

D24.2 Project website, social media channels and communication materials



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D24.2 Project website, social media channels and communication materials

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MULTICARE Multi-hazard low-carbon resilient technologies and multi-scale digital services for a future-proof, sustainable & user-centred built environment

AUTHORS

Agnieszka Mikolajczyk, ASM

REVISION AND HISTORY CHART

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0.2	19.12.2023	Marc Boonstra Simona Bianchi (TU Delft)	Review
1.0	21.12.2023	Agnieszka Mikolajczyk (AMS)	Final Version

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Executive Summary

The scope of the D24.2 “Project website, social media channels and communication materials” is to present a report on dissemination and communication tools and activities undertaken from the very beginning of the project until M3.

The current deliverable includes the following chapters:

- Introduction – the scope, structure and relations of this deliverable to other deliverables within WS9 Capacity building, Communication & Dissemination, Exploitation.
- Branding of the MULTICARE project – a detailed description of branding materials (logotype, templates) that are delivered to all consortium Partners to provide key visuals of the project until the end of M3.
- Website development – detailed description of structure, content and layout.
- Social Media channels development – description of 4 social media channels launched: Twitter, LinkedIn, Facebook, and YouTube.
- Communication Materials which are going to be created at the initial phase of the project.
- Conclusions – website and social media development in the next 3 months of project duration (M3-M6) – an outline of the activities that will be performed according to all promotional materials and channels mentioned above.

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GLOSSARY

ACRONYM	FULL NAME
USG	User Generated Content
WP	Work Package
WS	Work Stream
T	Task
D&C	Dissemination and Communication
M	Month

1. Deliverable summary

1.1. Scope and objectives

The objective of this deliverable is to present an evaluation of the communication and dissemination channels developed and launched in the first two months of the MULTICARE project.

The deliverable reports on tools (branding, communication materials, website, social media) provided to accomplish the dissemination and communication project strategy set in D24.1 "Dissemination and Communication Plan".

Finally, the report indicates dissemination indicators that are going to be reached by the MULTICARE Consortium within particular type of activities on the website and social media channels in the project lifecycle.

The deliverable is based on the constructive and close collaboration between WS9 leader and project Partners.

1.2. Relation to other Tasks and Deliverables

The D24.2 report is being prepared in a framework of Task 24.2. Special focus of this task is given to dissemination and communication activities, e.g. project identity creation, and promotional tools development towards the MULTICARE target audiences, which consist of multi-disciplinary entities and organizations: professional consultants, real estate or buildings portfolio managers, European, national and/or regional associations, relevant European networks/platforms, public media and general public, banking; insurances; investors, cooperatives and other actors of the EC value chain, Energy/industry players, policy makers addressing decarbonization and resilience; public bodies and agencies, R&D and scientific community, SMEs, and EU projects and other initiatives. They will be

effectively reached through a variety of communication channels and the utilization of a wide range of dissemination instruments upon the end of the project's lifecycle and beyond it.

The current deliverable is interrelated with other deliverables of the whole WS9:

- D24.1 Dissemination and Communication Plan,
- D24.3 Dissemination and communication activities report
- D24.3 Dissemination and communication activities report
- D25.1 Dissemination and communication activities report
- D25.2 Dissemination and communication activities report
- D26.5 Final Dissemination and Communication activities report

1.3 Structure of the Deliverable

This deliverable addresses the three main aspects of the dissemination and communication tools (website, Social Media channels, branding, communication materials) of the project. In the first part an introduction to the Task 24.2 is provided. Then objectives and the strategy followed during the reporting period is presented. Whereas the last, third section focuses on the dissemination and communication tools used and activities planned for the achievement of the objectives set for the next period according to T24.2.

2. Project branding

2.1 Logotype

The logotype for the MULTICARE project was created in M1 and was selected through a voting process during the 1st General Assembly (23rd-24th October 2023). It depicts the geometric shape of a building with a shield, symbolizing the resilience of the structure to external factors.

Below you can see the details of the logotype structure, resonating with the project main objectives, and goals.



