



Certified smart and integrated living environments for ageing well

Project website, logo, roll-up poster, leaflet and other sustainable promotional goodies_v1.0

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Document change history			
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06-Feb-2019	v0.1	Régis Decorme, Sophie Dourlens-Quaranta, Alain Zarli (R2M)	First full draft submitted for review by all partners
26-Feb-2019	v1.0	Régis Decorme, Sophie Dourlens-Quaranta, Alain Zarli (R2M)	Final draft which incorporates feedback from project partners.



Table of Contents

Executive Summary 4

Acronyms and abbreviations 5

1 Introduction 6

1.1 Aims and objectives..... 6

1.2 Relations to other activities in the project 6

1.3 Report structure..... 6

1.4 Contribution of partners 6

2 Homes4Life project logo 7

3 Homes4Life project website, Twitter and Community of Interest 8

4 Homes4Life project roll-up poster 9

5 Homes4Life project postcard..... 10

6 Conclusions 11

7 References..... 12

Table of Figures

Figure 1- Homes4Life project logo 7

Figure 2- Homes4Life project logo in various colours 7

Figure 3 - Homes4Life project website..... 8

Figure 4 - Homes4Life Twitter feed 9

Figure 5 - Homes4Life Community of Interest registration form – MailChimp..... 9

Figure 6 - Homes4Life Roll-up Poster 10

Figure 7 - Homes4Life project postcard 10

Table of Tables

Table 1 - Homes4Life project Website structure 8



Executive Summary

This short report presents the initial set of communication tools which have been developed to support the implementation of the Homes4Life project dissemination and communication plan (see deliverable D5.3 to be released at Month 12).

This includes in particular:

- The design of the Homes4Life **project website**, available at www.homes4life.eu : it offers an online form to register to the Homes4Life Community of Interest (CoI), see: <http://www.homes4life.eu/community-of-interest/>
- The official Homes4Life **Twitter account** @Homes4LifeH2020;
- The Homes4Life **project logo**;
- A **roll-up poster** suitable for participation in exhibitions, workshops, etc;
- A **project postcard** which is a hybrid tool between a leaflet and a sustainable goodie, very handy for distribution in conferences and events.

Further dissemination and communication tools will be developed during the project according to the needs expressed by project partners.

All dissemination and communication materials display the EU emblem and the appropriate reference to the Horizon 2020 research and innovation programme and Grant Agreement number.

It is worth to note that the logo, poster and the overall graphic design elements related to the future Homes4Life certification will be presented in another deliverable – namely D4.5 - Certification scheme promotional package – and may differ from the current material which is instead associated to the Homes4Life project.



Acronyms and abbreviations

CoI	Community of Interest
EC	European Commission
GDPR	General Data Protection Regulation
WP	Work Package



1 Introduction

1.1 Aims and objectives

This short report presents the initial set of tools which have been developed to support the Homes4Life project dissemination and communication activities (WP5).

This includes:

- The project logo
- The project website
- The project Twitter account.
- A project roll-up poster
- A project postcard

1.2 Relations to other activities in the project

The various tools presented in this report will support the implementation of the dissemination and communication plan (deliverable D5.3 to be released at Month 12) and relate to the [Homes4Life project](#).

Please note, additional promotional material related to the future Homes4Life certification scheme will be developed in Task 4.4 and will be presented in Deliverable D4.5 - Certification scheme promotional package due in Month 22. This will include an official 1-page certificate to be displayed in successfully certified buildings / homes, as well as the certification logo, poster and digital material.

1.3 Report structure

Chapter 2 presents the project logo.

Chapter 3 presents the project website.

Chapter 4 presents the project roll-up poster.

Chapter 5 presents the project postcard.

Eventually Chapter 6 concludes the report.

1.4 Contribution of partners

R2M led the design and development of the various tools presented in this report. All other partners reviewed the content and provided inputs and contents (in particular for populating the Homes4Life project website).



2 Homes4Life project logo



FIGURE 1- HOMES4LIFE PROJECT LOGO

All partners agreed at the project Kick Off meeting to maintain the initial logo which was developed by R2M during the project proposal phase (Figure 1) as the project visual identity. Depending on the needs, the logo can be used in various colours (Figure 2).



FIGURE 2- HOMES4LIFE PROJECT LOGO IN VARIOUS COLOURS

As mentioned in section 1.2, the logo of the actual Homes4Life certification will be developed in the second year of the project and might differ from the Homes4Life project logo.



