



14-GREEN

**Interregional investment for the sustainable
supply of raw materials in the EU Green
Energy Transition**

Communication Toolkit

D 7.2

31/03/2023

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Entity: ISMC



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General information				
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Deliverable	7.2 Communication Toolkit: Final Logo, Branded Portal (website), Social Media Pages, YouTube Channel.			
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Description of the related task and the deliverable. Extract from DoA	This deliverable is related to 7.1. Communication strategy and Dissemination Plan (M1-M30). The message to deliver through I4-GREEN consists of the 'critical importance of making metals and raw materials extraction green to create EU jobs and preserve the environment'. A communication toolkit with the project logo (also mentioned in D7.1) and other branding information (brochure, roll-up(s), poster(s) and website) will be produced, and it will be complemented by a professional intro video to explain the origin and purpose of the project. Social media profiles and platforms will be created.			
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Glossary	
Acronym	Meaning
D.	Deliverable
I4-GREEN	Interregional investment for the sustainable supply of raw materials in the EU Green Energy Transition
GDPR	General Data Protection Regulation
M	Month
T.	Task
WP	Work package

1. INTRODUCTION

1.1 Context

ISMC is leading the WP7 on Dissemination, Communication & Exploitation. The main aim of this WP is to communicate and disseminate the activities and results of I4-GREEN project to the European stakeholders that could be involved in the project and, moreover, to let know other agents about the actions in the project that could be also interested in. Dissemination and communication of I4-GREEN results are crucial to reach the project impact expectations based on an integrated, accurate and efficient dissemination strategy. The Dissemination and Communication Plan highlights the key messages, potential audiences, roles and responsibilities and methods of communication to be used. This strategy was included in D7.1 – Communication and Dissemination Plan.

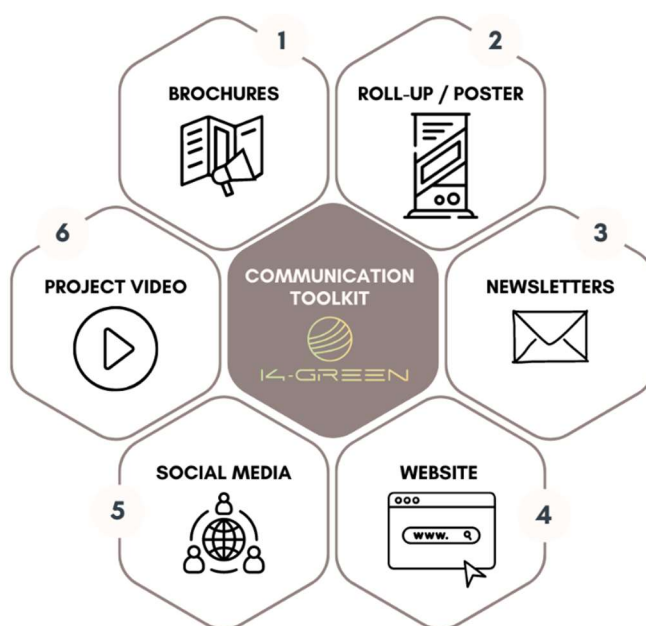
The red line (core message to deliver) through I4-GREEN consists of the ‘critical importance of making metals and raw materials extraction green to create EU jobs and preserve the environment’. The message will be simplified, adapted to the target groups and their varying interests for a tailor-made – thus effective – approach.

A communication toolkit with the project logo and other branding information (brochure, roll-up(s) and poster(s)) will be produced, including recommendations on their use.

The web presence of our consortium will start with the I4-GREEN website. It will be the main entry point to project and shall include sections and resources acknowledging the project description, members, awardees, pilots, open call information, business support services, events, as well as news related to sustainable mining and the ecosystem created throughout the I4-GREEN Regions.

Social media profiles and platforms will be mobilized: Twitter and LinkedIn profiles will be the main platforms used to promote the project activities and especially the Open Call and Ecosystem building and expansion sessions and events falling under WP5-6. A YouTube channel will be created to showcase video and visual material.

Figure 1: Communication Toolkit



2. COMMUNICATION TOOLKIT

Some of the communication material is produced at month 5. This visual identity will be compulsory for all I4-GREEN partners and external participants (awarded SMEs and Pilots) to use in all I4-GREEN-sponsored tasks and activities.

