



AG-WaMED | Advancing non conventional water management for innovative climate-resilient water governance in the Mediterranean Area

Grant Agreement Number: 391 del 20/10/2022

Deliverable 6.2.1

Website and social media accounts and communication and dissemination material

Partnership for Research and Innovation in the Mediterranean Area Programme (PRIMA)

The AG-WaMED project has received funding from the PRIMA Programme, an Art.185 initiative supported and funded under Horizon 2020, the European Union's Framework Programme for Research and Innovation



UNIVERSITÀ
DEGLI STUDI
FIRENZE



POLITECNICO
MILANO 1863



POLITÉCNICA



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



VU
VRIJE
UNIVERSITEIT
AMSTERDAM



This project is part of the PRIMA programme supported by the European Union.
Grant Agreement Number No. [Italy: 391 del 20/10/2022, Egypt: 45878, Tunisia:
0005874-004-18-2022-3, Greece: ΓΡ21-0474657, Spain: PCI2022-132929]



Funded by
the European Union

Deliverable Identification

Deliverable No and Title	D6.2.1 - Website and social media accounts and communication and dissemination material		
Grant Agreement No	391 del 20/10/2022	Acronym	AG-WaMED
Project Full title	Advancing non conventional water management for innovative climate-resilient water governance in the Mediterranean Area		
Funding Instrument	Partnership for Research and Innovation in the Mediterranean Area Programme (PRIMA)		
Call	PRIMA CALL SECTION 2 2021 – MULTI-TOPIC		
Work-Package No and Title	Work Package 6: Intensificating AG-WaMED (Communication, Dissemination and Exploitation)		
WP- Main Beneficiary	IRA		
WP-Leader	Mohamed Ouessar ouessar.mohamed@ira.rnrt.tn		
Task No and Title	Task 6.2 - Communication to the general public		
Task Leader	Giulio Castelli giulio.castelli@unifi.it		
Main Author	Giulio Castelli		
Contributors	Elena Bresci - elena.bresci@unifi.it		
Status	Draft <input checked="" type="checkbox"/> Final <input type="checkbox"/>		
Dissemination Level	Internal <input type="checkbox"/> Public <input checked="" type="checkbox"/>		
Reviewed by	Eleonora Forzini, Lorenzo Villani		
Abstract	The present report is produced as one of the deliverables for the task 6.2 of AG-WaMED. D6.2.1 provides the “Website and social media accounts and communication and dissemination material”. A detailed explanation is provided for each of the outputs.		
Key words			
DOCUMENT HISTORY			
Planned Release Date	30 November 2022	Actual Release Date	01/06/2023
Version	V1	Released Version No	V1

Table of Contents:

Introduction	4
Project visual identity	4
Project logo	6
Project visual identity report	6
Project website	7
Project dissemination material	7
Project social media accounts	7
Deviations from the original planning	7

Introduction

The present Deliverable is inserted in Task 6.2 “T6.2 Communication to the general public”. The task foresees the development of:

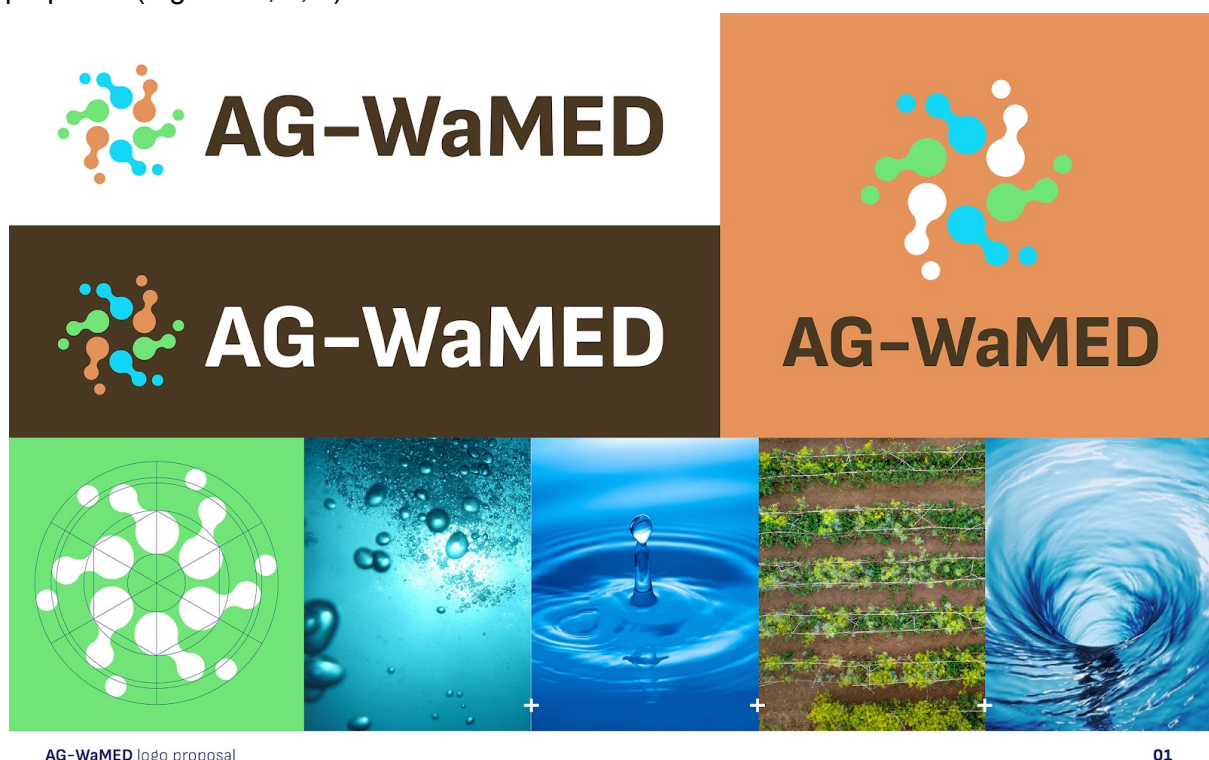
- The project visual identity and the project website, including a restricted internal area where to share information and documents among the project partners.
- The management of main social media accounts (Twitter, Facebook, ResearchGate, Youtube).
- A half-yearly newsletter that will serve as an ongoing communication tool of the project outcomes.
- A press release and one popular article per country aiming at a wide diffusion of project results, in the countries where the study sites of the project are located, in local, regional and national newspapers and magazines.

