



## D7.2 – Project Flyer

### **Project Name**

Asset Level Modelling of RISKS In the Face of Climate Induced Extreme Events and ADAPTtation (RISKADAPT)

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	Reviewer Name	Organisation	Date
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1.0	29/05/2023	RISA	Final Submission

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## List of Abbreviations and Acronyms

Abbreviation	Meaning
EU	European Union
WP	Work Package
DoA	Description of Action

## **Executive Summary**

The following report addresses the requirement for D7.2 “Project flyer”, which is one of the nine Deliverables of WP7 “Dissemination, Communication, Exploitation, Standardization, Contribution to Policy” and is related to Tasks T7.1 “T7.1 Dissemination and Communication Plan”. The main objective of D7.2 is to summarise the content, design and workflow done during the preparation of the project brochure, flyer, roll-up banner and postcard, which aim to communicate and provide detailed information regarding RISKADAPT project such as: a brief description about the project, its goals, the partners involved and the pilots. This document presents the first project brochure, the flyer and the postcard as part of the deliverable ‘Project flyer’. It has been created for multiple stakeholders and is based on all previous communication materials (such as the website), submitted deliverables, Grant Agreement and related contribution from project partners. The stakeholders and the general public are invited to learn more about the project on the website and social media channels (LinkedIn, YouTube). The deliverable is prepared by RISA and the flyer, brochure, postcard and roll-up will be updated over the project’s lifetime.

## Introduction

The objective of this report is to demonstrate the printed dissemination material, whose development was led by RISA, in order to extend the dissemination of RISKADAPT project beyond the online channels. Hence, this type of dissemination material is in printed form of brochures, flyers, postcards and roll-up banner. These printed materials present the scope and objectives of the ongoing project; therefore, they will communicate all the pertinent and key information to the attendants at workshops, conferences or public events. Elements including the development methodology, the structure and the contents have been discussed among the consortium partners. The aforementioned material is also available for download in pdf format on the website of the project, at the “[Outreach](#)” section of the main menu. The design of the project’s brochure, flyer, and the roll-up was based on the project’s logo.

The main objective of the printed dissemination materials was to reflect the core project’s idea while maintaining at the same time the visual appeal. Furthermore, the project’s website design and documentation were taken into consideration. It was ensured that all the materials contain a standard disclaimer and the EU emblem.

The dimensions of materials developed are as follows:

- Brochure (Trifold): 297 x 210 mm
- Flyer (Twofold): 279.4 x 215.9 mm
- Postcard: 148 x 105 mm
- Roll-up: 85,09 x 199.39 cm

### 1.1 Purpose of the deliverable

Deliverable 7.2 “Project Flyer” (Task 7.2-WP7) presents RISKADAPT’s printed dissemination material. The project’s brochure, flyer, postcard and roll-up are produced in order to promote RISKADAPT’s objectives and maximise awareness in the general public.

### 1.2 Structure of the deliverable

The deliverable is structured in the following way:

- In section 1, the introduction, purpose and structure of the deliverable and the intended audience are provided.
- In section 2, the RISKADAPT’s brochure, flyer, postcard and roll-up banner are presented.
- In section 3, the conclusions are presented.

### 1.3 Intended audience

The current deliverable is a public document according to the project’s Description of Action (DoA). Thus, the intended audience and main target groups are not limited only to the stakeholders, the scientific community, the project’s partners and officer but it also extends to the general public.

## 2. Printed dissemination material

### 2.1 RISKADAPT Brochure

The threefold brochure covers all important elements of the project. The information is presented on the outer and the inner side in a comprehensive manner. The outer side, as shown in Figure 1, is divided into three parts, and each one is serving a specific purpose. The first page (at the right side), is the image of the first pilot of the project, Polyfytos Road Bridge, with the project's logo, in white colour. The background of the second page (in the middle) is green, which constitutes one of the main colours of the project's logo. The transparent logo in colour is placed on top and then follows the QR code for the website, the project's social media, and finally the EU emblem and disclaimer. The third page (at the left side) presents the partners of the project consortium.

The inner side of the brochure, presented in Figure 2, includes general information about the project, the project's goals and objectives and descriptions of the pilots, accompanied by a picture of each of the pilots, to make the information more visible to the public. Figure 3 is a representation of the brochure in printed form.



