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Toolkit for project
output dissemination

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A Horizon 2020
funded project

Project full title: **ERA-NET Cofund on Blue Bioeconomy - Unlocking the potential of aquatic bioresources (BlueBio)**

Website: www.bluebioeconomy.eu

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1 Introduction

This document sets out general regulations for dissemination and communication activities of projects funded by BlueBio ERA-NET Cofund on Blue Bioeconomy . The document also offers comprehensive support such as visibility and design guidelines, frequently asked questions and a set of templates which will help project and dissemination managers to develop a sound communication strategy for their project. These two groups of managers are primarily addressed by the following guidance and advice. The communication support package is part of the communications training that the BlueBio Cofund communication support team provides to projects funded by this initiative.

2 Objective

With this document, our objective is to help BlueBio ERA-NET Cofund projects achieve most effective communication and visibility with their project. With visibility, we are referring to those elements that can be used to present that your project or activity is part of the overarching BlueBio ERA-NET Cofund initiative, for example the logo or the colour scheme of the initiative. By communication, we refer to any effort projects incur to reach their target audience, sending them a specific message through defined channels. Including the adherence to BlueBio ERA-NET Cofund in all dissemination and communication of funded projects shall add value by enlarging their dissemination platform.

2.1 General Regulations

Being part of the BlueBio ERA-NET Cofund initiative, funded projects are expected to acknowledge and promote the vision of BlueBio ERA-NET Cofund. In the following, the general regulations in place for communicating e.g. activities and results to stakeholders and the public, are explained.

2.2 Funding Information



Any dissemination and/or communication activity related to your BlueBio ERA-NET Cofund project (including electronic publishing, social media, etc.) must both display the BlueBio Cofund logo, and include the following text passages:

“This project is co-funded by the European Union’s Horizon 2020 research and innovation programme under the ERA-Net Cofund project BlueBio (grant agreement No 817992).”

This funding information must be included - with good visual quality - at a prominent place of any dissemination and communication material. Visibility of the BlueBio ERA-NET Cofund funded projects must ensure that sufficient visibility is given to the approach and work of the BlueBio ERA-NET Cofund initiative whenever they promote their funded project.

When referring to the BlueBio ERA-NET Cofund, projects must fully respect the [“Visual Identity and Design Guidelines”](#) presented below, and use standardised texts, pictures, presentations, contact details and the logos as presented in chapter [“Dissemination Package for Funded Projects”](#) of this document.

2.3 Use of Dissemination Material

Unless the BlueBio ERA-NET Cofund initiative requests otherwise, the funded project may use the following material, without requesting further approval by the initiative:

- the BlueBio Cofund logo,
- the visual identity and design guidelines as set out in this document,
- all additional material provided in the chapter [“Dissemination Package for Funded Projects”](#).

This does not, however, give the project members the right to exclusive or unrestricted use of this material. Use is restricted to dissemination and/or communication activities for the funded BlueBio ERA-NET Cofund project. When displayed together with another logo, the BlueBio ERA-NET Cofund logo and the EU emblem must have appropriate prominence.

2.4 Hyperlinks

Any dissemination and/or communication activity in online media that displays the BlueBio ERA-NET Cofund is expected to contain a hyperlink to the official BlueBio ERA-NET Cofund website www.bluebioeconomy.eu.

2.5 Obligation to Inform the BlueBio ERA-NET Cofund

Before engaging in a dissemination and/or communication activity that is expected to have a major media impact, particularly when involving supraregional press and/or TV, the funded project must inform the BlueBio ERA-NET Cofund in beforehand. The BlueBio ERA-NET Cofund may object if its legitimate interests in relation to the initiative is expected to be significantly harmed.

2.6 National/Regional Regulations

Additional visibility or communication regulations defined and communicated by contracting national or regional funding agencies are to be fully respected independently of the regulations set out in this document.

3 Visual Identity & Design Guidelines

BlueBio ERA-NET Cofund funded projects must respect the following guidelines when referring to the initiative:

3.1 Nomenclature






When referring to the BlueBio ERA-Net Cofund initiative, only two nomenclatures are allowed:

- BlueBio ERA-NET Cofund (long version)
- BlueBio Cofund (short version)

You can choose either of these two options.

3.2 Colours

The visual identity of BlueBio ERA-NET Cofund uses the following colour codes:

	RGB
	27/90/126
	255/165/2
	143/190/220
	157/157/156
	87/87/86

BlueBio ERA-NET Cofund projects are invited to adopt this colour scheme for their funded project, e.g. for the project's own visual identity, websites, presentations, dissemination material, etc. An approval or coordination with the initiative is not necessary.

