



D7.2 DISSEMIANTION MATERIALS - FIRST EDITION



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| Dissemination level | | |
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| PU | Public | X |
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| CI | Classified, information as referred to in Commission Decision 2001/844/EC | |

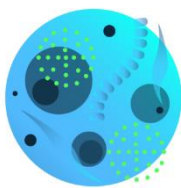
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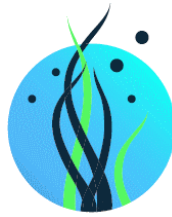
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CoastObs Project

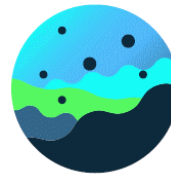
CoastObs is an EU H2020 funded project that aims at using satellite remote sensing to monitor coastal water environments and to develop a user-relevant platform that can offer validated products to users including monitoring of seagrass and macroalgae, phytoplankton size classes, primary production, and harmful algae as well as higher level products such as indicators and integration with predictive models.



phytoplankton



seagrass



harmful algal blooms



primary production

To fulfil this mission, we are in dialogue with users from various sectors including dredging companies, aquaculture businesses, national monitoring institutes, among others, in order to create tailored products at highly reduced costs per user that stick to their requirements.

With the synergistic use of Sentinel-3 and Sentinel-2, CoastObs aims at contributing to the sustainability of the Copernicus program and assisting in implementing and further fine-tuning of European Water Quality related directive.

Partnership



Water Insight BV. (WI)



UNIVERSITY OF
STIRLING

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Summary

Objective:

This deliverable introduces and describes the first set of material available to be used for dissemination and communication purposes in CoastObs. It will allow the consortium to ensure an effective use of these materials, which are in line with the project's branding and visual identity.

Rationale:

As a foundation for carrying out the future communication and dissemination activities effectively, a sound set of dissemination materials is crucial to be established within the first months of the project. This deliverable features the first issue of a series of CoastObs dissemination materials, namely a **project leaflet**, a **project poster** and a **sticker**. These materials aim at informing the general public about the mission and activities of the project and promoting the project's branding. Additionally, they will promote the official communication channels of the project in order to achieve visibility and engage followers during the preparatory stage of the project activities. The leaflet, poster and stickers will be available on the project's Dropbox account, allowing the partners to print hard copies to disseminate at relevant national and European events.

CoastObs brochure

The CoastObs brochure is designed in a way to capture the attention of the different target groups and increase awareness of the project. It explains the rationale behind the project, providing a general description, the project objectives, activities planned, expected impact and the list of partners (Fig.1&2). The brochure was further created to promote the CoastObs website and social networks and increase the visibility of the project.

The CoastObs trifold brochure is a landscape document designed on both sides, so it can be easily printed. It must be kept in mind that once printed it should be folded following the standard roll fold, so the consortium page is the first visible inner page when opening up.

