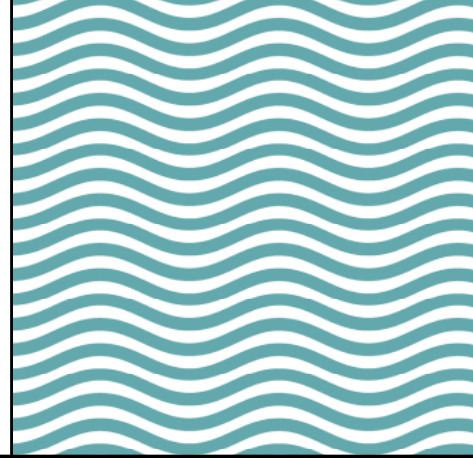


Towards sustainable wellbeing: Integrated policies and transformative indicators.



Deliverable 5.2.

# Communication Activity Report V.1

**WP5- Communication, Dissemination and Exploitation**

**Grant Agreement 101094211**

Version 3.0 | August 2023

HORIZON-CL2-2022-TRANSFORMATIONS-01 -  
Towards sustainable wellbeing: Integrated policies  
and transformative indicators.



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## Document History

<b>Deliverable Title</b>	Communication Activity Report Vol.1
<b>Brief Description</b>	Report on WP5's activities on M1-M6
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Date	Ver	Contributors	Comment
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22/08/2023	3.0	Ivana Rae Almora (EURADA)	Internal Review
30/08/2023	4.0	María Midón, Nora Scantamburlo (EURADA)	Final draft

# 1. Introduction

This document is deliverable 5.2 and presents the activities carried out within ToBe WP5 Communication, Dissemination and Exploitation during the first 6 months of the project (March-August 2023).

The ToBe project began on 1 March 2023 and will continue for 36 months. ToBe aims to build a theoretical and empirical understanding of sustainable wellbeing by developing integrated policies and transformative indicators. With a multi-disciplinary team of researchers, policymakers and citizens in both Europe and beyond, the project's goal is to develop a transversal study of transformation towards a sustainable wellbeing paradigm. By bringing together green growth and post-growth initiatives, ToBe will offer an alternative to the current socio-economic model based on the classical concepts of economic growth and position sustainable wellbeing at the core of the new paradigm.

WP5 Communication Dissemination and Exploitation, led by EURADA, has dedicated the reported period to the definition of the WP's activities, as well as to the establishment of the project's visual identity and its introduction to mainstream communication channels. The Communication and Dissemination efforts of WP5 are described in detail in Deliverables 5.1 *Communication and Dissemination Plan* and 5.5 *Sustainability and Exploitation Plan Report 1*. This report covers the activities implemented thus far and its structure is aimed to report on the development of the activities described in D5.1. The reports sections are the following:

1. Introduction
2. Visual Identity
3. Website
4. Social Media
5. Newsletter
6. Events and Meetings
7. KPIs
8. Deliverables
9. Next Steps

## 2. Visual Identity

ToBe's visual identity was designed during the initial phase of the project by Moonbound, as a service externally purchased by EURADA. The visual identity has been developed to create recognisable branding for all project visual outcomes, including logos and colour palettes, templates, fonts, and other materials, which are briefly addressed in the following section, and about which more comprehensive explanations can be found in D5.1.

### 2.1. Logo and Colour Palettes

The ToBe logo was conceptualised as a puzzle that is meant to interpret the collaboration and cooperation between not only the multidisciplinary team that forms the ToBe consortium, but also the holistic and integrative approach to sustainable wellbeing and sustainability transformation. The main version includes a colour gradient in accordance with ToBe's colour palette (explained below). Logos in black and white monochrome colours are also available to use on different backgrounds. They are at the consortium disposal, stored in the shared TUNI Teams.

ToBe logos have been used so far on the website, as well as in the social media banners published on the project's channels, in the official project's documents, etc. Specific instructions on the utilization of the project's logo can be found in D5.1.

Additionally, a colour palette has been thought to represent the brand and create visual coherence across all communication. The HTML colour codes are listed in D5.1.

