



eTEACHER

Empowering Energy Education

eTEACHER

D6.4: Project flyer M10

WP 6, T 6.2.1 - Visual identity

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eTEACHER

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Technical References

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1 Introduction

The present document provides information on the first release of the project flyer designed for eTEACHER. Furthermore, it includes information regarding the postcard designed as first dissemination material on the occasion of a European conference and on the posters designed to support the end-user's workshops.

The first release of the project flyer was initially foreseen by M10. It should be aimed at informing relevant target groups about the project, its objectives and expected impacts. It should be an easy-to-use dissemination material designed for wide distribution at fairs, conferences, workshops and events to facilitate the promotion of eTEACHER.

Prior to the flyer, the D&C leader produced an eTEACHER postcard to have some preliminary ready-to-use dissemination material to distribute. The purpose of the postcard is similar to the flyer one, focusing on the key notion to disseminate eTEACHER main concepts to a wider audience.

Moreover, three posters in English were produced with the aim to support the local workshops with end-users. Each poster was then translated into the other demo sites' languages, namely Romanian and Spanish and hanged up in every demo building to raise the interest in the workshops and explain the final aim.

Considering the above, the release of the project flyer has been postponed at a later stage, whenever the project will have more details and outcomes to share with its community.

This report will be updated as soon as the first flyer will be released.



2 Postcard

As a complementary dissemination tool in view of the production of the official project’s flyer, the eTEACHER D&C leader produced a postcard in month 5 on the occasion of the ICT for energy efficiency contractors to support the dissemination, start creating a community around the project and to provide stakeholders a technical but easy-to-read introduction to the project. Furthermore, the postcard provides the partners with some materials to give out at events or during eTEACHER presentations. The e-version of the postcard is available also on the project website www.eteacher-project.eu.

The postcard contains, on the front side, both the mission and the vision of eTEACHER in order to introduce the project and its objectives in a clear and direct way. On the right side, a map shows the location of the project’s demo sites that are listed at the bottom, under the related nations. The main logo and the payoff are displayed in the upper part.

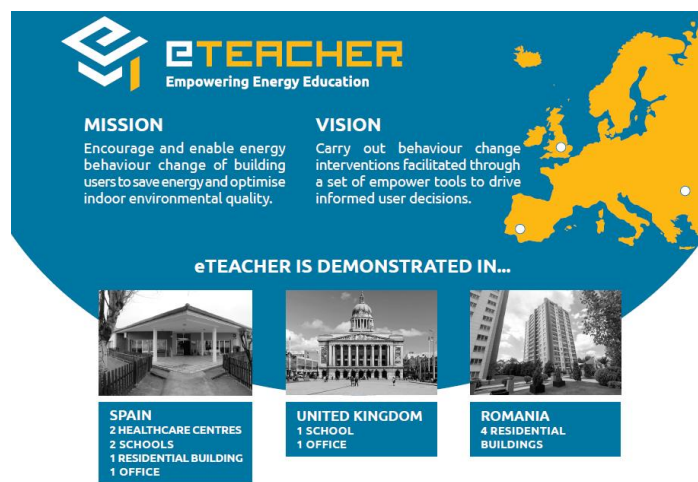


Figure 1 – Postcard, front page

The back of the postcard is dedicated to the eTEACHER concept. In the upper part a graph shows the behavioural change interventions that the project expects to carry on during its life. The contacts, the logos of the partners and the EU funding are displayed in the bottom part.

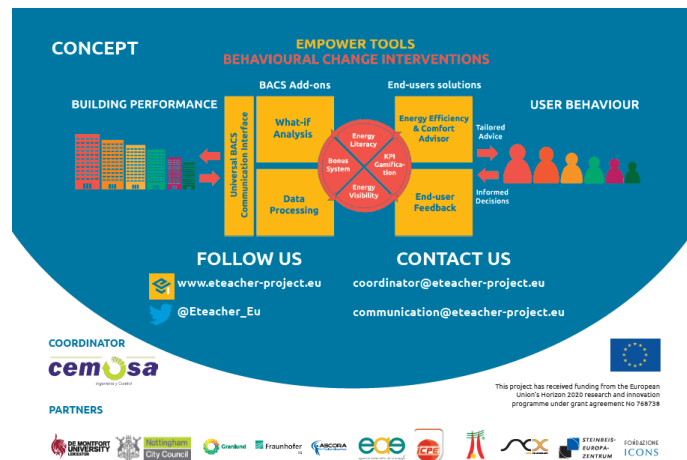


Figure 2 - Postcard, back page



3 Posters

To support the local workshops dedicated to the end-user's engagement, Fondazione iCons designed three posters to be hanged up in the demo buildings with the scope to inform buildings' users about what eTEACHER is going to do in their building and their importance in the local workshops.