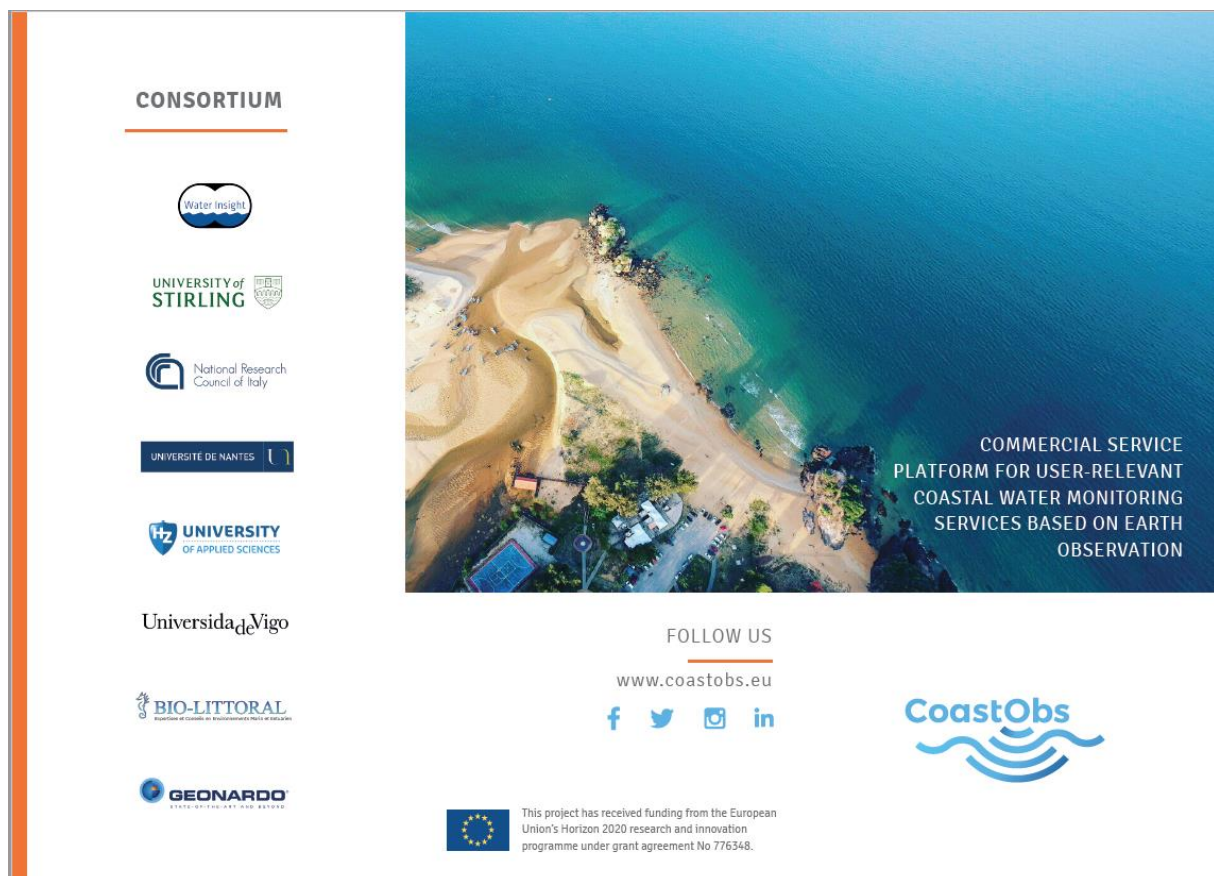
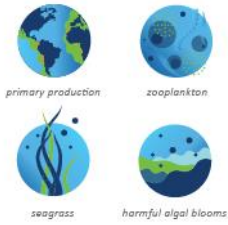


Figure 1 –CoastObs brochure, outer part

ABOUT

CoastObs is an EU Horizon 2020 funded project that aims at using satellite remote sensing to monitor coastal water environments and to develop a **user-relevant platform** that can develop a validated product to users including monitoring of seagrass and macroalgae, phytoplankton size classes, primary production, and harmful algae as well as **higher level products** such as indicators and integration with predictive models.



To fulfil this mission, we are in dialogue with users from various sectors including dredging companies, aquaculture businesses, national monitoring institutes, among others, in order to create tailored products at highly reduced costs per user that stick meet their information needs.

With the synergistic use of Sentinel-3 and Sentinel-2, CoastObs aims at contributing to the sustainability of the Copernicus Programme and assisting in implementing and further fine-tuning of European Water Quality related directives.



Figure 2 –CoastObs brochure, inner part

CoastObs poster

The CoastObs poster was produced at the beginning of the project with an eye-catching design, to introduce the project at conferences and meetings with users. The poster reflects the main CoastObs visual identity to keep the project branding consistent and to make the project easily recognizable (Fig.3). The poster is available to download on a high-quality format in the consortium’s Dropbox.

