



Branding products, promotional materials, website, social network profiles, project communication platform, and online libraries

Deliverable D11.1

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PoshBee

**Pan-european assessment, monitoring, and mitigation
of stressors on the health of bees**



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 Project coordinator: Professor Mark Brown
 Royal Holloway and Bedford New College www.poshbee.eu

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Table of contents

Preface	4
Summary	4
1. Project Branding and promotional materials	5
1.1. PoshBee logo.....	5
1.2. PoshBee flyer	5
1.3. PoshBee poster	6
1.4. PoshBee stickers	6
1.5. PoshBee corporate identity templates	7
1.6. Project website	7
1.7. Internal communication platform (ICP).....	9
2. Social Media Accounts	10
2.1. Twitter.....	10
2.2. Facebook.....	11
2.3. Youtube Channel.....	12
3. Media Publicity	12
4. Future Actions.....	13
5. Conclusion.....	13

Preface

WP11 “Dissemination, Communication & Knowledge Transfer” has the main objective to effectively promote and disseminate the PoshBee research across stakeholders and the general public. To achieve this, a recognisable project identity was created and a number of promotional tools and materials were produced. As part of the communication strategy, both offline and online dissemination of PoshBee take place with the goal to reach a broader audience.

This report describes the process of creation of means for successful dissemination, communication and knowledge transfer, including discussions with the consortium partners and their approval, as well as their current and future implementation within the project.

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. Accordingly, a project logo, an external website (www.poshbee.eu) and an internal communication platform (ICP) were developed in the first 6 months to form the backbone of both project public visibility and internal communication.

In addition, various dissemination materials such as a PoshBee flyer, poster and stickers were produced for raising awareness and engaging stakeholders at events. Templates were also produced and uploaded to the ICP to be available to the consortium partners to facilitate future dissemination and reporting activities such as letters, milestones and deliverable reports, PowerPoint presentations etc.

Accounts have been also set in 3 social media channels and content sharing platforms (Twitter, Facebook and YouTube) to ensure the widest possible impact and outreach of PoshBee 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. Project Branding and promotional materials

1.1. PoshBee logo

A project logo (Fig. 1) was designed to help the external audience to easily identify PoshBee and it contributes to the project visibility by providing a corporate identity from the very beginning of the project. The logo was made available to the consortium to use in official communication.



Figure 1. PoshBee logo.

The 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.

1.2. PoshBee flyer

The PoshBee flyer was 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. 2). The flyer was created to reflect the conceptual design of the project logo and website and was subject to discussions and improvements from across the project consortium.



Figure 2. PoshBee flyer.

1.3. PoshBee poster

The PoshBee poster was produced at the beginning of the project with an eye-catching design, illustrating the aim of the project with interactive icons for the respective outcomes. The poster reflects the main PoshBee design concept to keep the project branding consistent and to make the project easily recognizable (Fig. 3).

This poster will be used to introduce the project at conferences, meetings and stakeholder events.



Figure 3. PoshBee poster.

1.4. PoshBee stickers

PoshBee stickers with the design of the logo were produced to ease the popularisation of the project identity and to support the presentation of the project branding.



Figure 4. Poshbee sticker.

1.5. PoshBee corporate identity templates

PoshBee corporate identity templates were designed in the very beginning of the project to make sure all project partners use a consistent visual presentation on PoshBee-related topics. The templates include:

- Deliverable report
- Milestone report
- Power point presentation
- Letterhead template for official project letters

Each template is specifically tailored to the information the document is required to contain. The templates incorporate the PoshBee project logo and suggest the information necessary to be included in the document.

All templates are available in the internal library of the website, and are thus easy to access and use for all partners upon login to the website.

1.6. Project website

The PoshBee public website (www.poshbee.eu) (Fig. 5) 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. The events organized by PoshBee or of relevance to the project are also announced through the website.

