ERA-NET SMART ENERGY SYSTEMS

Joint Programming for Flourishing Innovation from Local and Regional Trials towards a Transnational Knowledge Community

Communication and Visibility Guide
for ERA-Net Smart Energy Systems Funded Projects

August 2018

http://www.eranet-smartenergysystems.eu

Contact the Support Team at knowledgecommunity@eranet-smartenergysystems.eu

Introduction

This document sets out general regulations for dissemination and communication activities of projects funded by ERA-Net SES (including ERA-Net focus initiatives SG+ and RegSys, herein also referred to as "project" or "funded project"). In addition, the document offers a comprehensive support package (including visibility and design guidelines, frequently asked questions and a set of templates) which will help project managers and dissemination managers to develop a sound communication strategy for their ERA-Net SES project. These two groups of managers are the targeted readers of this document and primarily addressed by the following guidance and advice.

This document has been prepared by the ERA-Net SES initiative which has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreements No 646039 and No 775970. The package is part of the communications training that the ERA-Net SES Support Team provides to projects funded by this initiative.

www.eranet-smartenergysystems.eu

Objective

With this document, our objective is to help ERA-Net SES projects achieve most effective communication and visibility with their project. With *visibility*, we are referring to those elements that can be used to present that your project or activity is part of the overarching ERA-Net SES initiative, for example the logo or the colour scheme of the initiative. By *communication*, we mean any effort that projects will take to reach their target audience, sending them a specific message through diverse media channels, or by giving a reference to the fact that their project is funded by our initiative. Adding the ERA-Net SES visibility to the dissemination and communication action of funded projects should bring additional value to the promotion of the project as well as provide a much larger platform for its dissemination.

General Regulations

Being part of the ERA-Net SES initiative, ERA-Net SES projects are expected to acknowledge and promote the vision of ERA-Net SES.
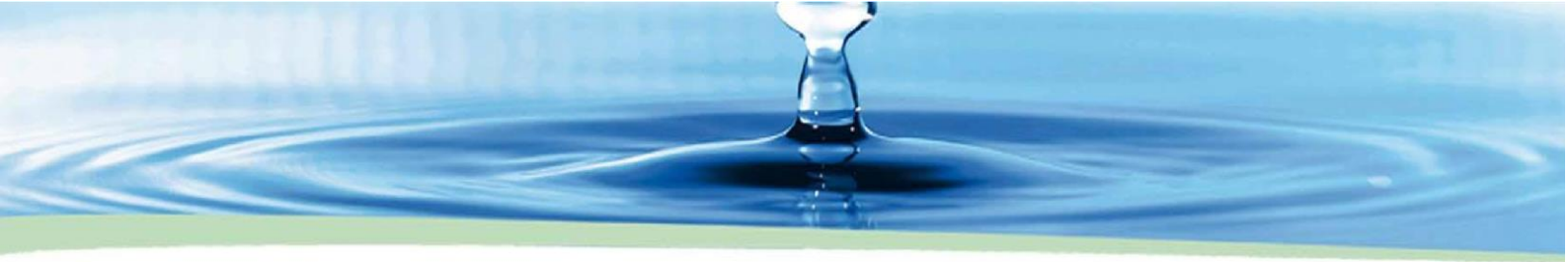
Consequently, they are expected to respect a set of regulations when communicating their project activities and/or results to their stakeholders or to the public. These regulations are explained in the following:

Funding Information

Any dissemination and/or communication activity related to your ERA-Net SES project (including electronic publishing, social media, etc.) must both

· display the ERA-Net SES logo, and

· include one of the following text passages, depending on the respective focus initiative they belong to:

Focus Initiative SG+

> "This project has received funding in the framework of the joint programming initiative ERA-Net Smart Energy Systems' focus initiative Smart Grids Plus, with support from the European Union's Horizon 2020 research and innovation programme under grant agreement No 646039."

Focus Initiative RegSys

> "This project has received funding in the framework of the joint programming initiative ERA-Net Smart Energy Systems' focus initiative Integrated, Regional Energy Systems, with support from the European Union's Horizon 2020 research and innovation programme under grant agreement No 775970."

This ERA-Net funding information must be included - with good visual quality - at a prominent place of your dissemination and communication material.

Visibility of the ERA-Net SES Initiative

Funded projects must ensure that sufficient visibility is given to the approach and work of the ERA-Net SES initiative whenever they promote their funded project. When referring to the initiative, projects must

• fully respect the "Visual Identity and Design Guidelines" presented further below, and

• use standardised texts, pictures, presentations, contact details and the logos as presented in chapter

"Dissemination Package for Funded Projects" of this document.

