Deliverable D8.1
Internal Communication Strategy

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TETTRIs

Transforming European Taxonomy through Training, Research, and Innovations

TETTRIs related product

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Abstract: This document reports the process behind the TETTRIs branding, the use of the coordinated (image explained in the annex file "the brand guidelines") and shows the features of the Project's official website and social media channels as basis of the Internal Communication Strategy.

Keywords:

Website, branding, logo, guidelines, Social Media, templates, gadgets, internal communication, external communication

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v03	27.02.2023	Ana Casino	Approved	Final considerations

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TETTRIs

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Introduction

This document presents TETTRIs' recognizable and unique visual identity, including the project logo, visual identity guide, gadgets, documents, presentation templates, and website design and functionality developed during the first three months of the project.

These materials will ensure that TETTRIs is communicated effectively and professionally, with the aim of raising awareness and engaging citizen scientists around a community from the start of the project. The user-friendly public website (tettris.eu) has been conceived to respond to different target groups, and provides an easy-to-navigate, continuously updated platform allowing fast access to general information about TETTRIs and its activities, operating on several levels. It also prominently features the participating project partners and Research Infrastructures and their extensive service portfolio.

1. Project logo and branding

1.1. Brand Guidelines

A guide for visual identity was developed to provide all essential graphic guidelines and serve as a reference for all project partners. It aims to ensure consistency and cohesion in the way the project and its outputs are presented through means of slides, project documents, promotional materials and others.

The **Brand Guidelines** include information about:
- TETTRIs logo
- Fonts and lettering
- Colours palette
- Imagery
- Project branding
- Possible developments

The full version of the TETTRIs Brand Guidelines is enclosed in Annex 1 of this Document.

1.2. Project logo

The project logo aims to help external audiences easily identify the TETTRIs project. As the entire process to create the visual identity, it is the result of continuous collaboration between the PMT, the WP members involved in the Task and the Communication Agency that developed it, Webfluencer. The Nederland-based company has been chosen within multiple companies located in Belgium, The Nederland and France exactly for their innovative way to develop the brand identity and the guarantee of a long-term support.

The exchange of ideas and suggestions, and the need to express a layered project into a single logo, resulted in a modular logo that can continue to be used after M42, maybe under another project and with a slightly different aspect.

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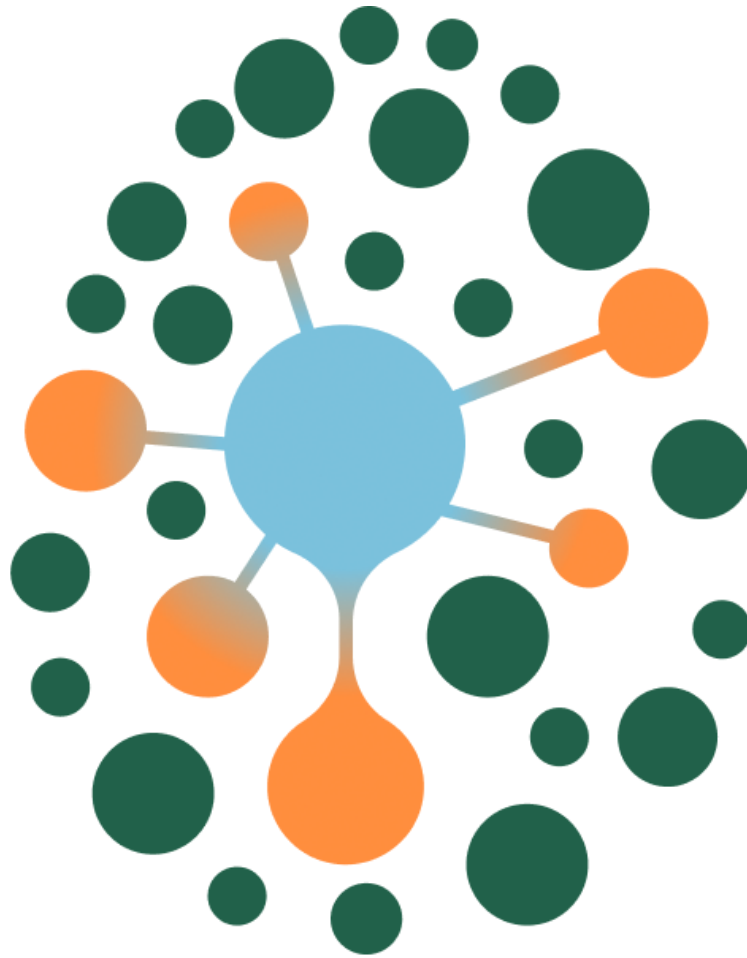
TETTRIs

