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Sustainable, secure and competitive energy supply



Di-Hydro

Digital maintenance for sustainable and flexible operation of HYDROpower plant

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Dissemination and Communication Plan

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SHORT ABSTRACT FOR DISSEMINATION PURPOSES

Abstract

Deliverable D6.2 – Dissemination and Communication Plan provides a detailed overview of the communication and dissemination strategy, activities, and efforts of the Di-Hydro project, including the relevant indicators for assessing the communication and dissemination performance.

Section 2 details the overall communication and dissemination strategy of the project, comprising Di-Hydro objectives and goals, target audience, and approach.

Section 3 offers a detailed overview of the project's communication and dissemination activities, with details about the project visual identity, communication means and activities foreseen.

Section 4 and 5 are dedicated to the description of the relevant Key Performance Indicators selected to monitor and assess the Di-Hydro Communication and Dissemination efforts, as well as the foreseen and aimed impact that the project will have through its results and outcomes.

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3		INSTITUT MINES-TELECOM	IMT	France
4		ACCELIGENCE LTD	ACCELI	Cyprus
5		DEEP BLUE SRL	DBL	Italy
6		ATLANTIS ENGINEERING AE	ATLANTIS	Greece
7		MAS CONSULTING SRL	MAS	Italy
8		INOSENS DOO NOVI SAD	INO	Serbia
9		ACCENT PRO 2000 SRL	AP2K	Romania
10		A2A SPA - A2A	A2A	Italy
11		PUBLIC POWER CORPORATION SA	PPC	Greece
12		JOINT STOCK COMPANY ELEKTROPRIVREDA SRBIJE BELGRADE	EPS	Serbia
13		ASOCIACION DE INVESTIGACION METALURGICA DEL NOROESTE	AIMEN	Spain

ABBREVIATIONS

Acronym	Description
AB	Advisory Group
DTs	Digital Twins
EIs	Expected Impacts
EOs	Expected Outcomes
GHG	Greenhouse Gases
HP	Hydro-Power
HPP	Hydro-Power Plant
O&M	Operation & Maintenance
ROI	Return on Investment
WP	Work package

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EXECUTIVE SUMMARY

This deliverable D6.2 – *Communication and Dissemination Plan* contains the Di-Hydro plan for dissemination and communication strategy, tools and methods, advisory board terms of reference and guidelines. The document will provide internal guidance on planned dissemination activities and the communication tools foreseen to achieve the dissemination objectives of the Di-Hydro project. The plan will also establish accountability for dissemination and communication actions, as well to measure the results of the dissemination activities and to track progress against the dissemination goals.

The deliverable defines the main channels and means to use to maximise the impact of the project and its results across Europe. The plan establishes a set of precise dissemination and communication actions to carry out throughout the project. This includes details about the dissemination products that Di-Hydro intends to develop (comprising both visual and textual, and both printed and digital, types of materials) and the events it foresees to take part in or organise. In addition, the plan provides a preliminary calendar of each activity, as well as defining the visual identity of the project.

This deliverable D6.2 will be followed by an update of the Communication and Dissemination plan, due in M18.

1. PROJECT OVERVIEW

Di-Hydro contributes towards harnessing the full potential of hydropower (HP) plants and clusters in line with the objectives of the European Green Deal and the Paris Agreement, by developing tailored, optimised, digital and smart decision-making tools for use in such plants, at scale.

Di-Hydro focuses on digitalising operations & maintenance of Hydropower Plants (HPP) by developing smart devices and proactive intelligent algorithms that utilise data acquired from static, dynamic, and alternative sources (e.g., satellites), in order to predict the operational and maintenance-related behaviour of standalone HP plants and clusters. Such algorithms will be incorporated into digital twins that can fully interrelate with such HP plants/clusters, eventually yielding an intelligent and fully replicable decision-making tool for optimal coordination of environmentally mindful power generation from such plants/clusters.

A wide variety of previous plant digitisation levels, weather, and water flow conditions, biodiversity, and environmental and societal issues pertinent to such HP clusters are incorporated in the integrated practical solution developed by Di-Hydro. This will be made possible mainly by leveraging innovative sensor technologies, cutting-edge digital adaption for energy production, and optimised operation and maintenance practices based on next-gen information technology.

2. COMMUNICATION AND DISSEMINATION OVERVIEW AND STRATEGY

Like every EU-funded project, Di-Hydro places significant importance on dissemination and communication activities, aiming to effectively convey project information, showcase achievements to potential stakeholders, and enhance awareness through various communication channels. These efforts are geared towards ensuring the widespread publication and promotion of Di-Hydro results, targeting diverse stakeholders to maximise adoption and impact.

A specific focus of the strategy is on communicating the advantages of Di-Hydro to end-users. This approach seeks to increase awareness and establish connections between citizens, municipalities, local communities, scientific circles, and industry representatives, as well as technology providers.

Work Package 6 (WP6) is entirely dedicated to communication and dissemination tasks. It involves the implementation of specific strategies and plans aligned with different project phases. The ultimate goal is to bring attention to EU-funded research and its outcomes among diverse audiences.

The various measures aim to achieve the following objectives:

- Enhance the project's visibility to its best and that of its network of experts, facilitating understanding among local communities and key stakeholders. This includes garnering support from the scientific community and policymakers.
- Promote knowledge sharing and facilitate the co-evaluation of solutions through a series of events where ideas and opinions can be exchanged, involving relevant communities and strategic stakeholders.
- Ensure the adoption of research outputs, solutions, and recommendations, as well as the uptake of results by decision-makers, organisations, communities of citizens, and the scientific community.
- Disseminate knowledge and raise awareness by engaging with citizens and stakeholders through dedicated workshops. Additionally, the project results will be made openly available on the official website and relevant open-access platforms.
- Attract stakeholders as potential end-users of Di-Hydro results, aiming to better understand end-users' needs and receive valuable feedback on the project's goals and objectives.
- Create synergies with other projects of the HORIZON-CL5-2022-D3-03 call.

The dissemination task extends throughout the entire project duration, spanning 36 months. It involves continuous communication of the project's progress and results, actively engaging and involving all categories of target audiences identified during the project's initial stages.

The dissemination activities of Di-Hydro are designed to align the communicated messages with specific target audiences, aiming to raise awareness within a diverse community. To

achieve this, the dissemination plan is structured around five pillars, each thoroughly outlined below:

- **Define the key messages and dissemination goals** by identifying desired outcomes and outlining strategies for their achievement (see Section 2.1).
- **Identify various stakeholders** critical for the project's success and interested in its outcomes (see Section 2.2).
- **Tailor information** by customising communication messages to align with the specific stakeholders' interests and needs. Depending on the characteristics of the target audience, content, style, and information support may vary (see Section 2.3).
- **Identify, plan, and execute communication and coordination activities**, developing a clear and coherent strategy that considers goals, targets, and customised communication for each audience type. This strategy ensures the consortium reaches dissemination goals while maintaining continuity and consistency in communication activities (see Section 3).
- **Measure the impact of communication and dissemination:** identify a set of indicators (KPIs) to keep track of the dissemination activities performed by the project and to monitor the progress of the dissemination. These indicators will help to determine if the dissemination strategy is achieving the expected results (see Section 4).

2.1 COMMUNICATION AND DISSEMINATION GOALS

In order to fully harness the potential of HP plants and clusters, as well as to strengthen the renewable energy production position for a climate-neutral economy with net-zero greenhouse gas (GHG) emissions by 2050, as per the [European Green Deal](#) and [the Paris Agreement](#), HP plants' operation and maintenance (O&M) must be fully predicted and controlled through optimised digital tools and smart decision-making tools (at least at the regional and national level) to achieve the best performance and overall efficiency, while at the same time to minimise HP's production impact on the natural environment and neighbouring societies.