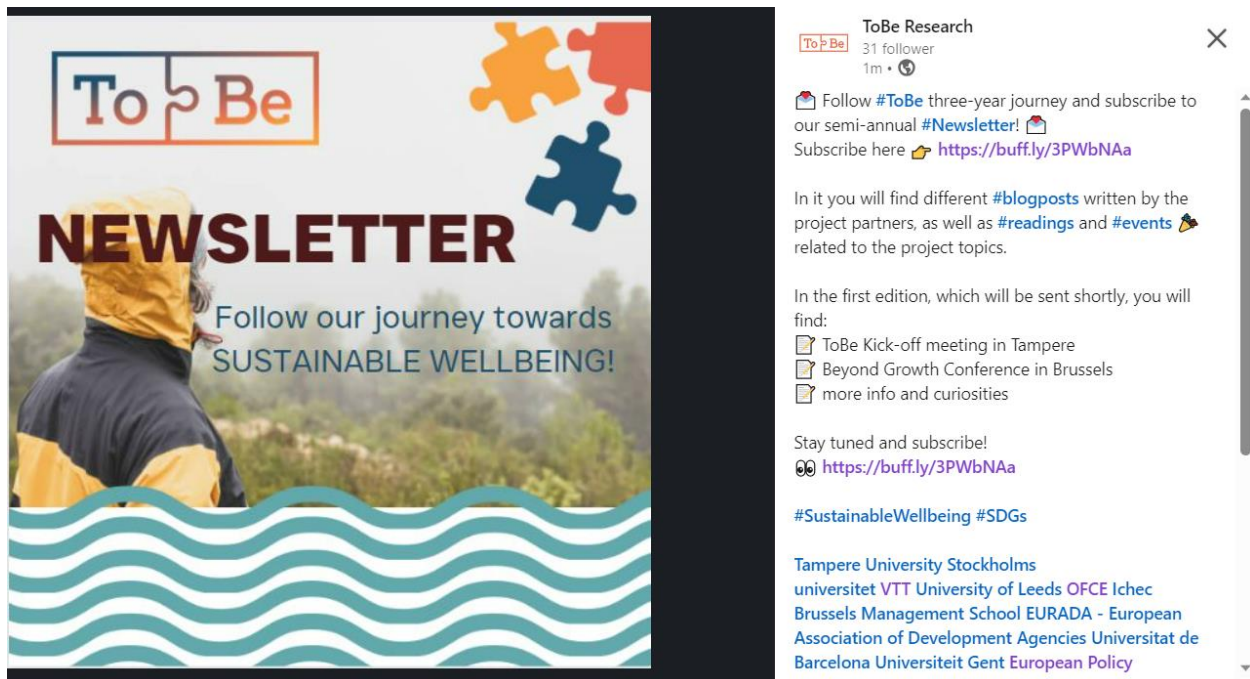


Figure 1. Example of ToBe logo and colour palettes utilisation on social media

## 2.2. Materials and Templates

ToBe templates have been defined according to the visual identity of the project to reinforce the brand. Both MS Word and PowerPoint templates have been created and must be used by all project partners for the publication of all internal or external presentations, documents and deliverables on behalf of ToBe.