The modular logo is composed of circles of different colors, connected by linkages. The egg-shaped logo they compose represents something that is about to give birth and ready for further development. The colors stand for the different realms of biodiversity, and the different dots - of various dimensions - are representing the subjects involved in the project: museums, citizen scientists, research infrastructures, etc. But it's precisely the linkages that are the most significant detail of the TETTRIs logo: they represent the network the project aims to establish, the cooperation necessary to carry on the project, and the transfer of knowledge through the training.

The logo represents TETTRIs at best, helping the project visibility and providing a brand identity from the very start of the project. The logo is available to the consortium in different formats for branding of electronic and physical promotional materials.

For better visual representation across different settings, and marketing purposes of TETTRIs, the project logo was developed in multiple versions – three horizontal versions

with the name of the project in different colors, three vertical versions, again with different colors when coming to the name, and a "no text" version, with the logo only. Each version could be used in color, black, white or a mix of coloured and white modifications. Vector (.svg) and raster (.png) formats were created to make sure partners can find a suitable version regardless of the type of material they need it for.


1.3. Project branding templates

At the very beginning of the project, a package of project branding templates was compiled to make sure all partners present the project in a consistent and recognisable way. The set of templates includes the following documents:
- Deliverable report
- Milestone report
- Letterhead template for official project letters
- Template for PowerPoint presentation

