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BOOST-IN

Uptake of innovative and circular solutions for water

Initial communication toolkit & website of BOOST-IN project

Deliverable 5.2

WP5

Author: Serena Amico, Maria Mirachtsi

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RESPONSIBLE AUTHOR	Serena Amico		
CONTRIBUTIONS FROM	Maria Mirachtsi		
ABSTRACT	This deliverable presents an overview of all the materials for the project's promotion, including the website, social media, visual identity, brochures, posters developed under the task 5.1.		

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EXECUTIVE SUMMARY

The deliverable 5.2 – Initial communication toolkit and website of BOOST-IN project has been developed within BOOST-IN's Work Package 5, dedicated to maximising the project's impact by raising awareness, communicating project activities, and disseminating results. This document presents all the initial promotional communication and dissemination materials created during the first six months of the project.

This strategy is organised into four main chapters. The first chapter introduces the BOOST-IN branding identity, emphasising the importance of creating a distinctive character, and details the logo, style guide, and templates developed. The second chapter covers all online tools, including the official project website and social media channels (X and LinkedIn). Besides the online tools that enable successful execution of planned communication and dissemination activities, the third chapter addresses tools created to support physical exchanges and promotional activities. This includes brochures, posters, and roll-up banners developed for partners to promote the project at events, conferences, meetings, and other relevant occasions.

As titled, this deliverable presents the 'Initial communication toolkit and website of BOOST-IN project' created for the project. The conclusion outlines the next steps to ensure the ongoing creation of tailored communication and dissemination tools according to the project's needs and developments throughout its entire duration.

1.0 INTRODUCTION

The deliverable 5.2 'Initial communication toolkit and website of BOOST-IN project has been created as part of BOOST-IN Work Package 5, aimed at maximising the impact of the BOOST-IN project. This involves raising awareness, communicating project activities, disseminating and exploiting results, and engaging various stakeholder groups through a multichannel communication approach.

This document provides an overview of all communication and dissemination materials developed during the first six months of the project, laying the foundation for promoting and increasing awareness of the BOOST-IN project and its achievements to a wide audience throughout its duration.

The portfolio is designed to facilitate the promotion of the project and disseminate its objectives and findings to various stakeholders. It aims to help partners communicate the project and disseminate its results consistently, efficiently, and timely. Organized into four main chapters, this document introduces readers to the visual identity and branding of the BOOST-IN project, continues with online materials created for the project, and focuses on print materials developed for its promotion.

All existing materials and tools presented in this document will be maintained and updated as necessary throughout the project. Further resources will be developed in response to project developments, results, and stakeholder needs and requirements. Other project elements, such as updating the website and social media channels, will be ongoing activities until the project's conclusion.

The document is structured as follows:

- Chapter 2.0 presents the BOOST-IN branding, style guide, and templates;
- Chapter 3.0 covers the online tools created, including the website and social media channels;
- Chapter 4.0 focuses on the printed materials developed;
- The document concludes with a summarising Conclusion Chapter.

2.0 BRANDING

BOOST-IN focuses on boosting the uptake of innovative solutions in the context of water and circular economy. To capture and reflect the significance of the project's aims, a simple, easily recognisable, and self-explanatory brand identity was developed at the project's inception. Water Europe created two different logos, from which the project partners selected the one that best defines and symbolizes the project's nature and objectives. The official logo of the project is featured below.

1.1 Logo

The logo embodies the primary goal of this project: water circularity. It illustrates the circularity of the water cycle, with a circle of waves on the left side of the project's name. The colour gradient from dark blue to light blue signifies both the water reuse and water recovery of different materials (energy, nutrients).



Figure 1.0 Full logo slogan



Figure 2.0 Logo full colour



Figure 3.0 Logo negative slogan



Figure 4.0 Logo negative

1.2 Style guide and templates

To ensure a coordinated visual identity and a consistent look and feel across all channels, the BOOST-IN project communications team developed a detailed style guide. This guide defines the proper usage of the logo, the project's colour palette, and typography, featuring specific guidelines for each case. Additionally, Word and PowerPoint templates were created for all partners to use when disseminating the project to external and internal audiences. These materials, developed by month one of the project, have been accessible to all partners since then. Figures 5.0 through 10.0 show a series of screenshots from the available materials.