Figure 2. ToBe Power Point template

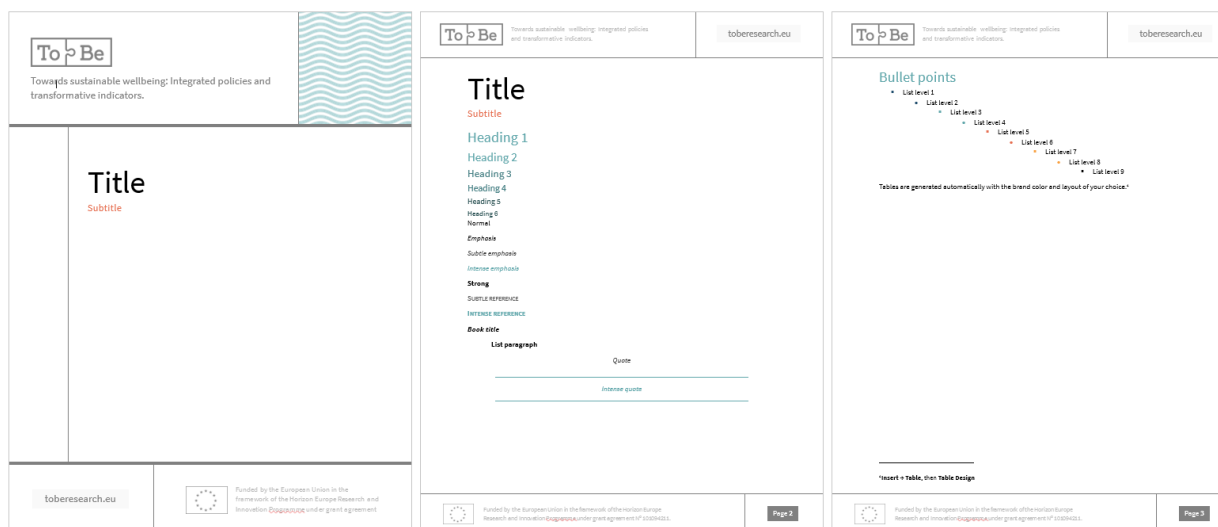


Figure 3. ToBe MS Word template

Within WP5, communication and dissemination materials to promote ToBe's activities, objectives and results have been designed and created. At the time being, these include a postcard and an infographic.

