



**Project branding and promotional materials (logo, leaflet, poster, templates), website, online Libraries, data management plan**

## **Deliverable D6.1**

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**ESMERALDA**

**Enhancing ecosystem services mapping**

**for policy and decision making**



**Prepared under contract from the European Commission**

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 Project coordinator: Dr. Benjamin Burkhard, Christian Albrechts University Kiel  
 Project website: [www.esmeralda-project.eu](http://www.esmeralda-project.eu)

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## Preface

WP6 has as its main objective the effective promotion and dissemination of ESMERALDA research across stakeholders and the general public. To ensure effective communication, both external and internal, Pensoft has produced a number of promotional tools and materials as a part of the project branding. The following report describes these tools, the process of their discussion with the consortium (more detail available in MS30) and their approval, as well as their current and future implementation within the project communication strategy.)

## 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 start up. Accordingly, a project logo and a web platform comprising an external website and Internal Communication Platform (ICP) were developed in the first 3 months to form the backbone of both project internal communication and public visibility.

In addition various dissemination materials such as an ESMERALDA brochure and a poster were produced in high quality print versions for rising awareness at events. The material has as well been uploaded in the Media Centre of the website, to be available to anyone interested.

Templates were also produced and uploaded on the ICP to be available to the consortium to facilitate future dissemination and reporting activities such as letters, milestone and deliverable reports, Power point presentations, policy briefs etc.

Accounts have been also set in 4 social media channels (Twitter, Facebook, Google +, and LinkedIn) to ensure the widest possible impact and outreach of ESMERALDA 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. Project logo

Several versions of the logo were designed by Pensoft to reflect a concept developed by the project coordinator and his team and were consequently passed on for online discussion to the project's Executive Board and the broader consortium, before its final approval. (Fig.1). The logo is designed to help the external audience to easily identify ESMERALDA and contributes to the project visibility by providing a corporate identity from the very beginning of the project.



**Figure 1: Current ESMERALDA project logo (above), including previous suggestions (below).**

## 1.2. Project sticker

The ESMERALDA logo was used to create a promotional sticker, distributed for the first time to project partners at the Kick-off meeting in order to increase visibility of the project and to promote it in the community (Fig. 2).



**Figure 2: ESMERALDA laptop sticker**

## 1.3. ESMERALDA brochure

The ESMERALDA brochure is 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.3). The brochure was created to reflect the conceptual design of the project logo and website and was a subject to multiple online and personal discussions and improvements together with the project consortium.

**Project partners**

- Christian Albrechts University Kiel, Germany (CAU)
- Baltic Environmental Forum, Latvia (BEF)
- Finnish Environment Institute, Finland (SYKE)
- Regional Environmental Centre, Hungary (REC)
- Autonomous University of Madrid, Spain (UAM)
- Hungarian Academy of Sciences, Hungary (MTA OK)
- University of Nottingham CEM, UK (UNOTT)
- Instituto Superior Técnico, Portugal (IST)
- University of Trento, Italy (UNITN)
- University of Bucharest, Romania (UB)
- Pensoft Publishers Ltd, Bulgaria (PENSOFT)
- UNEP WCMC, UK (WCMC)
- Free University of Amsterdam, the Netherlands (VU)
- Paris-Lodron University Salzburg, Austria (PLUS)
- Flemish Institute for Technological Research, Belgium (VITO)
- University of Poznan, Poland (UPOZ)
- Bulgarian Academy of Sciences, Bulgaria (NIGGG BAS)
- Institute for Environmental & Agricul. Science & Research, France (IRSTEA)
- Global Change Research Centre, Czech Republic (CVZG)
- Malta College of Arts, Science and Technology, Malta (MCAST)
- Foundation for Sustainable Development, the Netherlands (FSD)
- University of Copenhagen, Denmark (UCPH)
- ETH Zürich, Switzerland (ETH Zurich)
- Naturvårdsverket, Sweden (SEPA)
- Joint Research Centre, European Commission (JRC)

**Keywords**  
ecosystem services, mapping, assessment, Europe, network, biodiversity strategy, ecosystem restoration, policy making, flexible methodology

**Consortium**  
25 partners from 20 European countries

**Duration**  
February 2015 – July 2018

**Website**  
[www.esmeralda-project.eu](http://www.esmeralda-project.eu)

**Project coordinator**  
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**Enhancing ecosystem services mapping for policy and decision making**

EU Horizon 2020 Coordination and support action

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**Background**

Mapping and assessment of ecosystems and their services (ES) are core to the EU Biodiversity (BD) Strategy. They are essential if we are to make informed decisions for the future of European biodiversity. Action 5 sets the requirement for an EU-wide knowledge base designed to be:

- a primary data source for developing Europe's green infrastructure;
- a resource to identify areas for ecosystem restoration, and;
- a baseline against which the goal of 'no net loss of BD and ES' can be evaluated.