To achieve this objective, Di-Hydro is proposing a solution comprising of three steps:

- **Develop novel smart sensors and data acquisition**, storage and exchange techniques for security, low energy consumption and reliability from static, dynamic and alternative sources (e.g. satellites) to develop pro-active intelligent algorithms that can predict the O&M-related behaviour of standalone HP plants and clusters.
- **Incorporate the behaviour in Digital Twins** (DTs) which can fully interrelate with HP plants/clusters by sending and receiving real-time data.
- **Provide an intelligent decision-making tool** for optimal coordination of power generation, based on the foreseen needs and the intended commercial strategy. This is carried out while taking into account the societal and environmental impact, market potential, and scalability.

The pivotal role of WP6 is to strategically transform scientific and technical results into easily understandable information for a broader stakeholders' community. It focuses on communicating project milestones and outcomes to ensure their uptake (dissemination) and long-term impact.

Depending on the project phase and the anticipated involvement of stakeholders, the communication and dissemination activities aim to achieve the following:

- **Raise awareness:** Disseminate information about Di-Hydro objectives, goals and scope, potential end results as well as activities, providing comprehensive details about the project and promoting its achievements to all interested parties.
- **Understanding:** Transfer key messages to specific stakeholders, enhancing their comprehension of Di-Hydro outcomes.
- **Engagement:** Promote effective materials and information to facilitate interaction within stakeholders' communities, fostering engagement.
- **Use of Results:** Generate impact by encouraging the utilisation of project results, guidelines, and tools developed within Di-Hydro, tailored to meet stakeholders' needs.

2.2 TARGET AUDIENCE

Communicating Di-Hydro objectives and results to a specific user community is pivotal for several reasons:

- **Awareness and Understanding:** Effective communication guarantee that the targeted user community is cognizant of the Di-Hydro project and its objectives.
- **Relevance and Engagement:** Tailoring communication to the specific user community establishes the project's relevance to their needs and interests. Furthermore, it enables users to perceive how the project aligns with their requirements, fostering active engagement and participation.
- **Collaboration and Partnerships:** Successful communication fosters collaboration and partnerships with the targeted community. It facilitates the identification of potential synergies, shared objectives, and collaboration opportunities, enhancing the project's outcomes and impact.
- **Adoption and Implementation:** Clear communication of the project's results and benefits increases the likelihood of user adoption and implementation. By showcasing the value and relevance of the project's outcomes, it encourages users to integrate and apply them in their processes, products, or services.
- **Knowledge Transfer and Dissemination:** Effective communication ensures the dissemination of knowledge generated through the Di-Hydro project to the targeted user community. This facilitates the transfer of valuable insights, best practices, and innovations, contributing to the advancement of the specific field or industry.

As mentioned earlier, effective strategic communication relies on the clear identification of objectives, target audience, and message content prior to selecting the appropriate media for message transmission. The communication and dissemination plan for Di-Hydro is crafted to align the messages to be conveyed with the intended audience and the chosen methods, ultimately aiming to foster awareness of the project within a diverse community. This approach is essential for customising communication efforts and enhancing the likelihood of attaining the desired objectives.

Then main groups in which the Di-Hydro target audience can be categorised if reported as follows:

- **Industry and Associated Industries (AI):** This target group comprises umbrella associations that gather within them hydropower-related industries, companies managing HP infrastructures, as well as companies dealing with renewable energy sourcing. Additionally, this group also involves other stakeholders that may offer services to HP, such as meteorological service providers, or benefit from HP, like Water Utilities and Irrigation Consortia
- **Governing Bodies (GB):** European and National levels (i.e. regional Authorities and Ministries, local Energy Exchanges and Regulatory Authorities). The project will reach this target group through events, conferences and workshops, in which the benefits of the project will be highlighted. This ensures that the target group is aware and informed about the Di-Hydro benefits to local communities and how the project will improve HP's share in the energy mix.
- **Policy Makers (PM):** EU and National policy makers represent a key target group for the uptake of Di-Hydro's research results, which could foster important changes in the legislation related to hydropower energy sourcing and HPP management. Di-Hydro will liaise with policy makers through invitation to project events and workshops, in addition to in-person and online meetings.
- **Scientific Community (SC):** Universities, research centres and institutions focusing on key areas like hydropower, operations and maintenance of hydropower plants, sensors, biodiversity, water resources, modelling and forecasting, structural health monitoring and condition monitoring and ICT are part of this target group. Connecting with the HP scientific community will be beneficial for the project as Di-Hydro will actively contribute to the advancement of scientific knowledge, as data and information created/collected during the project, that is not bound to IPR constraints, will be available as open-source materials.
- **Investors (I):** This target group comprises funding bodies, private equity firms, venture capital investors, and innovation brokers who are willing to invest in HP energy. The highlight for this specific target group is the high Return-on-Investment (ROI) of investing in the Di-Hydro technologies and innovations.
- **Media (M):** This group includes websites, portals, journalists, internet, social media platforms, TV and radio stations, and newspapers. The importance of such target group is driven by the fact sustainability, environment and climate impact are globally among the most important topics. Furthermore, the energetic transition is

a very central and relevant issue in EU, also in light of the [NetZero2050](#) and [EU Green Deal](#).

- **General Public (GP):** Individuals interested in climate change and sustainability, as well as citizens/consumers, are also a target group of Di-Hydro communication. HP energy is a clean, renewable source and as such, many citizens with a growing concern about climate change and anthropogenic impact on the environment are turning to more sustainable practices. To testify this is the growing share of renewable energy in the energy sector.

The diverse nature of listed audience types suggests the need for varied communication and dissemination strategies, incorporating distinct styles, content formats, and levels of detail. This approach ensures that the strategy effectively engages the target audience, resulting in the uptake and eventual adoption of project results.

2.3 COMMUNICATION AND DISSEMINATION APPROACH

The Di-Hydro Communication and Dissemination plan will determine the most suitable means for each stakeholder category. After outlining the main project goals and identifying target audiences in previous sections, the subsequent steps involve:

- Identifying the characteristics and needs of the target audience.
- Selecting the results to be communicated.
- Identifying the appropriate content, means, formats, and language style to achieve desired outcomes in terms of dissemination and communication objectives.

The communication and dissemination strategy are thoughtfully planned and executed as a long-term task to enable the reference community to deepen their understanding alongside the project's evolution. The project's graphical identity plays a pivotal role in the dissemination strategy, ensuring that every Di-Hydro communication activity and product is easily recognisable and associated with the project. The Consortium has developed a dissemination package for internal and external communication, encompassing the project logo, logotype, deliverables, as well as templates for presentations and posters.

The main stages taken into consideration in the Di-Hydro communication and dissemination strategy include:

- Analysing the needs and interests of the primary clusters of stakeholders outlined in section 2.2, along with identifying the desired reactions through project communication, is crucial. This process assists the consortium in tailoring the information to align with stakeholders' characteristics and expectations. Notably, the communication is directed at both technical and non-technical individuals from diverse backgrounds. This approach ensures that the messaging effectively resonates with the varied audience, addressing their specific concerns and interests.

