplication, measure impact, and improve coordination across stakeholders. These tools also enhance transparency and accountability, making it easier to report progress, analyse trends, and adapt strategies for more effective dissemination, communication, and community engagement. During WP6 meetings, these registers are checked and updated.

2.9.1 Event mapping

The Event mapping register (Event_mapping.xlsx, internal use only) provides an overview of relevant upcoming events where an INSPIRE representation might be beneficial. It provides a clear overview of deadlines and which partners will be present, as well as actions that are requested for the WP6 team to provide promotional material if needed. Table 3 provides the overview of columns to be filled in for the event mapper.

Table 3: Columns to be completed for event mapping.

Date(s)
Name
Location
Type (Conference / Workshop / Seminar/ Awareness)
Link
Recurrence
Deadline abstract submission
Dissemination / Exploitation / Capacity Building
Participants
Target Audience
Social media
Promotional Material needed --> Contact EXIT
Topic
Go/no-go

2.9.2   Dissemination and Communication activities register

The dissemination and communication activities file (Dissemination and Communication Activities register.xlsx) offers a comprehensive overview of all activities and the reach of INSPIRE's results. Table 4 provides an overview of columns, for reference.

Table 4: Columns to be completed for the dissemination and communication activities register.

Name of Lead
Lead Partner
Date of activity
Type of Activity
General Public
Scientific community
Industry
Policy makers
European Institutions
Public administrations/ Governmental bodies
International institutions
Network organisations, Non-profit
Working groups/commisions
Media
Other
Links - please add any appropriate links to relevant presentations or other material
Links -please add links to social media posts
Additional information/comment - including location

3. Workflows

We have defined two workflows to ensure a smooth transfer of information from partners to WP6 coordinators: one for events and one for news items. The workflows make use of the templates and registers identified in Section 2 (Toolkit).

3.1 Events – Detailed workflow

INSPIRE has set ambitious goals for communication and dissemination. To achieve these goals, we aim to share information about all events involving INSPIRE partners. To streamline this process, we've developed a step-by-step approach to collect information from you with minimal effort required on your part.

- **Step 1: Identify potential relevant events/milestones** and add abstract deadlines, registration deadlines *Event_mapping.xlsx*

- **Step 2: Inform WP6 team.** Complete the event template *INSPIRE_Event_template.docx* and send this to inspire@vito.be

  This template will assist the WP6 team in disseminating information through INSPIRE communication channels and providing support as needed.

- **Step 3: Send pictures** taken during the event to WP6 partners for social media dissemination.

- **Step 4 (optional): Create a news item.** Send pictures and content via News item template *INSPIRE_News item_web_template.docx* to WP6 partners for publication on the INSPIRE website

- **Step 5: Complete** *Dissemination and Communication Activities register.xlsx* after the event, with estimated number of participants in each stakeholder category (e.g industry, policy maker, …)

3.2 News Items – Detailed workflow

News items can cover a wide range of topics, including events (as mentioned in the previous paragraph), milestones, interesting insights you wish to share in a more informal manner (compared to research papers), or announcements regarding published articles, and more.

- **Step 1:** Send pictures and content via our News item template *INSPIRE_News item_web_template.docx* to WP partners (and relevant partners) for publication on the INSPIRE website and our social media channels.

- **Step 2:** Review by VITO (WP6 leaders) and VLIZ (coordinators). Both VLIZ and VITO have 10 working days to check the content and provide a 'go', 'no-go' or 'adaptations required'.

- **Step 3:** Article will be published on the INSPIRE website and referred to on social media.

Innovative Solutions for Plastic Free European Rivers

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