

Communication Strategy and Visual Identity

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Horizon 2020

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Intermin project partners

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	EUROGEOSURVEYS	EGS	BE
	BUREAU DE RECHERCHES GEOLOGIQUES ET MINIERES	BRGM	FR
	ASOCIACIÓN DE SERVICIOS DE GEOLOGÍA Y MINERÍA IBEROAMERICANOS	ASGMI	ES
	LA PALMA RESEARCH CENTRE FOR FUTURE STUDIES SL	LPRC	ES
	UNIVERSIDAD POLITÉCNICA DE MADRID	UPM	ES
	FEDERATION EUROPEENNE DES GEOLOGUES	EFG	FR
	MONTANUNIVERSITÄT LEOBEN	MUL	AT
	COORDINATING COMMITTEE FOR GEOSCIENCE PROGRAMMES IN EAST AND SOUTHEAST ASIA	CCOP	TH
	AMERICAN GEOLOGICAL INSTITUTE	AGI	US
	THE UNIVERSITY OF QUEENSLAND	UQ	AU
	YOUNG EARTH SCIENTISTS NETWORK	YES	BE
	SVERIGES GEOLOGISKA UNDERSÖKNING	SGU	SE

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PURPOSE

This document presents the Communication Strategy and development of the Visual Identity for the INTERMIN project. It serves as a guideline for communication and exploitation activities. The Strategy identifies all the channels, audiences, information and content to be disseminated by the project. It will align key messages for different audiences, the frequency with which communications will take place, milestones for communications, quality controls and performance indicators, as well as responsibilities for undertaking these activities.

The implementation of this plan will optimise stakeholder engagement, building trust in the project from stakeholders, and emphasizing the potential benefits that INTERMIN can deliver.

The document is intended for both internal and external readers. Its dissemination level is Public. This document is under the responsibility of Work Package 5 (WP5). Amendments, comments and suggestions should be sent to the WP5 leader: Nancy Savall:

nancy.savall@eurogeosurveys.org.

EXECUTIVE SUMMARY

The present document is a deliverable of the International Network Of Raw Materials Training Centres (INTERMIN) project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement 776642.

The document presents the project's Communication Strategy and development of the Visual Identity, defining the actions and implementation measures envisioned to efficiently communicate about project objectives and activities and disseminate project outputs in order to ensure the best exploitation of its results, as part of Work Package 5 – “Communication and dissemination”.

The INTERMIN Communication and Dissemination Plan will be systematically reviewed and updated on the occasion of each consortium meeting, if necessary.

This document outlines the key messages which are to be considered in all communications issued by all partners, and provides an analysis of the stakeholders, in collaboration with WP5, to whom these messages are directed, and the channels identified for their delivery.

The project will run for 36 months from February 2018, and communication activities are planned throughout this period.

This Project's Communication Strategy sets out communication activities designed to ensure that all relevant and interested stakeholders are involved and/or reached, and properly, correctly and regularly informed and kept updated. In this regard, WP5 will:

- Create awareness about the INTERMIN project and encourage involvement;
- Create and maintain a vivid interest ensuring participation and contribution of key players;
- Ensure that project the results are properly presented at all planed events using appropriate dissemination means;
- Set a plan for the dissemination activities;
- Disseminate the accumulated knowledge to the relevant stakeholders;

To reach the above goals the first step will be to identify target stakeholders such as international agencies, regulators and policy makers, research centres, universities, training centres, SMEs, large companies and not for profit organizations active in social and economic

development, environmental protection and potential end-users of the outcomes of INTERMIN Project, such as land-use planners and policy makers. The second step will consist of developing key messages tailored to the specific needs of each stakeholder. The final step will be to identify specific dissemination tools to reach them.

The first part of the Communication Strategy will be targeted to the stakeholders involved, by maintaining awareness of INTERMIN, informing on achievement of milestones and on any potential issues of interest, and promoting exchange of ideas. The activities and actions will be based on the work carried out by other work packages. Fundamental for the success of the project is the collaboration between global stakeholders in order to ensure the exchange of information and best practices and achieve a common view of the objectives of the project, while the second part of the Plan will be targeted to broader stakeholder community institutions.