Each template is specifically tailored to the purpose and contents of the document it defines. The templates are conceived to be easy to use by all partners. All the templates include the TETTRIs project logo, the required visual recognition of EU funding following the EU Visual Identity Manual and the recommended document structure. The set of templates is available to download through Teamwork (the project management platform that the TETTRIs partners use to manage tasks, communicate internally and store files).
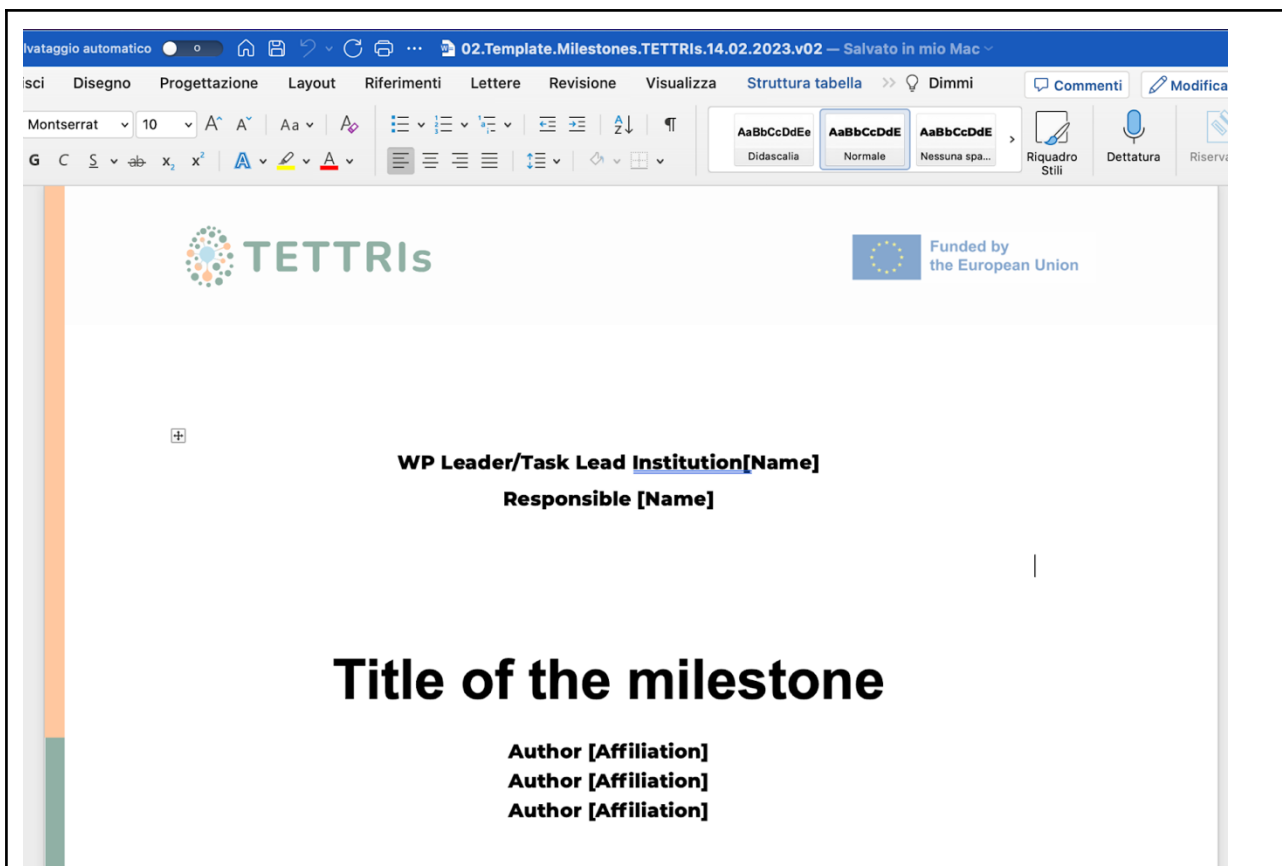
(The template for the official documents is quite similar for Milestones, Agenda and Deliverables)
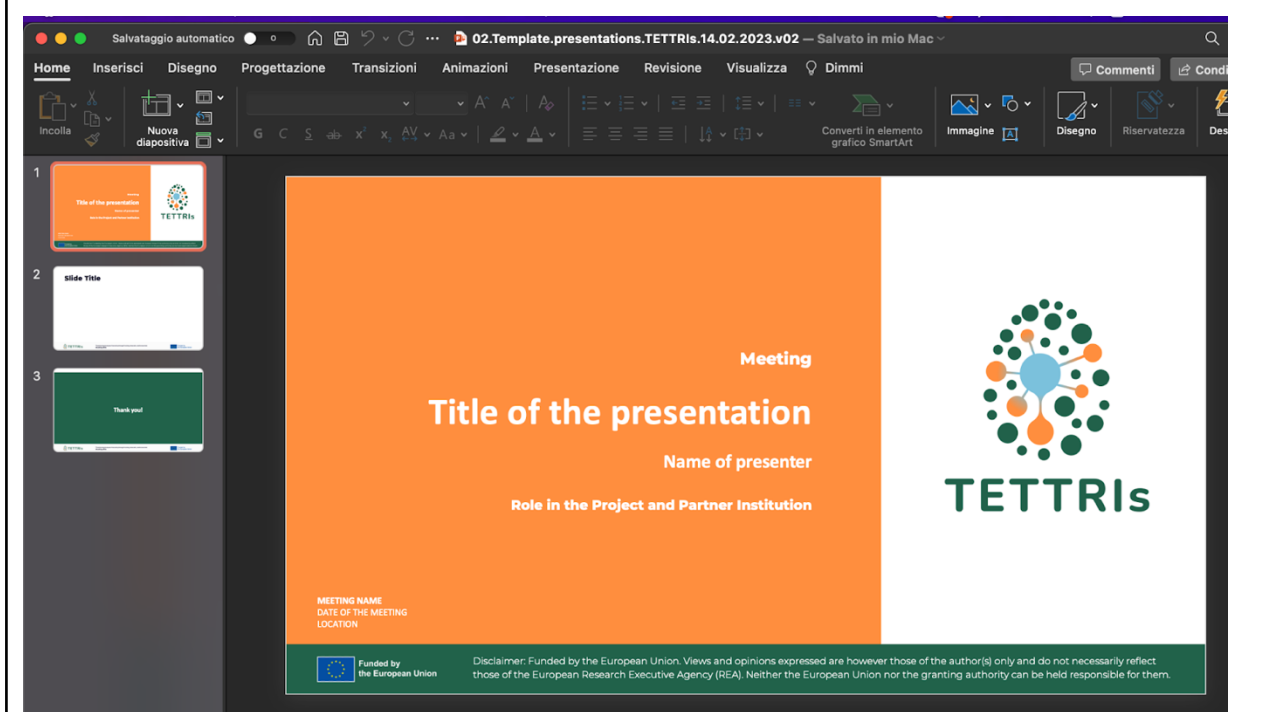
*(Every presentation will be framed with a coordinated image)*