Figure 1 MULTICARE logotype font

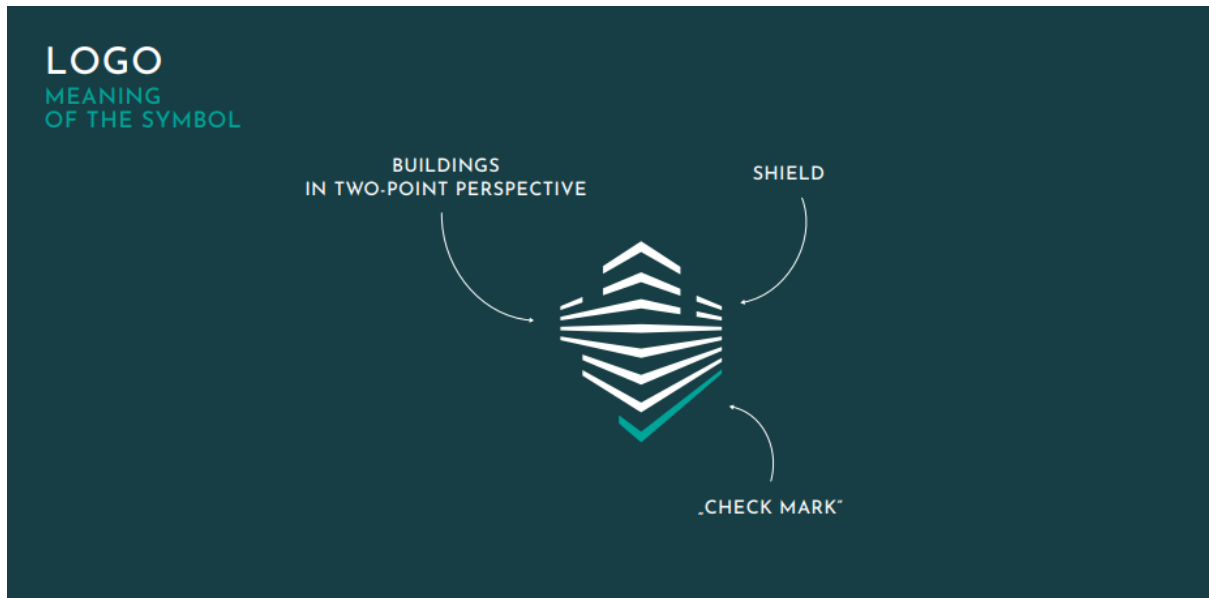


Figure 2 MULTICARE logotype structure details

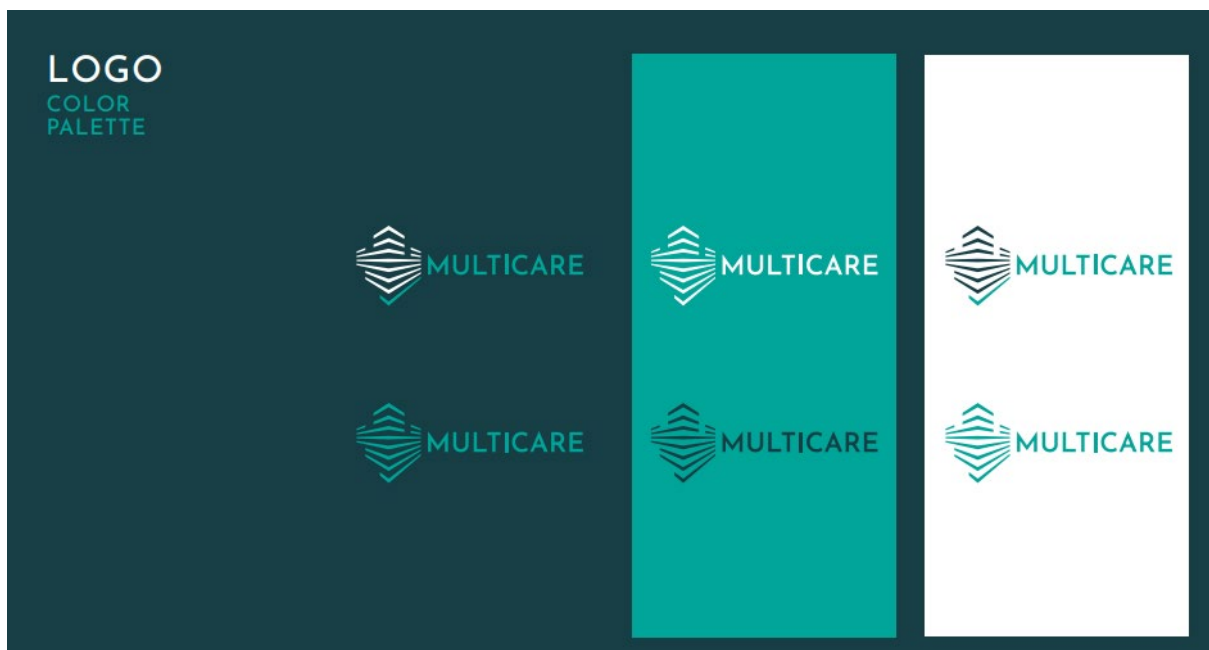


Figure 3 MULTICARE logotype color palette

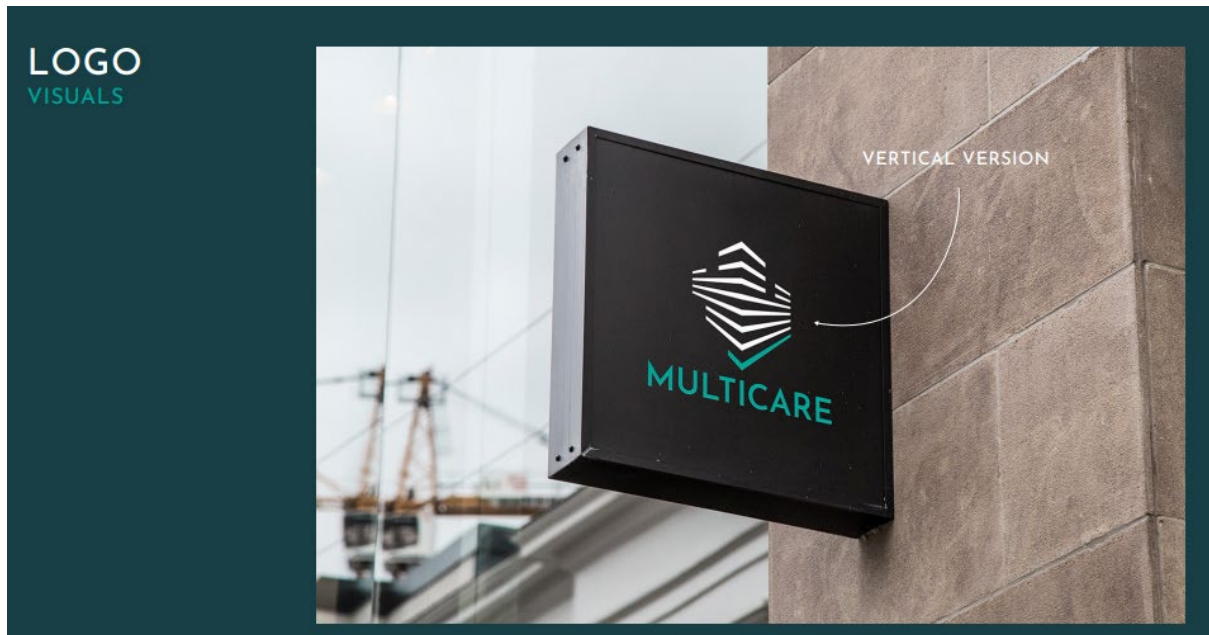


Figure 4 MULTICARE logotype outdoor visuals

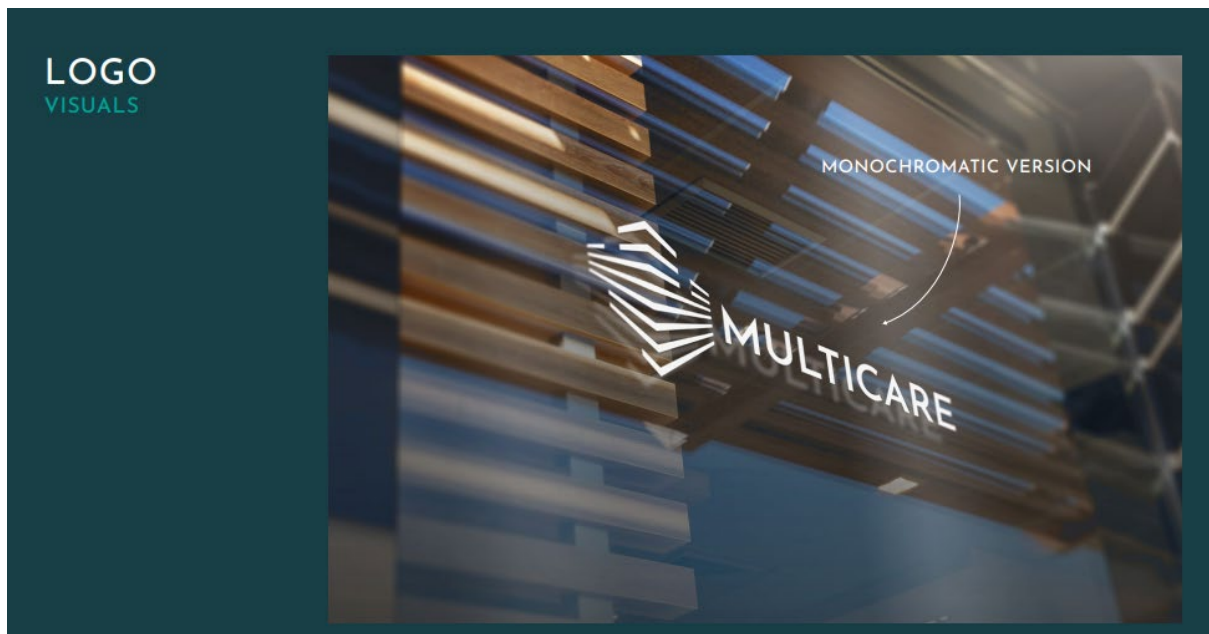


Figure 5 MULTICARE logotype monochromatic version

2.2 Brandbook

The Brandbook of the MULTICARE project, delivered in M2, serves as a comprehensive guide that outlines the essential elements and standards related to the project's brand identity. This document is crucial for Project Partners for several reasons:

1. **Consistent Brand Image:** A Brandbook ensures that all Project Partners maintain a consistent and unified brand image. Consistency is key in establishing brand recognition and trust among stakeholders, collaborators, and the target audience. Adhering to a standardized brand identity helps avoid confusion and reinforces the project's core message.
2. **Professionalism and Credibility:** Following the Brandbook instills a sense of professionalism and credibility. A cohesive brand appearance across various communication channels and materials reflects a well-organized and serious commitment to the project's objectives. This professionalism contributes to building trust among partners and stakeholders.
3. **Message Clarity:** The Brandbook provides guidelines on messaging, including tone, voice, and key brand messages. By adhering to these guidelines, Project Partners can ensure that their communications are clear, coherent, and aligned with the project's overall goals. Clarity in messaging enhances understanding and engagement among the project's audience.
4. **Brand Recognition and Differentiation:** The Brandbook defines the visual elements of the brand, such as logo usage, color schemes, and typography. These elements are essential for creating a distinctive and memorable brand identity. Consistent application of these visual elements helps in brand recognition and differentiation in a crowded landscape of projects and initiatives.
5. **Stakeholder Alignment:** A shared understanding of the brand guidelines fosters alignment among Project Partners. When everyone follows the same rules and standards, it ensures that collaborative efforts remain cohesive and that all partners

contribute to a unified project identity. This alignment is crucial for successful collaboration and effective communication.

6. **Marketing and Outreach Effectiveness:** By following the Brandbook, Project Partners enhance the effectiveness of their marketing and outreach efforts. A consistent brand appearance across various platforms, including digital and print media, strengthens the project's visibility and impact. It also facilitates the creation of a coherent narrative that resonates with the target audience.
7. **Legal Protection:** The Brandbook may include legal guidelines related to trademark and intellectual property protection. Adhering to these guidelines safeguards the project's brand assets and helps prevent unauthorized or incorrect usage, ensuring legal protection for the project's identity.