- Determining the content to highlight the project findings is a pivotal aspect. The content of communication and dissemination will undergo evolution throughout the project. In the initial phases, the emphasis will be on promoting the project through informative channels like social media pages and the website (communication). As the project progresses, the communication of technical results will shift towards more specialised means, including scientific articles and presentations at conferences and seminars (dissemination). This strategic approach ensures that information is effectively communicated to diverse audiences through appropriate platforms tailored to the nature of the content.
- Dissemination activities will be implemented on the basis of the project's status and the characteristics of the target audience, considering ongoing evaluations and current needs. This flexible approach ensures that the dissemination efforts align with the project's progress and are responsive to the evolving requirements. By adapting strategies to the progress of the project and the specific needs of the audience, the implementation of dissemination activities remains effective and relevant throughout different project phases.
- The execution of a dynamic stakeholder engagement strategy, as outlined in the signed Grant Agreement, is key. All partners are mandated to formulate a stakeholder engagement plan with the explicit goal of facilitating their active involvement in the project. To achieve comprehensive outreach, a multi-layered communication approach will be employed. This approach includes both interpersonal and target-sensitive communication, complemented by broader social and mass-media communication methods. Such a strategy ensures a nuanced and effective engagement with diverse stakeholders at various levels.

2.4 INTERACTION WITH OTHER TASKS

This deliverable is directly linked to Task T6.1 - *Communication and Dissemination strategy* and Task T6.2 - *Communication and Dissemination activities*. These tasks will last for the whole duration of the Di-Hydro project. Moreover, this deliverable is strictly linked to Task T6.3 - *Stakeholders' engagement and consultation*, and Task T6.5 - *Clustering activities and international cooperation*. Nevertheless, WP6 - Dissemination, Communication and Exploitation is linked to all other Work Packages, as it is related to all the other tasks in the project, since it aims at spreading the project main findings and outputs throughout the project implementation. Finally, this deliverable will be updated on M18, according to the status of the project and the achievement of the expected outcomes, as well as the performance of the communication and dissemination efforts.

The Exploitation activities will be defined and listed in the related deliverable D6.3 - *Exploitation Plan*, under the lead of CERTH and due for M12. Furthermore, the exploitation activities will be followed and conducted in accordance with the Communication & Dissemination Activities.

3. COMMUNICATION AND DISSEMINATION MEANS AND ACTIVITIES

The Di-Hydro project's communication efforts will be a collaborative activity led by WP6 Leader Deep Blue and supported by the entire consortium, aiming for the effective dissemination of information. Each partner will contribute to identifying distinct target audiences and domain-specific channels within their respective countries.

Customised messages will be crafted to elevate engagement, tailored to the specific characteristics of each target audience. The listed communication methods can be readily adjusted over the project's duration, ensuring adaptability to evolving needs and additional communication objectives. The communication and networking actions are categorised into:

- **Communication means:** These encompass a variety of materials like brochures, flyers, newsletters, videos, and other multimedia products that can be easily distributed in print or digitally. These materials will also be shared as digital resources on the project website, allowing free downloads.
- **Dissemination means:** These involve more specialised materials such as scientific papers, policy briefs, white papers, and reports, specifically designed to highlight project results. These materials can be disseminated digitally or presented during workshops, conferences, and events.
- **Communication and Dissemination channels:** All available web platforms like the project website, social networks, and other online platforms that either host content or provide access to digital tools for official communication and dissemination fall under this category. Examples include newsletters, survey tools, scientific article platforms, and video hosting platforms.
- **Communication and dissemination activities:** Live events, workshops, and conferences organised by the project or by consortium members promoting the project objectives and results.

3.1 PROJECT'S GRAPHIC IDENTITY AND MULTIMEDIA TOOLS

The distribution of branded multimedia products plays a pivotal role in establishing and reinforcing the project's identity and recognisability. This distribution will be actively pursued through organised presentations, public events, forums, and conferences to enhance the impact of project messages with visual representation.

At the same time, these branded multimedia products will also be made readily accessible through the project website, ensuring widespread shareability and readability for the largest possible audience.

3.1.1 Visual Identity and Communication & Dissemination products and tools

The effective distribution of branded multimedia products is essential for establishing and enhancing the project's identity and recognisability. This distribution effort will be actively



carried out during organised presentations, public events, forums, and conferences to enhance what the project wants to communicate with visual representation. At the same time, these branded multimedia products will be made accessible through the website, ensuring that they can be easily shared and read by the widest possible audience.

3.1.2 Dissemination package

The dissemination package consists of a collection of products closely linked to the project's visual identity, including the logo, style guide, and document templates. This package is designed to guarantee consistency in project communication. It serves as a practical framework shared with the entire Di-Hydro consortium, and it will be regularly updated to maintain alignment throughout the project. Firstly, the logo was designed by DBL following consortium input, to offer a conceptual representation of the project, meaningful to its objectives and aesthetically appealing, covering the concepts of water, green technologies, and digital twins.

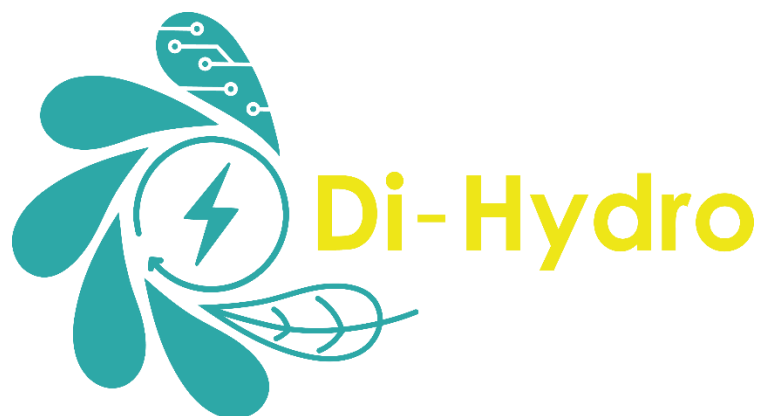


Figure 1: Di-Hydro Logo (colour)

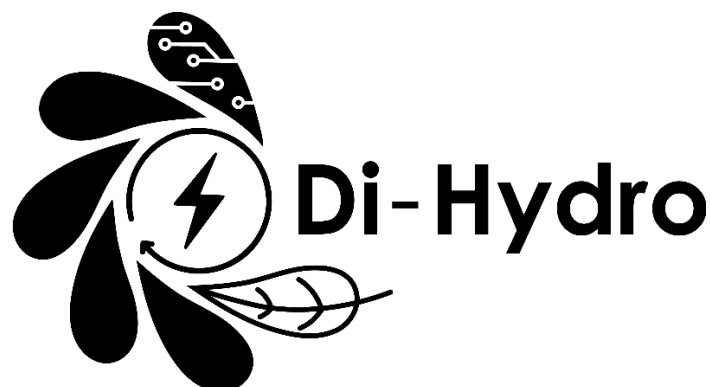


Figure 2: Di-Hydro Logo (B/W)

Once the overall visual identity had been defined, it was applied to document templates. Working templates are crucial to reinforce the common language used by the project and they can be easily adapted to the diverse needs of consortium partners, as well as to their

purpose. Templates for deliverables, PowerPoint presentations, and Word documents have been provided, together with the visual identity materials that will be used among the whole project duration. The Dissemination Package includes:

- Project Logo in .png format
- The A4 vertical word template for deliverables
- The A4 vertical word template for project meetings' Agenda
- The A4 vertical word template for project meetings' Minutes
- The power point presentation template

3.1.3 Flyers and brochures

For communication and dissemination purposes at public events, printed flyers and brochures will be generated to showcase Di-Hydro goals, outcomes, and findings. The format of the brochures can be customised, based on the specific conference type and communication objectives, ensuring adaptability in both content and style. The textual content will be collaboratively determined with the partner participating in the conference beforehand. To maintain relevance, these brochures and flyers will be consistently updated and made readily accessible for download on the website.

