Dissemination Pack

Action D

31.12.2023

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Summary

This deliverable presents the DRIVE LIFE Dissemination Pack that is a collection of communication and dissemination material to promote greater awareness of the project.

Introduction

The DRIVE LIFE Dissemination Pack is composed by:

Tool	Available in:	
	Dissemination pack (downloadable folder)	*Project website*
PROJECT VISUAL IDENTITY		
Logo	✔	
Project documents layouts	✔	
SOCIAL MEDIA		
Website		✔
Social media pages		✔
DISSEMINATION MATERIALS		
Bookmarks	✔	✔
Notice boards	✔	✔
Roll-up	✔	✔
Gadgets		
Layman's Reports	✔	✔
VIDEOS		
Videos		✔

The project visual identity

The project LOGO

The LIFE logo

The DRIVE LIFE project is co-funded by the European Commission.
As requested by the Commission and mentioned in the Grant Agreement, each document (or equipment) related to the project have to be tagged with the LIFE logo with a clear reference to project reference (**LIFE19 ENV/IT/000035**).

The DRIVE LIFE logo

The logo was developed according to project's main pillars: "vineyard", "drought", "ecosystem" and "resilience/adaptation".
The project logo was created by ImageLine srl (the communication agency appointed to support UCSC in project's dissemination activities) and selected among three different possibilities during the Kick-Off meeting (M1) by partners.
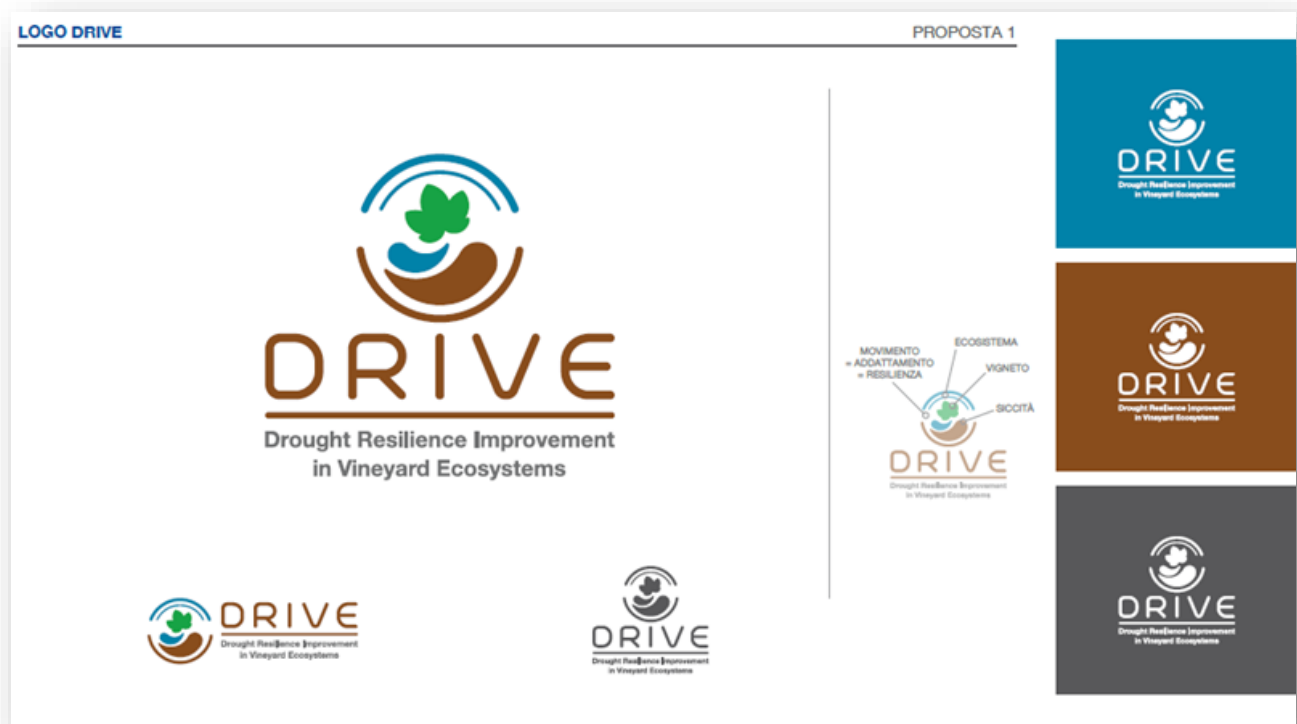

Figure 1: project LOGO graphic charter

The visual identity of the project is based on 3 colours: brown - representing the soil, green – representing the green of vine canopies, cover crops and environment, and light-blu – representing water.