Promotion of the Knowledge Community

Whenever appropriate, ERA-Net SES projects shall additionally promote the Knowledge Community of the initiative and provide a reference to *expera* - the knowledge sharing platform of the initiative. See further details in chapter "Frequently Asked Questions".

Use of Dissemination Material

Unless the ERA-Net SES initiative requests otherwise, the funded project may use the following material, without requesting further approval from the initiative:

• the ERA-Net SES logo and/or the *expera* logo,

• the visual identity and design guidelines as set out in this document,

• all additional material provided in the chapter "Dissemination Package for Funded Projects".

This does not, however, give the funded project the right to exclusive use of this material. Use is restricted to dissemination and/or communication activities for the funded ERA-Net SES project only.

Obligation to Inform the Initiative

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

Disclaimer

Any dissemination and/or communication activity related to the ERA-Net SES project must indicate the following phrase, meaning that the information given only reflects the author's view and that the ERA-Net SES initiative is not responsible for any use that may be made of it.

The phrase is:

"The content and views expressed in this material are those of the authors and do not necessarily reflect the views or opinion of the ERA-Net SES initiative. Any reference given does not necessarily imply the endorsement by ERA-Net SES."

This disclaimer must be put at a prominent place of any of your dissemination or communication material.

National/Regional Regulations

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

Visual Identity & Design Guidelines

ERA-Net SES funded projects must respect the following visual identity and design guidelines when referring to the initiative:

Nomenclature

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

* ERA-Net Smart Energy Systems (long version)
* ERA-Net SES (short version)

You can choose either of these two options.

When referring to the SG+ focus initiative, only two nomenclatures are allowed:

* ERA-Net SES focus initiative Smart Grids Plus (long version)
* Focus initiative SG+ (short version)

You can choose either of these two options.

When referring to the RegSys focus initiative, only two nomenclatures are allowed:

* ERA-Net SES focus initiative Integrated, Regional Energy Systems (long version)
* Focus initiative RegSys (short version)

You can choose either of these two options.

Colours

The visual identity of ERA-Net SES uses the following colour codes:

	CYMK	RGB	
	78/1/99/0	21/171/24	
	80/35/0/0	20/136/202	
	0/0/0/50	157/157/156	
	0/0/0/80	87/87/86	text

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

Typography

ERA-Net SES uses Open Sans as the font for official texts in documents, presentations etc. Different font size is used to allow for a full range of creative expression. ERA-Net SES projects are invited to adopt this typography.

Language

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

Logos

ERA-Net SES projects are entitled to use the following logos according to the regulations set out in this document. This does not, however, give the funded project the right to exclusive or unrestricted use. Use is limited to dissemination and/or communication activities for the funded ERA-Net SES project only. Moreover, logos must not be modified in any form.
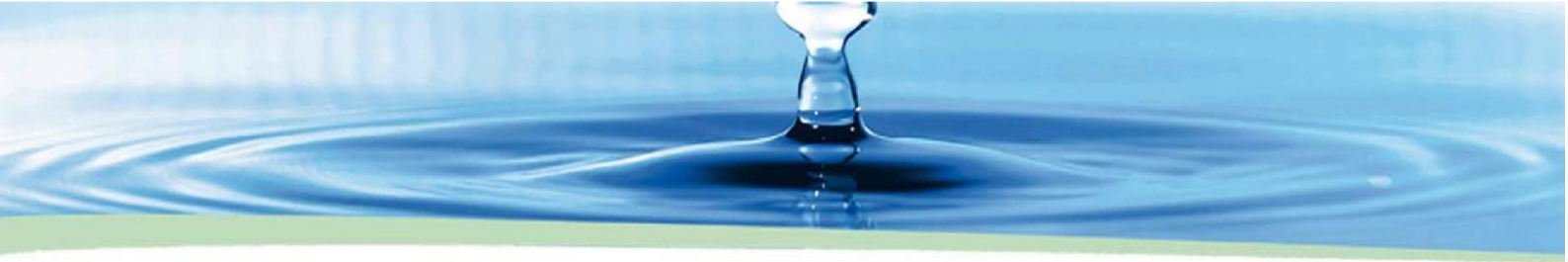
- Logo of the ERA-Net Smart Energy Systems initiative

- Logo of our knowledge sharing platform *expera*

Download the logos at

http://www.eranet-smartenergysystems.eu/Service/Downloads_for_Funded_Projects.

