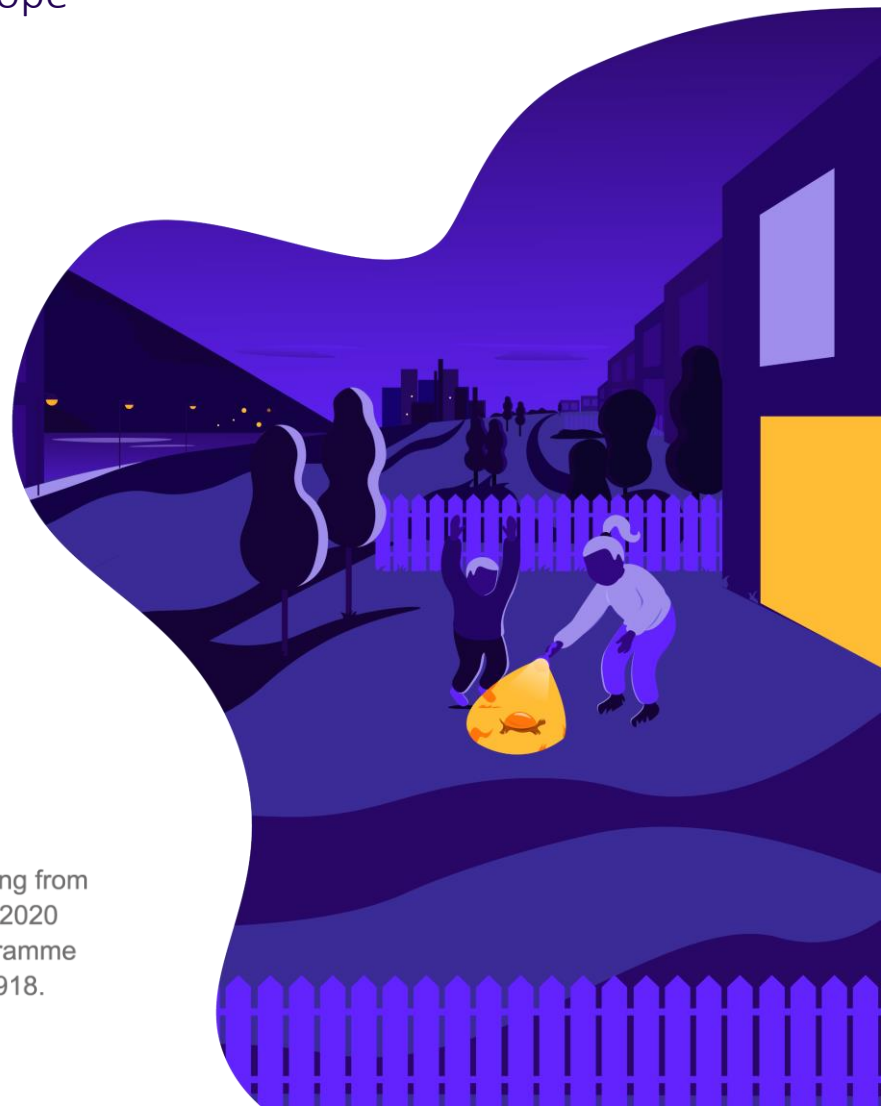


WP7 Dissemination, Communication & Stakeholder Engagement

D7.19 PROJECT VISUAL MATERIALS 28

Clara Mafé Cortés – Housing Europe
Andreea Nacu – Housing Europe

29/04/2022 (M28)



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 PROJECT TITLE.....Sustainable Plus Energy Neighbourhoods
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2. Technical References

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Deliverable Name	Project Visual Materials 28			
Work Package (number)	WP7			
Task number and Title	T7.3 Produce Visual identity materials			
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3. Executive Summary

This deliverable presents syn.ikia’s visual materials developed in the last 19 months of the project (M9-M28). The first set of visual materials were delivered in M9 as part of D7.9 Project Visual Materials 9. The visual materials shall be used by the syn.ikia consortium as support tools to present the project and communicate about its concept and results to the project’s target audience. The current report includes the new visual materials produced in M28 as well as a summary of the other visual materials developed in M9.