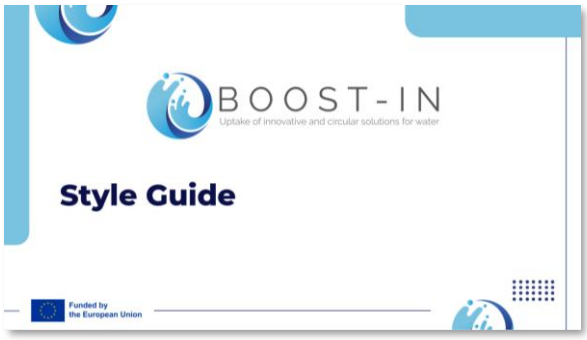


Figure 5.0 Visual identity manual



Figure 6.0 Visual identity - introduction

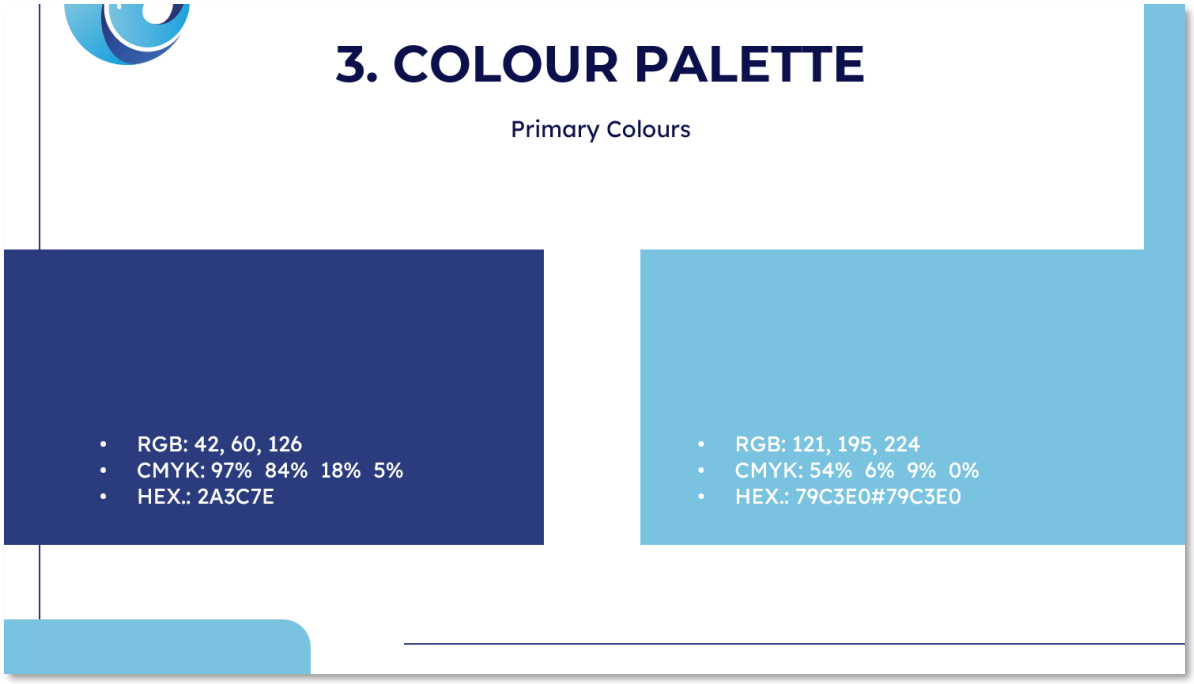


Figure 6.0 Visual identity - colour palette, primary colours

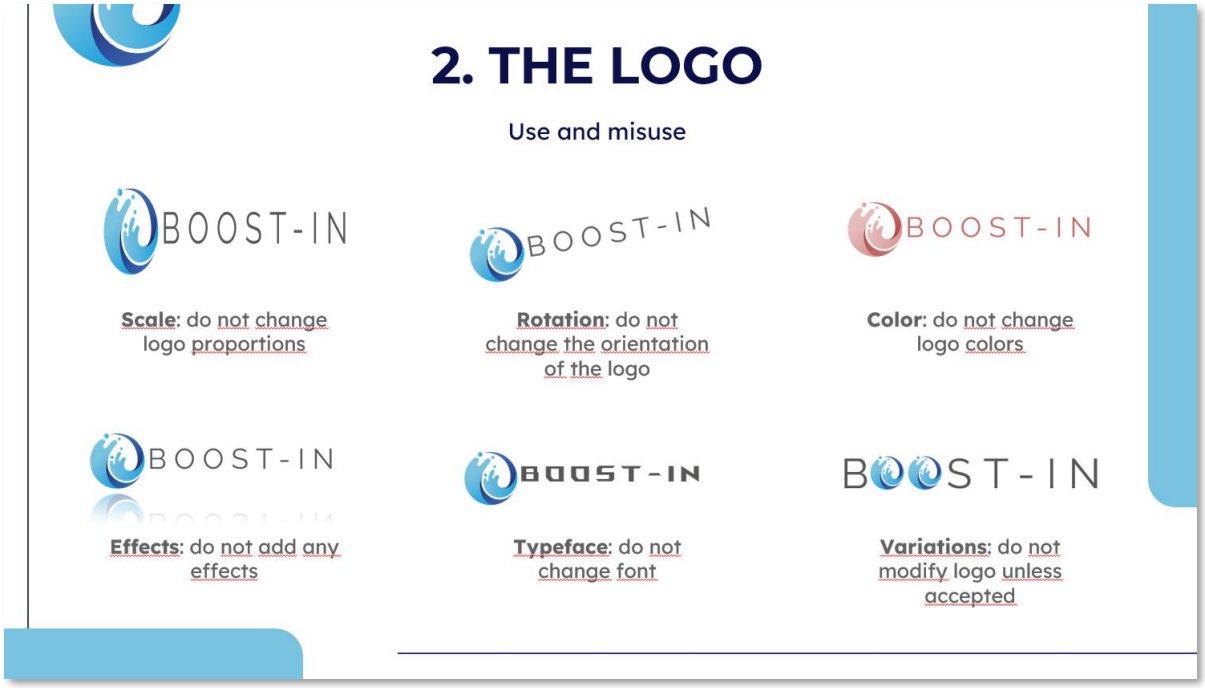


Figure 7.0 Visual identity – Use and misuse

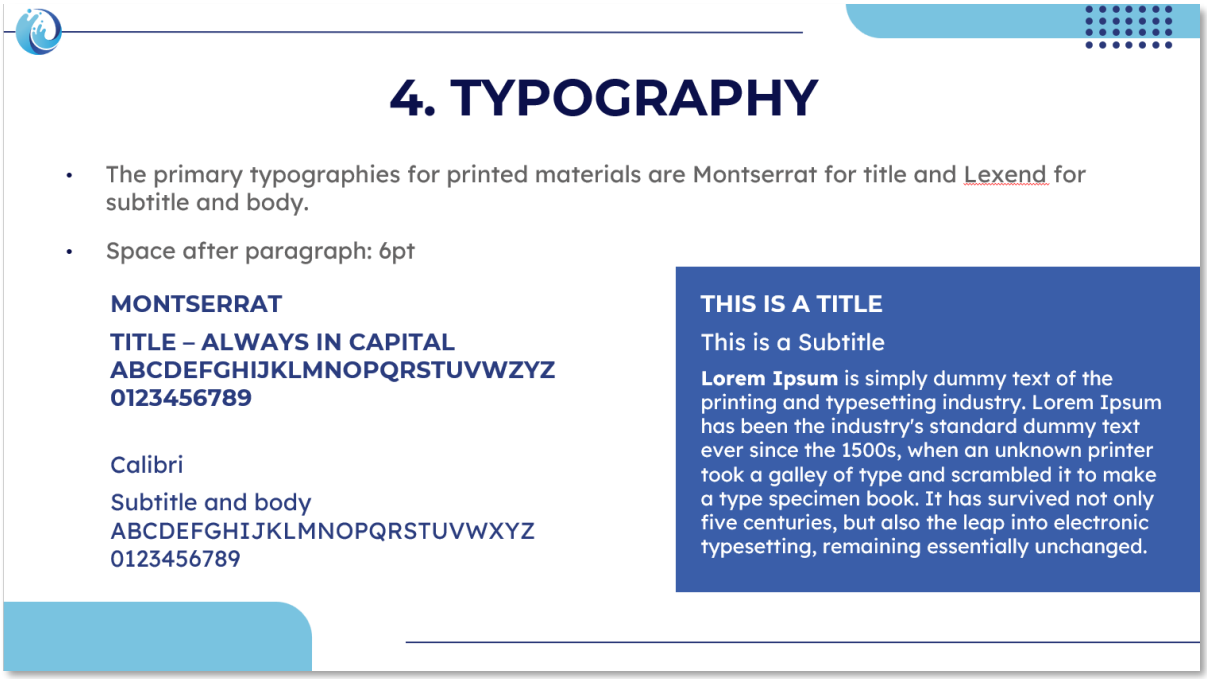


Figure 8.0 Visual identity – Typography



Figure 9.0 Deliverable templates



Figure 10.0 PowerPoint templates

2.0 ONLINE TOOLS

2.1 Website

The BOOST-IN website (https://boostin.eu/) serves as the primary hub for all project-related information and updates. It functions in several key capacities:

- Promoting the project's objectives and open calls.
- Keeping visitors informed about project developments, events, and news.
- Serving as a repository for key deliverables, outcomes, and communication materials.
- Providing direct links to social media accounts (X, LinkedIn) and a newsletter sign-up form.

The website is designed to be simple, clear, and aligned with the BOOST-IN visual identity, ensuring easy recognition. To maintain and grow audience engagement, website traffic will be monitored via Google Analytics, and content will be regularly updated with new information throughout the project's duration. Figures 11.0 and 12 feature screenshots from the website.

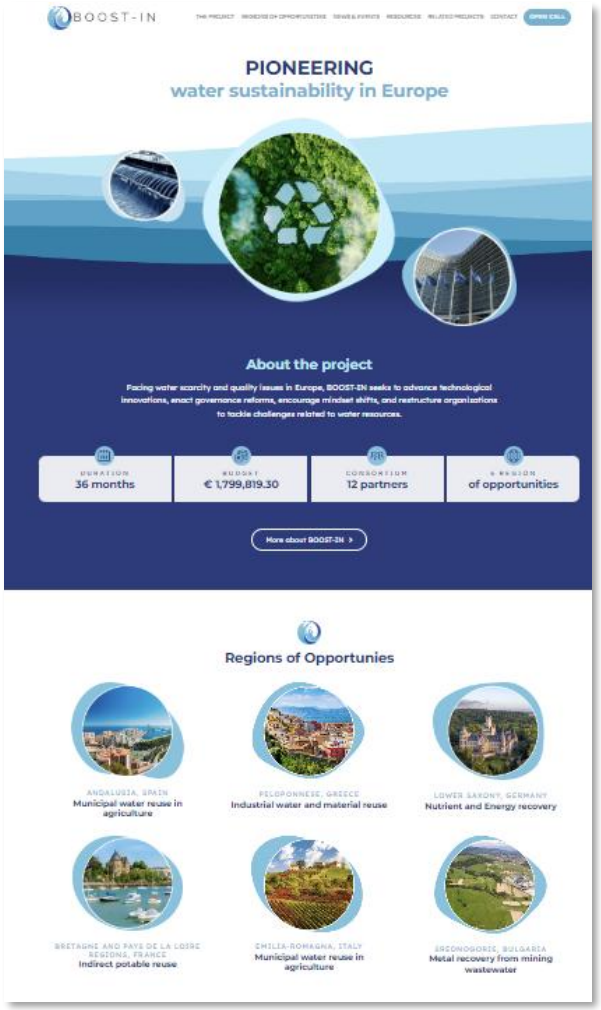


Figure 11.0 Website homepage



Figure 12.0 Website ''BOOST-IN at a glance'' page

2.2 Social media

A strong social media presence is crucial for the BOOST-IN project to reach its target audiences and meet its communication and dissemination goals. The project aims to establish a robust online presence through its own channels, while also engaging with partners' and targeted stakeholders' channels to amplify BOOST-IN's messages and impact.