2. Gadgets for the TETTRIs KoM

Along with the project logo and website, TETTRIs developed a couple of sustainable gadgets. The idea is that it is not enough to work for protecting biodiversity and then produce a gadget made of plastic, probably travelling by plane from far away, with no attention to the environment and the workers' rights. This is indeed also an ethical as well as a sustainable choice. Those ecological gadgets are in fact handcrafted in an artisanal way by the children of the social cooperatives of the area of Bologna, Italy.

TETTRIs has made a gesture of solidarity with those who commit and struggle every day to be reintegrated into society.

2.1 The badge that grows plants

So, TETTRIs decided to go paperless for the kick-off meeting held in Brussels from 18 to 20 January 2023 at the Royal Belgian Natural History Museum (RBINS) where the agenda was not printed, but accessible online via QR code and to produce sustainable gadgets, starting from the badge. Indeed, even the nametag is printed on special paper that can be reduced into pieces and contains the seeds of various plants. It will produce no waste, and we believe this is a concrete sign of the innovative approach of TETTRIs.
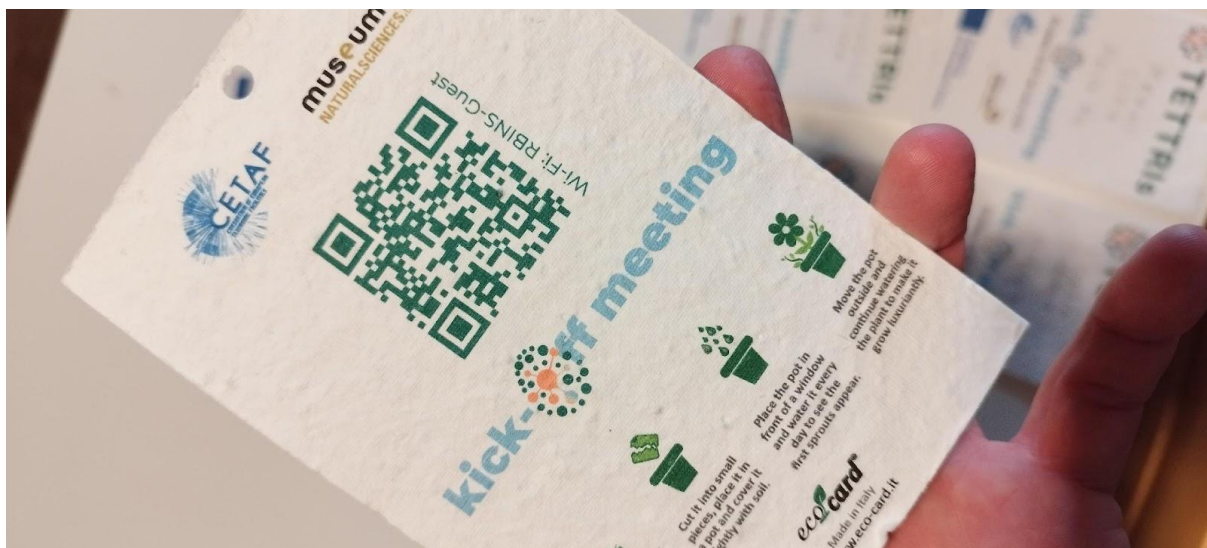
2.2 The cube is a small pot of flowers