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4. Roles and Responsibilities

Name	Role	Responsibility
NTNU	WP7 contributor	Feedback and dissemination support
DTU	WP7 contributor	Feedback and dissemination support
BPIE	WP7 contributor	Feedback and dissemination support
SINTEF	WP7 contributor	Review and dissemination support
Housing Europe	WP7 leader	Ensure effective management of the task and the production of deliverables
IREC	WP7 contributor	Feedback and dissemination support
ARCANOVA	WP7 contributor	Provide content for Norwegian demo and translations
AREA	WP7 contributor	Provide content for Dutch demo and translations
INCASOL	WP7 contributor	Provide content for Spanish demo and translations
TNO	WP7 contributor	Feedback and dissemination support
ENFOR	WP7 contributor	Feedback and dissemination support
ABUD	WP7 contributor	Feedback and dissemination support
HÖ	WP7 contributor	Provide content for Austrian demo and translations

5. Introduction

The syn.ikia project communicates its objectives and results not only in digital environments, but also in person, through the consortium partners. For this reason, a number of visual identity materials have been prepared and will be distributed to partners according to their needs.

Printed materials will be especially needed during the participation of partners in events: while the attendance at third party events will mainly require flyers and possibly infographics, the organisation of the project's own events will require the production of more formats, such as the roll-up banner and the explainer video. The production of additional materials will be considered in case of partners' needs. The visual materials presented in the current deliverable include templates, flyers, banner and explainer video – developed in accordance with the visual identity guidelines.

The syn.ikia visual materials respect a visually clean and consistent presentation to help communicate the essence of the project to its target audience and keep a unique and strong identity across project outputs. It is for this reason that visual identity guidelines and templates for a set of formats have been produced as a reference for all consortium partners. They also emphasise the project results in a creative way, especially those that respond to specific research and social objectives.

6. New visual identity materials (produced in M28)

Project Flyer N2

The second project flyer presents syn.ikia’s demonstration neighbourhoods describing: the site; neighbourhood approach and social commitment; Integrated Energy Design (IED) – passive and active technologies; and innovation. The graphic layout was developed by the Propulse Video team in accordance with the project’s graphic identity, while the text was previously agreed between Housing Europe and all consortium partners. The flyer, though available in digital format for download from the website, will also be printed and distributed to partners.

The flyer will only be published upon approval from the Project Officer and the official inclusion of the new Norwegian beneficiary in the syn.ikia project.

[Download the Draft Project Flyer 2](#)

*The flyer will be translated into local languages (Norwegian, Dutch, Spanish, Catalan and German) with the help of the local partners.

New illustrations

Over the course of the project, a series of illustrations have been produced with the support of Propulse Video to help communicate about: syn.ikia’s objectives, strategy and impact; the SPEN concept; as well as the work done in the demos. These visual elements have been used in social media campaigns and project reports to make project results accessible to a wider audience and maximise outreach.

[Download all new illustrations](#)