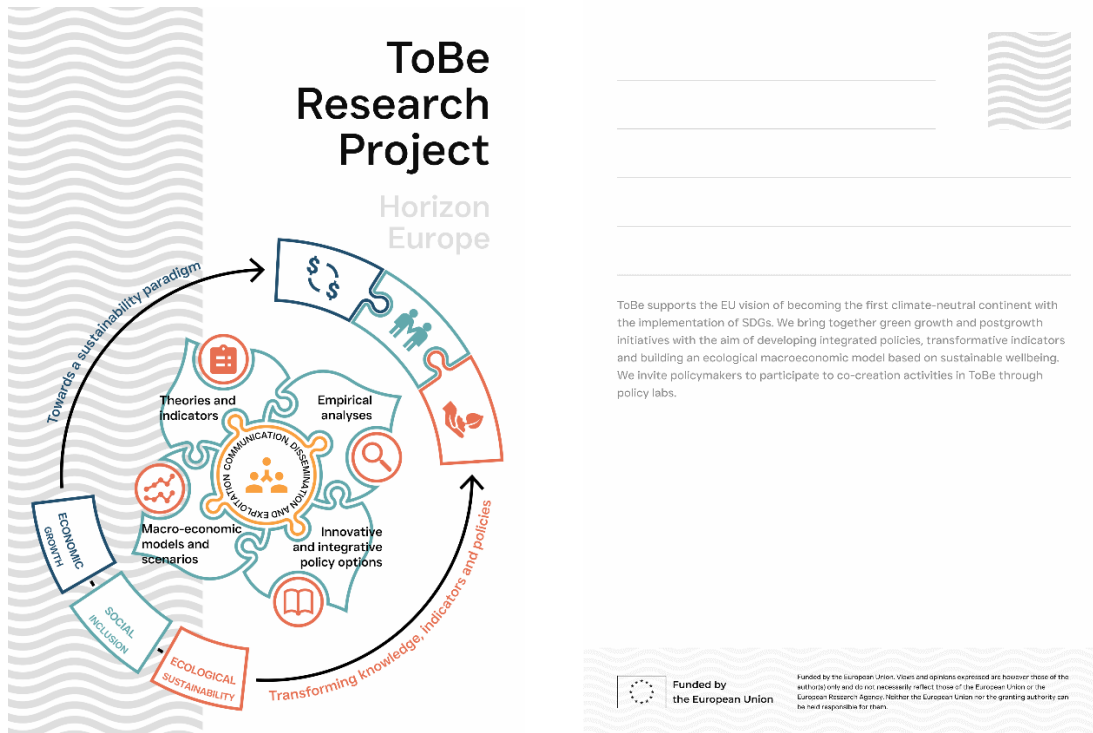


Figure 4. ToBe postcard: front and back

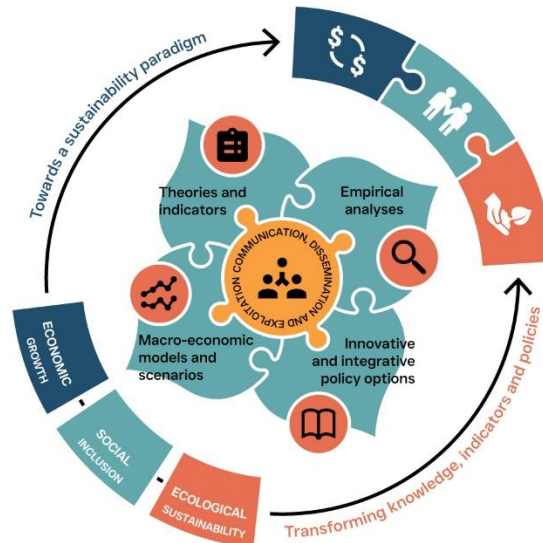


Figure 5. ToBe infographic



In alignment with the visual identity, WP5 leader has also succeeded in the creation of several single elements, like puzzle pieces and waves, to be used for the development of general visuals related to the project, and to customise the newsletter. More information about the Newsletter can be found in Section 5 of this document.



*Figure 6. Visual element: waves*



*Figure 7. Visual element: puzzle pieces*

Digital and printable leaflets, posters, a virtual meeting background and a roll-up banner template are planned to be developed in the upcoming months. More materials may be created upon further discussion and agreement with the consortium for specific events or communication and dissemination campaigns.

### 3. Website

Once the Visual Identity of ToBe was agreed, namely the puzzle concept and the colour palette, EURADA started the development of the ToBe website. The website URL is [www.toberresearch.eu](http://www.toberresearch.eu). Starting with a landing page, it was agreed with the ToBe Consortium during the project's kick-off meeting that the website would include an "About" section, a "Members" section, a "Blog & news" section, an "Events" section and a "Results" section.

The first step was to create a Landing Page that would include introductory information about ToBe while the other sections of the website were being created. The initial landing page included a few words about the project, the name and location of all Members, the Newsletter subscription box and a section for quotes to be included.

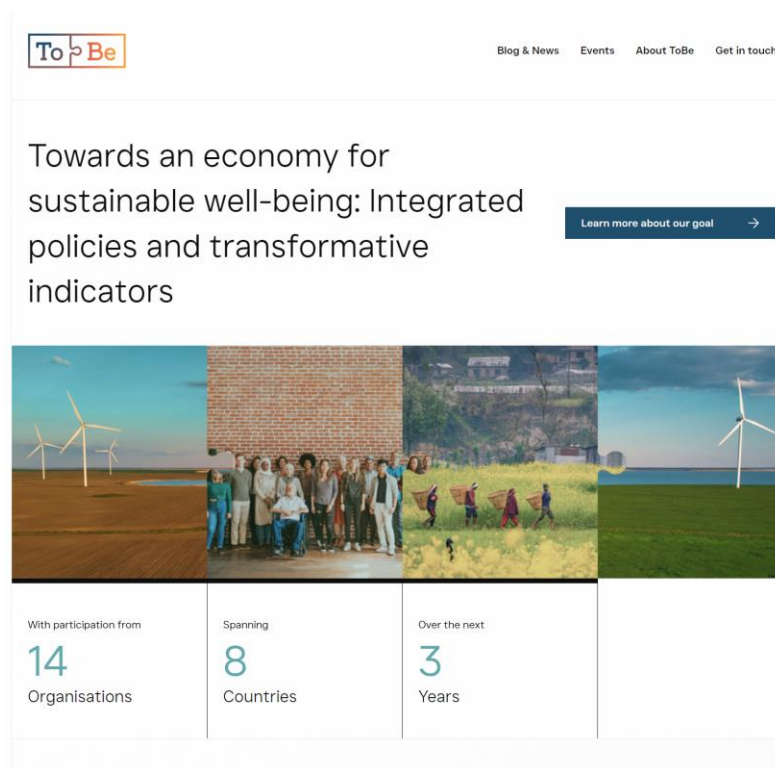


Figure 8. ToBe Website Landing Page

Next, an "[About ToBe](#)" section was created. Here, the main objectives and action points of the project were explained further. Separated into the project's main goals, each section covers how each goal is going to be achieved by the Consortium. This explanation is aided by the project structure infographic.