**Figure 1: Outer side of the threefold brochure**





Figure 2: Inner side of the threefold brochure



Figure 3: Mock-up of the brochure

## 2.2 RISKADAPT Flyer

The two-fold flyer can be considered as a summarised form of the project’s brochure covering an umbrella of information in two pages. The outer side of the flyer, as shown in Figure 4, presents the title of the project, the logo, a short description about the project, the QR code for the website, the projects social media and the disclaimer. The inner side of the flyer, as shown in Figure 5, presents the projects partners, the projects goals and the EU emblem.

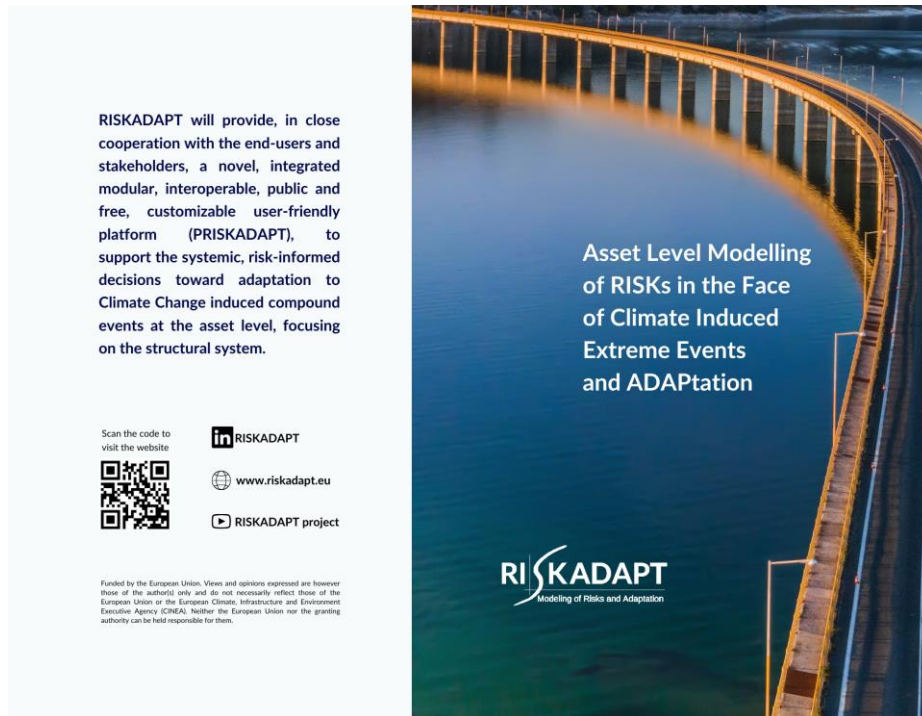


Figure 4 : Outer side of the twofold flyer



Figure 5: Inner side of the twofold flyer

## 2.3 RISKADAPT Postcard

The double-sided postcard aims to focus on the essential information, communicated in a more convenient way due to its small size. The postcard will be translated in the local languages of the four pilots (Greek for pilot 1, Finnish for pilot 2, Italian for pilot 3 and Chinese for pilot 4), in order to be delivered to the stakeholders. It's content and the design follow the same approach as in the case of the brochure and flyer. Figure 6 presents the front side, Figure 7 presents the back side, while Figure 8 is a representation of the postcard in printed form. During the projects' lifetime, the postcard will be customized accordingly, in relation to the project's activities.