Figure 2 syn.ikia's 5S strategy illustration

Figure 2 syn.ikia's 5D impact areas illustration

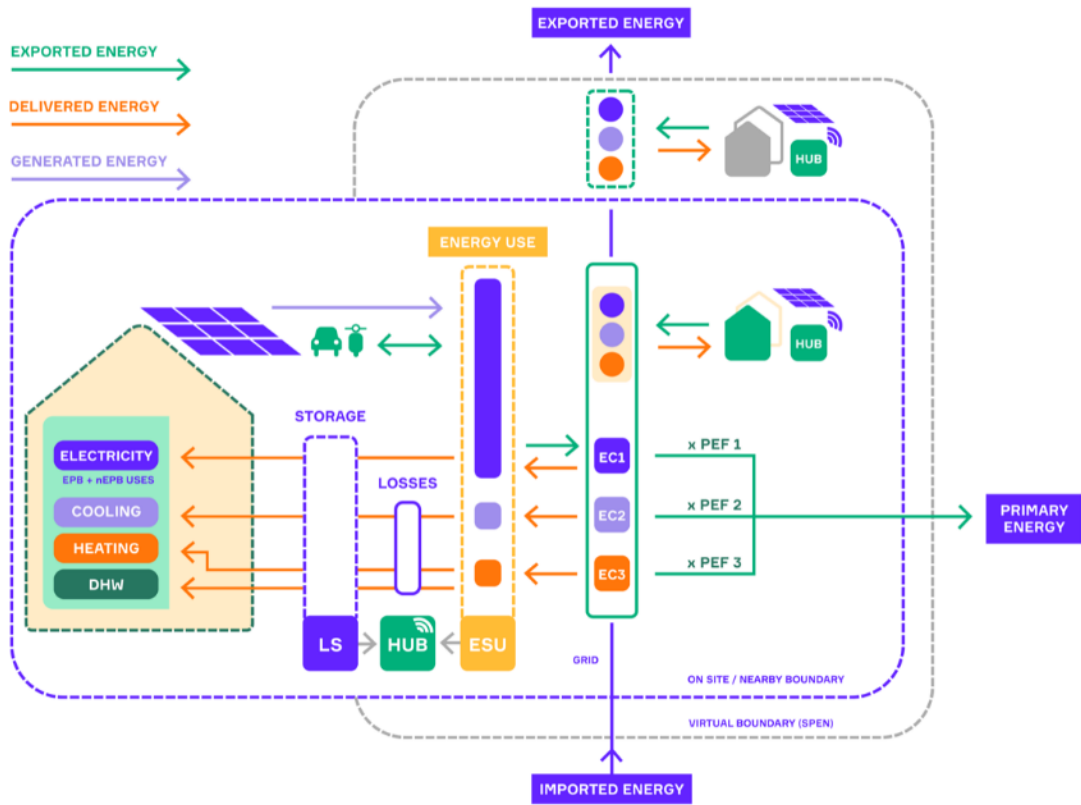


Figure 4 SPEN integrated energy system illustration

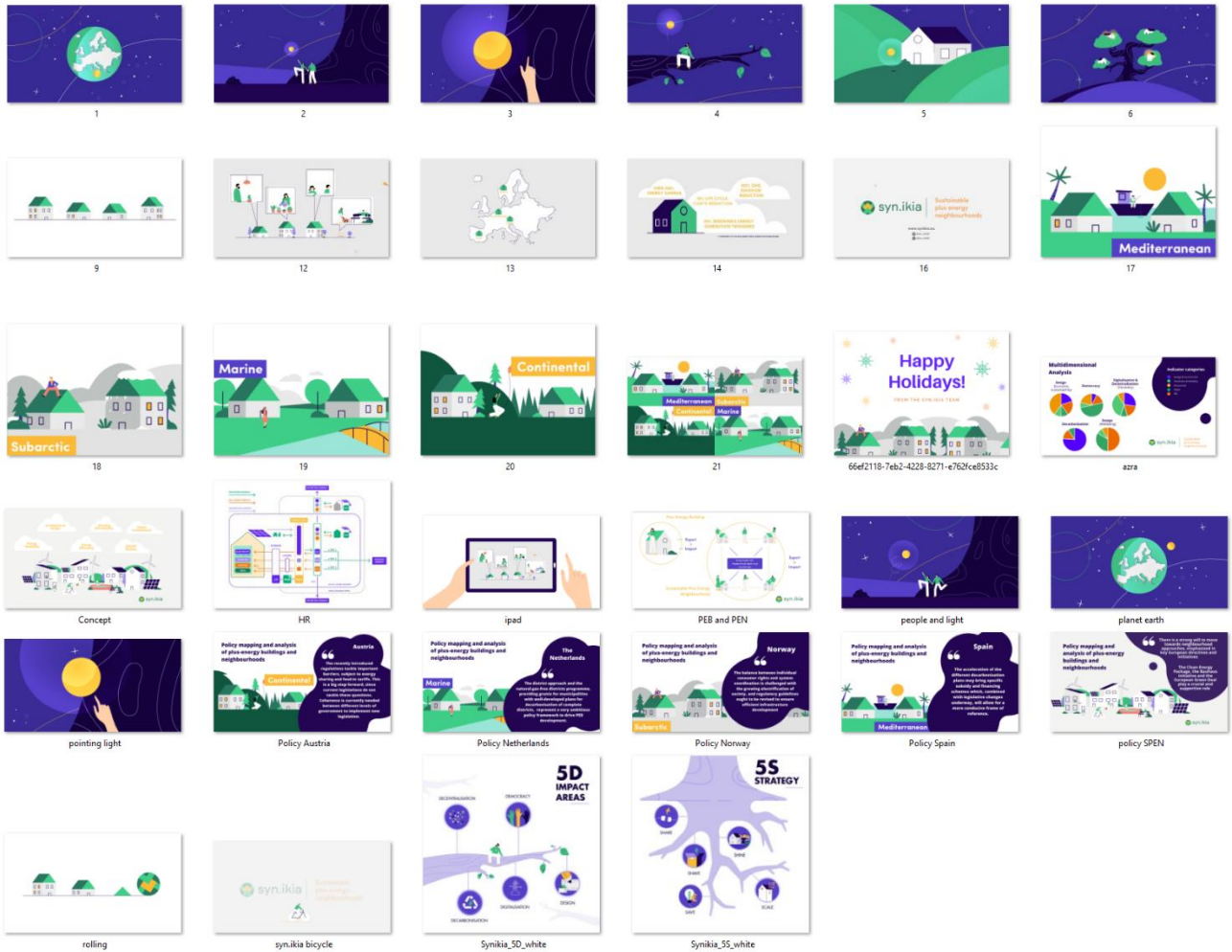


Figure 3 All new visual materials developed in M28

Especial visual materials have been developed for social media campaigns

Video interviews to demo neighbourhoods

At the end of March 2022, Housing Europe together with all the partners visited the Dutch demo site in Uden during syn.ikia's project meeting in Den Bosch, the Netherlands. Housing Europe interviewed the housing providers developing Plus Energy Neighbourhoods, to reflect on their journey so far with syn.ikia. The videos were recorded in the demos local languages to maximise outreach through their stakeholder networks.

The videos will be used to disseminate syn.ikia's progress at EU level (mainly through Housing Europe) and on the ground through local partners.

- [Austrian demo interview - unlisted](#)
- [Dutch demo interview – unlisted](#)
- [Spanish demo interview – unlisted](#)
- [Norwegian demo interview – unlisted](#)

All videos have been uploaded to [syn.ikiaEU Youtube channel](#) as 'unlisted' and will only be published upon approval of the Project Officer.

*The videos will include English subtitles.

7. Other available materials (produced in M9)

The following project visual materials were submitted in M9 as part of D7.9 Project Visual Identity Materials 9 and have been used since for syn.ikia’s communication and dissemination activities:

Name	Description	Lead partner	Designer
Visual identity guidelines	<p>The project visual identity guidelines were produced during the project proposal stage and have been updated since. They include:</p> <ul style="list-style-type: none"> • The visual and graphic concept • The colours and their respective codes • The typographies • The logo and how to use it <p>Download</p>	HE	SKOGEN
Templates	<p>PowerPoint and Word templates were produced to keep the internal and external results congruent with the overall image of the project.</p> <p>The PowerPoint template will be used by project partners for presentations inside and outside the consortium (i.e., project meetings, events and conferences).</p> <p>The Word template will be used by project partners for the production of project deliverables and reports.</p>	HE	SKOGEN