**In response to Action 5 requirements ES MERALDA aims to:**

- create ES mapping and assessment strategies in the EU member states;
- deliver a 'flexible methodology' for pan-European, national and regional ES mapping and assessment;
- share experience through active dialogues and co-creation of knowledge, and;
- mobilise all relevant actors, increase participation of citizens in science and decision making.

**ES MERALDA will**

- coordinate and streamline existing European ES research, exchange of information, data and methods;
- strengthen existing networks and create new European collaborations between ES scientists, practitioners, policy makers and wider society;
- link European and national research and funding activities with international activities;
- create innovative ES mapping and assessment methods and cross-disciplinary systemic approaches;
- build on existing knowledge and experience, to enhance mapping and assessment of ecosystems and their services;
- support national stakeholders to carry out their obligations in relation to the EU BD Strategy and national requirements, and;
- develop a Strategic Research Agenda (SRA) for ES mapping and assessment to enable long-term ES-based management strategies.

**Main outcomes**

- an overview of the state of ES mapping and assessment in EU member states;
- a flexible methodology and tiered approach for ES mapping, valuation, accounting and assessment;
- methods for developing high quality and consistent information on the condition of ecosystems and their services;
- exemplar applications from selected representative case studies (agriculture, forestry, marine areas, others);
- an online data sharing system for maps;
- a set of practical policy recommendations;
- a set of recommendations for the future development and implementation of related policies, and;
- practical guidance, data and tools for using BD and ecosystem-related data in other policies.

ESMERALDA consortium: 25 project partners, 20 European countries, 4 linked Baltic and Balkan countries.

[www.esmeralda-project.eu](http://www.esmeralda-project.eu)

Figure 3: ES MERALDA project brochure.

#### 1.4. ESMERALDA poster

The ESMERALDA poster was produced at the beginning of the project with eye-catching design, to introduce the project at conferences and meetings. The poster reflects the main ESMERALDA design concept to keep the project branding consistent and to make the project easily recognizable (Fig.4). The poster was a subject to online discussion with the consortium.