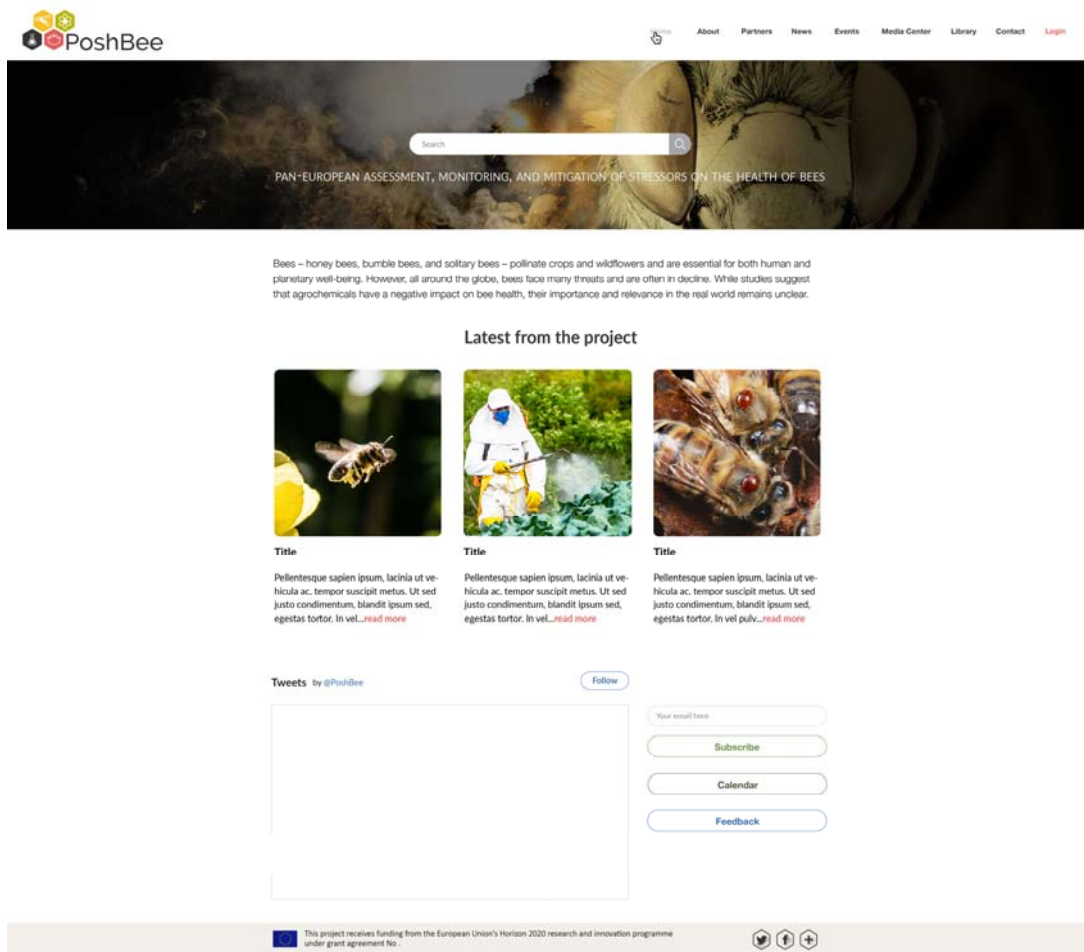


Figure 5. Project website.

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 PoshBee as well as 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, steering group and advisory panel
- News: dedicated to all PoshBee publications and deliverables and other documents of interest
- Events: dedicated to all PoshBee-organised and PoshBee-relevant events
- Media Center: a place where all outreach materials (e.g. logo, flyer, poster etc.) are made available and can be freely downloaded
- External Library: all public PoshBee deliverables as well as all scientific publications resulting from the project
- Contact

The website also provides direct links to the PoshBee social networks profiles in Facebook and Twitter, as well as a feedback submission button and a newsletter subscription form.

1.7. Internal communication platform (ICP)

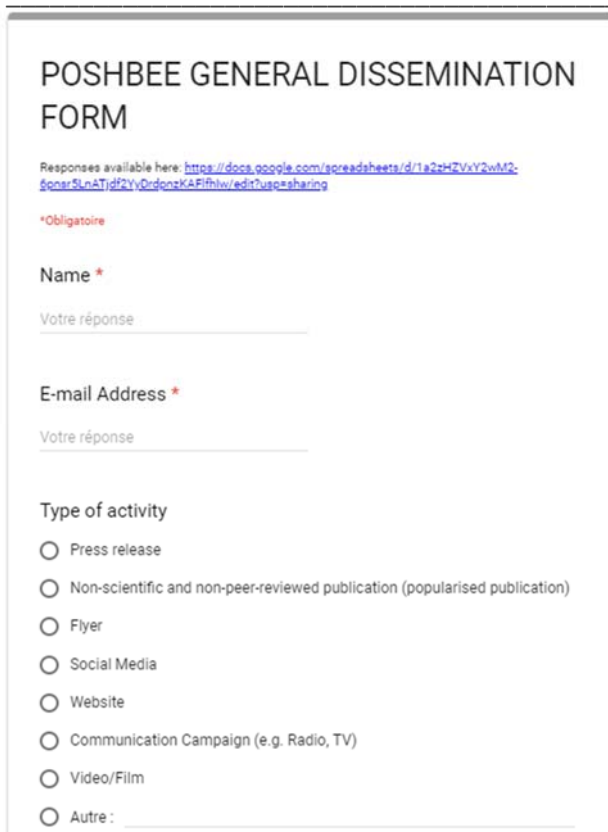
By clicking the Login button of the website, the user can perform the login procedure and thus access the internal communication platform of PoshBee. A User manual is available to guide the user through all the features available, describing how and why you need to use them.