Visual identity is a physical manifestation of a brand. It includes a logo and several supporting devices, such as the project letterhead, website, poster, brochure, an article, PowerPoint and report templates all governed by a set of guidelines. The guidelines dictate how the identity is applied and approved for printed pieces, colour palettes, typefaces, page-layouts, and report templates. Such items are used in media applications with the aim to maintain visual continuity and recognition.

All the consortium partners of the INTERMIN project are invited to represent the project the same way each and every time they interact with the various stakeholders.

INTRODUCTION

The H2020-Project INTERMIN will commence in February 2018 lasting a total of 36 months. Its goal is to create a feasible, long-lasting international network of technical and vocational training centres for mineral raw materials' professionals. Specific objectives of the project are to develop common metrics and reference points for quality assurance and recognition of training and to create a comprehensive competency model for employment across the primary and secondary raw materials sector. INTERMIN activities include:

- To develop an international qualification framework for technical and vocational training programs on mineral raw materials' topics, based on present and future requirements by employers.
- To foster joint international training programs by a merger of competences and scope of existing training programmes.
- To optimise future interaction and collaboration in Europe and internationally.

The project activities require contact with people as well the collection, analysis, treatment and storage of primary data (data collected by the Consortium involved in INTERMIN) and secondary data (data collected by others and published or publically available). INTERMIN also includes the development of a repository, which consists of a database of documents used and generated by the project.

The Project will:

- Set the foundations for the establishment of a common language for education and training along the raw materials sector, increasing the mobility of professionals and strengthening the EU competence and expertise in the field of the primary and secondary raw materials.
- Play a key role in boosting international cooperation with industry, government, academia, NGOs and other stakeholders from key raw materials producing countries and regions, enhancing the possibility for new cross-sectorial innovation in Europe.

- Have a substantial impact on improving the availability of a qualified and skilled workforce leading to higher competitiveness of the EU raw materials industry, thus strengthening the EU's capacity to influence raw materials supply on a global scale.
- Create a long-lasting international network of technical and vocational training centres for raw materials' professionals, hence establishing and maintaining strong and sustainable relationships with the leading training institutions from advanced mining countries.
- Contribute to the implementation of the Raw Materials Initiative and achieving the objectives of the EIP on Raw Materials.
- Ultimately strengthen the EU's capacity to influence raw materials supply on a global scale.
- Disseminate further the objectives of INTERMIN.

ROADMAP OF ACTIVITIES

The Communication Strategy targets relevant stakeholder groups since the earlier project stages, to get them involved in the INTERMIN project, influence its course by co-generation of knowledge and feedback, and create ownership of the INTERMIN results. This will ensure that the project responds to different needs and is able to involve and get the participation of potential stakeholders on an international scale. In the later project stages, the diffusion of results comes to the center stage through their exploitation within and beyond the project's duration.

The plan encompasses the three main phases of dissemination:

- 1) In the beginning the focus lies on the presentation of the project itself so that the scope and the aim of the project is well-known within the raw-materials community and the public at large (communication and dissemination for awareness- Information).
- 2) In the second phase the emphasis is put on generating participation for establishing a dialogue and for exchanging information and best practices (communication and dissemination for understanding - Involvement).

- 3) During the third phase, the final results of the project, that is recommendations on how to improve cooperation for fostering the training centres at global level, will be disseminated through the stakeholders themselves (communication and dissemination for action/participation - Engagement).

The plan is divided into two parts: internal dissemination, among the Consortium and the Advisory Board member, and external dissemination, among all relevant stakeholders.

Both, internal dissemination as well as external dissemination is of great importance during the whole INTERMIN project.

TARGET AUDIENCE

INTERMIN's target audience covers the entire value chain of mineral raw-materials at the European level.