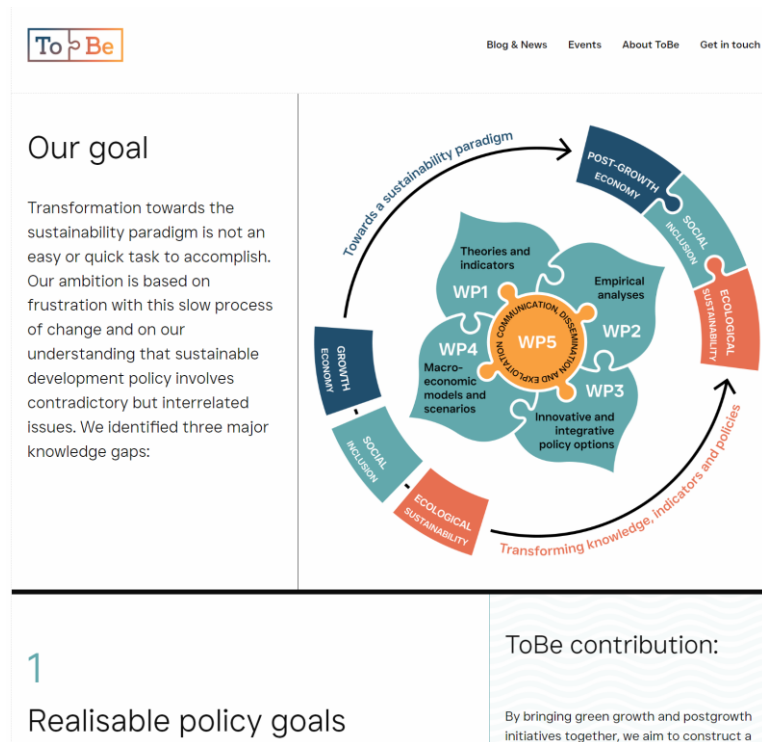


Figure 9. ToBe Website "About ToBe" section.

As agreed in the ToBe Kick-Off Meeting, the "Members" section would be composed of information not only about the different organisations working in the project, but also about the specific individuals that would be carrying out activities within ToBe. In order to gather the information, EURADA utilized the PowerPoint shared on the project's internal Teams for all members to draft a small text about their research interest and add a picture of themselves. This information, once fully gathered, will be mobilised by EURADA to include it in the aforementioned section. In addition, a high-quality version of each organisation's logo has been requested to members in order to include it in this section.



Figure 10. ToBe Website "Members" section template.

Finally, a "Blog and News" and an "Events" section was created. In these, EURADA will include the relevant articles and events throughout ToBe's lifetime, and its Newsletter publications will appear whenever they are sent to its subscribers. Currently, there are two articles published in the website. One article summarizes the results of the projects kick-off meeting while the other describes the Beyond Growth Conference in Brussels which is of interest to the project's stakeholders. The event section furthermore advertises upcoming events. These events may be organised by ToBe, events where ToBe members are to present or events of particular interest to the project's topic.

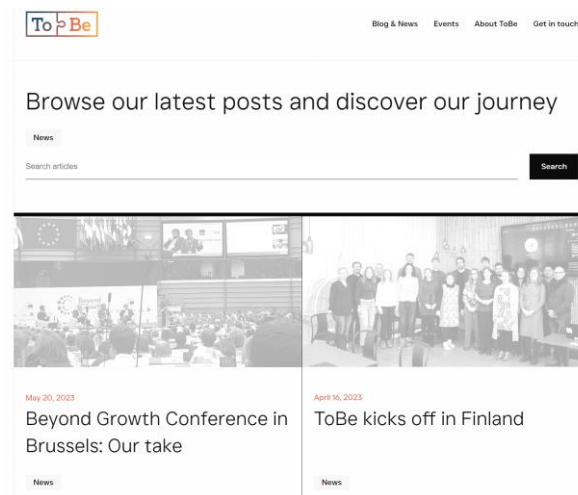


Figure 11. ToBe Website "Blog and News" section.