The ICP serves as a communication hub between the consortium members. It is designed to ease the email-communication between project partners, as well as to store information relevant to the project.

Each registered user can access the **Internal library**, where all internal documents, presentations and photos from events are being stored and are available for download.

The ICP also serves as a sharing platform, where all registered project partners can submit **news items, events and external documents**, concerning PoshBee.

Members have access to the **dissemination report forms** (Fig. 6) for regular reporting of dissemination activities. These are: Scientific publications form, Symposia & Meetings form, Open research data form, General dissemination form.



POSHBEE GENERAL DISSEMINATION FORM

Responses available here: <https://docs.google.com/spreadsheets/d/1a2zHZVxY2wM2-6onsr5LnATidf2VYQrdonzKAFihlw/edit?usp=sharing>

*Obligatoire

Name *

Votre réponse

E-mail Address *

Votre réponse

Type of activity

- Press release
- Non-scientific and non-peer-reviewed publication (popularised publication)
- Flyer
- Social Media
- Website
- Communication Campaign (e.g. Radio, TV)
- Video/Film
- Autre : _____

Figure 6. Dissemination Report Form.

2. Social Media Accounts

To increase the project visibility and to promote PoshBee related news and results, accounts for the two major social networks and content sharing platforms, namely Facebook, Twitter and YouTube (Figs. 7-9). The PoshBee accounts have been created to reflect the general project branding and in an engaging and interactive way. Each account aims at a different group of users, reflecting the specificities of the network itself.

The PoshBee social media groups are fully operational and in process of increasing popularity and member participation. All news and events are posted on the Twitter and Facebook account. Buttons are displayed on the project homepage, which are linked directly to the relevant social network.

2.1. Twitter

Twitter provides a short, fast and easy communication. This social network is popular and with high number of users. Twitter is increasingly used professionally as a means of fast communication of organization specific news and events. The PoshBee Twitter account (Fig. 7) can be accessed under @poshbee_eu. Due to the increased activity on the Twitter account, it has proven to be successful with 228 followers at the end of the sixth month of the project.



Figure 7. PoshBee Twitter account (status November 2018).

2.2. Facebook

Facebook remains one of the most popular social networks, despite the fact it is less often used for professional purposes. Facebook has the advantage of providing a community-like space, where news, links, photos and videos are easily shared. The PoshBee Facebook account can be found under the name @Poshbee.eu.

