eTEACHER

D6.5: Flyers

WP 6, T 6.2.1 – Visual identity

Date of document

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eTEACHER

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Technical References

Project Acronym	**eTEACHER**
Project Title	end-user Tools to Empower and raise Awareness of Behavioural Change towards EneRgy efficiency
Project Coordinator	Noemi Jimenez Cemosa noemi.jimenez@cemosa.es
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Versions

Version	Person	Partner	Date
V1	Veronica Meneghello	ICE	19 July 2018
V2	Veronica Meneghello	ICE	17 June 2019
V1	Veronica Meneghello	ICE	26 April 2021

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1 Introduction

The present document is the update of D6.4. It provides information on all the graphic materials produced by ICE during the eTEACHER project, namely:

- Postcard, M5. The graphic production for eTEACHER started quite early with a postcard in M5 and several posters in M8, translated into local languages. The postcard was a preliminary ready-to-use dissemination material. The purpose of the postcard was to start disseminating key concepts of the project, to introduce it to its new-born community.
- Posters, M8. 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.
- Flyer, M21 (initially planned by M10). Considering the points above, the release of the project flyer has been postponed at a later stage, once the project had more details and outcomes to share with its community. The flyer was finally produced and disseminated in M21.
- Leaflet, M43 (planned by M42). Finally, the last leaflet was released at the end of the project to present the community the final and main achievement of the project, namely the eTEACHER app. The production of the leaflet and, consequently, the submission of D6.5, was postponed from M42 to M43 for technical reasons linked to the readiness of the application. Furthermore, due the impossibility to attend to physical events before the end of the project because of the ongoing pandemic worldwide, the consortium agreed on having a digital version-only of the leaflet. The paper version was not considered necessary since partners do not expect to attend to face-to-face events.

To sum up, the current update D6.5 collects the overall graphic results of the project and the steps done.

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 2.1 - 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.
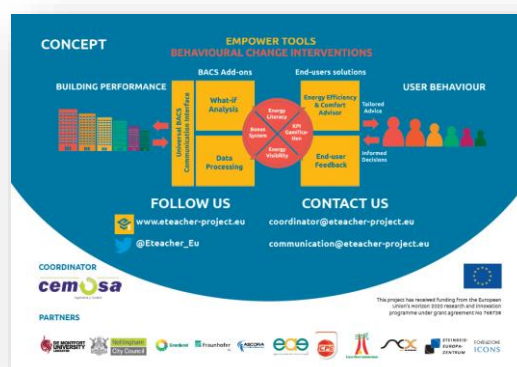

Figure 2.2 - Postcard, back page

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 3.1 – 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

4.1 Flyer M21

As anticipated in the summary, the first eTEACHER flyer has been postponed and finally released in M21.

It' a six-fold flyer, available both in digital and printed format. While the outer part (pages 1, 5 and 6) has a more general content, the core of the flyer is included in the inner part (pages 2, 3 and 4) which contains information about eTEACHER project, the social studies carried out mainly during the first 18 months and a more technical part about the behaviour change tools to be implemented in eTEACHER.

Page 1 (front)

The flyer's cover consists of a key visual, the logo of the project and the payoff, in accordance to the visual identity.

Figure 4.1 - Flyer: front page

Page 2

This page is divided into two sections: the upper part is the "About" section of the project, while the lower part goes in-depth about the engagement activities carried out up to M18. These paragraphs aim at describing the uniqueness of the approach and the importance of the eTEACHER's social studies to enable users' engagements to develop a useful and novel app based on real social needs and end-users' inputs.
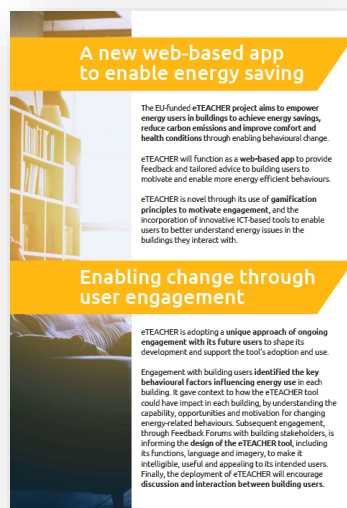
Figure 4.2 - Flyer: About eTEACHER and social activities to enable energy change

Page 3 and 4

These pages are intended to present the eTEACHER ICT solution for building users. On the left side an easy-to-understand graphic shows the circular idea behind eTEACHER from users' inputs to their same usage in their buildings. eTEACHER processes information from buildings and users, integrates behavioural change techniques and provides tailored advice. On the right side the empower tools are listed and briefly explained. Furthermore, we wanted to stress what makes the difference in eTEACHER with respect to similar projects.

