

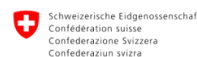


## D9.2 - Communication materials & tools: templates for reports, project poster, leaflet and full website



*Validation from the European Commission for this deliverable is still pending*

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## Document Summary

### The Project

|                                |                                                                                                                            |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| <b>Grant Agreement Number:</b> | 101134850                                                                                                                  |
| <b>Project Name:</b>           | Reaching 25% of organic farmland in the EU by stronger and better-connected organic advisors and organic advisory services |
| <b>Project acronym:</b>        | OrganicAdviceNetwork                                                                                                       |
| <b>Programme:</b>              | Horizon Europe                                                                                                             |
| <b>Project Coordinator:</b>    | Claire Morelle (IFOAM OE)                                                                                                  |

### Dates

|                                 |            |
|---------------------------------|------------|
| <b>Duration:</b>                | 48 months  |
| <b>Start date of Project:</b>   | 01-04-2024 |
| <b>End date of the Project:</b> | 31-03-2028 |

### Deliverables

|                                |                                                                                                       |
|--------------------------------|-------------------------------------------------------------------------------------------------------|
| <b>Deliverable Title:</b>      | D9.2 Communication materials & tools: templates for reports, project poster, leaflet and full website |
| <b>Due date Deliverable:</b>   | 30 September 2024                                                                                     |
| <b>Actual Submission date:</b> | 8 October 2024                                                                                        |
| <b>Related Work package:</b>   | 9                                                                                                     |
| <b>Deliverable Lead:</b>       | CONSULAI                                                                                              |
| <b>Author(s):</b>              | Diogo Valente, Inês Assunção, Rui Almeida                                                             |
| <b>Contributor(s):</b>         | Claire Morelle and Susanne Padel (IFOAM OE)                                                           |

### Dissemination level

|    |                                                                                      |   |
|----|--------------------------------------------------------------------------------------|---|
| P  | Public                                                                               | X |
| CO | Confidential, only for members of the consortium (including the Commission Services) |   |
| CI | Classified, as referred to Commission Decision 2001/844/EC                           |   |

### Type

|       |                                        |   |
|-------|----------------------------------------|---|
| R     | Document, Report                       |   |
| DEM   | Demonstrator, Pilot, Prototype         |   |
| DEC   | Websites, Patent Fillings, Videos, etc | X |
| Other | (Please describe the type)             |   |

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## Executive Summary

This report outlines the creation and delivery of key communication materials for the OrganicAdviceNetwork project (M6), aimed at ensuring the effective and professional dissemination of its outcomes and initiatives. As part of these efforts, CONSULAI (WP9) developed a dedicated website that serves as a central hub of information. The site was designed to be user-friendly and easy to navigate, with detailed sections covering the project's objectives, research methods, results achieved, and frequent updates. It also provides downloadable resources and links to relevant news and events, making information easily accessible to all stakeholders.

In addition to the website, CONSULAI created customized Word and PowerPoint templates to maintain visual consistency and professionalism in the project's documents. The Word template is designed for detailed reports, with pre-formatted sections such as introduction, methodology, results, and conclusions, making it easier to create organized and standardized documents. The PowerPoint template, on the other hand, is designed for presentations, featuring master layouts for charts, tables, images, and text, ensuring cohesive and impactful visual presentations.

As part of the communication strategy, we developed a digital poster that visually summarizes the key aspects of the project. This poster is ideal for exhibitions at scientific and professional events, offering a quick and effective overview of the OrganicAdviceNetwork's goals and results. Complementing this, we also produced a digital leaflet that provides a concise summary of the project, highlighting its main points and benefits. This leaflet serves as a valuable resource for distribution at events, email circulation, and sharing on social media.

In summary, the development of these communication materials has been crucial to the success of the OrganicAdviceNetwork project. The website, Word and PowerPoint templates, poster, and digital leaflet not only ensure efficient and professional communication but also help promote and disseminate the project's results. These tools are essential for increasing the visibility of OrganicAdviceNetwork and fostering stakeholder understanding and engagement, ensuring the project's goals are communicated clearly and effectively.

## Introduction

This document outlines the creation and delivery of key communication materials for the OrganicAdviceNetwork project. The aim of the project is to ensure the effective and professional sharing of its results and initiatives, making information easily accessible to all stakeholders. To achieve this, various resources were developed, including a project logo, a dedicated website, customized Word and PowerPoint templates, a digital poster, and a digital leaflet.

The website serves as the project's main information hub, featuring detailed sections on objectives, research methods, results, and frequent updates. Additionally, the Word and PowerPoint templates were designed to maintain visual consistency and professionalism in project documents, making it simpler to create organized and standardized reports and presentations. The digital poster offers a visual summary of the project's key aspects, ideal for showcasing at scientific and professional events. Complementing these materials, the digital leaflet provides a concise overview of the project, emphasizing its main points and benefits, and is a useful tool for event distribution and online sharing.

This document describes the process behind creating these materials, emphasizing their role in facilitating efficient communication and dissemination of the OrganicAdviceNetwork. By utilizing these resources, we aim to enhance the project's visibility and encourage stakeholder engagement, ensuring that OrganicAdviceNetwork objectives are communicated clearly and effectively.

## Objectives of the document

The main purpose of this document is to present the creation and delivery of key communication materials for the OrganicAdviceNetwork project.