The INTERMIN project is led by the Instituto Geológico y Minero de España (IGME) and supported by 13 additional leading organizations (EuroGeoSurveys, Bureau de Recherches Géologiques et Minières, Asociación de Servicios de Geología y Minería Iberoamericanos, La Palma Research Centre for Future Studies SL, Universidad Politécnica de Madrid, Federation Européenne des Géologues - European Federation of Geologists, Montanuniversität Leoben, The Coordinating Committee for Geoscience Programmes in East and Southeast Asia, American Geological Institute, The University of Queensland, Panstwowy Instytut Geologiczny - Panstwowy Instytut Badawczy, Young Earth Scientists Network, Sveriges Geologiska Undersökning).

In addition, nine international organisations are involved as Advisory Board members and six organizations as Linked Third Parties (National Geological Surveys members of EGS, Institute of Geology and Mineral Exploration, IGME GREECE, Magyar Földtani és Geofizikai Intézet. Geological Survey of Hungary, MFGI, Laboratório Nacional de Energia e Geologia. Geological Survey of Portugal, LNEG, Czech Geological Survey, CGS, GeoInform of Ukraine, SRDE) Already 28 stakeholders are participating in the project as well.

Efficient communication should therefore take into account the characteristics of each target group in order to increase the stakeholders' awareness about the project deliverables and results and provide the participants with accurate and reliable information.

Table 1 Stakeholders likely to be interested in the projects output, and therefore targeted for communication and dissemination activities.

Stakeholders	
International training centres	
Regulators & Policy makers	
Consultancy	
Data providers	
Civil Society	
International Agencies	
Research Centres /Universities/training Centres/ Academia	
Private sector/ Industry	
Non profit organisations	
Investors	
Eu & Global initiatives	

KEY MESSAGES

The plan aims to use messages which are tailored to each of the audience groups outlined in the previous section (Target Audience).

The effectiveness of any single message is dependent on a variety of issues. From the stakeholder's perspective, two elements are significant:

- The amount and quality of the information that is communicated;

- The overall judgment that each individual makes about the way a message is communicated.

The style of INTERMIN messages should therefore reflect a balance between the need of information and the benefits delivered by the project. These benefits will be different for each target audience.

The project will tailor messages for each audience group, but all communications issued by any member of the project team should reflect one of the following key messages:

- To contribute to more informed policy formulation;
- To enhance networking between key institutions globally;
- To better understand global policies on International training centres

Therefore, simplicity and consistency are essential to ensure that the target audience understands and retains the information. The delivery of key messages will be phased throughout the duration of the project. The channels through which the messages will be conveyed are outlined in Section Internal and External Communication.

VISUAL IDENTITY

Introduction

Reinforcing INTERMIN in a sustainable way is one of the core objectives of WP5. Hence communication activities ensure that the project improves the visibility of INTERMIN. A visual identity has been developed to contribute to the overall perception of the project and its uniform impression. It includes elements that will represent the project in a distinct and consistent way (logos, colours, fonts, templates, photos, etc.). The corporate identity of INTERMIN includes also the EU emblem, showing clearly that this is a EU-funded cooperation action. In each template the following sentence has to be inserted “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement n° 776642.”.

Based on the same colour palette, fonts and logo, a set of templates has been designed by WP5. The templates ensure that the INTERMIN visual identity is consistent throughout the duration of the project. This set of templates includes:

- A template for project deliverables;
- A template for project PowerPoint presentations;
- A template for the letterhead;
- Template for the press releases/articles.
- Postcard
- Website

All the consortium partners of the INTERMIN project are invited to use them for disseminating the project every time they interact with the various stakeholders.

Guidelines

LOGO



■ **f9b610** CMYK 0/27/94/2 RGB 249/182/16

■ **94c120** CMYK 23/0/83/24 RGB 148/193/32

■ **2daae2** CMYK 80/25/0/11 RGB 45/170/226

■ **7b6a58** CMYK 0/14/28/52 RGB 123/106/88

INTERMIN

The logo has been designed to represent two main concepts:

- Representing education globally;
- Natural sciences and particularly geology all around the world (Green for solid ground and blue for water).