The second choice was to welcome participants with something different and innovative: special wooden cube that gives birth to little plants: it's enough with pouring some water on the inside to keep the peat wet every day: in a few days, the first sprouts will come out.

By choosing these ecological items, TETTRIs is making a concrete choice towards the environment, inspiring and educating those who receive them to good habits and respect for the planet. Each badge and woody cube contains seeds to give life to a splendid plant, which will compensate for the CO_2 emission produced by the gadget itself.

The sustainable gadgets have been generating stories by themselves since participants are sharing the growth of their sprouts in their countries of origin (see below photos of cubes in Germany, Austria, Belgium)

3. Project website and web presence

3.1 The project website www.tettris.eu

The official website of TETTRIs (tettris.eu) is designed to act as an information hub about the project's vision, objectives, activities and results. It has been conceived to respond to the needs of different target groups, such as policy-makers and citizen scientists. The website serves as the main public dissemination tool and the navigation is made super-easy thanks to a double menu bar and to a clear distinction in three main areas.
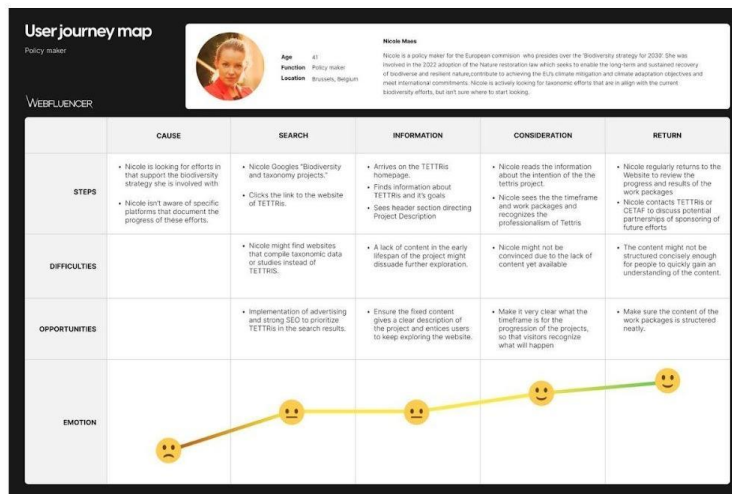
The website is responsive, designed considering the increasing number of users accessing from mobile devices, and structured trying to avoid unnecessary animations, heavy motion graphics or anything else that could make it slower.

Individuating targets...
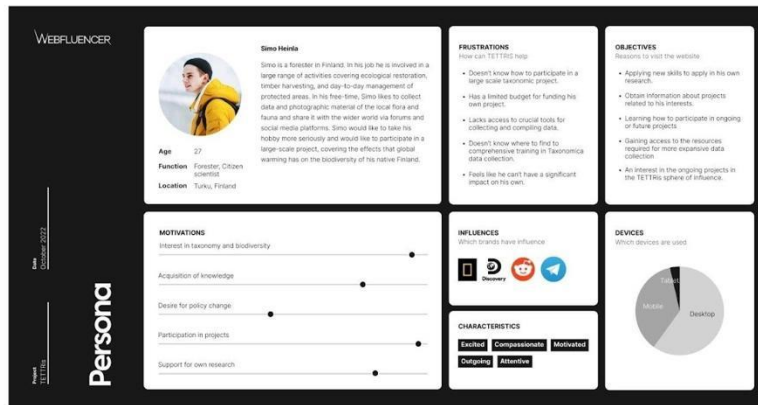
... and needs

The super-compact home page is characterized by the tripartition of the page itself, which presents the first screen as a guide to invite the visitor to discover the project. There is indeed, on the left, the way to reach the three main areas of the project - well distinguished by different colors: the first one concerns the structure and architecture of TETTRIs (in orange), the second one is about the people and the partners behind TETTRIs (dark green) and the third one will be dedicated mainly to the call and the incoming third party projects (light blue). From here, the user can access three "sub-home pages", very useful to navigate the details of the sections.