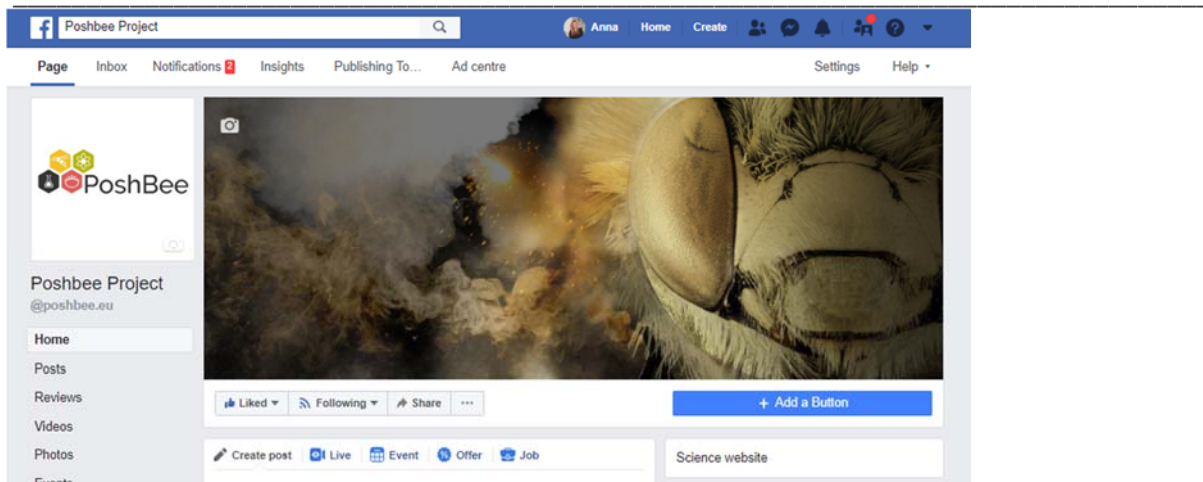


Figure 8. PoshBee Facebook account.

2.3. Youtube Channel

YouTube is a video-sharing website, offering a wide variety of user generated and corporate media videos. One of the advantages of YouTube is the common usage by academia for scientific explanatory videos, among others. The PoshBee YouTube account (Fig. 9) can be accessed through: <https://www.youtube.com/channel/UCF58ChoUFZyriPW8XBgGDZw>.

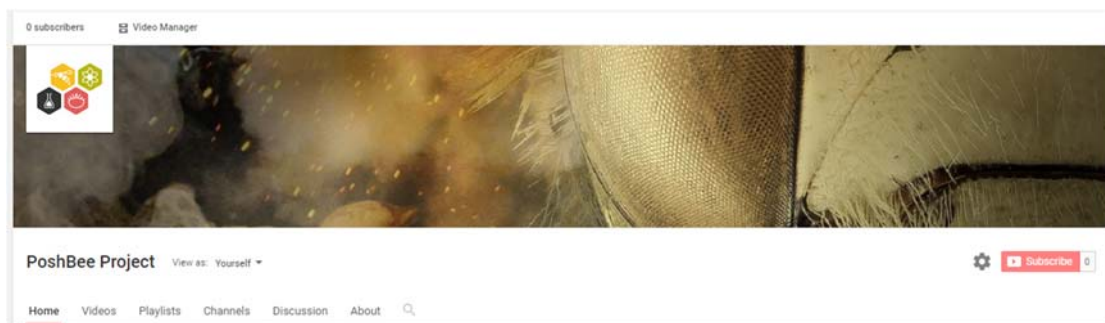


Figure 9. PoshBee YouTube account.

All the above-mentioned materials have been produced and developed as an initial setup of the PoshBee project brand. This marketing collateral puts the base for successfully executing the planned marketing activities throughout the project duration. All materials will be updated and elaborated with the project's progress.

3. Media Publicity

To increase the project visibility among researchers and interested parties, a press release introducing PoshBee's main focus and objectives was published to science news websites. Within the first 6 months of the project the following press release was produced:

27.08.2018 "Assessment, monitoring, and mitigation of stressors on bee health"

Newly funded EU Horizon 2020 project PoshBee supports healthy bee populations, sustainable beekeeping and pollination across Europe

The press release was published in the online science news service EurekAlert! and the European Commission news hub Cordis Wire. The total of 1,106 page views on EurekAlert! speak for the strong interest of the audience.

The press release was picked up by science news media www.phys.org.

4. Future Actions

The following plan outlines the baseline activities and frequencies from M7 onwards:

1. Flyer and poster- each year the project will develop an updated version of the project flyer and poster.
2. Press releases – roughly 1 press release per year (this number is a subject to change in accordance with the necessities of the project).
3. Press pack – updated each year to include new information and multimedia materials as they come.
4. Electronic newsletter - 1 every year
5. News and Events on the website: minimum 1 per month
6. Social networks activity: minimum 2 posts per week
7. Attendance of conferences: minimum 5 per year
8. Publications in relevant media – minimum 2 per year

The values given above are just a guideline and set as a minimum activity on every dissemination aspect per period of time. They are subject to an increase whenever this might be necessary or possible throughout the project's lifetime.

5. Conclusion

Deliverable 11.1 “Branding products, promotional materials, website, social network profiles, project communication platform, and online libraries” describes the ideation and creation of project identity and promotional materials. The report gives an insight into the purpose of the different dissemination tools. 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 dissemination team will update the project website on a regular basis, and create promotional materials with the most recent project updates.