



## D8.2 DISSEMINATION MATERIALS



**Project acronym:** BuildERS

**Project title:** Building European Communities' Resilience and Social Capital

**Call:** H2020-SU-SEC-2018-2019-2020/H2020-SU-SEC-2018



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#### Dissemination level

<b>PU</b>	Public
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## **Executive Summary**

The following document outlines the development of the dissemination material for the BuildERS project with the aim to incite and encourage the formation of a community that would be interested to know more about social resilience in the wake of natural or manmade disasters.



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## List of Acronyms

AB	Advisory Board
BuildERS	Building European Communities Resilience and Social Capital project
D	Deliverable
DoA	Description of Action
EU	European Union
D&C	Dissemination and Communication
WP	Work Package



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## 1. Visual identity

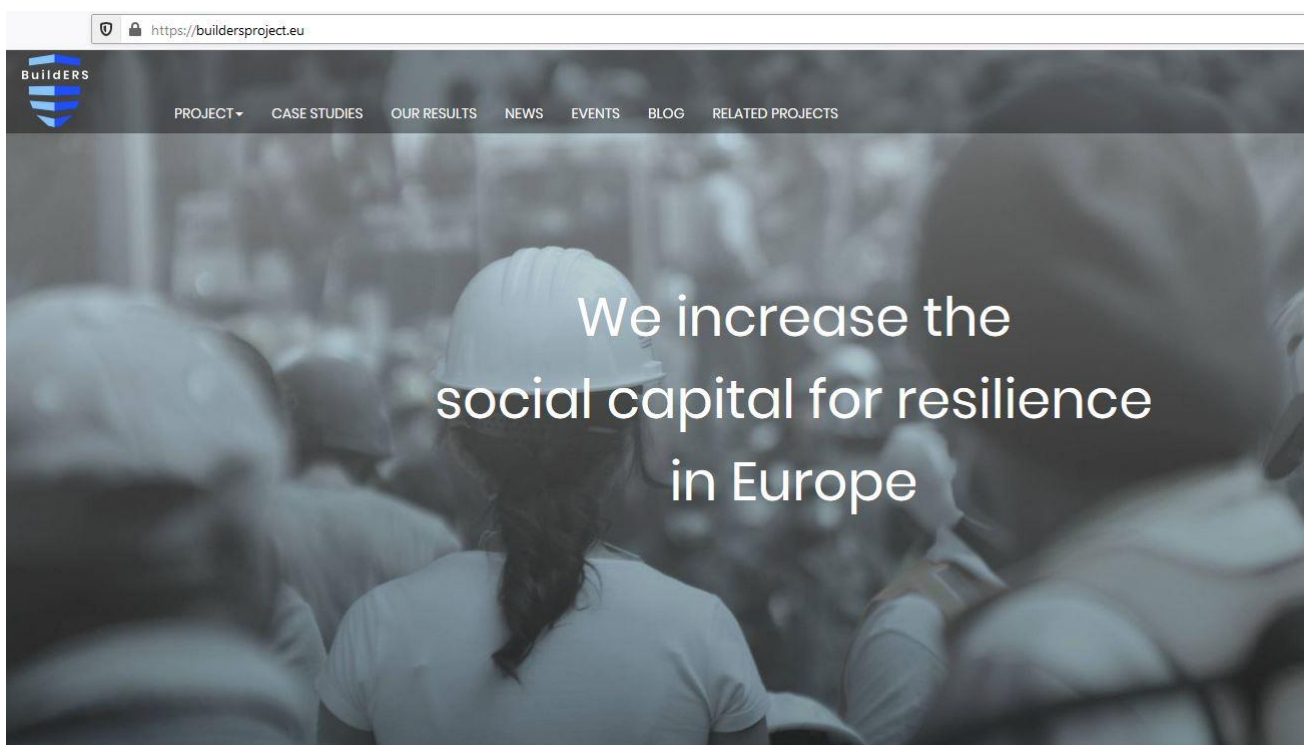
For the purposes of the project, a visual guideline was prepared to support D8.1 Dissemination and Communication Plan with Visual Identity. The guideline was prepared in conjunction with D8.1 Dissemination and Communication Plan and aims to support the BuildERS consortium on building a recognizable and sustainable image for the project activities.