INTERNAL COMMUNICATION

During the early and the middle stage of the project the communication actions will be mainly focused and addressed to the Consortium Partners.

Table 2. Key messages during the first stages of the project.

Early Stage	<ul style="list-style-type: none"> - To provide a solid and common understanding of the current state of International training centres
Middle Stage	<ul style="list-style-type: none"> - To create the right framework conditions for sustainable International training centres with included mineral resources; - To offer substantial support to strengthen the EU's position, contributing to international agreements, and also to assessing impacts, risks and opportunities; - To build a strong-knowledge base in support of adaptation measures and policies.

Communication and Dissemination Tools

PROJECT REPORTS

A major expression of dissemination is the production of deliverables. Over the entire project duration, the INTERMIN consortium will produce 27 official deliverables. All of them are public, therefore they will be made publicly available in the project website's resources area in order to spread the project's excellence and disseminate knowledge to our target groups.

PROJECT EVENTS

The INTERMIN events will come as a dissemination support to the objectives of all work packages. They will help in spreading the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders, and provide ground for discussion and brainstorming, encouraging the exchange of the information and the best practices. INTERMIN team has scheduled several events during the life-span of the project:

- Kick-off meeting has been organised in Brussels to launch the project, over 40 participants have attended the event.
- Final event will be organized at M36. It will be an internal final event where the project's final results will be presented to the EC.

Moreover, INTERMIN will enjoy direct synergies of international flagship events organized by the Consortium that covers industry, academia, research, trade, NGOs, funding and governmental organisations and authorities in Europe and all other regions of the world, bringing together a large audience of experts. For example, EGS has 2 annual General Meetings and EFG two annual National delegate Forums, where the project outcomes will be disseminated and used to foster exploitation of the project.

In addition, INTERMIN will participate in international conferences that are essential for promoting the scope of the project and for encouraging new potential stakeholders to become part of the project. To do so, the WPs leaders will apply for making presentations, keynote speeches, organize side events and will distribute information materials. The project team has identified a series of conferences and events such as the European Geosciences Union General Assembly, PDAC in Toronto, Canada (the largest forum in North-America), METS conference and trade show in Madrid, Spain, Resources for Future Generations Conference in Toronto, Canada.

VIDEO CONFERENCE

Online videoconferencing such as Webex, is used for a monthly meeting between the Project Manager and the WP leaders. WP leaders are setting up their own schedule of conference call meetings for their own work package. The videoconferencing tool will be web-based to ensure that all participants can participate and to keep them involved and updated.

EXTERNAL COMMUNICATION

During third phase the aim is to distribute the results of the project to the wider community operating in the field of Raw Materials all over Europe, investors, policy makers. In this context, the project's dissemination messages will reflect its broader societal and economic impact.

The main goal of the external communication is to ensure the exploitation of the project after its end.

The external dissemination will start in month 12 and will have its fundamental step during the second year of the project. In contrast to internal dissemination, it is particularly crucial in the second half of the project, when the results carried out from other work packages will be available.

Exploitation plan

Exploitation is intended to facilitate the benefits of the project being applied beyond the project's end date. In particular, the exploitation plan will support the developing of the roadmap that will provide all relevant elements for achieving the objectives of the project.

Messages

During the exploitation phase, specific messages will be addressed to the stakeholders.

Table 3. Key messages during the final stage of the project.

Final Stage	<ul style="list-style-type: none"> - To strengthen the capacity to influence the International training centres globally. - To provide guidelines for the entire International training centres.
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Exploitation Tools

PROJECT WEBSITE

The website will be available on the following link www.interminproject.org

The website will be composed of the INTERMIN logo, of a dynamic banner with the aim to catch the attention of the people and suggests the main purpose of the project, supported by the short sentences that drive you to discover the project.