The release of the this first communication kit comprises:

- Final Logo
- Branding information: brochure, roll-up(s), poster(s) and newsletters template.
- Branded Portal (website)
- Social Media Pages
- YouTube Channel

2.1. Project logo

The I4-GREEN logo is one of the key elements as part of the project's corporate identity. The logo was designed by ISMC. This logo will be used whenever possible to make the audience identify I4-GREEN project.

Figure 2: Logo

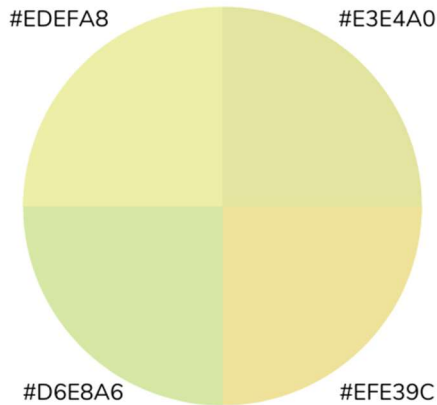


LOGO STRUCTURE:

- The first most striking element of the logo is a graphic element or icon that helps to understand concepts without using words thanks to its simplicity and universality. This element is a circle with several lines embracing it and which symbolically defines the concept itself: the importance of preserve the environment.
- The font has been chosen is a Sans-serif stylish font inspired by hi-fi elements combined with square forms and straight lines. It also has the features of Constructivism, including solidity, emphasis on geometric shapes, and austerity. Bold futuristic characters made this font an ideal option for the development of a minimalistic and recognizable design, necessary for I4-GREEN project.
- Colour in the logo is one of the main elements in any logo as it alludes to our psychology and emotions when we see it. That is why to give the image the value of sustainability we have used a softer range of colours from green to yellow that relate directly to the colours of nature, and more specifically with soil colours.

Figure 3: Colour values

HEX COLOUR CODES



2.2. Branding information

BROCHURE

A project brochure flyer has been designed, which will present the project's main objectives and expected results briefly, to explain the I4-GREEN approach. It will target a wide range of stakeholders and will be the project's identity card to the outside world. This initial brochure will be available in printed version for conferences, fairs, seminars and so on that could be later updated. First release of I4-GREEN brochure is depicted in figures below.

Figure 4: I4-GREEN. INITIAL BROCHURE (UPPER)