The three-element carousel on the center-right will highlight, according to the needs of the communications manager and the task leaders' different topics.

Scrolling down the home page the user will find eight main figures concerning the project, presented in an eye-catching way. Then the latest three pieces of news coming from the news section. The website has been designed to be flexible and helpful coherently with the different phases of the project. The news section is indeed not pivotal at the very beginning, while the project hasn't yet produced much, but will gain importance and relevance in the layout when needed, either through the carousel itself or slightly changing the home page.

The website's hamburger main menu, chosen for fitting better with the mobile version and to compact the home page lists the following pages:

Orange Part

- **Homepage** - the homepage aims to catch the attention of first-time visitors by summarizing the core essence of the project. TETTRIs' key numbers (17 partners from

11 European countries are involved in a 42 months project, a €6 million project with 1,8 million of cascade grants) are illustrated with eye-catching visual elements and news.

- **The project** - This page presents TETTRIs figures in a nutshell and allows the users to navigate the pages that explain the project in a more detailed way such as:
  - o **Goals** - Aims and vision of TETTRIs are condensed here
  - o **Methodology** - TETTRIs methodology considers an overarching coordination force sustained on two pivotal pillars: Knowledge and Systems, connected through two connecting streams, Validation and Knowledge Transfer. With the help of some graphics, this page helps to understand that concept.
  - o **Structure** - 18 Milestones and 26 Deliverables in 42 months at a glance
  - o **Impact** - 9 outcomes and the foreseen impact are in evident here, with the help of images.

| ⚙ TETTRIs | | | Search... 🔍 | ☰ |

Impact

| The project | Goals | Methodology | Structure | Impact |

TETTRIs aims to leverage a greater impact

The availability of taxonomic knowledge and expertise is fundamental to understanding biodiversity and taking the measures to conserve and restore it. TETTRIs supports the Green Deal, and new European biodiversity governance framework and decision-making processes, as foreseen by the Biodiversity Strategy 2030. TETTRIs uniquely contributes to this scope and overall impact by focusing on developing knowledge and systems through building on existing reliable structures, implementing innovation, and enabling and

Green Part

The "green part" of the website is dedicated to the institutions and the people standing behind TETTRIs. Thanks to a double navigation menu, the "about us" page will redirect the users to:

- **Consortium partners** - where the 17 partners are listed with their logo, short presentation and link to their respective websites. An interactive map of Europe makes it easy to understand the extended number of countries involved.

- **Governance structure** - this page presents the governing bodies and help to understand how the project is managed.

- **Contact page** - to get in touch

⚙ TETTRIs

Consortium Partners

Royal Belgian Institute of Natural Sciences (RBINS)

The Project Coordinator, RBINS, is a Federal scientific institution which holds one of the largest European natural history collections. Its Operational Directorates Taxonomy and Phylogeny studies animal biodiversity and evolution, and more specifically, speciation, adaptation, biotic interactions, and integrative taxonomy. It holds various expertise (such as DNA barcoding, training development, stakeholder engagement, and development of reference collections) and hosts and manages the DEST platform. RBINS has also contributed to several major citizen science projects funded by the EC DG Research FP, DITOs and EU-Citizen Science. In TETTRIs RBINS will contribute to the trainings framework programme and lead the implementation of molecular (NGS) tools (WP6). RBINS will lead WP9 and is responsible for the financial-related tasks and collaborate in tasks throughout the project.