Hyperlinks

Any dissemination and/or communication activity in online media that displays the ERA-Net SES logo is expected to contain a hyperlink to the official ERA-Net SES website www.eranet-smartenergysystems.eu .

Any dissemination and/or communication activity in online media that displays the logo of the knowledge sharing portal *expera* is expected to contain a hyperlink to www.expera.smartgridsplus.eu.

Frequently Asked Questions

Can we display our project logo or organisation logos along with the ERA-Net SES or expera logo?

ERA-Net SES projects are entitled to use other logos together with the logos of the initiative and decide on the order. The ERA-Net SES logo, however, must be prominently displayed alongside other logos, in a way that other logos do not compromise the visibility of ERA-Net SES.

Should I refer to EC or to ERA-Net SES in my promotional material?

Projects should always refer to ERA-Net SES. The initiative itself refers to both the EC and the Horizon 2020 programme in their promotional material (including websites, printed material, etc.).

Can I adopt the visual identity of ERA-Net SES for my project?

It is advisable that ERA-Net SES projects have their own visual identity and logo. Projects are invited (but not obliged) to adopt the ERA-Net SES colour scheme when developing their visual identity. However, they are not entitled to copy or incorporate the ERA-Net SES logo in their visual identity or in their project logo (neither in full nor visual elements of it).

Do I have to say that the ERA-Net SES funds my project?

ERA-Net SES projects are always requested to provide the funding information as described in our general regulations.

What is the disclaimer and how do I use it?

The disclaimer is a standardised text that must be used on every document or dissemination material that funded projects publish, from a printed document to a website or any kind of audio-visual material. This standardised text clearly states that the ERA-Net SES initiative does not have any responsibility for the content or views expressed by the funded project.

Where do I put funding information and the disclaimer?

Both funding information and disclaimer must be put - with good visual quality - at a prominent place of the published material. It is of the project or dissemination managers' own decision where that prominent place will be.

We recommend the following

- *Print publication* – A prominent place will be on the inside cover or back cover as appropriate, according to the layout. It does not necessarily have to be on the front page.
- *Websites / Social Network* – The funding information should be visible at the start page of the website. The disclaimer can be put on the "Imprint" or "Disclaimer" page of the website. In any case, both funding information and disclaimer should be permanently accessibly to the visitor of the website (e.g. via hyperlink).

- *Presentation (e.g. PPT)* - The funding information should be visible at the start page of the presentation. The disclaimer should be shown at the last page of the presentation. We recommend using the PPT template presented in chapter "Dissemination Package for Funded Projects".
- *Audio-visual material* – A prominent place will be either at the beginning or at the end of the transmission.

Are there any exceptions to the visibility rules?

In general, all projects should abide the regulations as defined in this document, but there will always be situations when it is inappropriate to act accordingly. If such situations arise, contact the ERA-Net SES *Support Team* in beforehand to discuss that issue.

Does ERA-Net SES have the copyright to material produced by funded projects?

No, the copyright of everything produced by an ERA-Net SES funded project belongs to that project.

Does ERA-Net SES need to check our dissemination material?

As long as funded projects respect the regulations as set out in this document, the initiative will not check dissemination material by default. We expect that every dissemination material will go through a validation process within each project. Please consider the following exception:

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

When we are organising an event, should we inform the ERA-Net SES initiative about it?

It is not obligatory. However, the ERA-Net SES initiative will make an effort to promote events of funded projects at the initiative's website. Therefore, it will be to the benefit of projects to inform the ERA-Net SES *Support Team* in due time prior to the event. All visibility requirements need to be respected - in particular the funding information and disclaimer need to be displayed according to our regulations. Please note that the ERA-Net SES initiative will make an effort to promote events; however, it will not be obliged to do so.

Does ERA-Net SES promote our online media?

If you publish your own project website, social network (e.g. Facebook, Twitter) or other online platform, ERA-Net SES will be open to place a link to your website or online platform at the initiative's official website. Contact the Support Team.

Is there a text describing the ERA-Net SES initiative that I can use?

Yes, please find our standardised texts for ERA-Net SES projects at our ERA-Net SES download site, including a short description of the initiative, official contact details and links that you can refer to. See further details in the chapter "Dissemination Package for Funded Projects".