Online from M4, and constantly updated, the INTERMIN website will contain all relevant information about the project (project objectives, information, news, event announcements, public reports, etc.). It has been carefully designed and set up to address policy makers, the scientific community, and the general public, in the most effective way through a user-friendly interface. The website will be in English. All projects activities will be published in the website in order to provide visibility and transparency.

The INTERMIN intranet platform will also be integrated into the website. This platform will allow all the consortium partners to share documents.

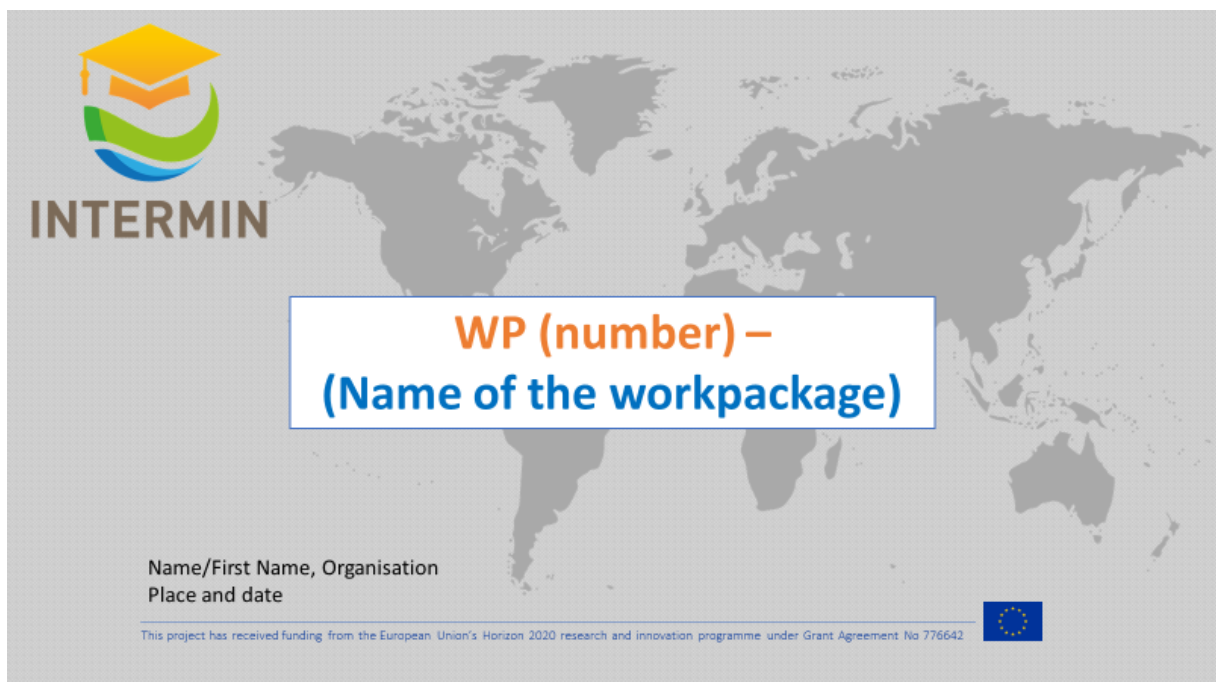
Website analytics will be used to identify the subject areas of most interest to users.

E-NEWSLETTER

A special edition of e-newsletter will be produced in month 36 with the list of recommendations collected during the project. Several interviews with the Advisory Board and broader stakeholders will be published with the aim to get them involved.

POWER POINT PRESENTATION

The title slide includes the INTERMIN logo on the gray background and the global presence of INTERMIN being represented by the world map. On the bottom right side there is the EU emblem.



On the bottom side the following sentence has to be displayed “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 776642”.

The size of the logos must not be changed.

The font to be used is "Calibri light". The size of the title may change on the basis of the length of the title, but has to be readable always. The subtitle has to be displayed under the coloured banner on the left side and also here the font used is "Calibri light".

On the lower left corner the name of the author/s, the name of the meeting, the name of the author's affiliation, the date of the meeting and the affiliation's logo, have to be displayed.