3.1.4 Videos

To disseminate project objectives, results, and outcomes, two project videos will be produced. Videos are particularly effective for conveying information in compellingly and immediately, making them one of the most impactful choices for raising awareness. Di-Hydro will produce a first project video to showcase the project goals, ambition and expected outcomes. The second video can be produced during the second half of the project, showcasing either the three Di-Hydro Use Cases or the project outcomes and achievements.

3.1.5 Presentations

Customised PowerPoint presentations will be developed for participation in conferences, workshops, events, and internal meetings. Presentations intended for external events will prioritise a predominantly graphical layout to captivate the target audience, minimising textual information.

Essential project references, including links to the project website, social media pages, and contact details, will consistently be incorporated. These presentations will be stored in dedicated repositories and offered for free download on the website. All partners will contribute to creating and organising content, with support from DBL in providing guidelines and suggestions to ensure alignment with the project's identity.

3.2 COMMUNICATION MEANS



3.2.1 Website

The Di-Hydro website (<https://dihydro-project.eu/>) will serve as a comprehensive platform, providing insights into project objectives, planned activities, and results. It introduces the Consortium and provides information about the pilot sites, references to related projects, and an overview of news, articles, and tools. The website will undergo constant updates and will function as the primary channel for dissemination activities. News, progress reports, events, upcoming workshops, and announcements will be regularly posted in its dedicated News section. Additionally, the website will serve as a repository for relevant documents, public deliverables, and scientific publications. Project partners will contribute to this effort by sharing updates on publications, conference participation, and new project results. Visitors can easily navigate through the content, download resources, and engage with the project through the newsletter form or social media links.

Deep Blue is tasked with the design, implementation, maintenance, and updates of both the project website and social media profiles. The structure and external appearance of the website adhere to the highest usability standards, incorporating a responsive design to facilitate clear and easy navigation for users across all devices.

Deliverable D6.1 – *Di-Hydro Project Website* provides a detailed overview of the website design, structure, content and outlook. Figure 3 presents the project website architecture.

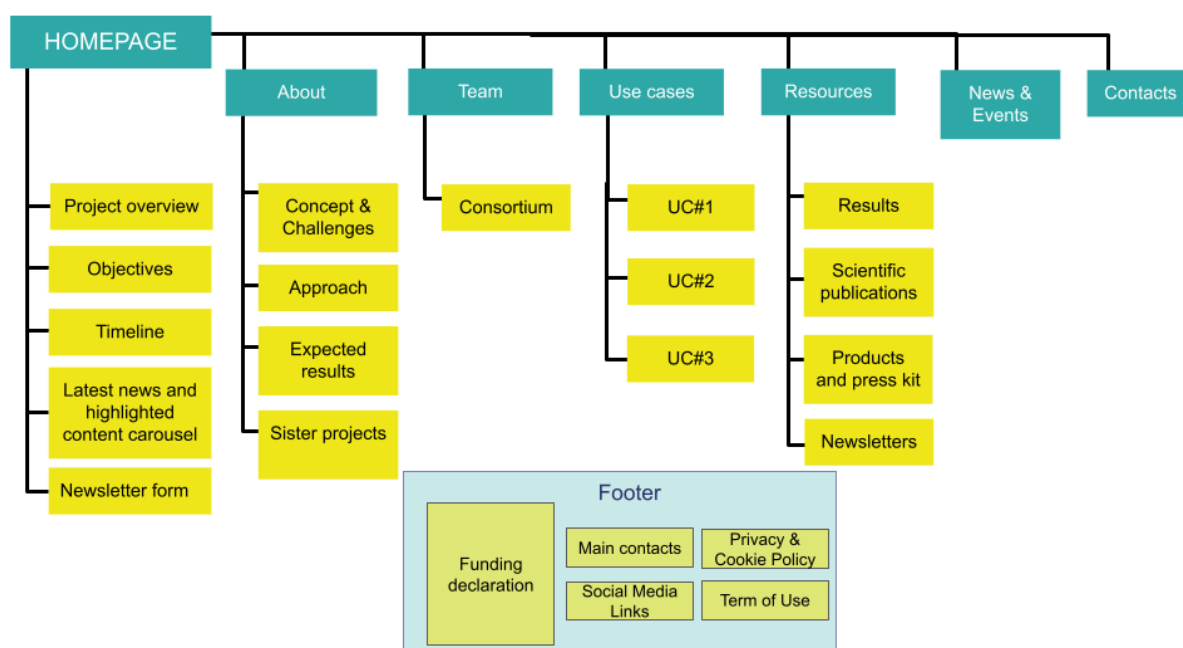


Figure 3: Di-Hydro Website Architecture

To ensure a secure, reliable, and dynamic website, a professional hosting service with a database service and backup features will be chosen. The website will be developed using the WordPress (www.wordpress.org) Content Management System (CMS), known for its reliability, extensive documentation support, and flexibility. Search Engine Optimization (SEO) functionalities have been enabled to enhance the website's visibility on major search engines.

To comply with the GDPR General Regulation (EU) 2016/679 of the European Parliament, the website will adhere to well-known and secure services such as Iubenda (www.iubenda.com), with DBL acting as the data controller. Only necessary personal data voluntarily provided by users or collected automatically, such as cookies and navigation flows, will be collected.

3.2.2 Social media

To disseminate project outcomes, Di-Hydro leverages social media platforms such as LinkedIn, Twitter, and YouTube. These channels facilitate open discussions on project topics, engaging not only an interested and key public but also a broader audience, contributing significantly to the project's acceptance goals. Regular evaluations of the effectiveness of these dissemination methods will be conducted, allowing for a comparison of communication strategies and providing a comprehensive understanding of what is working and what is not.

Di-Hydro will establish social media accounts on different platforms for specific purposes. The accounts will be created and maintained by DBL.

- **LinkedIn**, as a professional social network, attracts a group of interested professionals, stakeholders, policy makers and end-users that can exchange information and discuss the project and its findings, and learn more about the pilot sites. The information shared via LinkedIn will be as informative as possible. Thanks to the longer format that the platform allows, it will be possible to discuss certain topics more extensively and create discussion in the comments section.
 - Di-Hydro LinkedIn channel (created on 22.01.2024): <https://www.linkedin.com/company/di-hydro-project>;
 - Handle: *Di-Hydro Project - Digital optimisation for hydropower plants*
- **Twitter/X** supports short and focused communication. Therefore, it will be used to promote news about the project relevant information (e.g. participation in events, deliverables released, etc...), and to interact with key actors for the project, allowing to retweet their status should this be strategic for Di-Hydro. The Consortium will also consider establishing an account on BlueSky, a social media platform with similar features as Twitter/X, as a strategy to reach further the relevant community for the project.
 - Di-Hydro Twitter/X channel (created on 22.01.2024): https://twitter.com/DiHydro_project;
 - Handle: @DiHydro_project
- **YouTube** is a free-of-charge platform for publishing and enjoying videos. Deep Blue's account will be used to publish Di-Hydro project videos. DBL YouTube Access link: <https://www.youtube.com/channel/UCaeQRA-jZQAIp9Nf7CuJ56Q>

Given the distinct nature of each channel, it's crucial to employ them in diverse ways. For effective communication, the project's tone should strike a balance between being friendly

and slightly technical, especially when targeting citizens and the general public. The attitude should be straightforward and yet authoritative, delivering informative content. Using clear and concise language to explain technical concepts and ideas will enhance the accessibility of the message. Scientific content from the project’s technical tasks will undergo analysis and transformation, making it communicable and suitable for widespread dissemination to policymakers, relevant stakeholders, and communities.