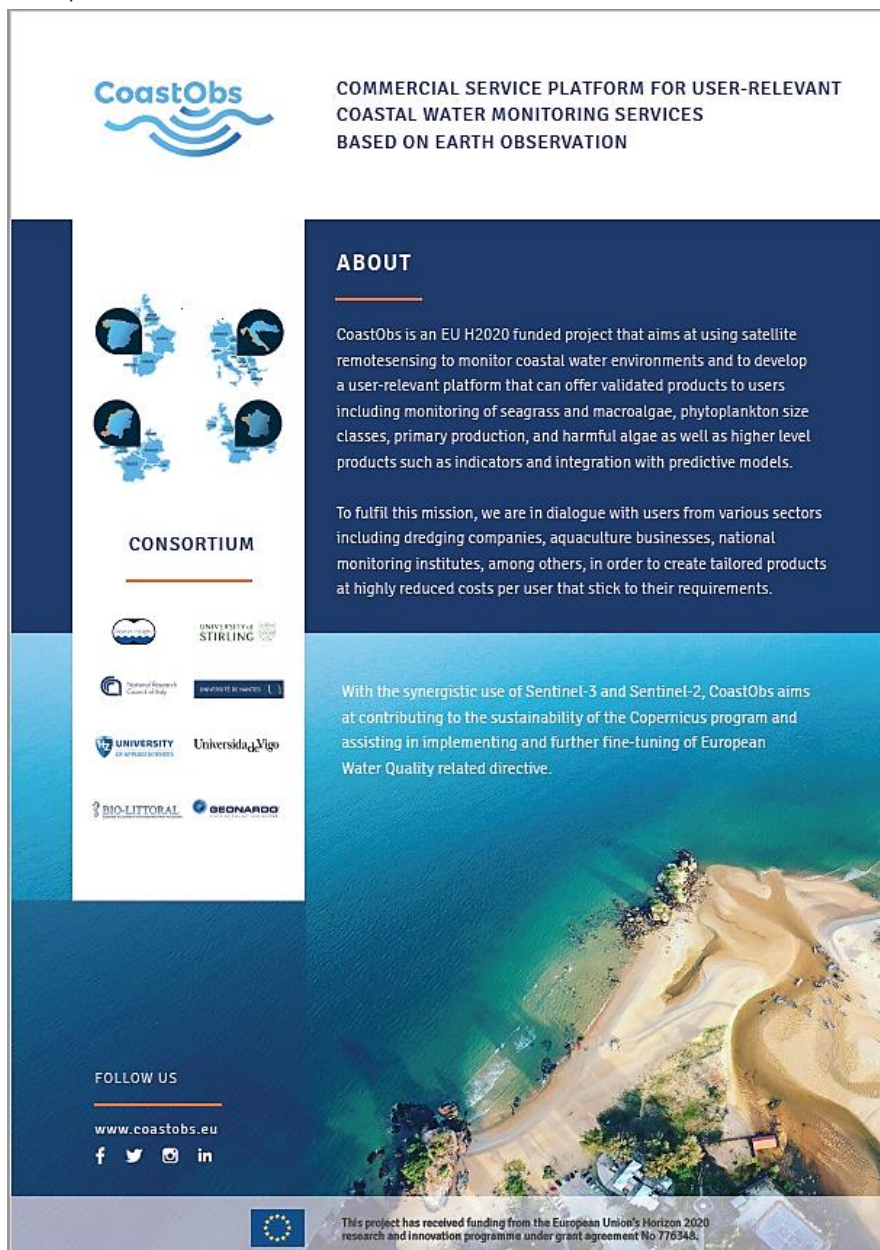


Figure 3 –CoastObs poster

CoastObs stickers

The CoastObs logo was used to create two versions of a promotional sticker. The first one is just the basic logo to be printed on a transparent film, to be used for laptops, computers, cars (Fig. 4&5). The second version of the sticker has a coloured background to be used for all type of surfaces (Fig. 6-8). The project partners will distribute these in the users' meetings, conferences and other events in order to increase the visibility of the project and to promote it in the community.



Figure 4 –CoastObs laptop logo sticker with transparent film

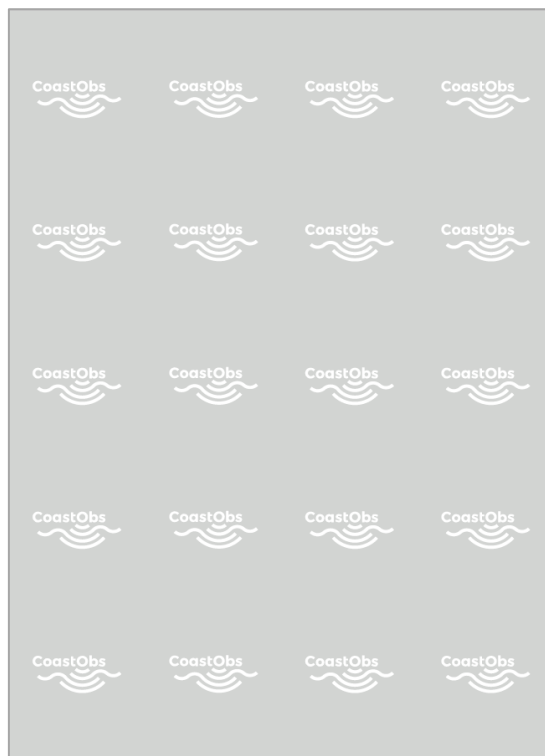


Figure 5 –CoastObs laptop logo sheet of stamps with transparent film ready to print



Figure 6 –CoastObs logo sheet of stamps with transparent film ready to print



Figure 7 –CoastObs logo sheet of stamps ready to print



Figure 8 –CoastObs logo sheet of stamps ready to print version 2