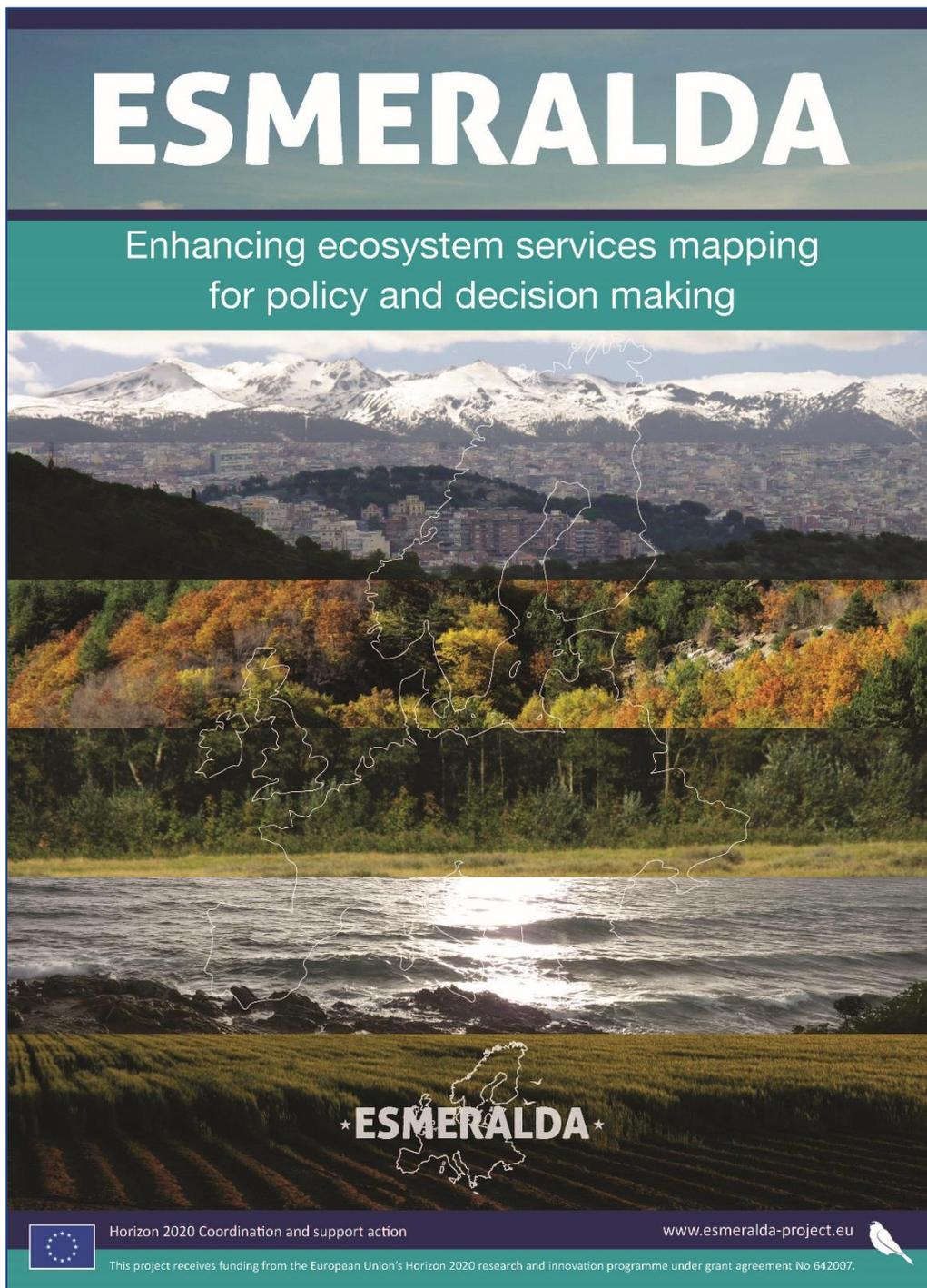


Figure 4: ESMERALDA project poster.

## 1.5. Project corporate identity templates

ESMERALDA corporate identity templates were designed in the very beginning of the project Implementation. These include:

- Milestone reports
- Deliverable reports
- Policy and technical briefs
- Power point presentation
- Meeting agenda and minutes
- Letterhead template for official project letters

Each template is specifically tailored to the information the document is required to contain. The templates incorporate several important elements in common:

- ESMERALDA project logo
- Suggests the information necessary to be included in the specific document

All templates are available through the Internal Online Library in the ICP and easy to access and use for all partners.

## 2. ESMERALDA Content Management System (CMS)

ESMERALDA website platform has been created to serve as a Project Content Management System (CMS) on two levels: (i) internal communication within the consortium and (ii) external communication and dissemination of the project objectives and results. The two main components developed by Pensoft are a public website ([www.esmeralda-project.eu](http://www.esmeralda-project.eu)) and the Internal Communication Platform (ICP) accessible only by authorised users and designed specifically to facilitate communication within the consortium.

### 2.1. ESMERALDA external website

ESMERALDA public website (Fig.5) was developed by the Pensoft team in close cooperation with the coordination team. It is 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 available the project deliverables and published materials. The events organized by ESMERALDA or of relevance to the project are also announced through the website.

The screenshot displays the ESMERALDA website home page. At the top, there is a dark blue header with social media icons for Facebook, Twitter, and LinkedIn, the ESMERALDA logo, and a 'Login' button. Below the header is a search bar and a navigation menu on the left with categories like Home, The Project, Partners, News, Events, Media Center, Links, and Contacts. The main content area is divided into three columns: 'Highlights' featuring a group photo and text about ecosystem services; 'News' with three articles including 'Ecosystem Services - Concept, Methods and Case Studies: a book' and 'European Environmental Agency (EEA) Annual Report 2014'; and 'Tweets' showing a tweet about the ESMERALDA Project. A 'Feedback' section with an email form and a 'Newsletter' section with a 'SUBSCRIBE' button are on the left. A 'Calendar' section on the right lists events like 'Seascope Ecology: Connecting land, sea & society' and 'ESMERALDA stakeholder workshop'. The footer contains the European Union flag.

Figure 5: ESMERALDA website home page

The website comprises of separate information pages with project background information, news, events, products, 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 featuring:
  - Highlights: 3 recent news stories of relevance
  - Live Tweet feed
  - Member login area
  - Feedback, RSS and Newsletter subscription forms
- The project: introducing the rationale and aims of the project
  - Main outcomes: introducing the project objectives and expected results
  - Work Packages: Introducing the WPs and their focus of involvement in the project
- Partners: presenting the different project partners
- Online library: dedicated to all ESMERALDA deliverables and other documents of interest
- News: introducing the project news other news of relevance
- Events: specific section to display the upcoming project events and other events of relevance
- Media Center: a place where all outreach materials are made available and can be freely downloaded
  - Partner posters
  - Posters
  - Brochures
  - Press releases
  - Logo
  - Newsletter
- Links: URL links to websites of interest and useful materials
- Contacts: listing the coordination team with their contact details

The website also provides direct links to the ESMERALDA social networks profiles in Facebook, Twitter, Google+, LinkedIn.

RSS feeds links enable visitors to subscribe and receive project news, project events announcements and project results releases directly in their mailbox.

## 2. ESMERALDA Internal Communication Platform (ICP)

The ICP of ESMERALDA was developed by the Pensoft IT team to serve as a communication hub and content management system of the ESMERALDA consortium.

A login button allows easy access to the restricted area for all registered users. The ICP serves for exchange of various types of information such as: documents related to the project management, datasets, results, coordination decisions, timetables, presentations, and materials, and for reporting among partners.