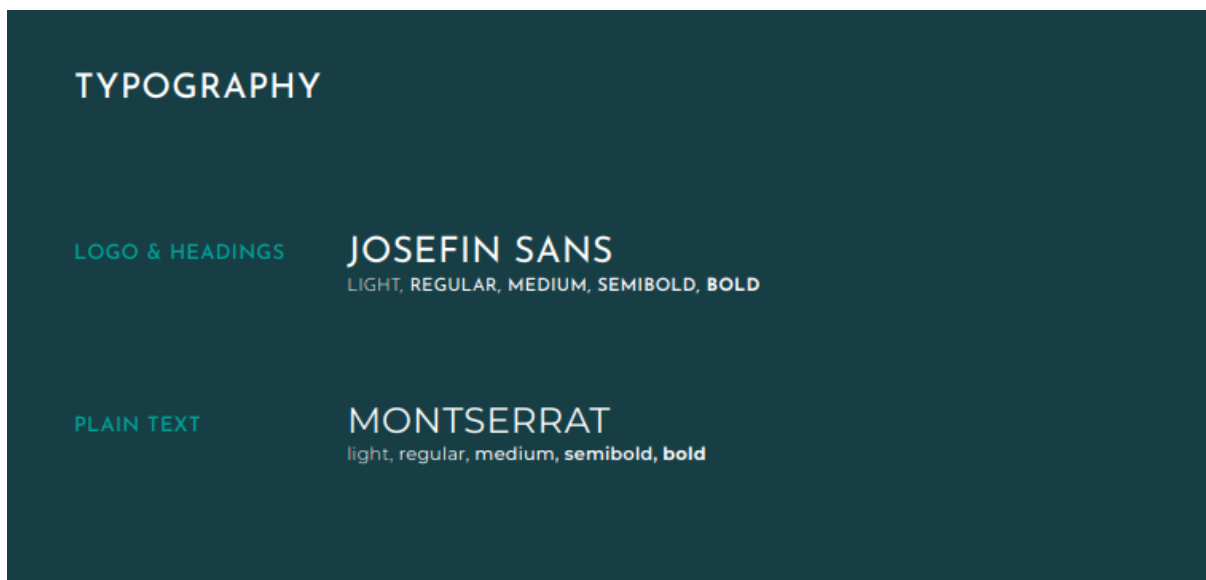


Figure 6 MULTICARE typography

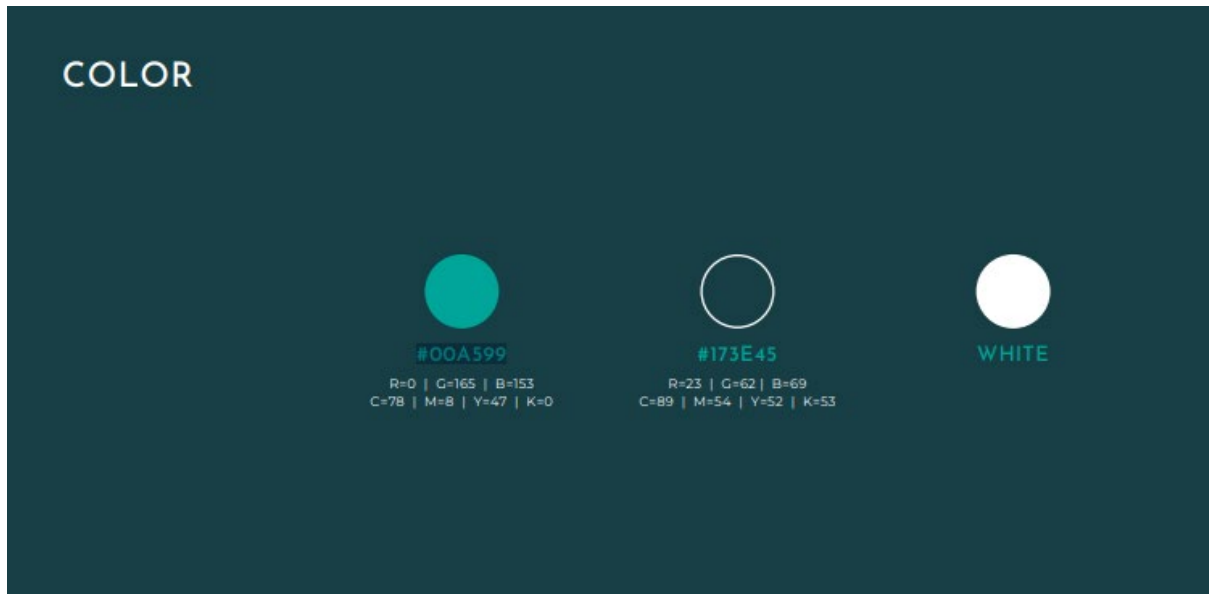


Figure 7 MULTICARE branding colors

In summary, the Brandbook of the MULTICARE project is a foundational document that plays a pivotal role in shaping and maintaining the project's brand identity. By providing clear guidelines on visual elements, messaging, and communication standards, the Brandbook ensures that Project Partners contribute to a cohesive, professional, and impactful representation of the project throughout its lifecycle.

2.3 Project templates

The report template and PowerPoint presentation template were delivered during M2 of the project timeline. Both templates have been meticulously designed in accordance with the Brandbook guidelines to effectively convey the project's identity. In adherence to the European Commission guidelines, all produced materials incorporate the European Union flag and corresponding claim.



3. Website development

This section on the project website describes in detail what is the most important in website structure, content and management.

MULTICARE website (**multicare-project.eu**) has been designed at M2 (November 2023) and now is in the progress of backend/frontend development. The detailed structure of the website is presented on a chart below.



Figure 8 Multicare website responsiveness

The website is attractive, simple, and easy to navigate. It is the project's main gateway, providing information on objectives, partners, current results, publications, and project news. Launch of the MULTICARE website is planned at the beginning of M4 (January 2024), however each section or subpage will be updated according to the status and evaluation of the project.