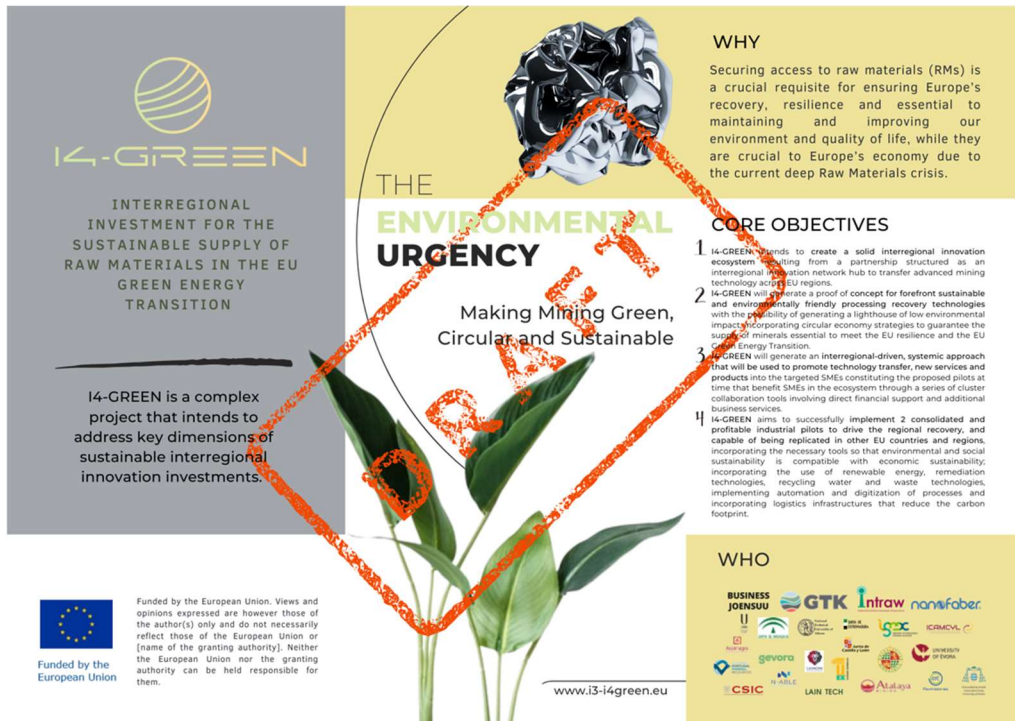
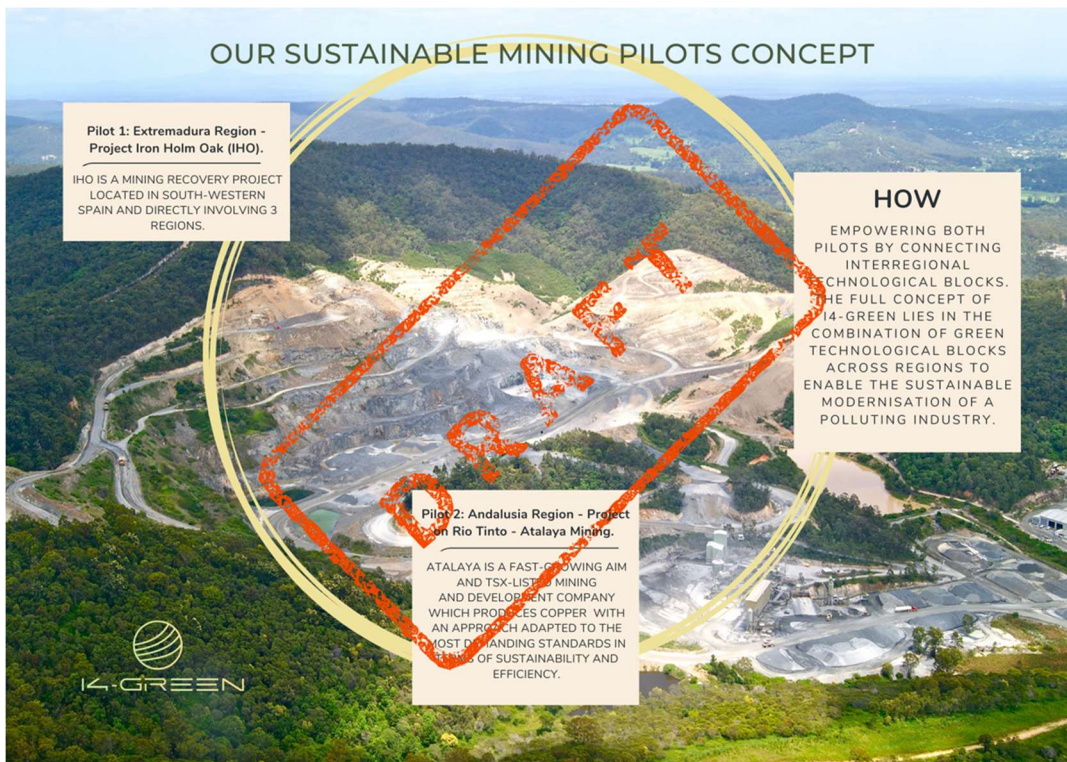


Figure 5: I4-GREEN. INITIAL BROCHURE (BACK)



ROLLUP / POSTER

To use in all I4-GREEN-sponsored tasks and activities a poster/roll-up design has been produced. This poster/roll-up is designed to be showed as printed copy as well as electronically according to the projects' phases and targets. This printed or electronical version of the poster will serve as a way to reinforce the information of the project in a visual way in order to support presentations in I4-GREEN or other related events. The common visual identity stated in D7.1 is used to produce this material.

This design includes information about the project purpose, objectives -in the raw materials and mining sectors- and the Consortium members.

Figure 6: I4-GREEN. POSTER/ROLLUP





INTERREGIONAL INVESTMENT FOR THE SUSTAINABLE SUPPLY OF RAW MATERIALS IN THE EU GREEN ENERGY TRANSITION

I4-GREEN is a complex project that intends to address key dimensions of sustainable interregional innovation investments.

THE ENVIRONMENTAL URGENCY

Making Mining Green, Circular and Sustainable




OUR SUSTAINABLE MINING PILOTS CONCEPT



WHY

Securing access to raw materials (RMs) is a crucial requisite for ensuring Europe's recovery, resilience and essential to maintaining and improving our environment and quality of life, while they are crucial to Europe's economy due to the current deep Raw Materials crisis.