The ICP provides convenient and appropriate mechanisms to facilitate the free flow of all sorts of information. At a glance, it has the following main features:

- **Mailing module:** Users can send emails to one or more project participants after logging in the system. Users are assigned to one or more mailing groups depending on their role in the project. Collective emails can be sent to various selections of one or more mailing groups and individual users. All emails are archived.
- All registered users can upload files in the internal library and all internal documents related to the activities of the project are stored. Files that are placed in the **Internal Online Library** can be used only by the project members and are inaccessible to external visitors of the website.
- **Users:** this section contains the profiles of all project members that are granted access to the ICP, with their portrait photo, the affiliation, contact details and additional information.
- **Internal events:** a regularly updated time schedule for the work within the different work packages is placed on a prominent location of the Intranet pages. It contains information on the events (deliverables and milestones) to be delivered during the whole project lifetime - type and title of event, due date, description, participants and contact information.
- **Calendar:** the purpose of this section is to enable the visitors to easily spot and access the latest project information.
- Upload of **News, Events** and documents for the **external Online Library**
- **Dissemination Report Forms** – designed to facilitate the reporting of the ESMERALDA dissemination activities and make the intermediate results progressively available.

### 2.1. Log in

All project members will be registered in the ICP of ESMERALDA and will be provided their username and password. New members can be registered by the system administrators upon request from the team leaders, WP leaders or the Coordination team (Fig. 6).



Figure 6: ESMERALDA Log in, located in the upper right corner

## 2.2. Mailing Module

Users can send emails to one or more project participants after logging into the system. There is a list of all participants arranged alphabetically. Recipients can be easily selected by ticking the box next to their names. Mailing groups have been created for each work package, as well as for the case studies, WP Leaders, etc. (Fig. 7).

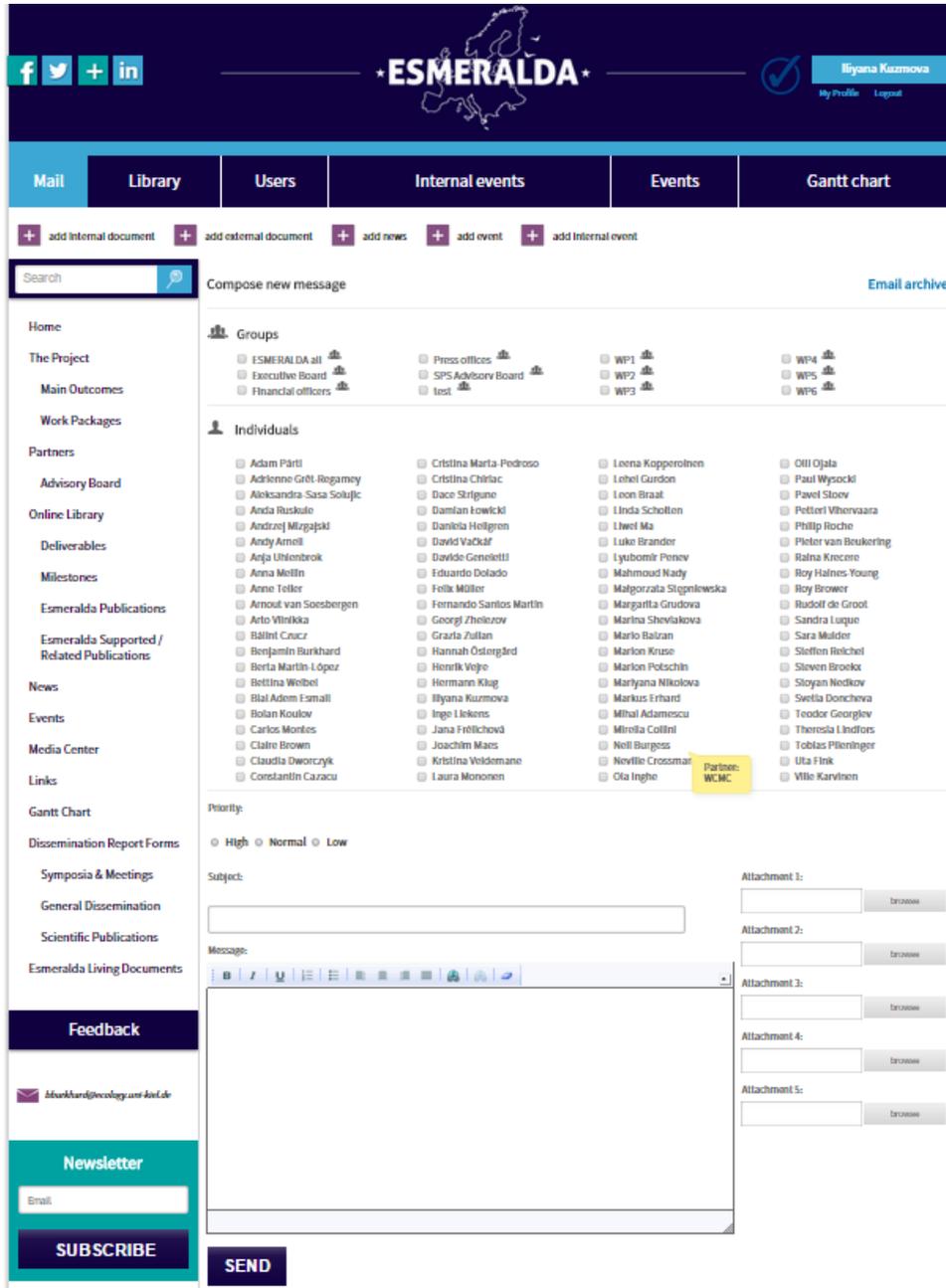


Figure 7: ESMERALDA mailing groups.