The focal point of the branding is the recognizable BuildERS logo that integrates the idea of protection, combining a shield shape with the typography, integrating the name of the project to the idea. The blue colors represent the trust and confidence.



## 2. Website

The BuildERS website (<https://buildersproject.eu/>) is the primary source for the general audience and stakeholders to access information about the project. The website contains the general information about the project, the results that will be achieved, news, events and a rich blog offering content for all target groups of the project. A preview is available below:



Picture 1 Overview BuildERS website





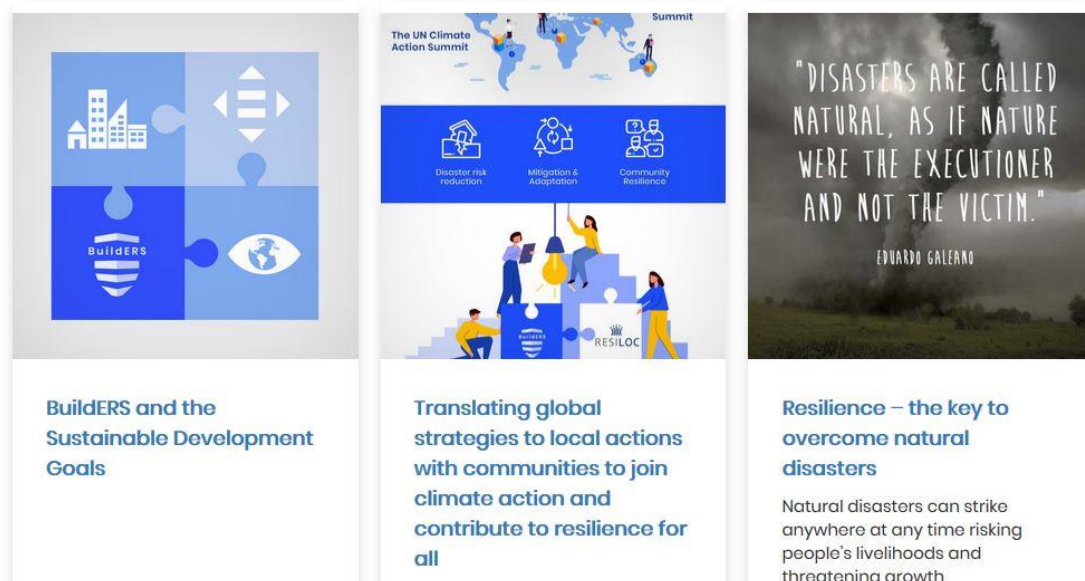
The structure for the BuildERS website is the following:

- Project
  - About
  - Consortium
  - Press kit
- Case studies
- Our results
- News
- Events
- Blog
- Related projects
- Social media channels

The blog will be regularly updated with the contribution from the project partners to provide useful digestible information to the BuildERS audience. Each blog post is carefully prepared, discussed and aligned with the project activities, other projects in the area, and important events. For example, for October 13th “International Day for Natural Disaster Reduction 2019 ” BuildERS together with its sister project RESILOC launched a joint campaign.



## BLOG



*Picture 2 BuildERS Blog section*

### 3. Social media profiles

In order to create the BuildERS community and increase the visibility of the project the website and project activities are supported by social media tools such as Twitter, YouTube, Facebook and LinkedIn. More information and strategies to increase the number per social media channel are described in D8.1 Dissemination and Communication Plan. The channels were created in the period of May – June 2019 with the start of the project activities.