The project's Communication and Dissemination plan outlines the dissemination of news, activities, and results via key social media platforms. X (https://x.com/BOOSTIN_eu) and LinkedIn (https://www.linkedin.com/company/boost-in-eu/) channels were chosen as the most effective means to engage target groups, attract relevant stakeholders, and maintain engagement and productivity throughout the project. Active since the project's launch, all social media content aligns with BOOST-IN's brand identity. Snapshots of the social media tools are shown in Figures 13.0 and 14.0.



Figure 13.0 BOOST-IN X

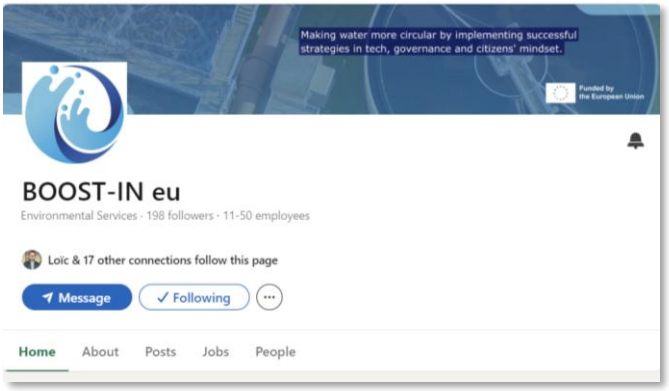


Figure 14.0 BOOST-IN LinkedIn

3.0 PRINTED MATERIALS

As outlined in the BOOST-IN Communication Strategy, print dissemination actions are crucial for all three main stages of the project: 'establish stakeholder engagement,' 'engage with stakeholders and end-users,' and 'disseminate project results.'

To meet the varying needs of each stage, developing a series of appealing promotional materials (brochures and posters) is essential for professionally and engagingly showcasing the project's innovations. Whether in traditional print or electronic format, these materials can be widely shared and disseminated at formal conferences, BOOST-IN workshops, social media posts, and email campaigns.

The promotional materials created so far aim to present the project's objectives and solutions clearly and engagingly for the general public. To date, one poster, one flyer, one roll-up banner and one dedicated brochure for the Open call have been produced, as shown in Figures 15 through 18. Additional promotional materials will be developed throughout the project, building on tangible results and insights from project case studies.



Figure 15.0 Open Call brochure



Figure 16.0 Flyer



Figure 17.0 Poster



Figure 18.0 Roll-up banner

5.0 CONCLUSIONS

The aim of Deliverable D5.2 is to present all the materials created to build a strong brand identity for the BOOST-IN project and to facilitate the promotion and dissemination of the project's objectives and developments in an easily understandable, engaging, and appealing way.

This report provides detailed information on all the work done to create the BOOST-IN brand identity, the online tools developed, and the print materials produced throughout the first ten months of the project. These materials are available to BOOST-IN project partners and on the project website for interested users to download and properly disseminate the project using materials aligned with the official brand identity.

As the project progresses, this portfolio will be updated and expanded based on project results, case study developments, and emerging needs for engaging stakeholders. The WP5 Communications team will coordinate closely with all WP leaders to support their promotional activities by creating up-to-date, easy-to-understand materials and tools as needed.

The ongoing update of online tools will continue until the end of the project, and both printed and digital promotional materials will be refreshed with project results and outcomes to ensure the consortium always has current materials for successful dissemination.

The quantity and quality of water resources are serious problems in many European areas, mostly being a joined result of climate change and anthropic influences. The BOOST-IN project aims to develop a successful strategy that promotes technological changes, governance schemes, shifts in mind-set and organizational structures to solve these problems through a better management of the water sector and application of the circular economy principles, enabling water reuse and recovery of different materials (e.g. energy, nutrients). However, implementation of these changes still faces several barriers (e.g. technology, economy, knowledge, social perception) that need to be overcome. BOOST-IN will achieve these goals by an effective identification, selection (through a specifically designed dynamic funnel method) and transfer of innovative Water Circular Economy Solutions (WACES) to further close and improve the water cycle.

The project will develop and apply its approach in six Regions of Opportunity evenly distributed across Europe (Spain, Greece, Germany, France, Italy and Bulgaria) by organization of co-creation workshops to increase public awareness and support for WACES implementation, barriers overcoming as well as by the specific risk management plans design.

BOOST-IN

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