Posts on social media will be related to the following subjects:

- News directly generated by the project activities and results i.e. releases of deliverables and newsletters, key results, project progress.
- Events organised by the project: workshops, project meetings, technical visits, pilot related work.
- Events where the Di-Hydro consortium will be participating i.e. conferences, external workshops, synergies with other projects of the HORIZON-CL5-2022-D3-03.

3.2.3 E-newsletters

A bi-annual project e-newsletter will be sent to partners, key stakeholders, specific audiences, and interested contacts who have subscribed to the form on the website. The newsletter aims to keep the audience interested and informed about activities and results, public deliverables presentation, project progression, and publications with insights, useful links, and interesting readings.

For the delivery and management of contacts - including their privacy in compliance with the GDPR regulation (EU 2016/679) - a MailChimp account will be opened. Mailchimp (<https://mailchimp.com>) is a reliable and secure tool that guarantees transparent opt-in/opt-out choices to subscribers and supports a simple customisable design and effective delivery. To boost the number of subscribers, a link to a subscription form will be available on the project’s website homepage. Contacts will also be collected during webinars, events and workshops, prior consent. Below, a preliminary table of the Di-Hydro Newsletter issues.

Table 1: Preliminary scheduling of the Di-Hydro Newsletter

Issue #	Topics to be featured	Release date
1	Launch of Di-Hydro Newsletter, project overview (scope, aims and objectives, expected results), status and progress of the project	March 2024
2	Updates on project status, website blog post articles, project events	September 2024
3	TBD	March 2025
4	TBD	September 2025

3.2.4 Podcasts

Podcasts are a mean of communication, mostly in digital form and available for download, that usually feature interviews and/or discussions on a specific topic. Podcasts are an increasingly popular communication format that can cover virtually any topic. Moreover, its easily distributable and virtual format are ideal for broad dissemination of content to a diverse audience.

During the project lifetime, Di-Hydro will produce 4 (four) podcasts featuring interviews with policymakers in energy market and renewable energy sources.

3.2.5 Internal communication

The internal communication strategy will focus on raising interaction and knowledge transfer between partners and ensuring the success of the project. All partners will interact regularly, and periodic updates will be provided during planned General Assemblies and Executive Board meetings; additional meetings will be organised (when needed) by the WP leaders to ensure fruitful and open exchange within the whole Consortium. Further multi- and bi-lateral contacts will be held with other partners.

Di-Hydro will make use of several project management tools to maximise the effectiveness of internal communication and collaboration between partners, such as:

- The SHAREPOINT document management system that will be used as a shared file repository for the whole consortium.
- A set of appropriate project mailing lists (e.g. whole consortium, WP leaders) that facilitate the communication and the exchange of information.
- Teleconferences and video conference systems for periodic update meetings.

Efficiency, timeliness, and ease of interaction are the main objectives of this activity. Any issues and inconveniences will be promptly addressed and solved to ensure continuity.

3.3 DISSEMINATION ACTIVITIES

The dissemination means and activities outlined in this section are designed to amplify the reach of project results, transforming scientific findings into a shared resource, and maximising the overall impact of the project.

3.3.1 Project events

Public events can be effective means for engaging stakeholders and end-users in a successful communication campaign. The feedback collected from these sessions will be valuable for enhancing the Di-Hydro research and refining the project approach based on the insights and perspectives shared by participants. This iterative process ensures that the project remains responsive to the needs and expectations of its stakeholders and end-users.

Thematic conferences are dissemination events that can foster the building of a community of interested stakeholders, whose feedback and interest are crucial for the project’s success. Two events will be organised with the partners once the topics for the conferences are identified and their scope and objective pinpointed. One of the conferences can be organised towards the end of the project so as to present the final project results and outcomes.

Furthermore, partners conducting the workshops will use tailored communication materials and templates designed by DBL to reach the targeted stakeholders.

3.3.2 *Third-party events and conferences*

Every consortium member is dedicated to actively seeking, participating in, and/or attending European and international networking conferences, as well as domain-specific fairs and events. The primary goal is to disseminate Di-Hydro progress and results effectively. This proactive engagement aims to enhance awareness of the potential beneficial impacts of the project among a specialised audience and expand the pool of involved stakeholders.

The project plans to take part in events to disseminate its results, share information and create synergies with other relevant projects and initiatives that were financed under the same call of Di-Hydro (i.e. HORIZON-CL5-2022-D3-03-08: Development of Digital Solutions for existing Hydropower Operation and Maintenance).

A preliminary list of events and conferences is provided below. Additional events will be identified and included in the project as it progresses.

Table 2: list of events and conferences

External events and conferences	Link	Venue and date
Future of Utilities: Energy Transition Summit	https://futureofutilities.com/events/energy-transition-summit/	20-21 March 2024- Amsterdam
International Conference on Renewable Energy and Sustainable Energy	https://www.renewableenergy.theiconicmeetings.com/	March 25-27, 2024 - Paris

Green Energy For Business. Re-Source Poland Hub Central – Eastern Europe Conference 2024	https://resourcepoland.pl/en/	April 24-25, 2024, Katowice-Poland
All-Energy	https://www.all-energy.co.uk/en-gb/conference.html	15–16 May 2024 Glasgow
3rd International Conference on Innovation in Renewable Energy and Power 2024	https://www.steconf.org/conference/international-conference-on-innovation-in-renewable-energy-and-power/	21-23 June 2024 - Vienna
SPE Europe Energy Conference	https://www.spe-events.org/europeenergyconference	26-28 June 2024 Turin-Italy
3rd International Conference on Green Energy and Environmental Technology (GEET 24)	https://greenenergy-europe.eu/	29-31 July 2024 - Lisbon
2024 8th International Conference on Renewable Energy and Environment (ICREE 2024)	https://www.icree.org/	September 27-29, 2024 - Ankara
2nd European Congress on Renewable Energy and Sustainable Development	https://renewableenergyconferences.com/	November 11-12, 2024 - London

ENLIT	https://www.enlit-europe.com/	October 22-24, 2024, Milan
BRIDGE	https://bridge-smart-grid-storage-systems-digital-projects.ec.europa.eu/	
Maintenance Forum	https://www.maintenance-forum.gr/	November 2024, Athens
Hydromatters Conference and Product Expo	https://www.hydromatters.it/	2024 - TBD
HYDRO 2024 International Conference and Exhibition	https://www.hydropower-dams.com/hydro-2024/	November 18-20, 2024, Graz

3.3.3 Scientific articles and non-scientific publications

Throughout the project's duration, a total of 10 scientific publications in peer-reviewed, high Impact Factor journals are planned for release. The scientific publications can be divided into five during the second year (M13-24) and the remaining six in the third year (M25-36).