## 2.3. Upload of files, news and events

There are two types of libraries storing the documents resulting from the project activities: (1) internal, which is visible only to the consortium members, after login; and (2) external, which is accessible to anyone visiting the website. To see all internal documents you need to click on the Library button.

### 2.3.1. Internal Document Library

All internal documents are stored in the Internal Document Library. The view you will get is: (Fig. 8)

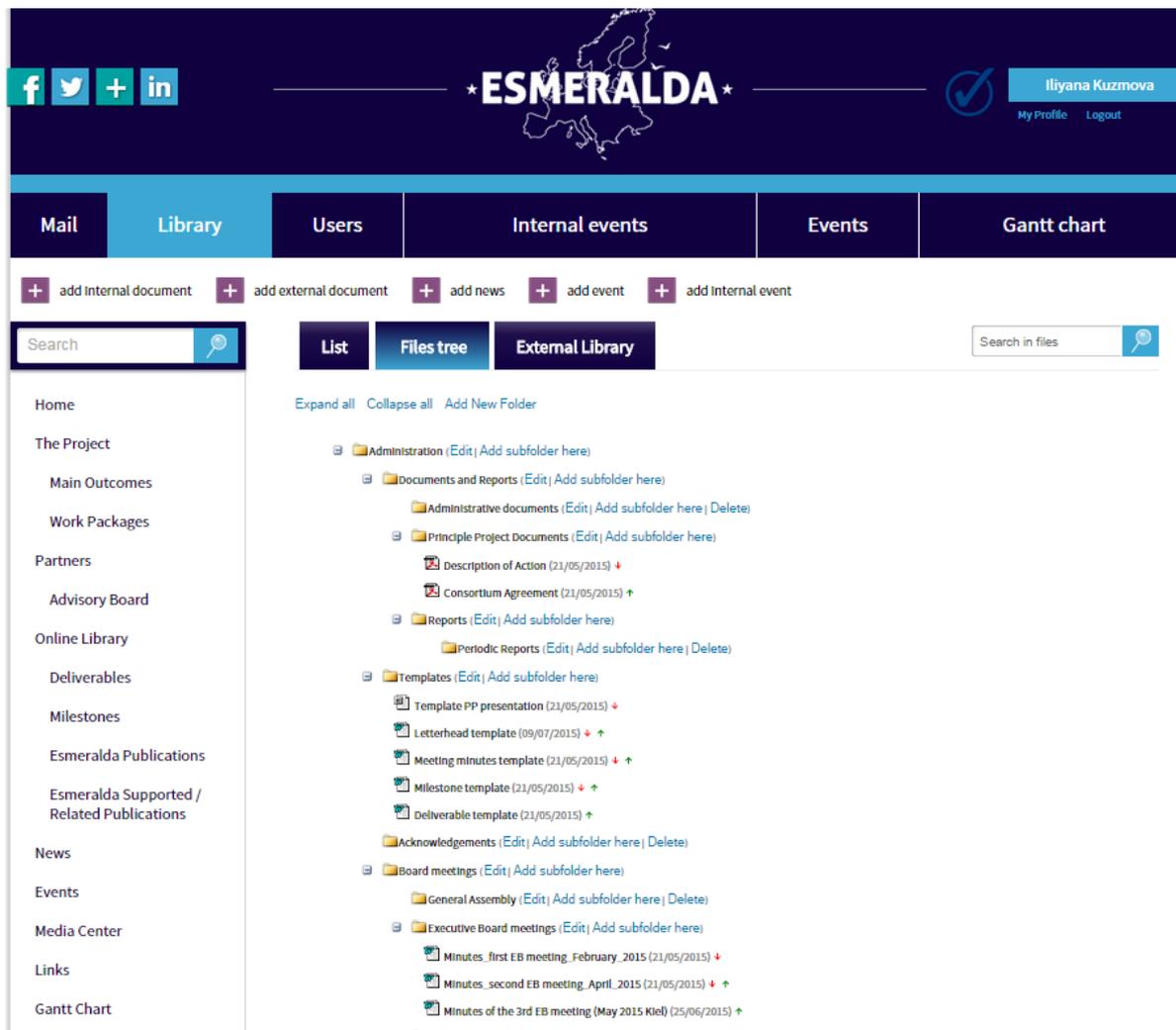


Figure 8: Internal document library

The Internal library is reserved for documents with restricted access, intended only to the consortium members (for example administrative documents, documents related to the project implementation, various sorts of documents from the project meetings, deliverables intended only for internal use, presentations, etc.). There are no limitations to the common formats of the file for upload. Every user can upload files in the internal library.