Content slides

For content slides, "Calibri light" must be used for PowerPoint presentations. Images should be used in JPG format.

The title has to be displayed on the grey full gray background for ensuring that the titles are legible. The INTERMIN logo and the EU emblem have to be displayed respectively on the top left side and on the bottom right side. Apart from bullet text, tables, charts, graphics, etc. can also be inserted.

LETTERHEAD

The letterhead may be used for official occasions such as sending special invitation letters to speakers of conferences or other special external communication purposes.

The INTERMIN logo and the EU emblem have to be displayed respectively on the top left side and on the bottom right side and should not be changed in size.

On the top right side, the contact of the project manager has to be indicated.

On the left side, the date, name of the sender, the sender's affiliation name, sender's address, as well as the name of the recipient, his/her affiliation name, and recipient address have to be inserted.

Under the above information, the subject has to be inserted.

A greeting, signature, title of the sender, and her/his affiliation name have to be inserted on the left side.

On the bottom side, close to the EU emblem, the following sentence has to be displayed "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 776642".

ARTICLES

Any published article has to be delivered on the INTERMIN letterhead. The place and the date of the publication must be displayed on the right top side.

The article/press release must have a title and a subtitle. On the bottom of the page, the contacts of the project management and the communication management must be displayed.

POSTCARD

The postcard will be available on the INTERMIN intranet in pdf format for downloading. The HD resolution of the brochure for printing can be obtained from the WP5 leader (Nancy Savall: nancy.savall@eurogeosurveys.org).

BROCHURES

An INTERMIN brochure will present the topic, objectives and activities of the project. This brochure will be printed in at least 1000 copies to be handed out at each event INTERMIN partners participate in. It will also be distributed online under the form of clear and appealing info-graphics (as .jpg files), that can be much more easily spread through social networks and interested websites.

GADGETS

If the allocated budget will allow, gadgets will be distributed during the events in order to support the dissemination actions and to promote the project. It is a good tool to ensure regular reminders of the INTERMIN logo and website and to make the INTERMIN identity more visible and recognizable.

SOCIAL MEDIA

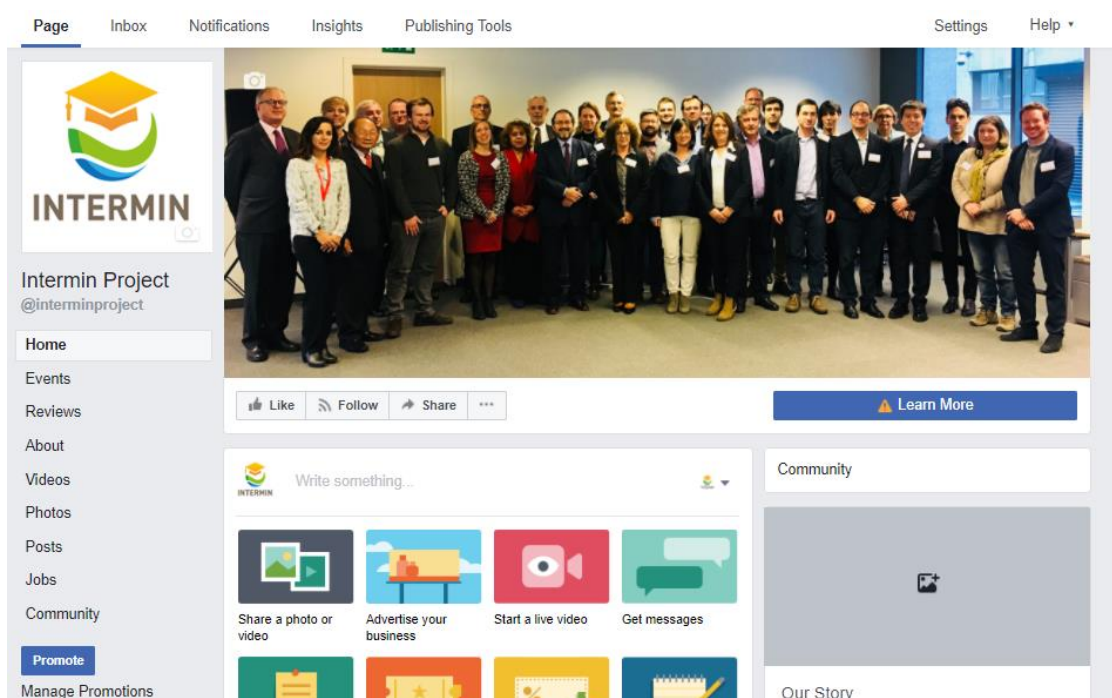
In order to reach wider audiences, and maintain an enduring web presence and awareness of the project, the INTERMIN project has assessed the available social media channels. The project will use the INTERMIN website, plus Facebook, LinkedIn, Flickr and Twitter (@InterminProject) feed and an #InterminProject hashtag to publish activities, encouraging debate and participation, as these are channels which are accessible by all communities. The