Figure 4.3 - Flyer: ICT solution for building users and empower tools

Page 5

This page shows the twelve demo buildings where eTEACHER will be tested. It also displays some general data about the kind and the number of pilots, the countries where the dome cites are located, the number of people involved in the trial sessions and the different climatic areas.

Figure 4.4 - Flyer: demo sites

Page 6 (back)

The last page lists the contact details of the project coordinator and the Communication and Dissemination Secretariat. The versions of the flyer translated into partners' languages also report contacts of the local Communication and Dissemination Secretariat. This page also provides links of the website and the social networks by re-using the "eTEACHER man" designed for the previous graphic materials, in order to keep consistency within the graphic identity. Also, this page gives an overview of the project's consortium by showing the partners' logos. Finally, EU flag, the reference to the Horizon 2020 funding and eTEACHER Grant Agreement number are reported at the bottom of the page.

Figure 4.5 – Flyer: back page

5   Leaflet

As anticipated in the summary, the final leaflet highlights the features of the mobile app, its supporting devices and its potential beneficiaries. Such piece of information was available only at a later stage of the project, once the app was finally up and running.

The draft of the content started from the one outlined for the App video. Indeed, both materials have the same objective, what changes is the format used, the audience to address, the dissemination channels used to promote the material.

The leaflet is dived into twelve pages:

- pages 1, 2 and 3 are dedicated to introducing the leaflet;
- pages from 4 to 11 are dedicated to presenting the features of the app;
- page 12 lists the partners' logos, includes the contact details of the project coordinator and the Communication and Dissemination Secretariat, as well as the link to the website, those to download the app, the twitter account and the funding.

Besides the English version, the leaflet will be translated into the local languages of the pilot buildings, namely Spanish and Romanian.

Page 1 – App Quick Start Guide

The flyer's cover consists of a key visual, the logo of the project with the payoff, in accordance to the visual identity. The title "*App Quick Start Guide*" explains the objective of the leaflet,

Figure 5.1 - Leaflet: front page

Page 2 – Discover the app

Page 2 introduces eTEACHER and invites the audience to download the app and to discover it. An introduction on what eTEACHER is and how it works is provided to bring readers in.

Figure 5.2 – Leaflet: Discover the app

Page 3 – Features

This page introduces the features of the app, that will be presented in detail in the following pages. As done for the other graphic materials (posters, videos, flyer) the eTEACHER mascotte guides the audience during the reading of the leaflet.
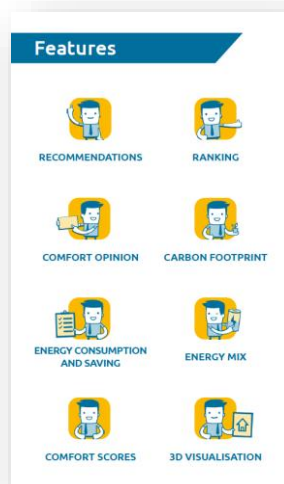

Figure 5.3 - Leaflet: features

Pages 4 to 11 – Single features

Every feature is presented in one single page, to provide as much detail as possible without overloading the reader and avoiding technicalities which would be out of the scope of such material. The features are presented as available in the app to help the reader get more confident with the usage of the application. The symbols placed next to titles are the same available in the app. Every feature is provided with a short explanation. To facilitate the reading on digital devices, two arrows on the left and the right of every page guide the reader.

Figure 5.4 - Leaflet: single features

Page 12 – Back

The last page lists the partners' logos, includes the contact details of the project coordinator and the Communication and Dissemination Secretariat, as well as the link to the website, those to download the app, the twitter account and the funding. This page also provides links to download the app on the different platforms.

Figure 5.5 - Leaflet: back page

6 Conclusions

The current report is an update of D6.4. It provides a detailed overview of the project postcard, the workshops' posters, the flyer and the leaflet. The report presents their purposes, contents and design.

Every graphic material has a different scope, different audiences and therefore different tone of voices and format. The eTEACHER project had an extensive and constant production of graphic materials to meet all targets' and partners' needs covering all the project's period.

Differently from the flyer which was printed and distributed, the final leaflet was released in digital version only, due to the lack of physical events for the global pandemia.

However, to ensure its visibility, the leaflet will be produced in the three project languages (English, Romanian and Spanish) and will be widely disseminated and distributed by both the D&C leader and the eTEACHER's partners.

7 Annex 1 – Posters, Romanian version

8 Annex 2 – Posters, Spanish version