### 2.3.2. External Document Library

Publications (project-derived scientific publications and publications that are not project-derived but of interest to the ESMERALDA participants) and other information (deliverables with public access) that are open to public can be uploaded on the Online library section of the website. This could be done by pressing the button “ADD EXTERNAL DOCUMENT”. For more information on how to upload files in the External Document library see the ICP guidelines prepared by Pensoft.

### 2.3.3. News

All project members are encouraged to post information that would be of interest for the general public and the consortium in particular. This could be article alerts, forthcoming meetings, and other relevant to ESMERALDA activities. Users will be able to attach up to 3 files and an image. Outdated news can be deleted by the person who uploaded them or by the administrator of the website. All posted news go automatically to the Facebook and Twitter profiles of ESMERALDA (and to their followers) and to all RSS feed subscribers. For more information on how to upload news see the ICP guidelines prepared by Pensoft.

### 2.3.4. Events and Calendar

Information about forthcoming meetings, workshops, seminars, training courses, etc. can be posted on the website by clicking on ADD EVENT buttons. All project participants are encouraged to submit information on meetings, or other events related to the project. It is also possible to attach documents (venue location, agenda, list of participants, etc.). This information will become visible on the project homepage.

### 2.3.5. Internal events

The Internal Events module helps you keep track of every main activity in the project providing you with the following concise information: title, due date, nature, description, participants and contact information (responsible person and email address). For more information on how to upload internal events see the ICP guidelines prepared by Pensoft.

## 2.4. Dissemination report forms

With the aim to facilitate the reporting of the ESMERALDA dissemination activities and make the intermediate results progressively available, three online Dissemination report forms were created and made available in the ICP (left menu) (Fig. 9)

- **Symposia & meetings** – for any scientific event where ESMERALDA presentation is given;
- **General dissemination** – for publications other than the scientific ones (e.g. publications in newspapers, magazines, web publications, etc.), TV and radio broadcasts, various outreach materials, press releases, policy briefs, PhD and master theses, etc.;
- **Scientific publications** – for reporting of ESMERALDA derived scientific publications.

**Symposia & Meetings**

## ESMERALDA SYMPOSIA & MEETINGS FORM

**\*Required**

**Name \***

**E-mail Address \***

**Affiliation \***

**Presentation at scientific symposia**

- Conference
- Meeting
- Workshop
- Other:

**Organisation of scientific symposia**

- Conference
- Meeting
- Workshop
- Other:

**Other type of activity**

- Organisation of training course
- Direct interactions with stakeholders
- Other:

**ESMERALDA partner/s involved**

**Figure 9: Symposia & Meeting form**

### 3. ESMERALDA Social Media Accounts

To increase the project visibility and to promote ESMERALDA related news and results Pensoft has also created accounts for 4 major social networks, namely Facebook, Twitter, Google +, and LinkedIn (figs. 10, 11, 12, 13). The ESMERALDA accounts have been created to reflect the general project branding and in an engaging and interactive way. Each account aims a different group of users reflecting the specificities of the network itself.

The ESMERALDA social media groups are fully operational and in process of increasing popularity and member participation. All news and events are posted through RSS feeds on the Twitter and Facebook account, while posts and discussions are specifically tailored for Google + and LinkedIn.

Buttons are displayed on the project homepage which are linked directly to the relevant social network.

#### 3.1. Twitter

Twitter provides a short, fast, 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.