2.1 Structure

The structure of MULTICARE website is divided into a few most important sections, which bring valuable information to the user. It is also planned to be responsive, friendly in navigation, and lead to subpages and paragraphs which answer the most important questions: How the project works? Why should I be interested in project's solutions? What are the tools I can use in my business? How can I follow project developments? Who should I contact to know more?

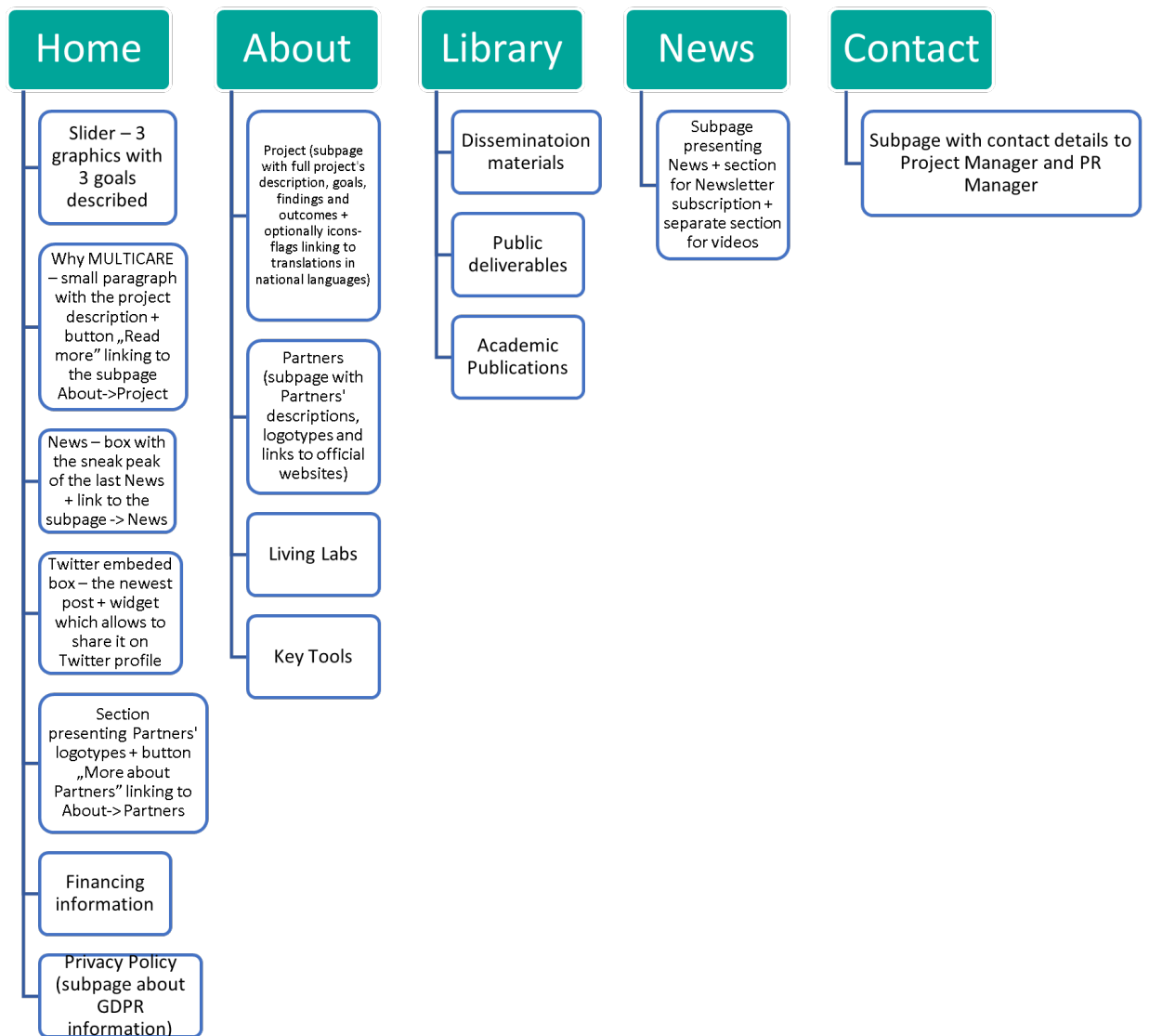


Figure 9 MULTICARE website structure

2.2 Technical description of the website

MULTICARE website will be based on open-source system - Wordpress. It gives the ability to independently edit texts and photos and adding subpages. It is also designed in accordance with the trend of "mobile first" - responsive web design technology design - adapted to mobile devices. Following modern technologies is implemented to ensure the best possible operability and sustainability of the service: PHP, JavaScript, Ajax, jQuery, MySQL, html5, css3.

The following features are under development to bring the best quality of the website:

- Collapse/expand module + application form,
- News module - presentation of an entry according to the formula: date, title category, photo - thumbnail, introductory information along with a link "more" redirecting to the full content. The ability to add entries from the level of the panel and adding them to categories / tags,
- Downloadable files module,
- Dedicated icons + dedicated graphic materials,
- Second level drop-down menu,
- Dedicated photo gallery,
- Main slider + slider of text and graphic elements,
- Interactive transitions,
- RWD responsive version of the website,
- Additional language versions.