Illustrations	<p>A few illustrations were prepared during the proposal stage to build syn.ikia’s identity.</p> <p>Download</p>	NTNU	SKOGEN
Roll-up banner	<p>For the promotion of syn.ikia at project events, conferences, workshops and site visits. It includes: the project’s logo and tagline as well as its core illustration; project partners’ logos and acknowledgement of EU funding.</p> <p>The roll-up banner is available in printed format and is stored at Housing Europe’s premises.</p> <p>Download</p>	HE	SKOGEN
Project flyer N1	<p>The first project flyer presents syn.ikia’s main objectives, strategy and impact, along with a brief overview of the demo neighbourhoods and the consortium.</p> <p>The flyer, though available in digital format for download from the website, has also been printed and distributed to partners.</p> <p>The flyer is available in the following languages:</p>	HE	SKOGEN

	English ; Norwegian ; Spanish ; Catalan ; German Dutch		
Project explainer video	<p>A one-minute explainer video presenting the syn.ikia, its objectives and the sustainable plus energy neighbourhood concept.</p> <p>The video includes graphic elements and animations to give a clear and appealing image of the project as well as to attract attention and interest to syn.ikia’s work. The tone-of-voice chosen is easy-to-understand and attractive so it is accessible and inviting to the wide range of project stakeholders.</p> <p>The syn.ikiaEU Youtube channel has been created for syn.ikia where the video has been published for this purpose.</p> <p>The video is available in the following subtitles: SUB English; SUB Dutch; SUB Norwegian; SUB Spanish; SUB Catalan; SUB German; SUB Hungarian;</p>	BPIE	Propulse Video
EU funding disclaimer	<p>According to Grant Agreement article 38.1.2, all communication and dissemination related to the project (including electronic communication, using social media, etc.) and all infrastructure, equipment or major results funded under the grant will include the following disclaimer:</p> <div style="display: flex; align-items: center;">  <p style="font-size: small;">This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement N 869918.</p> </div>	HE	HE