**Figure 6: Front side of the postcard**

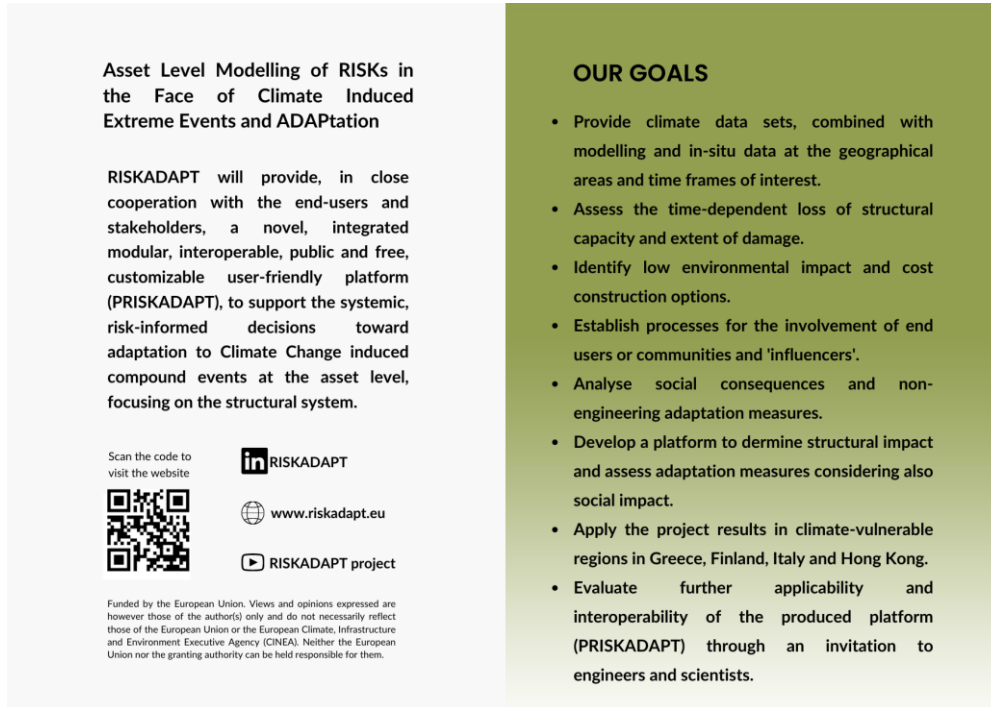


Figure 7: Back side of the postcard

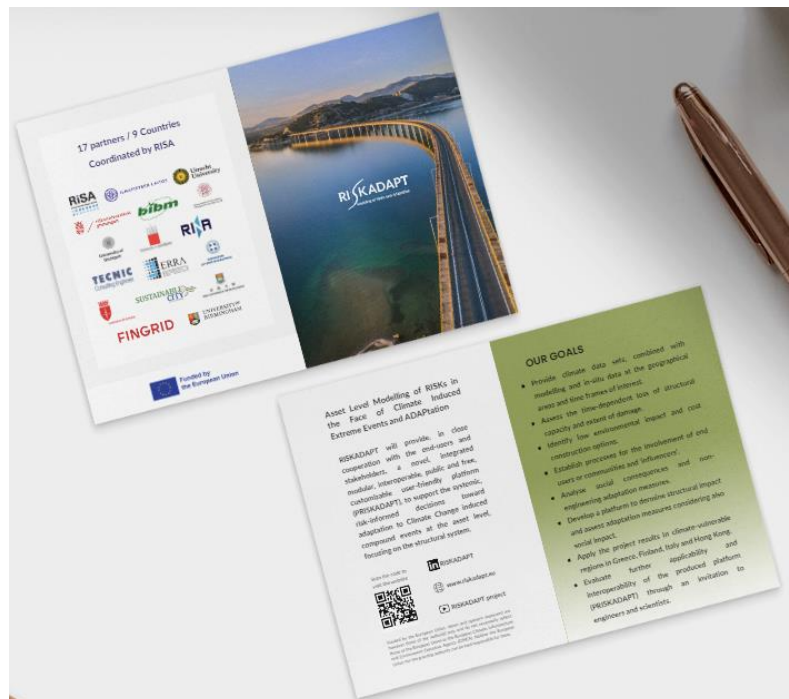


Figure 8: Mock-up of the postcard

## 2.4 RISKADAPT Roll-up

Figure 9 presents the project’s roll-up. Its development follows the standard approach and dimensions. The roll-up will be used at all project events hanged in an appropriate stand. It aims to provide an overview of the RISKADAPT project and covers only most important aspects. As presented in Figure 9, it consists of the project’s logo, title, goals, social media, disclaimer, EU emblem and the project’s partners. Figure 10 is a representation of the roll-up banner in printed form.



Figure 9: Roll-up



Figure 10: Mock up of the Roll-up

### 3. Conclusions

This document provided the brochure, flyer, postcard and roll-up for the RISKADAPT project. It is noteworthy that these are the initial versions, so any further future updates or comments will be made if necessary. The dissemination material will be printed and displayed or delivered in various physical events. Finally, the RISKADAPT project brochure, flyer, postcard and roll-up are also available for download on the project website (in the main menu section "[Outreach](#)".)

### References

[https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)

[https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules\\_en](https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules_en)