BuildERS's Twitter

[https://twitter.com/BuildERS\\_EU](https://twitter.com/BuildERS_EU)

**BuildERS**  
@BuildERS\_EU Follows you

#H2020 project aiming to improve the #resilience of the most #vulnerablepeople strengthening their #SocialCapital #RiskAwareness & #Preparedness

[buildersproject.eu](https://buildersproject.eu) Joined April 2019

203 Following 118 Followers

Followed by Marco Krüger, Merlin-ICT, and 8 others you follow

Tweets Tweets & replies Media Likes

Pinned Tweet

**BuildERS** @BuildERS\_EU · Aug 14

Our website is officially launched!  
Get the latest insights and learn more about our #H2020 project aiming to improve the #resilience of the most #vulnerablepeople strengthening their #SocialCapital #RiskAwareness & #Preparedness.  
Website [buildersproject.eu](https://buildersproject.eu)

We increase the social capital for resilience in Europe



## BuildERS's LinkedIn

<https://www.linkedin.com/company/builders-h2020>

**BuildERS H2020**  
Civic & Social Organization · 12 followers

#H2020 project aiming to improve the resilience of the most vulnerable people

Visit website

**BuildERS H2020**  
12 followers · 4d

#Disasters in number:  
1.3M people killed  
4.4 billion people injured, displaced, or in need of emergency assistance ...see more

**Highlights**

- Explore hashtag #riskawareness (5 followers)
- Explore hashtag #resileince (1 follower)
- Explore hashtag #preparedness

## BuildERS's Facebook

<https://www.facebook.com/H2020Builders/>

**Builders**  
@H2020Builders

Home  
Posts  
Reviews  
Photos  
About  
Community  
Create a Page

**Builders**  
October 25 at 1:10 PM · Public

#Disasters in numbers  
1.3M people killed  
4.4 billion people injured, displaced, or in need of emergency assistance  
\$2.9 trillion USD worldwide in economic losses... See More

**H2020 Project**  
Project aiming to improve the #resilience of the most #vulnerablepeople strengthening their #SocialC...  
See More

**Community** See All

- Invite your friends to like this Page
- 12 people like this
- 13 people follow this
- Aleksandra Zivanovic and 1 other like this



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## 4. Additional communication materials

As the project is still in its initial stages the following materials have been prepared to further spread the information about the project activities and results: banners, poster and leaflet.



Picture 3 BuildERS Banners





**BUILDING  
EUROPEAN COMMUNITIES'  
RESILIENCE  
AND SOCIAL CAPITAL**

The resilience of societies heavily depends on how their citizens behave individually and collectively, and how governments and civil society organisations design and implement policies for mitigating risks as well as preparing for, reacting to, overcoming, and learning from disasters.

The resilience calls not just for technical and administrative solutions, but also requires the communities to build their social capital in terms of resilience.

The spread of new technologies and media are including dramatic changes in how individuals and communities behave, and they are affecting societies in unpredictable ways. Building the resilience of society and citizens requires a better understanding and implementation of these new technologies and tools. At the same time, the risk perceptions, ability to adopt and readiness to trust these tools require the building of social resilience capital.

f t in  
FOLLOW US  
mail@builders.com  
www.buildersproject.eu



Picture 4 BuildERS leaflet





## BUILDING EUROPEAN COMMUNITIES' RESILIENCE AND SOCIAL CAPITAL



The resilience of societies largely depends on one hand how citizens behave individually and collectively. On the other it is the governments and civil society organisations who design and implement policies for mitigating risks in order to prepare for, react to, recover and learn learning from disasters.

The resilience calls not just for technical and administrative solutions, but also requires the communities to build their social capital in terms of resilience.

The spread of new technologies and media are inducing dramatic changes in how individuals and communities behave, and they are affecting societies in unpredictable ways. Building the resilience of society and citizens requires a better understanding and implementation of these new technologies and tools. At the same time, the risk perceptions, ability to adopt and readiness to trust these tools require the building of social resilience capital.



Picture 5 BuildERS poster



## 5. Upcoming materials

Communication materials that are currently in the pipeline and will be developed in consultation with the consortium:

- Factsheets
- Infographics
- Videos
- Publishable summaries
- Press releases for project results

Additional dissemination materials will be developed with the agreement and need from the consortium partners.

## CONTACT US



[www.buildersproject.eu](http://www.buildersproject.eu)



[@BuildERS\\_EU](https://twitter.com/BuildERS_EU)



<https://www.facebook.com/Builders-2762442730463980/>



<https://www.linkedin.com/company/builders-h2020>