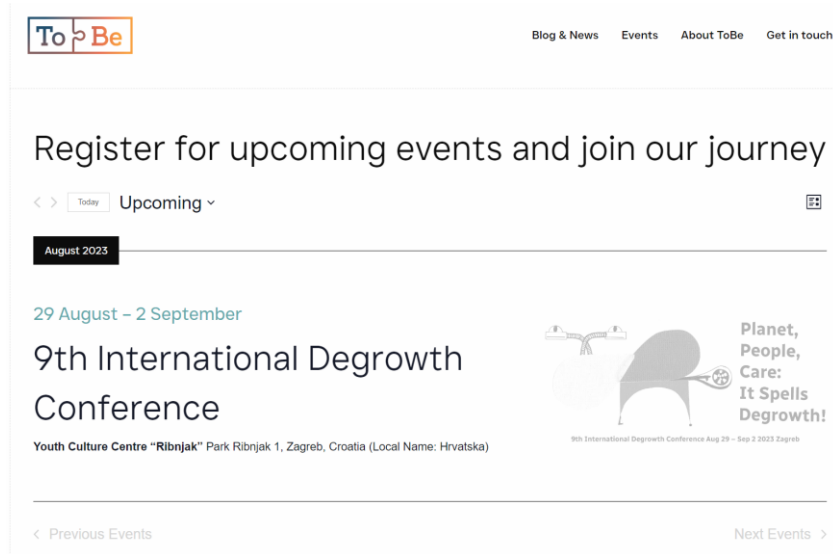


Figure 12. ToBe Website "Events" section.

In the upcoming months, as project results start being created and shared, a “Results” section will be included on the website, where all ToBe knowledge will be made available to the public.

## 4. Social Media

As highlighted in D5.1, social media are a relevant part of the dissemination strategy, especially for those platforms that are increasingly proving themselves to be places where thematic communities of experts gather, interested in the outcomes of the research and in the communication itself. Social media channels are valuable platforms to reach a wide community, increase visibility and raise awareness, thus providing the opportunity for the project to reach new members from the target audience.

### 4.1. LinkedIn

A LinkedIn company page ([@tobe-research](#)) was activated in April 2023 with the intention of sharing events and showcasing the project to external professionals such as scientists and policymakers. In these first months, **the profile has gathered 31 followers and 5 posts have been published on the page**. The creation of a specific partners' tag list has helped the engagement, which, however, declined due to the summer months and the less intense project activities. This is a key indicator of the direction that the project should follow in the coming months to keep on attracting the audience: planning more frequent publications in the busiest months of the project life cycle. Being in the project kick-off phase, interesting knowledge and information is yet to be made available for sharing. For more information about ToBe's LinkedIn statistics, please consult Section 7. KPIs.

To better know the editorial strategy for LinkedIn posts, composed of tone of voice, length, timing, images, tagging and frequency, please consult D5.1.

### 4.2. Twitter

A Twitter account for the Project ([@ToBe\\_Research](#)) was created before the Kick-Off Meeting in March 2023. However, posting was not planned to start until a complete website had been created and project members provided EURADA with information about their organization to be shared on the channel. Nevertheless, with the occasion of the Beyond Growth Conference in Brussels, posting about the event kickstarted ToBe's Twitter presence. Since then, **the profile has gathered 30 followers and 18 tweets have been posted**. Low engagement thus far is observed due to the summer months and as consortium partners are only just beginning with their WP activities. In fact, being in the project kick-off phase, interesting knowledge and information is yet to be made available for sharing. For more information about ToBe's Twitter statistics, please consult Section 7. KPIs.

To better know the editorial strategy for Tweet posts, composed of tone of voice, length, timing, images, tagging and frequency, please consult D5.1.

## 5. Newsletter

A ToBe newsletter template has been developed according to the visual identity, by virtue of the first publication that will take place soon. The logo, the colour palette and representative images recalling the website were used.

Figure 13. ToBe Newsletter: draft of the first publication





## ToBe Kick Off Meeting



Last March 2023, ToBe's partners travelled to Tampere, Finland for the occasion of the project's kick off meeting. Organised by coordinators Tampere University (TAU), the meeting lasted 2 days and was attended by our members from Sweden, Spain, Croatia, Belgium, Ecuador and the UK.