OBJECTIVES

- 1 I4-GREEN intends to create a solid interregional innovation ecosystem resulting from a partnership structured as an interregional innovation network hub to transfer advanced mining technology across EU regions.
- 2 I4-GREEN will generate a proof of concept for forefront sustainable and environmentally friendly processing recovery technologies with the possibility of generating a lightweight of low environmental impact, incorporating circular economy strategies to guarantee the supply of minerals essential to meet the EU resilience and the EU Green Energy Transition.
- 3 I4-GREEN will generate an interregional-driven, systemic approach that will be used to promote technology transfer, new services and products into the targeted SMEs constituting the proposed pilots at time that benefit SMEs in the ecosystem through a series of cluster collaboration tools involving direct financial support and additional business services.
- 4 I4-GREEN aims to successfully implement 2 consolidated and profitable industrial pilots to drive the regional recovery, and capable of being replicated in other EU countries and regions, incorporating the necessary tools so that environmental and social sustainability is compatible with economic sustainability, incorporating the use of renewable energy, remediation technologies, recycling water and waste technologies, implementing automation and digitization of processes and incorporating logistics infrastructures that reduce the carbon footprint.



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www.i3-i4green.eu

WHO



2.3. Website

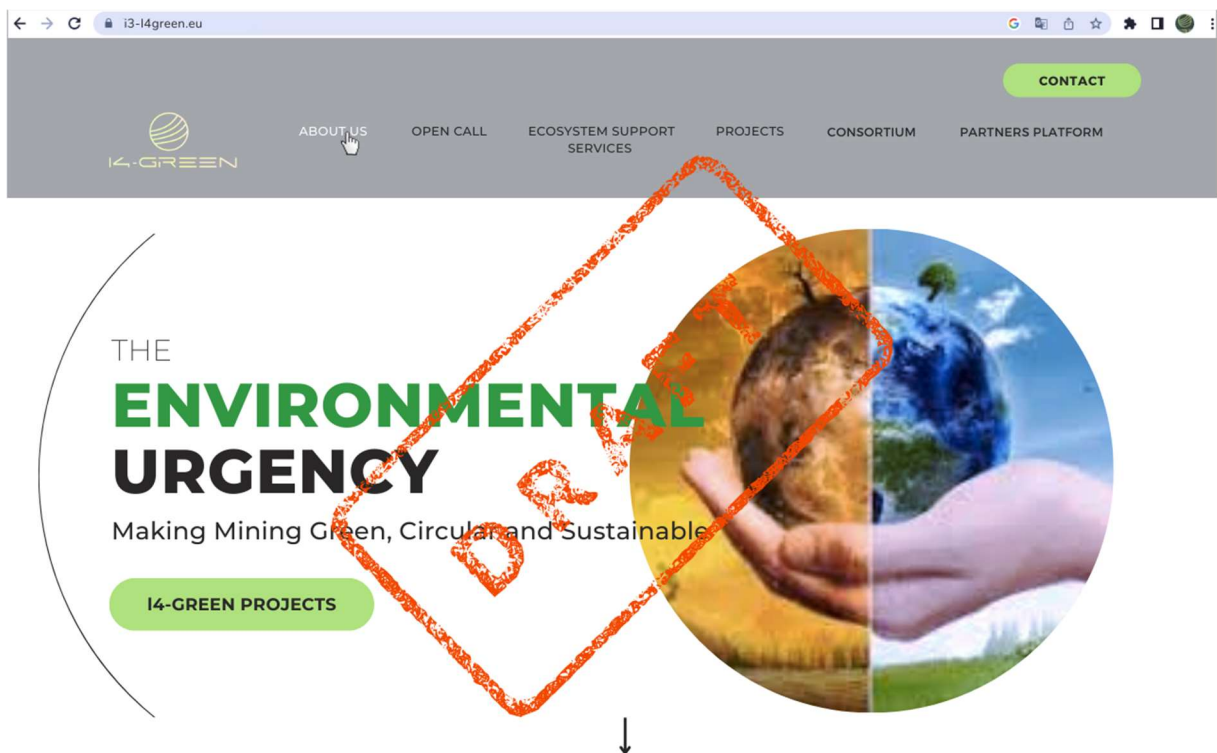
Project website will be created by M6 for the effective promotion of the project's objectives, activities, partners, public documents, videos and other D&C material. The C&D activities will create a broad impact that generate awareness about the sustainability of mining processes and green production techniques to engage people from local communities, mining sector and general audience with the project objectives, activities, results, and outputs.

The website will be regularly updated throughout the project with news, information and public deliverables produced by the project. It will also be a reference point for SME applicants and awardees of the I4-GREEN open call.