Dissemination Package for Funded Projects

The ERA-Net SES initiative will provide a set of materials that ERA-Net SES projects can use for their dissemination and communication - from logos, banners, standardised texts and presentations to a set of templates shortly.

Whereas logos, banners, standardised texts and presentations must not be modified by funded projects, the templates are not strict templates. Projects can adjust elements of the templates according to their necessities or they may create their own templates as long as these templates respect the ERA-Net SES visibility and communication regulations as set out in this document.

The dissemination package can be downloaded at:
http://www.eranet-smartenergysystems.eu/Service/Downloads_for_Funded_Projects
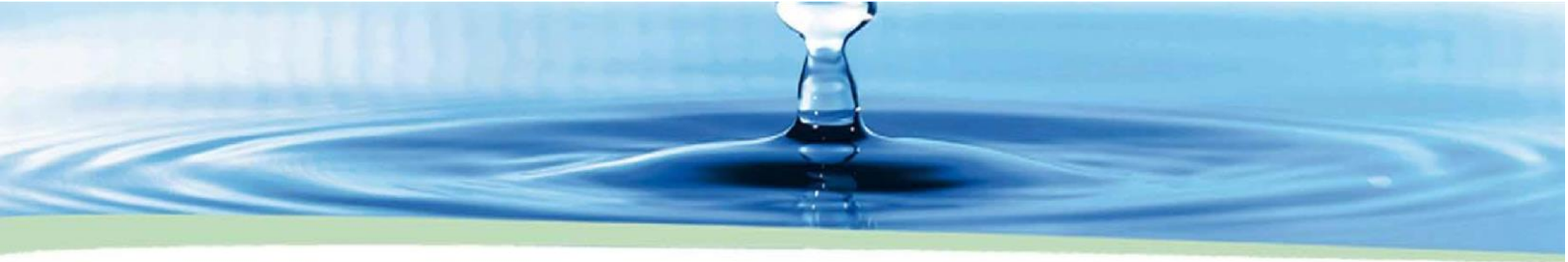
(1) Logos & Banners

Logos (available at the website) and banners (available for download soon) can be added by ERA-Net SES projects to their dissemination material when referring to ERA-Net SES, without requesting further approval from the initiative. Logos and banners must not be modified!

- **ERA-Net SES Initiative Logo**
  hyperlink to be added in online media:
  www.eranet-smartenergysystems.eu

- **ERA-Net SES *expera***
  hyperlink to be added in online media:
  www.expera.smartgridsplus.eu

(2) Texts and Presentation

ERA-Net SES projects can use the texts, details and/or presentation slides available for download at the website in their dissemination material when referring to ERA-Net SES, without requesting further approval from the initiative. The information and slides given must not be changed!

- **About the Initiative**
  A compilation of texts, contact details and web links of the initiative

- **Presentation Slides of the Initiative**
  A set of PowerPoint (PPT) slides that funded projects can use in their presentations
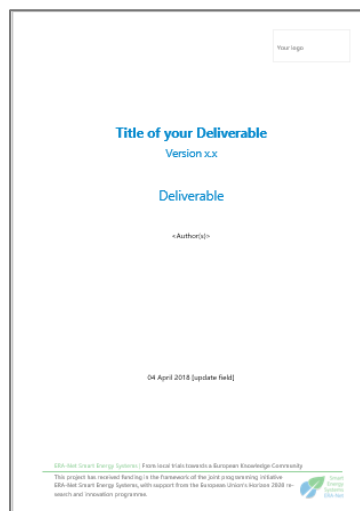

(3) Templates

- **Presentation Template**
  A   PPT presentation template with standardised main elements for ERA-Net SES presentations

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

- **Project Fact Sheet**

  A "Fact Sheet" template has been developed to provide a standard twopage-format to represent ERA-Net SES projects as printout or online. The initiative expects all funded project to provide a fact sheet to be published at the ERA-Net SES website. (available soon)

- **Events & News Template**

  The ERA-Net SES initiative will make an effort to promote events and news of funded projects at the initiative's website. Use the provided templates to describe your events or news and send the completed template to the Support Team of ERA-Net SES. Event announcements must be sent well ahead of the event (at least 4 weeks).

Please note that the initiative will make an effort to promote news and events; however, it will not be obliged to do so.

Contact

Our ERA-Net SES Support Team will be available to answer your specific questions related to this communication and visibility guide and/or to respond to open issues that may need to be discussed when planning your dissemination and/or communication activities.

Contact our Support Team via the following e-mail address:

knowledgecommunity@eranet-smartenergysystems.eu