Figure 10: Screenshot of ESMERALDA twitter account

### 3.2. 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.

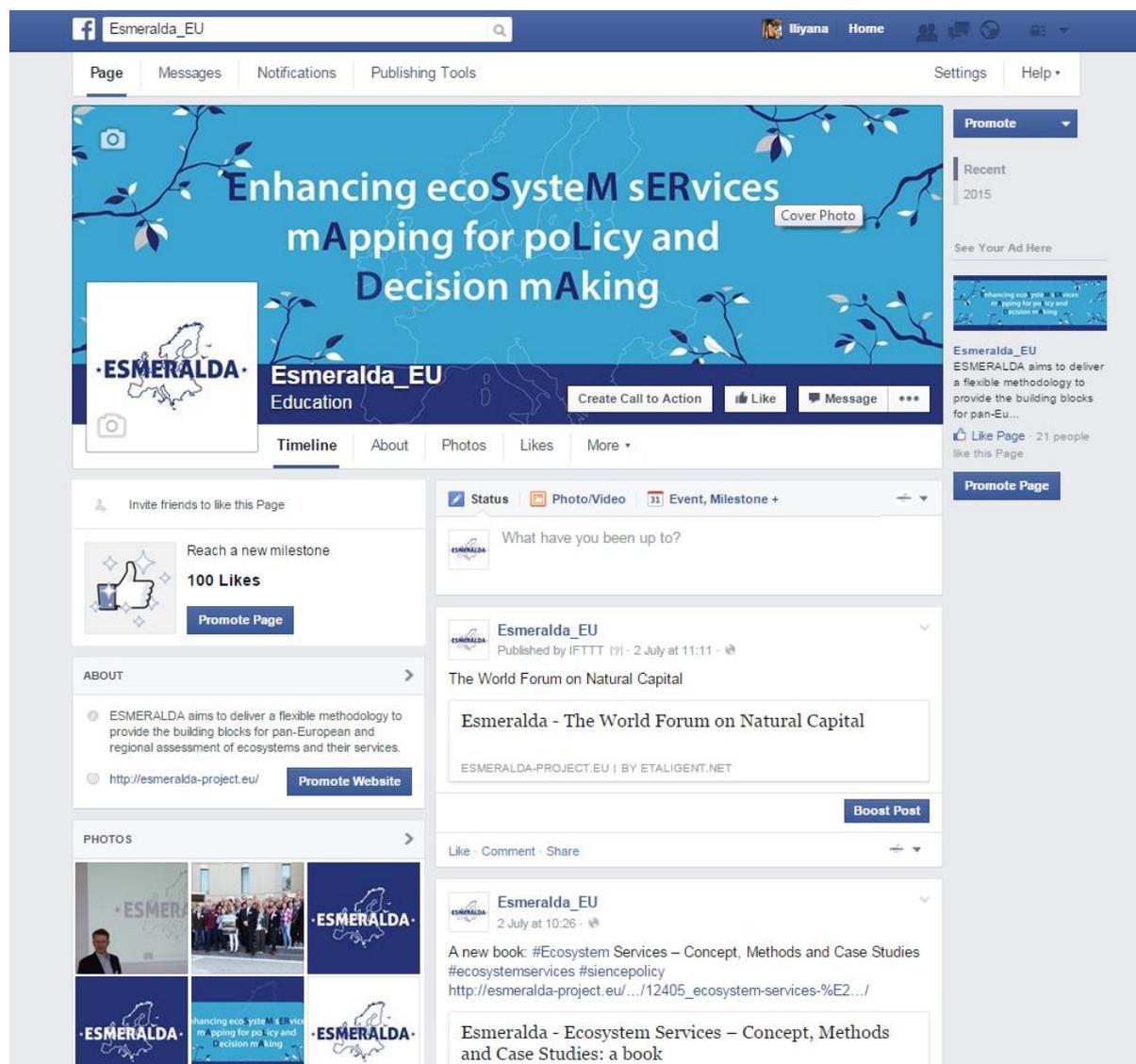


Figure 11: ESMERALDA Facebook page

### 3.3. Google +

Although still comparatively small in size, Google + is a growing network, which statistically displays growing popularity among the technical fields. Among the advantages of Google + are: easiness and convenience in sharing media; as well as its resemblance with a blog space, though with limited capabilities.