3 Homes4Life project website, Twitter and Community of Interest



FIGURE 3 - HOMES4LIFE PROJECT WEBSITE

The Homes4Life project website – www.homes4life.eu – is structured as shown in Table 1 and uses mobile-responsive design, thus suitable for viewing on a smartphone (Figure 3).

TABLE 1 - HOMES4LIFE PROJECT WEBSITE STRUCTURE

Section	Content
Home	Landing page with a general Homes4Life introduction
About	The Homes4Life project explained in more details
Partners	A short presentation of project partners with a link to their website
Deliverables	Public Homes4Life reports are uploaded on this page when released
News	the project blog where news items are published. This section is automatically synchronised with the Homes4Life Twitter feed (Figure 4)
Community of Interest	An online form to register to the Homes4Life Community of Interest (Col). The information collected on the online form feed a MailChimp List (Figure 5). Mailchimp can be then used to send targeted to updates to the Col members – see further details in deliverable D5.1 due at month 12. The online Col registration form is GDPR compliant.
Contact	Contact details of the coordinator and dissemination manager



It is developed using the WordPress platform.



FIGURE 4 - HOMES4LIFE TWITTER FEED

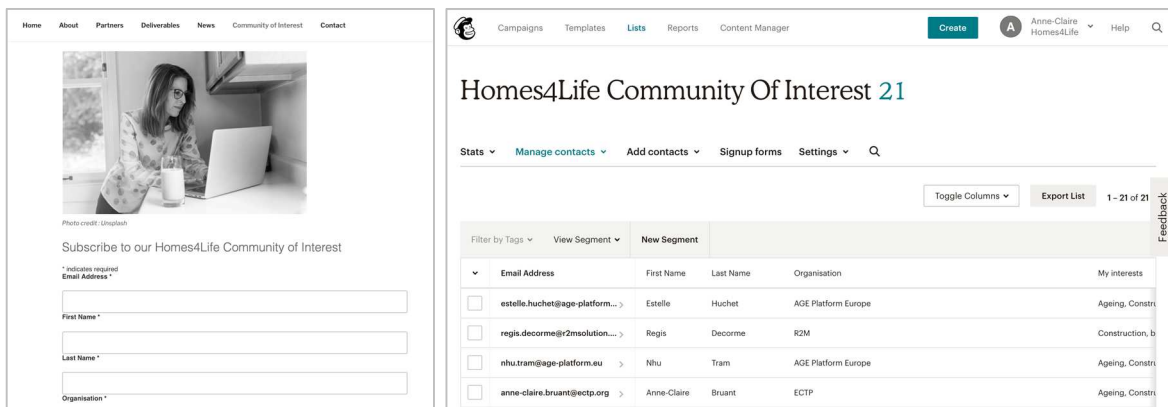


FIGURE 5 - HOMES4LIFE COMMUNITY OF INTEREST REGISTRATION FORM – MAILCHIMP

4 Homes4Life project roll-up poster

The Homes4Life project roll-up poster (Figure 6) is available in 850*2000mm format and can be printed by project partners for their participation at external events, workshops, or exhibitions etc. A matrix barcode (QR code) is indicated at the bottom of the roll-up poster, inviting interested parties to register to the Homes4Life Col.



FIGURE 6 - HOMES4LIFE ROLL-UP POSTER

5 Homes4Life project postcard

The Homes4Life project postcard is an original dissemination & communication tool – a hybrid between a leaflet and a sustainable goodie - which can be distributed in events and/or sent by surface mail to your friends!



FIGURE 7 - HOMES4LIFE PROJECT POSTCARD



6 Conclusions

This short report presented an overview of the initial set of communication and promotional material and tools that have been specifically developed to support and increase the impact of Homes4Life dissemination and communication activities. Additional tools will be developed during the project according to the needs expressed by the project partners.

The Homes4Life project website News (Blog) section and Twitter feed are managed by R2M and updated with inputs provided on a regular basis by all project partners.

The dissemination and communication plan (D5.3) will be released at month 12: it will present in further detail the dissemination and communication strategy and main target groups for the Homes4Life project and provide a summary of the dissemination and communication activities conducted over the first year of the project.



7 References

Homes4Life project website	http://www.homes4life.eu/
Homes4Life Twitter	https://twitter.com/Homes4LifeH2020
Wordpress Twenty Seventeen	https://fr.wordpress.org/themes/twentyseventeen/