Project layouts

Based on the project visual identity a layout for deliverables (text documents) and presentation was developed by ImageLine srl.
Layouts were provided in different format to be used with Mac or Windows operative systems.

Project social media accounts

Website

Project specific website in two languages (EN, IT) were created at M5 by ImageLine srl and UCSC and kept updated by UCSC during the project (www.drive-life.it).
A QRcode linked to the website was created to connect dissemination materials to the website in an easier way.

Figure 2: the DRIVE LIFE website QRcode

The website is managed using WordPress platform.

It provides key information about the project activities and results, including:
- Description of project objectives and actions planned;
- PocketDRIVE app
- Consortium composition;
- Project areas;
- Demonstrative vineyards and farm features;
- Public deliverable documents and dissemination materials;
- News;
- Events;
- Announcements on project activities;
- Networking projects
- Project contacts

Figure 3: DRIVE LIFE website homepage snapshot

Social network

To enhance the awareness of stakeholders two different social networks were selected: Facebook and Instagram. Pages were managed by UCSC.

- **Facebook page**

https://www.facebook.com/LifeDRIVELIFE

Figure 4: DRIVE LIFE Facebook homepage snapshot

- **Instragram profile**

https://www.instagram.com/lifeproject_drive/
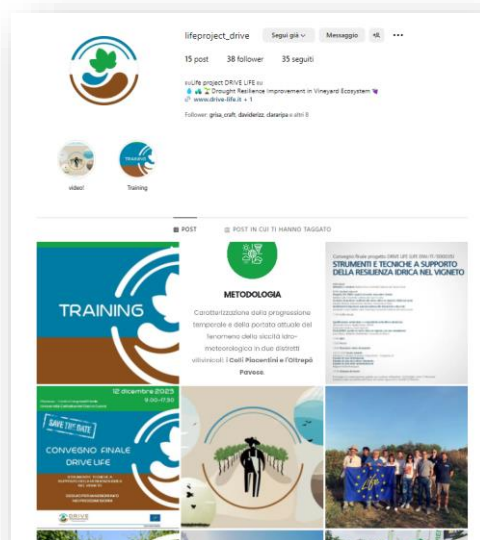
Figure 5: DRIVE LIFE Instagram account snapshot

- **YouTube Channel**
@DRIVELIFEproject

Dissemination materials

After Co-Vid19 pandemic the way in which events and dissemination activities are made was changed radically. To reduce the impact of printed material (according to our GPP) no leaflets were made and gadgets were reduced. The following dissemination tools were used along the project.

Project bookmark

A bookmark was created and printed at the beginning of the project and copies were distributed to partners to be delivered during participation in fairs and congresses.
The bookmark has the DRIVE LIFE logo, the LIFE logo and the QR code on one side, and partners logos on the other side.
The QRcode is the easier way to maintain updated the information reported in the dissemination materials.

Notice boards

Two different notice boards were produced and installed:
- *in demonstrative vineyards:* this notice board has the aim of indicate to farm visitors/users that that vineyard is involved, as demonstrative plot, in a life project. The QRCode allows the interested stakeholder to collect more information about the project in the website.
- *in partners venues:* only a short presentation of project main goals is reported. The QRCode allows the interested stakeholder to collect more information about the project in the website.

Roll-up

A roll-up was created and printed to be used during the project's dissemination events and meetings.

Gadgets

A set of dissemination materials (gadgets) was produced and used for events involving stakeholders (living labs field visit and final conference).

Gadgets were produced using sustainable materials such as recycled paper or sustainable tissues.

Gadgets are the following:

- bag with the project logos
- notes with the project logos
- pen with the project logos

Videos

To increase the visibility of DRIVE LIFE project and the awareness of SHs 3 videos were recorded and uploaded on YouTube and the project website. Image Line srl supported UCSC in the development of the 2 videos for project presentation.

Title	Language	Link Youtube
Come non sprecare l'acqua in vigneto: il progetto DRIVE LIFE	IT	LINK (Agronotizie Channel)

DRIVE LIFE e SERVIZI ECOSISTEMICI	IT	LINK (@DRIVELIFEproject)
DRIVE LIFE and ECOSYSTEM SERVICES	EN	LINK (@DRIVELIFEproject)
In vigneto con DRIVE LIFE	IT	LINK (Agronotizie Channel)
Presentation of PocketDRIVE APP	IT	LINK (@DRIVELIFEproject)
Presentation of PocketDRIVE APP	EN	LINK (@DRIVELIFEproject)