www.naturalsciences.be
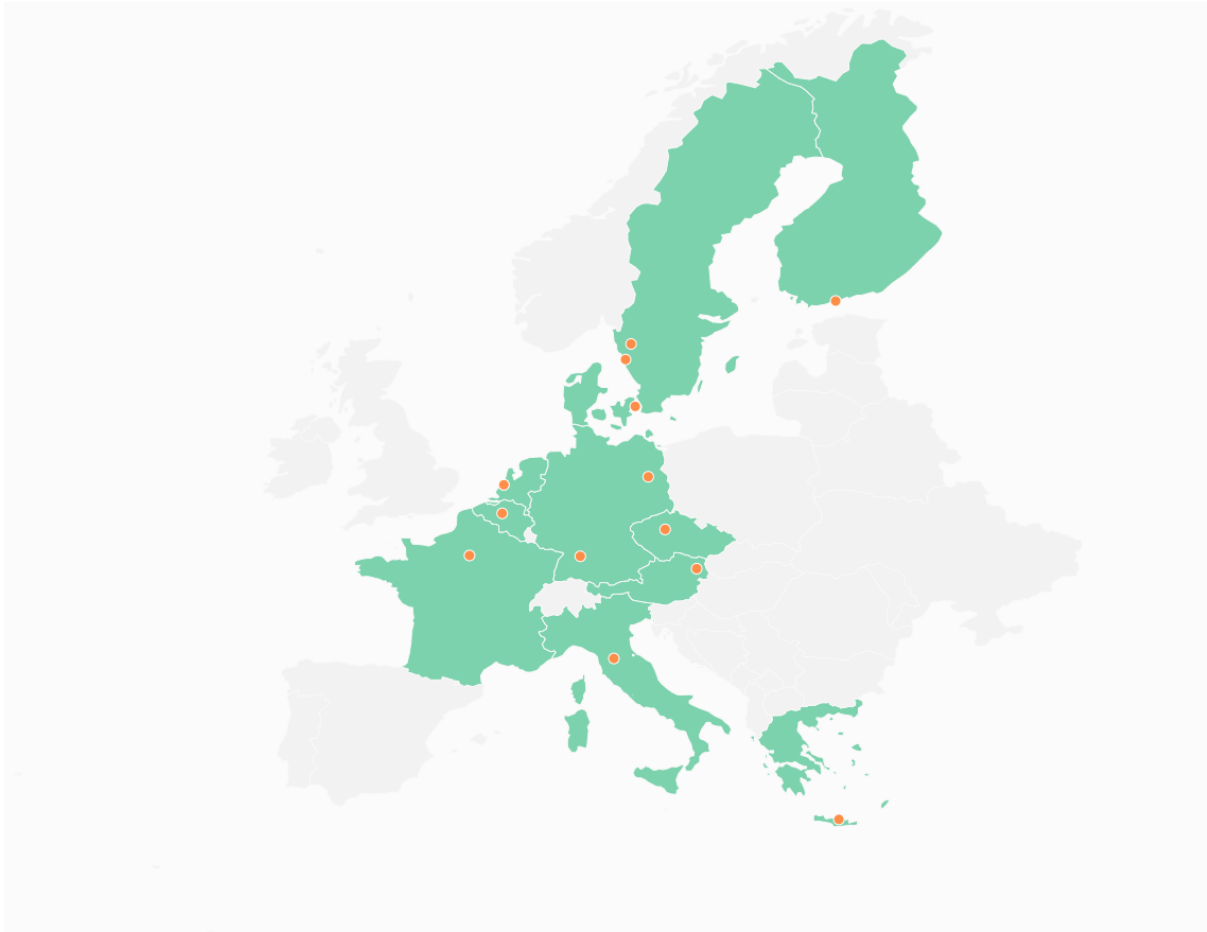
Light blue Part

The "light blue" part of the website is dedicated to third-party projects. Since the call will arrive at a later stage and the projects won't be officially approved for a relevant part of the project, this area is still under development and will not be at the centre of attention at the moment.