Table 3: Preliminary list of partners' contribution to scientific publication

Topic	Journal/Conference	Partner
Digital Twins	International Conference on Pervasive Computing and Communications (PerCom) 2024	IMT
Collaborative ML	ACM/IFIP International Middleware Conference 2024	IMT
Energy and AI	International Conference on Information and Communications Technology for Sustainability (ICT4S) 2024	IMT
Structural health monitoring / condition monitoring	International conference of Electrical, Computer Communications and Mechatronics Engineering / International Conference from “Scientific computing to computational Engineering”	CERTH
Structural health monitoring/ condition monitoring	Journals such as Sensors, Applied Sciences, Insight - Non-Destructive Testing & Condition Monitoring or other similar type of journals	CERTH

Biofouling and ultrasonic probes	International conference of Electrical, Computer Communications and Mechatronics Engineering / International Conference from “Scientific computing to computational Engineering”	CERTH
Predictive Maintenance	Journals such as: Reliability Engineering & System Safety, CIRP Journal of Manufacturing Science and Technology	ATLANTIS
Predictive Maintenance	Conferences such as: IEE Conference on Artificial Intelligence, IEEE International Conference on Software Quality, Reliability, and Security	ATLANTIS
Biodiversity sensor	International Water Association (IWA) Congress, CONAMA Congress, OPTOEL Congress or Journals such as Sensors	AIMEN

The Di-Hydro partners will commit to identify opportunities for scientific publications and keep updated on the conferences and journals deadlines for publications. These scientific and technical publications will be submitted for publication in major peer-reviewed scientific journals, ensuring a commitment to maintaining high standards of quality and accuracy in the research. Finally, the Consortium supports open access of scientific publications and will take all necessary actions to ensure free access to peer-reviewed articles of the project.

Moreover, Di-Hydro will also liaise with official EU Key tools (e.g. [Horizon Results Platform](#), [Horizon Dashboard](#), [CORDIS](#), [Innovation Radar](#), and EU magazines such as the [Horizon Magazine](#)) and publish with them 5 articles featuring project progress and outcomes. Such articles have the objective of specifically targeting governing bodies and policy makers target groups. On the other hand, to target the target groups composed of investors, media and the general public, Di-Hydro will seek to publish 5 more articles in magazines specialised in Power and Renewable Energy (e.g., [POWER Magazine](#), [Energy Global Magazine](#), [Energy Industry Review](#), [Recharge](#), [New Energy World Magazine](#)). Moreover, Di-Hydro will produce the *Di-Hydro Best Practices handbook (D 6.4)*, a summary presenting the lessons learned during the project, suggesting best practices in the area and providing policy recommendations. The *Di-Hydro Best Practices handbook* will be publicly available and free to download on the project website.

Below, a preliminary list of potential domain-related, peer-reviewed, open access scientific journals collected with the support of all partners.

Table 4: List of Scientific Journals

Scientific peer-reviewed journals		Peer reviewed/Open access
Current Opinion in Environmental Sustainability	https://www.sciencedirect.com/journal/current-opinion-in-environmental-sustainability	Yes/yes
Energy Policy	https://www.sciencedirect.com/journal/energy-policy	Yes/yes
Ecological Indicators	https://www.sciencedirect.com/journal/ecological-indicators	Yes/yes
Applied Energy	https://www.sciencedirect.com/journal/applied-energy	Yes/yes
Renewable and Sustainable Energy Reviews	https://www.sciencedirect.com/journal/renewable-and-sustainable-energy-reviews	Yes/yes
Energy and AI	https://www.sciencedirect.com/journal/energy-and-ai	Yes/yes
International Journal of Energy and Environmental Engineering	https://link.springer.com/journal/40095	Yes/yes
Energy Strategy Reviews	https://www.sciencedirect.com/journal/energy-strategy-reviews	Yes/yes
Energy Technology	https://onlinelibrary.wiley.com/journal/21944296	Yes/yes
Renewable Energy	https://www.sciencedirect.com/journal/renewable-energy	Yes/yes
International Journal of Sustainable Energy	https://www.tandfonline.com/journals/gsol20	Yes/yes
Environmental Science & Technology	https://pubs.acs.org/journal/esthag	Yes/yes
Technology and	https://link.springer.com/journal/40866	Yes/yes

Economics of Smart Grids and Sustainable Energy		
Environmental Monitoring and Assessment	https://link.springer.com/journal/10661	Yes/Yes
Environmental Research	https://www.sciencedirect.com/journal/environmental-research	Yes/Yes

3.3.4 *Networking with sister project and other EU funded projects*

To guarantee the success and visibility of the Di-Hydro project, it is crucial to foster collaboration and establish synergies with other projects and initiatives within the Horizon Europe Programme framework and specifically according to the requirements set by the Sustainable, secure, and competitive energy supply HORIZON-CL5-2022-D3-03 call, under which the Di-Hydro project was funded. Partnering with projects sharing similar goals or operating in the same research domain can greatly impact Di-Hydro's success. The exchange of results and networking can facilitate the project's expansion, contribute to the research of related projects, establish genuine synergies, and explore opportunities for coordinating dissemination activities or optimizing research organization. This collaborative approach enhances the overall impact and effectiveness of projects within the Horizon Europe Programme.

A preliminary meeting with D-HYDROFLEX's Scientific Coordinator and Communication & Dissemination Manager was organised to assess the possibility of synergy and collaboration in communication activities between the two projects. Indeed, the two projects share commonalities in target audience, stakeholders and communication objectives. Di-Hydro and D-HYDROFLEX agreed to collaborate in project activities and to bring other projects funded under the ca HORIZON-CL5-2022-D3-03 call together, potentially establishing a cluster of projects which will be working in synergy to support each other's communication and research activities.

Table 5. List of projects related to Di-Hydro and potential clustering partners

EU-funded projects related to Di-Hydro	Link to website
D-HYDROFLEX (Digital solutions for improving the sustainability performance and FLEXibility potential of HYDROpower assets)	https://d-hydroflex.eu/about/
iAMP-Hydro (intelligent Asset Management Platform for Hydropower operation and maintenance)	https://www.iamp-hydro.eu/

3.3.5 Dissemination towards the European Commission

The project results will be promoted at a European level to policymakers, researchers, and a diverse range of experts through the utilisation of institutional EU websites. The following items will be taken into consideration when targeting the EU bodies with project-related communications:

- Horizon Magazine: the EU Research and Innovation Magazine spreading the latest news and features about science and innovative research projects funded by the EU.
- Research and Innovation Success Stories: a collection of the most recent success stories from EU-funded Research & Innovation.
- CORDIS: Multilingual articles and publications that highlight research results, based on an open repository of EU project information.

3.3.6 Dissemination towards the Advisory Group

Active contribution and participation from a specific group of stakeholders are crucial elements for realising Di-Hydro objectives. The consortium, comprising partners and associated partners, will receive valuable support from an efficient and impactful Advisory Group (AG). The latter will consist of a group of external experts in the thematic fields¹ of the Di-Hydro project. The role of the AG is defined in Deliverable D7.1 - Project, data management and risk plan.

To gather opinions and feedback from AG members, the project will organise ad-hoc meetings and consultations, either in person or through online sessions. This collaboration will occur in tandem with the scientific team and work package leaders. Additionally, whenever feasible, the AG will participate in the project's General Assemblies to stay directly informed about the project's status and progress. This approach ensures that AG members are consistently updated firsthand.

¹ hydropower generation, HP operations & maintenance, environmental and biodiversity monitoring, weather and flow forecasting, structural health monitoring, and predictive maintenance

4. MONITORING AND KPIS

Monitoring a series of dissemination activities is a crucial aspect of attaining success and maximising the impact of any communication strategy. Through the continuous monitoring of a communication campaign, Di-Hydro can evaluate the effectiveness of its messages, make real-time adjustments to its strategies based on feedback, and ultimately realize its communication objectives. Furthermore, monitoring communication activities helps identify areas for improvement, contributing valuable insights to shape future steps in the project's dissemination efforts.