D6.2.1 will develop the “Website and social media accounts and communication and dissemination material”. The report is organized with the description of the construction of the project visual identity first, while all the single outputs are shown afterwards.

Project visual identity

The consultant OnProjects (<https://www.onprojects.es/>) was recruited to build the project visual identity and the website, according to PRIMA Consortium and Italian National regulation for public tenders.

As a first step of the procedure, a poll was launched to decide the project logo concept. The concept was further developed to elaborate the visual identity. Three alternatives were proposed (Figures 1, 2, 3).



AG-WaMED logo proposal

Figure 1. AG-WaMED logo concept 1



AG-WaMED logo proposal

02

Figure 2. AG-WaMED logo concept 2



AG-WaMED logo proposal

03

Figure 3. AG-WaMED logo concept 3

After the end of the poll, concept number 2 was selected for further development and the strategy was finalized.

Project logo

The project logo was realized starting from the Concept #2. The following versions are reported in the deliverable to exemplify the various options provided by the consultant (Figures 4, 5, 6).



Figure 4. AG-WaMED Logo with official lettering.



Figure 5. AG-WaMED Logo - dark blue version.



Figure 6. AG-WaMED Logo - green background version with vertical arrangement.

Project visual identity report

The project visual identity manual (AG-WaMED brand guidelines) is provided in ANNEX 1.

Project website

Following the identity report, the website <https://agwamed.eu/> was created (Figure 7).

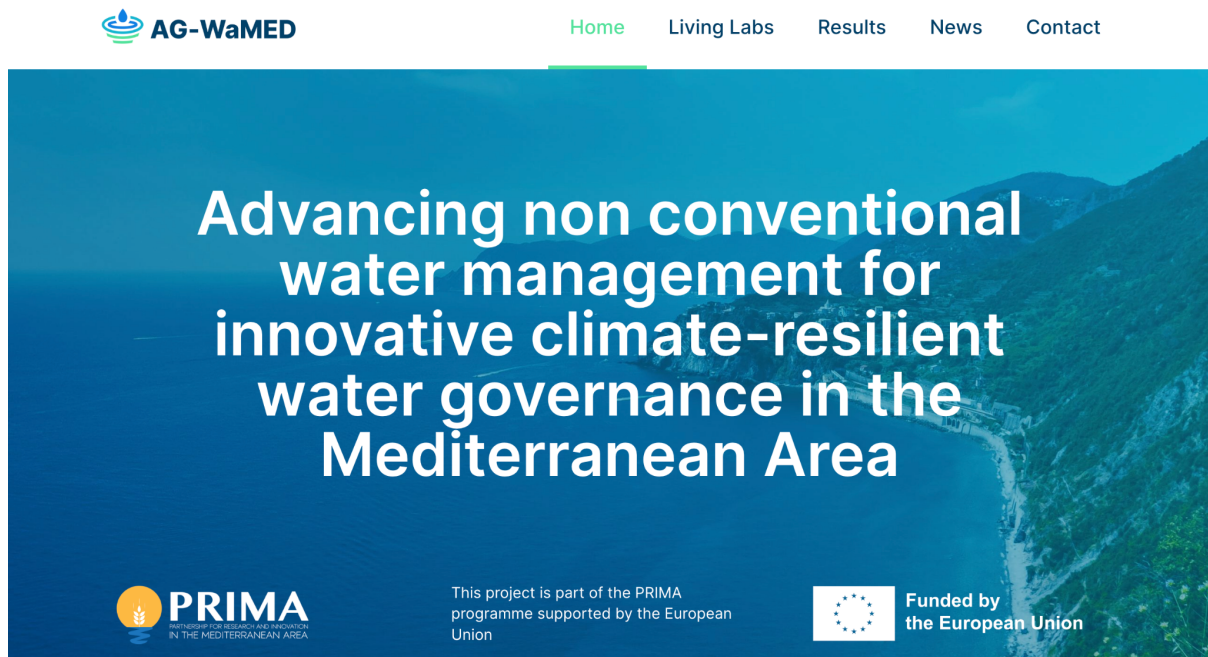


Figure 7. AG-WaMED Website - screenshot.

Project dissemination material

The project roll-up (ANNEX 2) and the official poster (ANNEX 3) are reported in the annexes.

Project social media accounts

Project social media accounts were activated, as follows:

- Facebook: <https://www.facebook.com/profile.php?id=100090754914108>
- Twitter: <https://twitter.com/AgWamed>
- YouTube: <https://www.youtube.com/channel/UCXCbDSwEHtxjTyUFq1NJ9qA>

Deviations from the original planning

The deliverable was delayed due to the administrative procedures needed to activate the AG-WaMED project grant, signing the contract with the Italian funding agency, and recruiting the consultant following the legal procedures for UNIFI.

The ResearchGate project account was not created since ResearchGate platform deactivated the “project” function¹.

¹ <https://www.researchgate.net/researchgate-updates/retiring-projects>