## Beyond Growth Conference: Our Take



May 15<sup>th</sup>, 2023, the European Parliament hosted the first ever Beyond Growth Conference. An initiative of 20 MEPs and supported by the president of the European Parliament Roberta Metsola, it was an unprecedented event given the topic of the conference is not popular among multiple political groups.

[Read More Here.](#)

## Let's discover the **Project Consortium!** Who is working on ToBe?

### TAU - Tampere University

Tampere University (TAU) conducts scientific research in technology and architecture and provides the highest education within these fields. Since 2010 it has operated in the form of a foundation.

### EURADA - European Association of Development Agencies

Founded in 1992, the European Association of Development Agencies (EURADA) gathers people working on economic development through a large network of 68 members throughout 21 countries in the European Union and beyond.

## Upcoming Events

Reading list to be added here.

## Suggested Readings

Reading list with title and authors to be added here.



[Connect with us on LinkedIn](#) [Follow us on Twitter](#) [Visit the project's website](#)

Want to change how you receive these emails?

You can [\[\"UPDATE\\_PROFILE\"\]update your preferences](#) or [\[\"UNSUB\"\]unsubscribe](#) from this list



Funded by the European Union in the framework of the Horizon Europe Research and Innovation Programme under grant agreement N° 101094211.



To manage the newsletter for the ToBe project, it is important to raise the community of followers and engage them in the project's goals and activities. In light of this, the first publication initially foreseen for August 2023, has been postponed in order to maximise its impact and reach as many people as possible who actually read the mail, without losing it after the summer period. The newsletter will be delivered every 6th month for the duration of the project, the first instalment to be published will be in September 2023.

At present, ToBe newsletter counts 7 subscribers, and subscriptions can be done via the project website, from the appropriate page [ToBe Newsletter](#).

## 6. Events and Meetings

Since ToBe's start date, the project's Communication Partners have participated in a number of events and meetings. From its kick-off meeting to the Beyond Growth Conference, various activities have been carried out by ToBe's partners during and as a result of the following meetings and events.

During ToBe's Kick-Off meeting in Tampere Finland on 21-22 March, WP5 was introduced to project partners. The discussion was led by EURADA as WP leaders and different aspects which needed the consortium's agreement or input were presented. These topics include the modification of the project logo, the specific media channels to be used by the project, and other internal communication aspects such as assigning a specific communication point-person per project partner. Subsequently, EURADA participated in the monthly "ToBe Forums", where WP5 activities were reported to the rest of the project members, as well as requests were made for their contribution of information and materials for EURADA's activities to be carried out.

Moreover, ToBe Coordinators Tampere University (TAU) organised two meeting with ToBe's Sister projects, [WISE Horizons](#) and [SPES](#). During these meetings, whose goal was to coordinate Communication, Dissemination and Exploitation efforts to more effectively reach a wider audience, EURADA and EPC presented ToBe's WP5 and contributed to the discussions held in the topic of sister projects collaboration.

Finally, multiple ToBe members participated and presented at the Beyond Growth Conference in Brussels on 15-17 May 2023, albeit presentations on each participant's research and not on behalf of the ToBe project. Throughout the event, WP5 tweeted and retweeted content about the event and the project members' participation in the event.

In addition to the aforementioned events and meetings, the ToBe Website currently advertises the ongoing Degrowth Conference in Zagreb on 29 August-2 September 2023, of particular interest to ToBe since the project's theoretical framework contains concepts such as de-growth or post-growth. Events organised by, or relevant to, ToBe will continue to be advertised both on the project website and social media channels. EURADA has made available a shared Excel sheet on the project's Teams for Partners to include relevant events that ToBe can engage with.