Nevertheless, it is crucial to establish specific measures to estimate the effectiveness of the project's dissemination strategy and make sure whether it is meeting its objectives. Various Key Performance Indicators (KPIs) have been identified to monitor the progress of dissemination activities. The table below compiles a comprehensive list of all dissemination and communication KPIs for the Di-Hydro project, aligning with the activities and measures outlined in the plan.

Table 6: Di-Hydro Communication and Dissemination KPIs

Tool/channel	Objective	Target audience	KPI	Responsible
Di-Hydro website	Provide a public online showcase of the project, including an overview of the project, up-to-date information on project results, reports and papers; project events, etc.	All targets	10,000 visits (Google Analytics), 100 downloads per public deliverable	DBL, all ²
e-Newsletter	Raise awareness on the project results	AI, GB, SC, M, GP	Every 6 months, 500 recipients	DBL, WP leaders

² All partners are responsible for promoting the project website through their own social media networks.

Promotional material	Create awareness	AI, SC, M	e-material sent to 1,000 recipients	DBL, CERTH, WP leaders
Infographics	Raise awareness on the project results	All targets	10 publications in newspapers (electronic and hard copy)	DBL, CERTH, ... others
Di-Hydro Best Practices handbook	Present the lessons learnt during Di-Hydro, suggesting best practices in the area, providing policy recommendations	AI, GB, PM, SC	>1000 views/downloads	DBL, CERTH, all WP leaders
Videos	Create and raise awareness on the project	All targets	2 videos, 2,000 YouTube views	DBL
Podcasts	Maximise the project impact on relevant stakeholders, create awareness on the project	All targets	4 podcasts, 10,000 listeners	DBL
Social Media (Twitter/X; LinkedIn)	Create interest around the project and involve relevant stakeholders in the project	All targets	2 posts per month, 500 followers per project account	DBL, all
Project conferences	Spread project results among the relevant stakeholders	All targets	300 participants	(DBL, CERTH)

These measures can be fine-tuned, updated, and incorporated into the project lifecycle as necessary, adapting to the evolving needs that may arise throughout the course of the project.

5. IMPACT MONITORING

5.1 Key Impact Pathways

In line with the enhanced focus on diverse impacts of EU research and innovation funding, Horizon Europe introduces a novel approach called Key Impact Pathways (KIP) to capture and communicate impacts effectively. The main aim of this approach is to provide policymakers and the general public with regular updates on the long-term effects and advantages of the Programme in relation to European science, the economy, and society as a whole.

Considering this, Di-Hydro has developed a robust monitoring and evaluation system to monitor the project's progress and assess its contributions towards the KIP. The primary objective of this system is to track and evaluate the achievements of the project, ensuring alignment with the overarching impact goals set by Horizon Europe. By implementing this monitoring and evaluation framework, Di-Hydro aims to demonstrate its valuable contributions to the desired impacts outlined in the KIP framework, which are summarised in the table below.

Expected Impact N.	Description	Related Objectives	C&D	Activity
1	More efficient, clean, sustainable, secure, and competitive energy supply, notably through fostering European global leadership in affordable, secure and sustainable renewable energy technologies and services	Highlight the Di-Hydro contribution to sustainability in the renewable energy technologies and HPP management		Dissemination of project activities and results
2	Ensuring cost-effective, uninterrupted and affordable supply of energy to households and industries in a scenario of high penetration of variable renewables and other new low carbon supply	Highlight Di-Hydro contribution to sustainability, networking with relevant EU projects to foster cross-fertilisation, synergies and cooperation in projects' C&D activities, clustering activity with relevant EU projects on hydropower and HPP management		Dissemination of project results and activities Networking with relevant projects and stakeholders dealing with renewable energy sourcing

5.2 Website and social media channels

Following the project's conclusion, the website will undergo updates to include the latest information and available resources. Similarly, the social media profiles will continue to communicate the most recent results and noteworthy updates. Furthermore, a closing blog post will be published to inform the audience about the project's legacy. This comprehensive approach ensures that stakeholders and interested parties remain informed even after the project's formal completion.



6. ANNEX I - Agenda template



Di-HYDRO_ Title of meeting_Date of meeting_Agenda

AGENDA

Title of the meeting

Date & time Date and time (specify time zone)
Venue Address of venue, Zoom (online), MS Teams (online) etc.
Organiser Name, Organisation (Short Name)

Day 1 - Date		
Time	Topic	Presenter
	Break	
	Lunch break	
	Break	
	End of meeting	



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7. ANNEX II – Minutes of Meeting template



Di-Hydro Title of meeting Date of meeting MoM



MINUTES OF MEETING

Title of the meeting

CONFIDENTIAL		
Date & Time	Date and time (specify time zone)	
Venue	Address of venue, Zoom (online), MS Teams (online) etc.	
Organiser	Name, Organisation (Short Name)	
Distribution	Email, SharePoint	
Minute keeper	Name	Organisation
Participants		
First name	Last name	Organisation
First name	Last name	Organisation
Absent		
First name	Last name	Organisation
Agenda		

Agenda item	Title	Presenter	Name
Summary of discussions			
Action points		Person responsible	Deadline
Clear action point directed to one person/organisation.		Initials	Date
Agenda item	Title	Presenter	Name
Summary of discussions			
Action points		Person responsible	Deadline
Clear action point directed to one person/organisation.		Initials	Date
Agenda item	Title	Presenter	Name
Summary of discussions			





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8. ANNEX III – Word template

	OBJECT OF THE DOCUMENT, DATE	
	This project has received funding from the European Union's research and innovation programme Horizon Europe under the grant agreement No. 101122311. This document reflects only the author's view, and the Commission is not responsible for any use that may be made of the information it contains.	Page 1 of 1