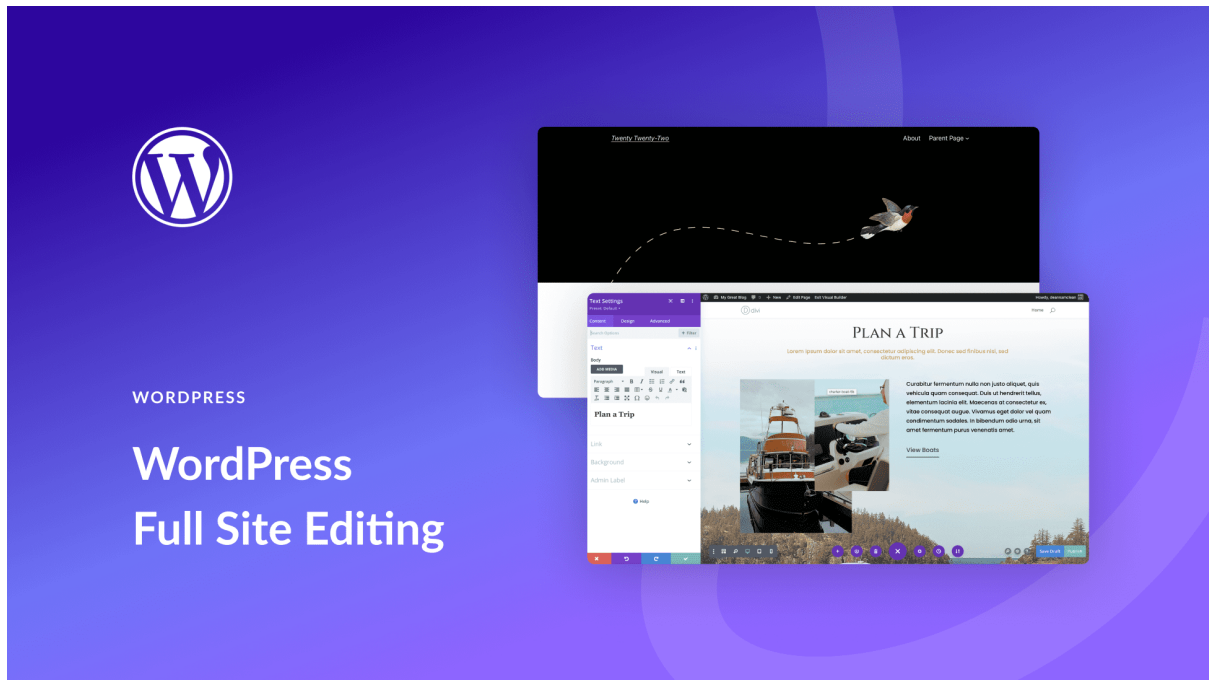


Figure 10 MULTICARE website Wordpress panel

2.3 Content

Content of the MULTICARE website will answer the why and how of the project, explaining how MULTICARE tools provide value to all target groups. Our value proposition is unique and is a basis for the content created for our website. Our unique value proposition is prominent on the website and weaved throughout the content.

MULTICARE website is designed also in line with Key Visual Identification System Book. The use of key visual is a very successful way for building the recognizability of a brand and establishing long-term relations with all target groups of MULTICARE project.



Figure 11 MULTICARE website slider 1



Figure 12 MULTICARE website slider 2



Figure 13 MULTICARE website slider 3

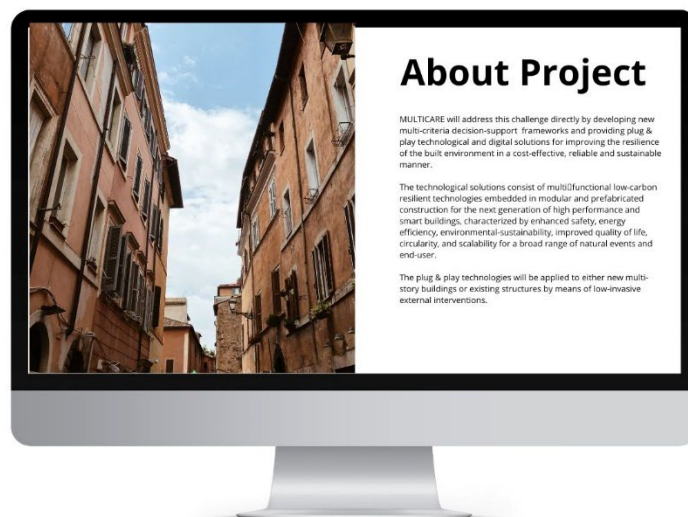


Figure 14 Example of the MULTICARE website subpage

To keep the audience engaged and well-informed, MULTICARE website will be updated minimum twice a month with a following type of content:

- news,
- videos,
- photos,
- infographics,
- professional articles,
- UGC (User Generated Content),
- external articles which are related to the project's topic,
- information about related events.

4.Social Media Establishment

Social Media Channels section describes purposes of their establishment and the strategy which lead to achieving dissemination & communication goals. The use of social media is nowadays fundamental to raise awareness not only about the project progress but also about the need for digital solutions and the set of tools provided by MULTICARE project. Engaging posts and visually friendly project updates on social media profiles, news and sharing best practices increase the number of viewers, project supporters and early adopters of the solutions and help to achieve desired goals and to build a community gathered around the main idea of the project.

4.1 YouTube

MULTICARE's YouTube channel aims to engage all target groups into project's activities via 25 short videos highlighting expected results, explaining most important assumptions, showing benefits of the outcomes, and educating citizens about the need of MULTICARE innovative solutions being implemented on the market.

We plan to reach 120 observers with 25 videos.



Figure 15 MULTICARE YouTube channel

The following type of content will be published on YouTube:

- promotional videos showing benefits of MULTICARE solutions,
- interviews with project Partners,
- video reports summarizing project events,
- webinars with COMMUNITAS project Partners participation recorded during the project duration,
- videos explaining the core of the project tools.