The D&C leader, together with the partners, decided to produce three different posters, with the same design but slightly different in the focus:

- **Energy focus:** a general poster about energy efficiency was produced with the aim to provide general information and involve every kind of public
- **Environment focus:** a more educational and environment-based poster was produced with the aim to focus on the energy efficiency as important action for the care of the planet; this poster was especially dedicated to students
- **Saving money focus:** this poster was designed for building tenants with the aim to provide them further reasons to get involved and contribute



Figure 3 – Posters, English version

The posters have been first produced in English and translated into the other demo sites' local languages, namely Romanian and Spanish (see Annex 1 and 2 respectively). The posters have been provided in e-version and locally printed by the demo sites' leader, who hanged them up in every eTEACHER demo building with the aim both to inform end-users about the project activity in their building and raise awareness and consensus among the users. The e-version of the posters is available also on the project website www.eteacher-project.eu.



4 Project Flyer M10

The core of the dissemination activities of eTEACHER relies on the contents to be distributed through dedicated formats.

The first release of the project flyer was initially foreseen by M10. Fondazione iCons is currently working on the strategy to release the eTEACHER flyer, considering the contents to be featured (mainly eTEACHER results at the demo sites) and the timing proposed. The flyer aims to reach the following objectives:

- Ensure the availability of contents to be featured in the flyer;
- Ensure enough timing for dissemination during the project.

However, considering the above-mentioned materials already produced that basically cover the aim of the project flyer by providing the main information and output available so far, and considering the timing of next activities of the project, partners agreed on postponing the production and the delivery of the first project flyer at a later stage, once further outcomes will be available to be disseminated. The release of the first flyer has been postpone between M18 and M24, according to the project's activities and the availability of further results.

Taking this into account, the following timing can be foreseen to deliver the first version of the eTACHER flyer:

1. January 2018 (M16): state-of-the-art with partners to align on the results available so far

If new outcomes are available to be included in the project flyer:

2. February - March 2018 (M17-M18): ICE collects inputs from partners, produces and releases the eTEACHER flyer

If new outcomes not available so far:

3. May – June 2018 (M20-M21): new state-of-the-art with partners to align on the results available so far
4. July – September 2018 (M22-M23-M24): ICE collects inputs from partners, produces and releases the first eTEACHER flyer by M24 at the latest

The above-mentioned timing can change according to the need of the partners, the availability of results to be publicly disseminated and the need of the project. However, while the release of the first flyer can be anticipated at any time partners think it is necessary, it won't be released later than M24.

Consequently, the second release of the project flyer expected by M24 will be delayed towards the end of the project (M30-M34) to support the main outcomes of the project and the future applications of the eTEACHER technology.



5 Conclusions

The current report provides a detailed explanation of the release of the project postcard and the workshops' posters, their purposes, contents and design.

Furthermore, it provides an overview of the strategy that will be followed in the production process of the first eTEACHER flyer and the reason why the consortium agreed on postponing the first release.

An updated version of D6.4 will be delivered once the first project flyer will be release, namely no later than M24.



6 Annex 1 – Posters, Romanian version

Ideile tale dau putere acestei clădiri.



eTEACHER, eficiența energetică și tu: implică-te!

eTEACHER este un proiect de cercetare care vizează îmbunătățirea eficienței energetice și confortului în clădiri prin dezvoltarea de noi aplicații IT.
Feedback-ul și ideile tale sunt binevenite: prin implicarea ta contribuim la creșterea confortului și a eficienței energetice a clădirii și ai șansa de a fi unul dintre primii utilizatori ai noii aplicații IT.
Participă la eTEACHER, te așteptăm!

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Feedback-ul și ideile tale sunt binevenite: prin economia de energie contribuim la salvarea planetei și ai șansa de a fi unul dintre primii utilizatori ai noii aplicații IT.
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Ideile tale dau putere acestei clădiri.



eTEACHER, câștigi și tu: implică-te!

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7 Annex 2 – Posters, Spanish version



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