management of the twitter account is undertaken by WP5. This online tool will be used to monitor interest outside the immediate partner organisations and involved stakeholders, by reviewing followers and use of the #InterminProject hashtag.

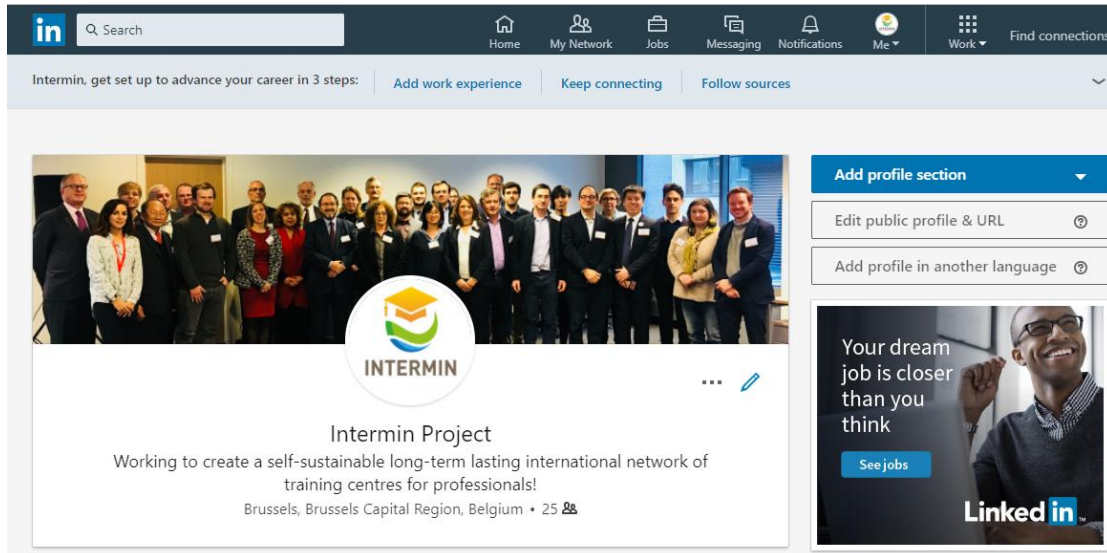
- **Twitter**



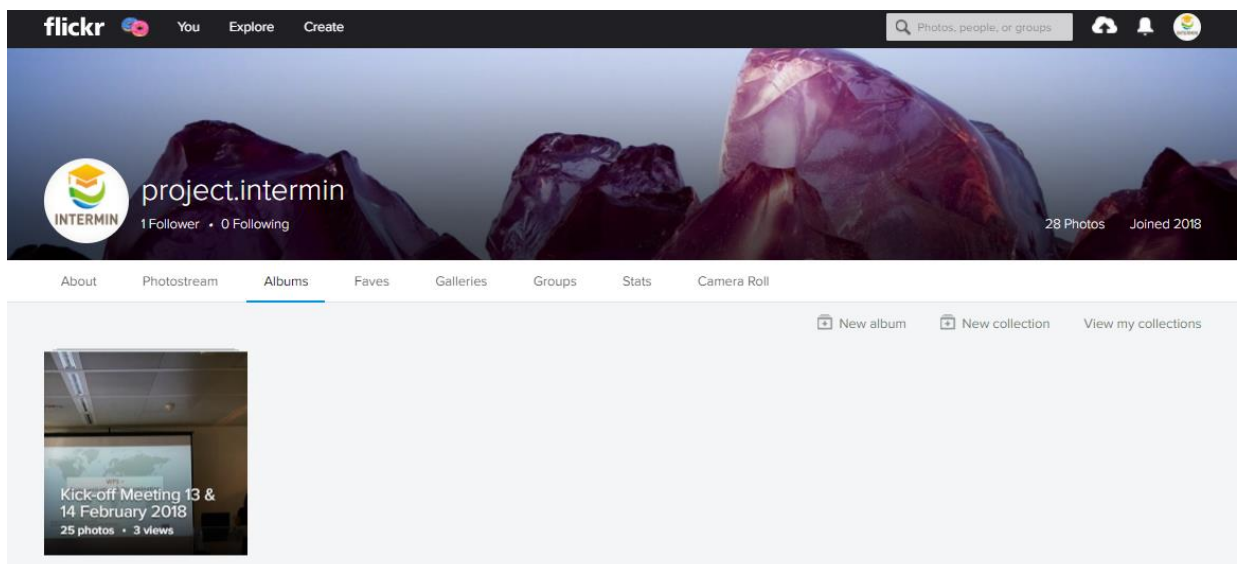
- **Facebook**



- **LinkedIn:**



- **Flickr:**



IMPACT OF COMMUNICATION AND DISSEMINATION ACTIVITIES

A series of key performance indicators (KPI) has been defined to measure the impact of the dissemination and communication activities carried out by the project consortium from the project start, these can include the expected results displayed in Table 4.

Table 4 Key Performance Indicators and expected results.

Tool	Key Performance indicators (KPI)	Expected Results (M36)
Website	Number of unique visitors	1500 Visitors
Social Media (LinkedIn – Twitter, Facebook)	Number of Followers	250 followers
	Number of tweets	50 tweets
Brochures	Number of Brochure distributed	1500
Conferences/events	Number of Conferences/events attended	24
E-newsletter	Number of online readers	800
Articles/press release	Number of articles published	20

Roles and Responsibilities

This section defines the roles and responsibilities related to communication activities within the INTERMIN project.

All partners will:

- Support communication activities;
- Assist in the implementation of the INTERMIN Project Communication Strategy of planned activities as defined in this document;
- Include the INTERMIN logo and website address on at least one page of their website;
- Ensure communications reflect the INTERMIN project messages as described in “Key Messages”;

- Use the INTERMIN project mailing list, and specific work package lists, for general communication and to notify other participants of the availability of new dissemination materials and results.;
- Include the INTERMIN project web address and contact details in external communications related to the project;
- Use INTERMIN appropriate templates for relevant project-related communications;
- Include the @InterminProject feed and an #interminproject hashtag when mentioning the project on Twitter;
- Acknowledge EU funding through communications, as specified in the grant agreement.

WP5 “Dissemination”

The Lead Partner for WP5 will:

- Manage the undertaking of all internal and external communication activities;
- Act as the central point of contact for all external communication activities;
- Delegate particular communications tasks to WP5 participants as required;
- Monitor, update and add to the Communication Strategy.

Work Package Leaders

To convey information on their work packages activities and outcomes, WP leaders will:

- Provide regular updates on work package progress at the scheduled project team meetings;
- Ensure that all deliverables include an accessible summary section that can be repurposed for communication purposes and similar INTERMIN activities;
- Provide information and content on the work carried out within their work package by producing communication outputs;
- Inform WP5 whenever INTERMIN is promoted through presentations, keynote speeches and posters in events, conferences and workshops.