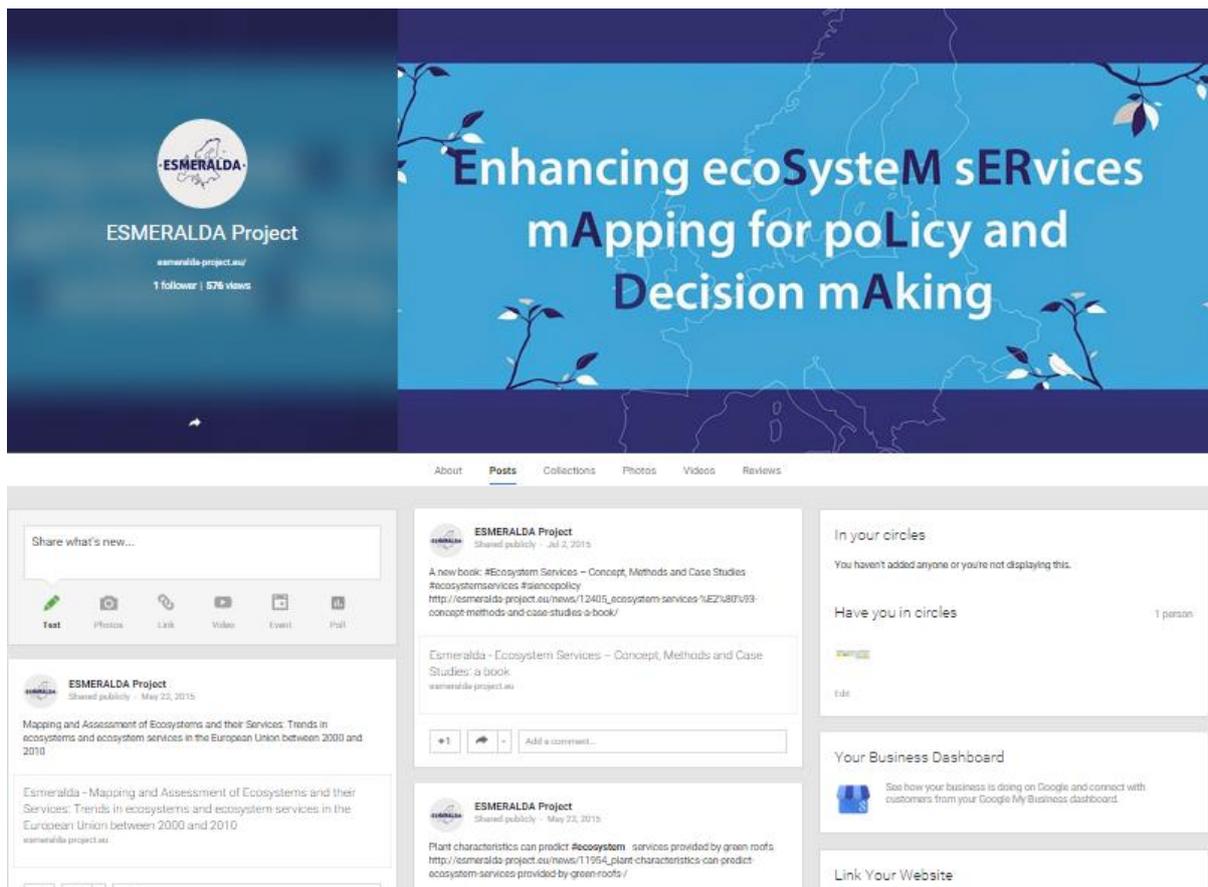


Fig12: ESMERALDA Google + account

### 3.4. LinkedIn

LinkedIn provides a predominantly professional network, creating potential for networking across ESMERALDA members. LinkedIn provides an opportunity for starting and participation in professional and fruitful group discussions on important ESMERALDA related topics.

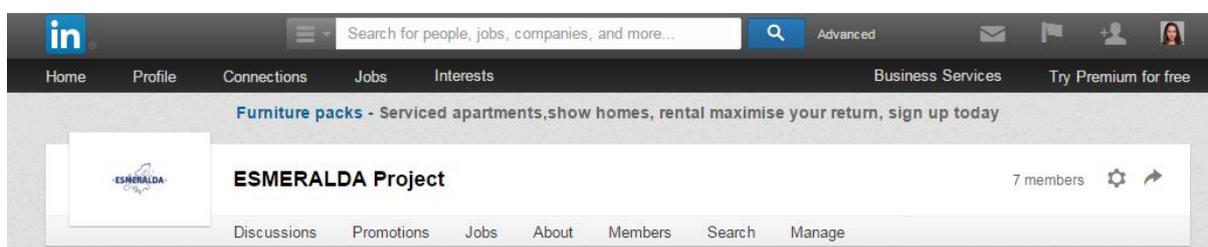


Figure 13: ESMERALDA LinkedIn account

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## 4. Data Management Plan

The Data Management Plan (DMP) is designed to describe the data life cycle through the project and regulate management policies for standalone datasets created during the project, and data that underpin scientific articles resulting from the project.

To the maximum possible extent important datasets will be deposited in internationally recognized repositories, with all rights to be accessed, mined, exploited, reproduced and disseminated, free of charge for any user. Although data are often copyright-free, in some cases they can be protected if containing sensitive information; in such cases justification for not making such data public will be provided. All public data will have extended metadata descriptions to facilitate discoverability, access and re-use.

Usage rights will be an important part of the metadata. Whenever possible ESMERALDA will aim at publishing data under public domain dedication (CC 0). The deposited data will be structured in compliance to community agreed, domain-specific data standards (when available) to ensure interoperability and re-use beyond the original purpose for which they were created. Information on tools and instruments need to use the data or to reproduce and validate results produced from them will be provided via the repository.

To secure long-term digital preservation, ESMERALDA will encourage all partners to use the guidelines of the EU infrastructure OpenAIRE<sup>1</sup> and link to global initiatives in data archiving, such as the Dryad Digital Repository, Pangaea and others. ESMERALDA will benefit from the existing novel workflows of Pensoft's peer-reviewed open access journals Biodiversity Data Journal, Nature Conservation, Research Ideas and Outcomes (RIO) journal for publishing important datasets in the form of "data papers". Data papers are a novel instrument that will provide scientific record and citable publication for the data creators, as well as motivate experts to engage with data curation after the expiration of the project.

Data sharing and inter-operability of ESMERALDA outputs into various established EU platforms such as OPPLA (OpenNESS/OPERAs Common Platform), BISE, the ESP visualization tool will be ensured. A series of meetings (M06, M12, M24, and M30) under MS31 will provide the necessary links with stakeholders and ensure transferability of project results via these platforms.

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<sup>1</sup> <http://openaire.org>

**References:**

Kuzmova I, Stoev P, Grudova M, Penev L (2015) MS30 Online discussion of different versions of the logo, leaflet, templates, poster and website interface. Available at in ESERALDA Internal Library (only after log in)