3.3 Typography

BlueBio ERA-NET Cofund uses Open Sans

<https://fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans&sidebar.open> as the font for official texts in documents, presentations etc. Different font size is used to allow for a full range of creative expression. BlueBio ERA-NET Cofund projects are invited to adopt this typography

3.4 Language

The BlueBio ERA-NET Cofund uses British English for any kind of external communication. Funded projects are free to choose any other language for their external communication – however, only material in English language can be promoted by the BlueBio ERA-NET Cofund. The general rule for all external communication is that the language is well understood by the targeted audiences.

3.5 Logos

BlueBio ERA-NET Cofund projects are entitled to use the following logos according to the regulations set out in this document. This does not, however, give the funded project the right to exclusive or unrestricted use. Use is limited to dissemination

and/or communication activities for the funded BlueBio ERA-NET Cofund project only. Moreover, logos must not be modified in any form.

Hyperlink to be added in online media: www.bluebioeconomy.eu

- Logo of the BlueBio ERA-NET Cofund (white background)



- Logo of the BlueBio ERA-NET Cofund (dark background)



4 Dissemination Package for Funded Projects

BlueBio ERA-NET Cofund provides a set of materials that BlueBio ERA-NET Cofund projects can use for their dissemination and communication - from logos, banners, standardised texts and presentations to a set of templates. Whereas logos, banners, standardised texts and presentations must not be modified by funded projects, the templates are not strict templates. Projects can adjust elements of the templates according to their necessities or they may create their own templates as long as these templates respect the BlueBio ERA-NET Cofund visibility and communication regulations as set out in this document. All items of the dissemination package are available online.

4.1 Logos

Bluebio ERA-NET Cofund logos (are available on <http://www.bluebioeconomy.eu>) can be added by BlueBio ERA-NET Cofund projects to their dissemination material when referring to BlueBio ERA-NET Cofund, without requesting further approval from the initiative. Logos must not be modified.

Any dissemination and/or communication activity related to your BlueBio ERA-NET Cofund project must also include the EU emblem along with the following text passage:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 817992.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 817992.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 817992.

4.2 Texts and Presentation

BlueBio ERA-NET Cofund projects can use the texts and presentation slides available on the website (www.bluebioeconomy.eu) in their dissemination material when referring to www.bluebioeconomy.eu, without requesting further approval from the BlueBio Cofund. The information and slides given must not be changed.

4.3 Templates

- **Presentation Template**

A PPT presentation template with standardised main elements



- **Deliverable Template**

This template can be used for your deliverables. It suggests a standardised structure for your deliverables that can be modified as appropriate

- **Project Fact Sheet**

A “Fact Sheet” template providing a standard format to represent BlueBio ERA-NET Cofund projects as printout or online. The initiative expects all funded project to provide a fact sheet to be published at the BlueBio ERA-Net Cofund website.

• **Events & News Template**

The BlueBio ERA-NET Cofund will make an effort to promote events and news of funded projects at the initiative’s website. Use the provided templates to describe your events or news and send the completed template to the Communication support Team of BlueBio ERA-NET Cofund. Event announcements must be sent well ahead of the event (at least 4 weeks). Please note that the initiative will make an effort to promote news and events; however, it is not be obliged to do so.

4.4 General Guidelines on how to communicate your story (project goal and results).

The BlueBio Cofund projects must promote the project and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange. Please visit the EU Horizon 2020 online portal for general guidelines on communicating and promoting your project.

https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm

Stories need to be linked to societal needs and that there is a need to communicate them to different target groups as relevant (see table below).

Target group	Communications channels
Scientists	Communicate information via scientific publications and conferences. Preferred social media platform: Twitter.
Industry and marketing channels	Communicate information and encourage involvement of the industry sector and companies with workshops and demonstrations at trade fairs. Preferred social media platform: LinkedIn.
General public	The general public will be engaged via social media, leaflets, press releases and general information on the projects homepage.

	Preferred social media platform: Facebook.
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- **Social Media**

When posting about your BlueBio ERA-NET Cofund project please tag the BlueBio Cofund (@BlueBioCOFUND for Facebook, Twitter and LinkedIn) and use the following hashtags: #bluebioeconomy #bluebiocofund #bluebio

5 Support team

The BlueBio ERA-Net Cofund Communication support is available to answer your specific questions related to this communication and visibility guide and/or regarding the planning of your dissemination and/or communication activities.

Contact the communication support Team via the following e-mail address:

Lýður Skúli Erlendsson – Lydur.Skuli.Erlendsson@Rannis.is
Pormóður Dagsson – thormodur@matis.is
Ingeborg Korme – iko@forskningsradet.no