## 7. KPIs

Communication & Dissemination efforts	Responsible Partner	Key Performance Indicators	Status as of M6
Newsletter to inform the stakeholders about project activities and results	EURADA	6 newsletters Over 300 subscribers	1 to be published in September 2023
Online internal and external exploitation workshops	EURADA, EPC, All partners	Over 120 stakeholders participating	To be done according to tasks schedule.
Participation in events, congresses and conferences, publications in OA journals	EURADA, All partners	At least 2 events or publications in journals per year where ToBe project findings will be communicated	Attendance at the Beyond Growth Conference 15-17 May 2023 in Brussels.
Final conference in Brussels	EURADA and EPC with the support of the other Brussels' based partners	At least 250 people participating in a combination of public policy dialogues, high-level roundtable discussions and policy workshops	August 2025 (M30)
Website	EURADA	15,000 views per year (45,000 in total)	Under calculation after website plugin installation.
Co-creation platform	EPC	At least 250 people participating in a combination of public policy dialogues, high-level roundtable discussions and policy workshops	<ul style="list-style-type: none"> <li>• ToBe Policy Dialogue 1: May 2024</li> <li>• ToBe Policy Dialogue 2: September 2024</li> <li>• ToBe Roundtable 1: October 2024</li> <li>• ToBe Roundtable 2: December 2024</li> <li>• ToBe Roundtable 3: February 2025</li> <li>• ToBe Policy Dialogue 4: April 2025</li> <li>• ToBe Policy Dialogue 5: September 2025</li> </ul>

<b>Social network (Twitter, LinkedIn)</b>	EURADA		Over 500 followers on each network: 2 messages per week on LinkedIn 2 messages per week on Twitter	31 followers of LinkedIn 30 followers on Twitter  5 posts on LinkedIn 18 posts on Twitter
<b>Communication channels of the partners. EURADA will mobilise partners to use their own communication channels</b>	EURADA, partners	All	Impact on over 4,000 people 2–3 times per year a message is replicated in partners' communication channels	Ongoing.

## 8. Deliverables

As stipulated in the project's Grant Agreement, 2 deliverables were to be delivered within the current communication activity reporting period: D5.1. ToBe's Communication and Dissemination plan and D5.5. ToBe's Exploitation and Sustainability Report 1.

The Communication and Dissemination Plan (D5.1) constitutes the guidelines for ToBe's members to portray an organised and unified team when sharing knowledge and information with their audience. Instructions on the visual identity, communication channels, KPIs and Partners responsibilities were included in this report. It was delivered on M4 (June 2023).

The Exploitation and Sustainability Report 1 (D5.5) was delivered on M4 (June 2023). The first version described the process as to how ToBe results will be identified, the expected impact from these results, target groups, and concrete channels as to exploitation divided between internal and external exploitation routes. The creation of the library of exploitable results and its significance to exploitation activities was also discussed along with a prototype of the library in order for partners to start populating it with entries. IPR management was also described in the deliverable in order to ensure acknowledgement of results owners. An updated and final version of the plan is foreseen to be produced in M34.

## 9. Next Steps

This section briefly summarises what is to come for ToBe's WP5 activities in the table below:

Type of Activity	Next Steps
<b>Visual Identity</b>	<ul style="list-style-type: none"> <li>- Finalising the creation of relevant materials such as the Postcard or Videoconference background.</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>- Publishing the "Members" and "Results" sections of the website</li> <li>- Populating the "Blog and News", "Events" and "Results" sections of the website when relevant.</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>- Continue posting 1-2 times a week on each social media channel.</li> <li>- Increasing the audience and engagement.</li> <li>- Encouraging project members to repost or promote ToBe on their own social media channels.</li> </ul>
<b>Newsletter</b>	<ul style="list-style-type: none"> <li>- Publishing instalments every 6 months starting September 2023.</li> </ul>
<b>Events and Meetings</b>	<ul style="list-style-type: none"> <li>- Continue the promotion of relevant events.</li> <li>- Organisation of workshops and policy dialogues on M18-M30</li> <li>- Organisation/Promotion of ad-hoc events, workshops, as per the project's needs.</li> <li>- Promotion and Participation in relevant events and conferences.</li> <li>- Continue the synergies with Sister projects.</li> </ul>
<b>Deliverables</b>	<ul style="list-style-type: none"> <li>- Co-creation Platform to be delivered M31.</li> <li>- Exploitation and Sustainability Report 2 to be delivered M34.</li> <li>- Communication Activity Report Vol.2 to be delivered M36.</li> </ul>