4.2 X

The aim to create X account is to generate leads, increase brand awareness, create a positive opinion, build community, and communicate with the audience, especially with MULTICARE's stakeholders, energy/industry players and Policy Makers, in an attractive and instant way.

We plan to reach 700 followers with 300 posts published.



Figure 16 MULTICARE X account

MULTICARE's X account can be followed under the following link: [MULTICARE \(@Multicare_eu\) / X \(twitter.com\)](https://twitter.com/Multicare_eu)

The following type of content will be published on X:

- Graphics/Animated graphics,
- Short messages,
- UGC,
- Re-tweets,
- Links to the website.

4.3 LinkedIn

MULTICARE's LinkedIn profile aim is to reach R&D and scientific community, professionals in the energy industry as well as EU projects and other initiatives to promote the project website and project results.

We plan to reach 500 observers with 250 posts.

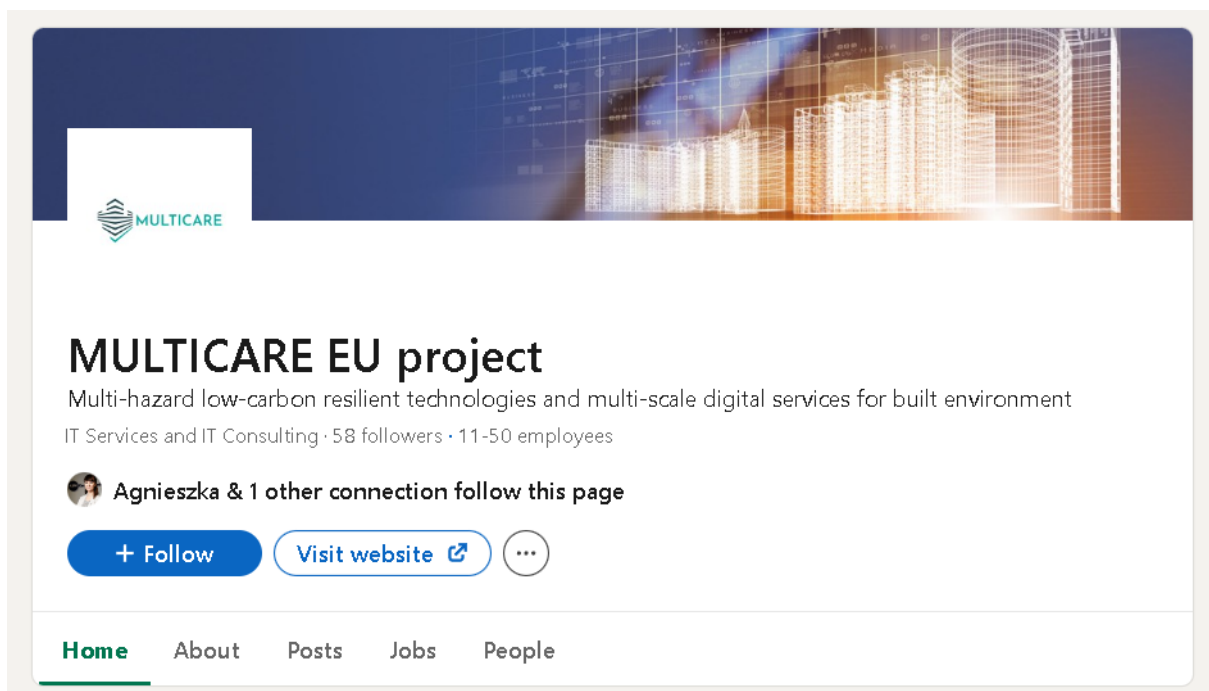


Figure 17 MULTICARE LinkedIn profile

MULTICARE's LinkedIn profile can be followed under the following link:

<https://www.linkedin.com/company/MULTICARE-project/>

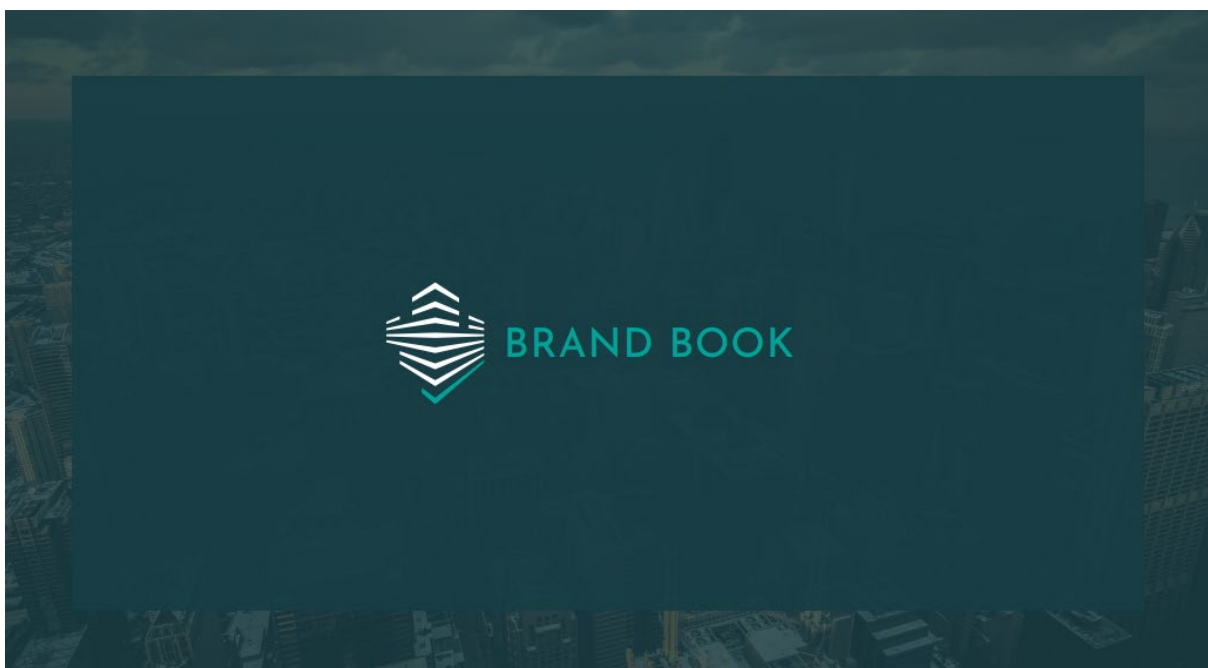
The following type of content will be published on LinkedIn:

- videos,
- infographics,
- professional articles,
- UGC,

- links to the website.

5. Communication materials

Communication materials will be based on short educational materials presenting the effectiveness of the solution and its innovative approach. Regarding the layouts, the design will be based on the Brandbook which was delivered in M2.



Other communication materials will be published within the project lifecycle:

- digital and printed leaflets in English with information about expected results, benefits for target groups, and impacts;
- posters/roll-ups;
- brochure in English with final project outcomes;
- promotional videos with subtitles in national languages;
- web banners shared on web and social media channels;
- final video with subtitles on project outcomes;

- 4/6 digital newsletters.

6. Key Performance Indicators

A set of Key Performance Indicators (KPIs) has been defined to measure the efficiency and effectiveness of dissemination activities carried out. The table below summarizes desired targets of KPI achievement at the end of the project duration.

The numbers presented are based on the different measurement tools that have been identified:

- Wordpress Analytics/Google analytics: web analytics solution that provides insights into the website traffic and marketing effectiveness. •
- Twitter, LinkedIn, YouTube and own statistics (Twitter analytics, Tweetchup, Klout and Tweetdeck), from where MULTICARE is able to monitor the activity of social media.

Channel	Description	KPIs
Project website	Professionally designed project website with: (a) main page (b) subpages: Project, Partners, Pilot Sites, Results, Public Reports, Year 1: 1000 views/700 UU Part B - Page 42 of 70 Academic Publications, Dissemination Materials, News, Contact, Subscribe, (c) Newsletter subscription, (d) Social Media Plugins	Year 1: 1000 views/700 UU
MULTICARE on partners' websites	To complement the above dedicated project website, MULTICARE will also be	Google Analytics reference measurements

	referenced and advertised through a dedicated page or section on all partners' websites	
Social media channels	YouTube will be the main social media channel to which all other dissemination channels will refer to as the communication strategy will be based on video format. All posts presented via social media will be designed based on the newest trends, showing innovativeness of the project's tools	YouTube: 120 subscribers/25 short videos, Twitter: 700 followers/300 Tweets, LinkedIn: 500 observers/250 posts
Cooperation with sister-projects	MULTICARE project will seek to enhance links and synergies with other EC funded projects (e.g. IMPETUS) and similar initiatives. Several dissemination and communication activities are planned to create synergies whenever possible	3 workshops jointly organised
Digital, printed promotional materials	Leaflets describing each specific result dedicated to a specific target group will be elaborated, translated into partners' national	2 digital/printed leaflets

	languages and printed by each partner	
MULTICARE videos	Short videos will be produced during the project lifetime to promote all MULTICARE solutions in an engaging way	16 short videos in total
Articles	Publications in targeted magazines aiming at raising awareness and interest of the target audience	Year 1: 3 articles
Scientific publications	Individually, or jointly submitted, scientific papers deeply exploring the innovative technology used to develop MULTICARE solutions	Year 1: 1 scientific paper; >10 publications
Webinars	Promotional and educational webinars are planned to be organised individually or with other EC funded projects. The main goal is to disseminate knowledge about the benefits of the MULTICARE tools and to engage the audience with attractive video materials	3 webinars in total
Events	Numerous in-person or remote events to present the project's goals, developed tools, results and progress. Project's	Number of events participated: 7/year

	representatives can give presentations, take part in discussion panels as well as disseminate information on the exhibition stand, presenting videos/ tools via live streaming, leaflets, roll-up and press kits. Within the online events we also have a chance to promote the project through relevant activities: virtual poster exhibitions, online workshops, self-organised events, logotype or online banner publications	
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Table 1 MULTICARE dissemination KPIs

7. Conclusions

The principal objective of this deliverable was to present the dissemination and communication tools like website, and Social Media Channels developed in the first period (M1-M3) of the project duration.

The dissemination and communication activities in MULTICARE project are going according to the plan. It is the result of cooperation and engagement of all Partners in promotional activities. These actions take into consideration a variety of communication channels and tools applied by project partners to reach the target groups and assess the key performance indicators set.

The report provides basis for the D&C strategy which will be described in the D24.1. Together with the rest of the dissemination tools (e.g. publications, newsletter, events,

workshops, webinars) it provides a solid framework against successful realization of the MULTICARE project in the area of D&C.

Plan for M3-M6: •

- Website launch in the beginning of M4,
- Regular update of the website content,
- Regular actions on social media,
- Monitoring Indicators (to be measured quarterly):
 - Number of page views and number of Unique Users of the website.
 - Number of references to the project on search engines, number of links/followers/interactions with external entities on social media.

A comprehensive dissemination and communication first results report (D24.1) will be delivered at M6. All KPIs will be reported with its progress accordingly in D24.3, D24.4, D25.1 and D25.2.