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
Disclaimer

The content of the publication herein is the sole responsibility of the publishers and it does not necessarily represent the views expressed by the European Commission or its services.

While the information contained in the documents is believed to be accurate, the authors(s) or any other participant in the BuildERS consortium make no warranty of any kind with regard to this material including, but not limited to the implied warranties of merchantability and fitness for a particular purpose.

Neither the BuildERS Consortium nor any of its members, their officers, employees or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.

Without derogating from the generality of the foregoing neither the BuildERS Consortium nor any of its members, their officers, employees or agents shall be liable for any direct or indirect or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 833496

Project no. 833496
Project acronym: BuildERS
Project title: Building European Communities’ Resilience and Social Capital
Start date of project: 01.05.2019
Duration: 36 months
Deliverable title: D8.2 Dissemination materials
Due date of deliverable: 31.10.2019
Actual date of submission: 31.10.2019
Deliverable Lead Partner: Geonardo Environmental Technologies
Work Package: 8
No of Pages: 16
Keywords: Dissemination, communication and awareness raising

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ömer Ceylan</td>
<td>Geonardo Environmental Technologies</td>
</tr>
<tr>
<td>Gabriella Lovasz</td>
<td>Geonardo Environmental Technologies</td>
</tr>
</tbody>
</table>

**Dissemination level**

| PU | Public |

**History**

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Reason</th>
<th>Revised by</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>20.10.2019</td>
<td>First draft</td>
<td>Gabriella Lovasz</td>
</tr>
<tr>
<td>02</td>
<td>30.10.2019</td>
<td>Revision</td>
<td>Pekka Leviäkangas, Riitta Molarius</td>
</tr>
<tr>
<td>03</td>
<td>31.10.2019</td>
<td>Second draft</td>
<td>Ömer Ceylan</td>
</tr>
<tr>
<td>Final</td>
<td>31.10.2019</td>
<td>Submitted to EU</td>
<td>Riitta Molarius</td>
</tr>
</tbody>
</table>
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.
Table of Contents

Disclaimer............................................................................................................................................. 1
Executive Summary ................................................................................................................................ 3
Table of Contents.................................................................................................................................. 4
List of Acronyms.................................................................................................................................... 5
List of Figures......................................................................................................................................... 6
1. Visual identity .................................................................................................................................... 7
2. Website ............................................................................................................................................... 7
3. Social media profiles......................................................................................................................... 9
4. Additional communication materials............................................................................................... 12
5. Upcoming materials ......................................................................................................................... 15
### List of Acronyms

<table>
<thead>
<tr>
<th>AB</th>
<th>Advisory Board</th>
</tr>
</thead>
<tbody>
<tr>
<td>BuildERS</td>
<td>Building European Communities Resilience and Social Capital project</td>
</tr>
<tr>
<td>D</td>
<td>Deliverable</td>
</tr>
<tr>
<td>DoA</td>
<td>Description of Action</td>
</tr>
<tr>
<td>EU</td>
<td>European Union</td>
</tr>
<tr>
<td>D&amp;C</td>
<td>Dissemination and Communication</td>
</tr>
<tr>
<td>WP</td>
<td>Work Package</td>
</tr>
</tbody>
</table>
List of Figures

Picture 1 Overview BuildERS website ........................................................................................................... 7
Picture 2 BuildERS Blog section ....................................................................................................................... 9
Picture 3 BuildERS Banners ............................................................................................................................. 12
Picture 4 BuildERS leaflet ............................................................................................................................... 13
Picture 5 BuildERS poster ............................................................................................................................... 14
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](https://buildersproject.eu)
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.
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.
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 833496

BuildERS's Twitter
https://twitter.com/BuildERS_EU
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 833496.

BuildERS’s LinkedIn
https://www.linkedin.com/company/builders-h2020

BuildERS’s Facebook
https://www.facebook.com/H2020Builders/

BuildERS’s LinkedIN
https://www.linkedin.com/company/builders-h2020

BuildERS’s Facebook
https://www.facebook.com/H2020Builders/
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
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 833496
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 833496.
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
@BuildERS_EU
https://www.facebook.com/Builders-2762442730463980/
https://www.linkedin.com/company/builders-h2020