This design includes information about the project purpose, objectives -in the raw materials and mining sectors-, services, the Consortium members as well as an intranet for partners.

Website address: www.i3-i4green.eu

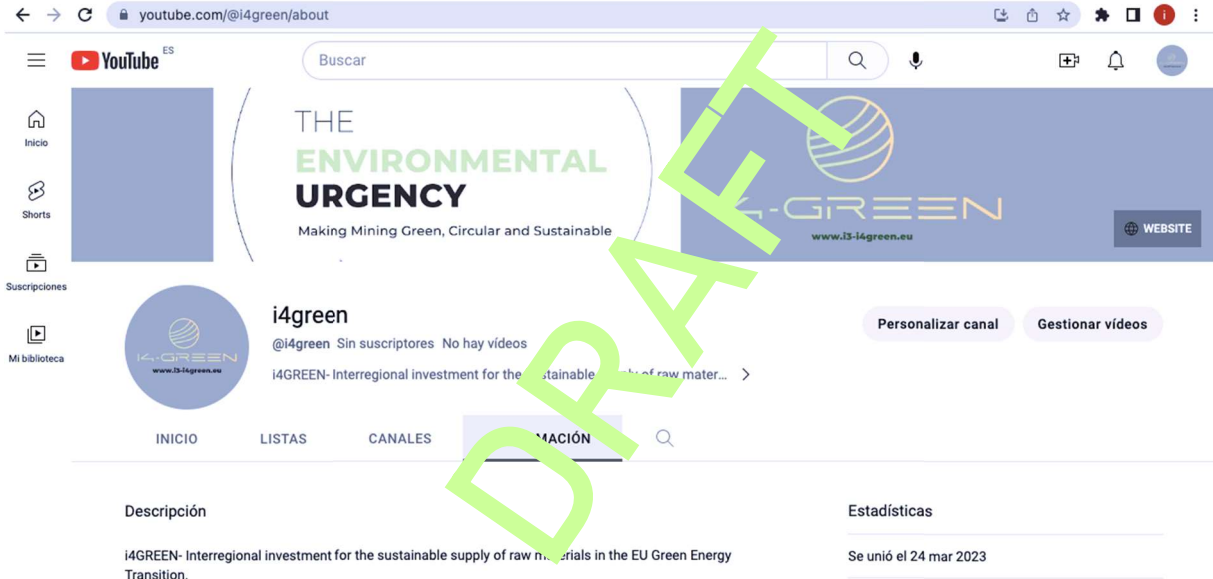
Figure 7: Website Home



2.4. Social media

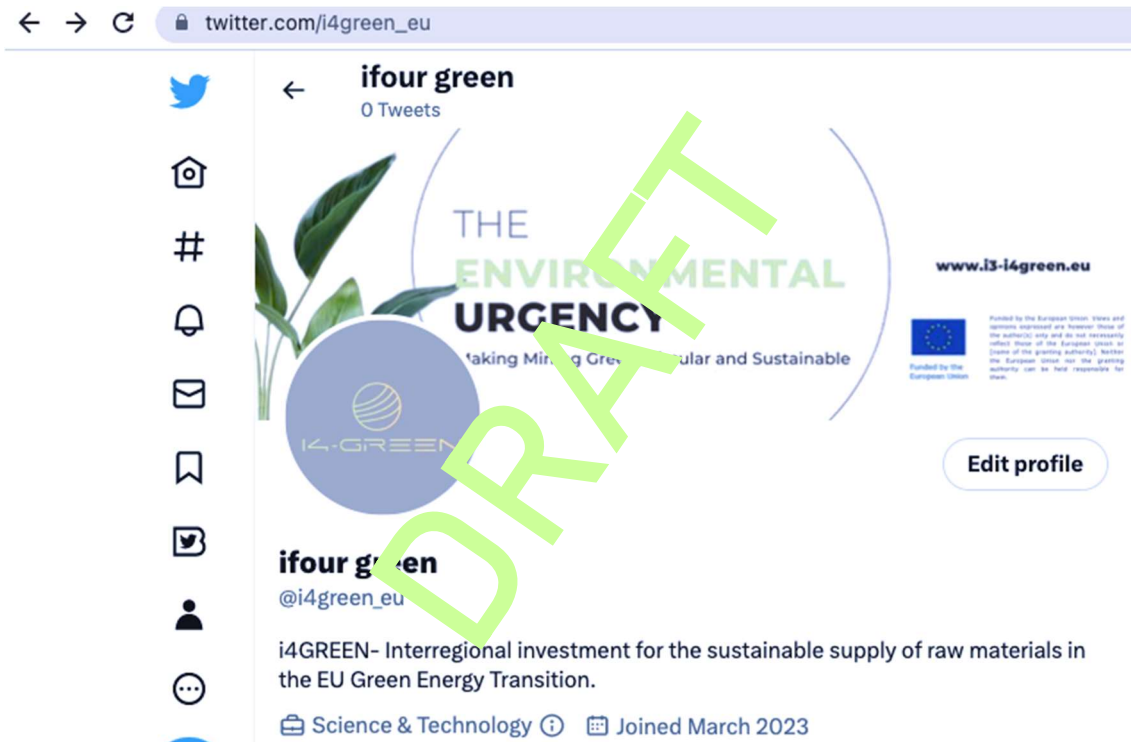
Youtube channel: @i4green

Figure 8: Youtube Channel



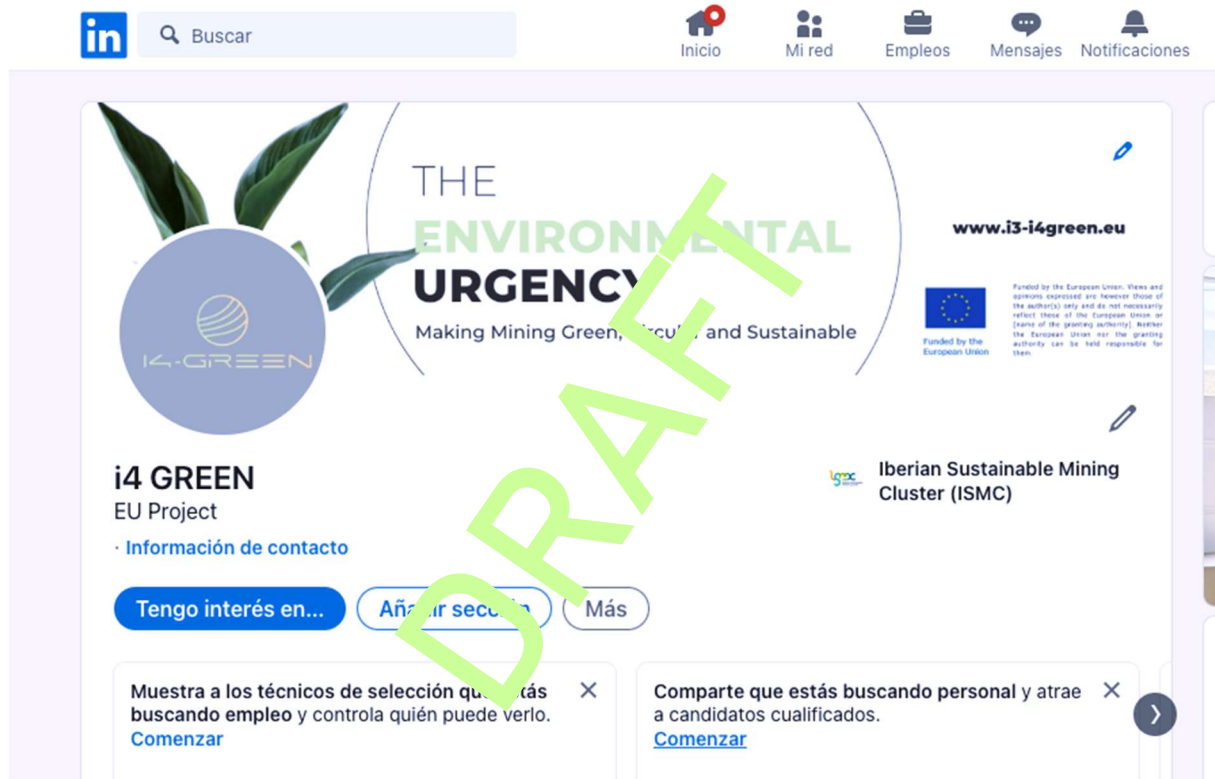
Twitter: @i4green_eu

Figure 9: Twitter profile



Linkedin: @i4 GREEN

Figure 10: LinkedIn profile



2.3. Audiovisual support: video

The communication toolkit will be complemented by a professional intro video of 2-3 minutes to explain the origin and purpose of the project. It will be recorded and edited in simple language to ensure a wide impact and shall be uploaded in the project website and promoted through online and offline communication channels.