9. ANNEX IV – PowerPoint presentation template

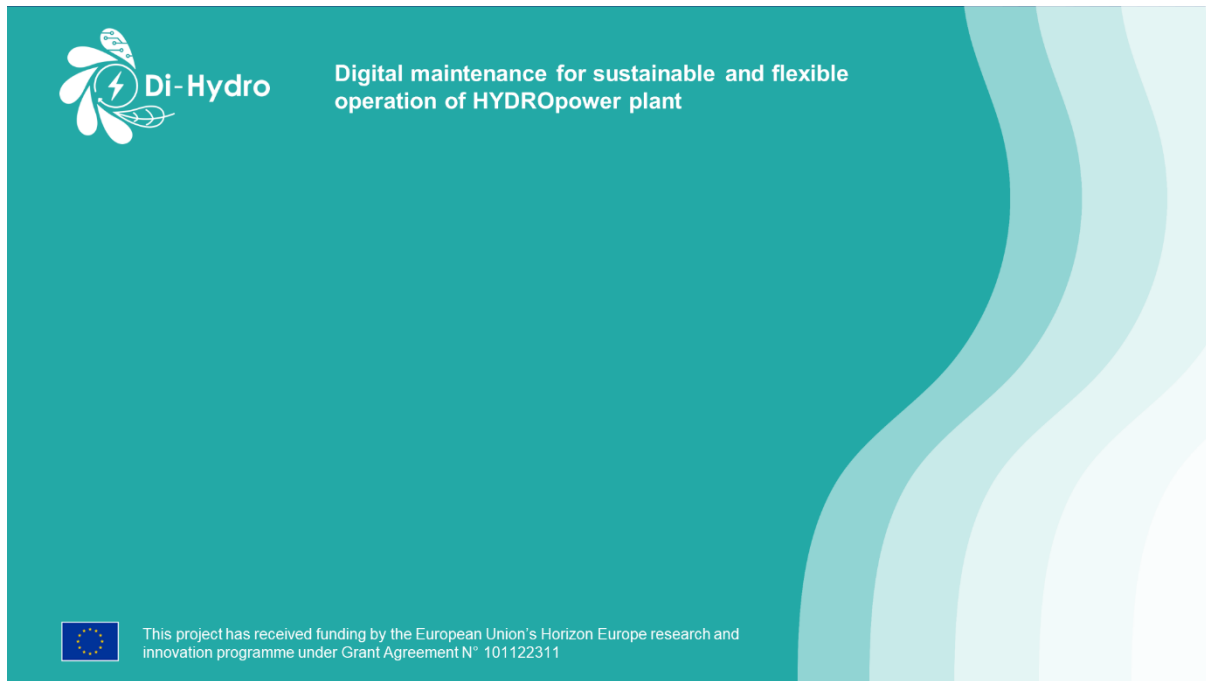


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This project has received funding by the European Union's Horizon Europe research and innovation programme under Grant Agreement N° 101122311



Digital maintenance for sustainable and flexible operation of HYDROpower plant

Thank you.



This project has received funding by the European Union's Horizon Europe research and innovation programme under Grant Agreement N° 101122311



10. ANNEX V – Di-Hydro Visual Identity Charter



Last updated 01/2024

VISUAL IDENTITY CHARTER

ABOUT DI-HYDRO

Digital maintenance for sustainable and flexible operation of HYDROpower plant

Di-Hydro is a European-funded project committed to advancing the potential of hydropower (HP) plants and clusters in alignment with the ambitious goals of the European Green Deal and the Paris Agreement. The mission is to revolutionise the way hydropower plants operate, making them smarter, more efficient, and environmentally conscious.

At Di-Hydro, our vision is to empower sustainable energy production through the development of cutting-edge digital and smart decision-making tools for hydropower plants, regardless of their digitisation level, ensuring they play a pivotal role in a greener future.

ABOUT THIS CHARTER

This charter explains how the key elements of the DI-HYDRO project such as logo, typography, colours etc. should be used for both external and internal communications. The aim of this charter is to threefold:

1. Build brand recognition and thereby brand value
2. Improve the efficiency of both internal and external communications
3. Produce a professional and consistent visual identity across all media

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Black and white versions
Clear space and minimum size
Incorrect usage

ICON

Color version
Black and white versions
Clear space and minimum size
Incorrect usage

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TYPOGRAPHY

Typeface and web font

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LOGO

VISUAL IDENTITY CHARTER - 01/2024

4



LOGO - Color version

FULL COLOR LOGO

Designing the DI-HYDRO logo requires a clear representation of the project's core concept, emphasizing the integration of various elements. The primary focus of the project is to enhance the ecological and automated aspects of hydropower plants, and these key elements should be visually represented in the logo.

The central theme revolves around hydropower plants, this is symbolized by a turbine crafted from water droplets. To illustrate the process of generating electricity from water movement, incorporate a circular arrow surrounding a lightning bolt. In the same way, to encompass the principles of eco-sustainability and automation, these elements were integrated within two water droplets of the turbine: the first transforming into a leaf to signify eco-friendliness, and the second evolving into the virtual ramifications of artificial intelligence.

To ensure that the DI-HYDRO logo effectively captures the synthesis of these elements, it needs to provide a clear and instructive representation of the project's core concepts.

The position, size and color of the logo, as well as the rules for clear space are predetermined and should not be changed.

Do not attempt to redraw the logo and always use the latest approved digital files.



VISUAL IDENTITY CHARTER - 01/2024

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LOGO - Black and white versions

MONOCHROMATIC LOGO

The monochromatic logo should be used in combination with a solid colour background or a photo background with a dark overlay.

Do not attempt to redraw the logo and always use the latest approved digital files.



VISUAL IDENTITY CHARTER - 01/2024

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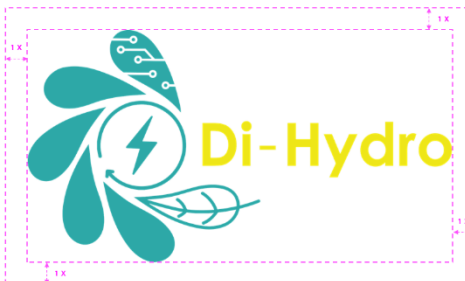
LOGO - Clear space and minimum size

CLEAR SPACE

Clear space refers to a distance of X, as a unit of measurement. The space surrounding each side of the logo is equal to a perfect square of X height and width. A minimum clear space has been established to ensure the prominence and clarity of the logo. It is essential that this space remains free of all graphics and typography.

MINIMUM SIZE

To ensure legibility, the logo with name should be reproduced no smaller than 50 mm wide.



ICON

ICON - Color version

FULL COLOR ICON

The icon has to be used only in the case of a shortage of space and/or a needless usage of the name of the project. For example as a profile image for a social media page or when only a little space is available (business cards).

To ensure that the DI-HYDRO icon effectively captures the synthesis of these elements, it needs to provide a clear and instructive representation of the project's core concepts.

The position, size and color of the icon, as well as the rules for clear space are predetermined and should not be changed.

Do not attempt to redraw the icon and always use the latest approved digital files.



VISUAL IDENTITY CHARTER - 01/2024

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ICON - Black and white versions

MONOCHROMATIC LOGO

The monochromatic logo should be used in combination with a solid colour background or a photo background with a dark overlay.

Do not attempt to redraw the logo and always use the latest approved digital files.



VISUAL IDENTITY CHARTER - 01/2024

10

ICON - Clear space and minimum size

CLEAR SPACE

Clear space refers to a distance of X, as a unit of measurement. The space surrounding each side of the logo is equal to a perfect square of X height and width. A minimum clear space has been established to ensure the prominence and clarity of the logo. It is essential that this space remains free of all graphics and typography.

MINIMUM SIZE

To ensure legibility, the logo with name should be reproduced no smaller than 50 mm wide.



COLOURS

COLOURS - Palette

These colours and gradients are to be used for all internal and external forms of communication. Please keep to the values provided.

MAIN COLOURS



WATER GREEN
C 74% / M 13% / Y 38% / K 0%
R 48 / G 168 / B 167
#30ABA7



CANARY YELLOW
C 9% / M 2% / Y 98% / K 0%
R 240 / G 228 / B 22
#F0E416

SECONDARY COLOURS



SKY BLUE
C 52% / M 0% / Y 1% / K 16%
R 102 / G 214 / B 212
#66D6D4



DARK FOREST
C 73% / M 0% / Y 0% / K 65%
R 24 / G 88 / B 88
#185858

TYPOGRAPHY

TYPOGRAPHY - Typeface and web font

Main Title

Century Gothic bold

The **Century Gothic** typeface must be used for all forms of professionally created communications material such as reports, websites, social media banners and event items. This font is open source and can be downloaded.

On eriat hicia dolectus, cus veli ci pietur aruntur? Ovitem esequod iatur? Ore es as magnistesit abore dipsam et aute dolorecte nossimi ntintus voluptatio. Et dolorum labo. Ari nat. Ni rerepud andunt a cusantium ipid mos nis maioraes ctesed qui de verchil lorrovit pore dolorro videseq uiduntem vendae volupta spero.

Body text Century Gothic Regular