Still, it presents these pages:
- **Call for proposals** - where in Month 7 the call will be published.

- **Expected results** - where the expected outcomes of these projects will be shown.

- **Approved projects** - this page will showcase only the approved project, once official. They will be presented under a common framework and have a dedicated page for each one

The main menu still presents some pages containing important information such as:

● **Resources** - which redirects the users to
    o **Publications** - this page will present useful materials

    o **Communication materials** - this page already contains the different versions of the logo and will host any kind of file that can be useful for the partners or the media

o **Deliverables** - this page will host the Deliverables, once published.

- **Ethics and gender** - this page is dedicated to the Ethic Advisor and his role in TETTRIs
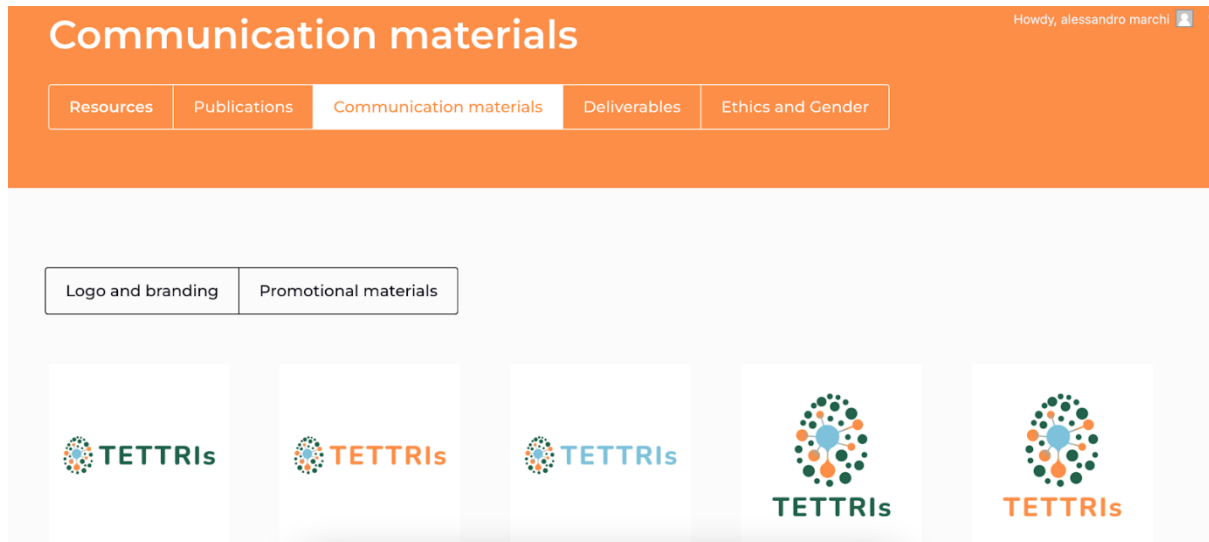
3.2 The Social Media accounts

TETTRIs is also present on the Social Media Network thanks to its page on Twitter (@TETTRIsEU) and Facebook (https://www.facebook.com/TETTRIsEU). LinkedIn will be online in M3. The update of those pages will be guaranteed as established in the PDER, subject to Task 9.1.

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Horizon EU-funded project / HE-CL6-2022-BIODIV-01-02
#TETTRIsEU

⊙ Brussels, Belgium 🔗 tettris.eu 📅 A rejoint Twitter en janvier 2023

44 abonnements **74** abonnés

Manage Page

TETTRIs Project

Professional dashboard

Insights

Ad Centre

Create ads

Settings

More tools

Meta Business Suite

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Edit Cover Photo

TETTRIs Project
8 likes · 17 followers

Promote   Manage   Edit

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APPENDIX 1

ID	Reference or Related Document	Source or Link/Location
1	Brand guidelines	https://drive.google.com/file/d/1Yley2l3cpmLvI7VqobYku9cYoF-rL0wL/view?usp=share_link