Specifically, it aims to:

- **Describe the development process:** Provide details on how the website, Word and PowerPoint templates, digital poster, and leaflet were created, highlighting the stages involved and the decisions made to ensure each material meets the necessary standards of quality and effectiveness.
- **Highlight the importance of the materials:** Show how each communication tool enhances the project's visibility and supports the clear and efficient sharing of its objectives, methods, and results.
- **Show the utilization of the materials:** Explain how these resources will be used in various communication and dissemination activities for OrganicAdviceNetwork, such as presentations, reports, and digital distribution.
- **Facilitate stakeholder engagement:** Present these communication materials as essential tools to engage stakeholders, ensuring the information is accessible, understandable, and visually appealing.
- **Promote the project's visual identity:** Emphasize the importance of a cohesive and professional visual identity, achieved through the templates and design of the materials, to reinforce OrganicAdviceNetwork image.

By meeting these goals, this document provides a detailed overview of the work done to develop the project's communication materials, underlining their significance in ensuring the success of OrganicAdviceNetwork and effectively communicating its results and initiatives.

## Project Templates

During the first six months of the OrganicAdviceNetwork project, one of CONSULAI's main tasks as the WP9 leader was to create templates for various reports.

The primary focus of these templates is to reflect the project's visual identity, showcasing the colors and logos developed as part of **MS19 – the creation of OrganicAdviceNetwork visual identity**. All materials were designed according to structured brand guidelines, which means the selection of colors, fonts, and layout was based on this manual to ensure a cohesive visual presentation of the project.

These materials were developed through a co-creation process with IFOAM OE, starting with the logo. CONSULAI, in collaboration with IFOAM OE, drafted initial versions and presented them to the ExCom members of the project. During the OrganicAdviceNetwork Kick-Off meeting in M1, the final proposals were presented for an open vote by all project partners, allowing for additional input to improve the logo's quality and ensure it met the project's visual identity goals.

## Word and PowerPoint Templates

### Power Point Template:

- OrganicAdviceNetwork Presentation (Path on SharePoint: Working Documents/Work Area V/Task 9.2 Communication Materials and Tools/Templates)



Figure 1 - Power Point Template Presentation



Figure 2 - Power Point Template Presentation

### Word Templates:

- Meeting Agenda
- Meeting Minutes
- Policy Brief
- Deliverable

### Name of the Meeting - Agenda

|            |                                                                                                                                                                                                                                                                                                                      |                            |             |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-------------|
| Date:      | XX-XX-XXXX                                                                                                                                                                                                                                                                                                           | Time:                      | Lorem ipsum |
| Organizer: | Lorem ipsum                                                                                                                                                                                                                                                                                                          | Venue/Online meeting link: | Lorem ipsum |
| Attendees: | Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization) |                            |             |

#### Agenda

| Time          | Agenda point | Detailed Topic Title |
|---------------|--------------|----------------------|
| 00:00 - 00:00 | Topic        | *                    |
| 00:00 - 00:00 | Topic        | *                    |
| 00:00 - 00:00 | Topic        | *                    |
| 00:00 - 00:00 | Topic        | *                    |

#### Relevant Document:

[Lorem ipsum dolor sit amet](#)

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- Lorem ipsum.
- Lorem ipsum.
- Lorem ipsum.

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Figure 3 - Meeting Agenda Template

### Name of the Meeting - Agenda

|            |                                                                                                                                                                                                                                                                                                                      |                            |             |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-------------|
| Date:      | XX-XX-XXXX                                                                                                                                                                                                                                                                                                           | Time:                      | Lorem ipsum |
| Organizer: | Lorem ipsum                                                                                                                                                                                                                                                                                                          | Venue/Online meeting link: | Lorem ipsum |
| Attendees: | Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization), Name of person (Organization) |                            |             |

| Time          | Agenda point | Detailed Topic Title |
|---------------|--------------|----------------------|
| 00:00 - 00:00 | Lorem ipsum  | *                    |
| 00:00 - 00:00 | Lorem ipsum  | *                    |
| 00:00 - 00:00 | Lorem ipsum  | *                    |
| 00:00 - 00:00 | Lorem ipsum  | *                    |

#### Action Table

| Action no. | Description                | Responsible                   | Due date   |
|------------|----------------------------|-------------------------------|------------|
| 1          | Lorem ipsum dolor sit amet | Name of person (Organization) | XX-XX-XXXX |
| 2          | Lorem ipsum dolor sit amet | Name of person (Organization) | XX-XX-XXXX |
| 3          | Lorem ipsum dolor sit amet | Name of person (Organization) | XX-XX-XXXX |

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Figure 4 - Meeting Minutes Template

### Policy Brief

#### Title

#### Subtitle

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dignissim ante blandit metus sagittis, id ullamcorper magna
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dignissim ante blandit metus sagittis, id ullamcorper magna
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dignissim ante blandit metus sagittis, id ullamcorper magna
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dignissim ante blandit metus sagittis, id ullamcorper magna

#### Key Messages

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dignissim ante blandit metus sagittis;
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dignissim ante blandit metus sagittis;
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dignissim ante blandit metus sagittis;

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dignissim ante blandit metus sagittis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dignissim ante blandit metus sagittis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dignissim ante blandit metus sagittis.

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Figure 5 - Policy Brief Template

### Title of Document or Deliverable



Figure 6 - Deliverable Template

## Digital Poster and Leaflet

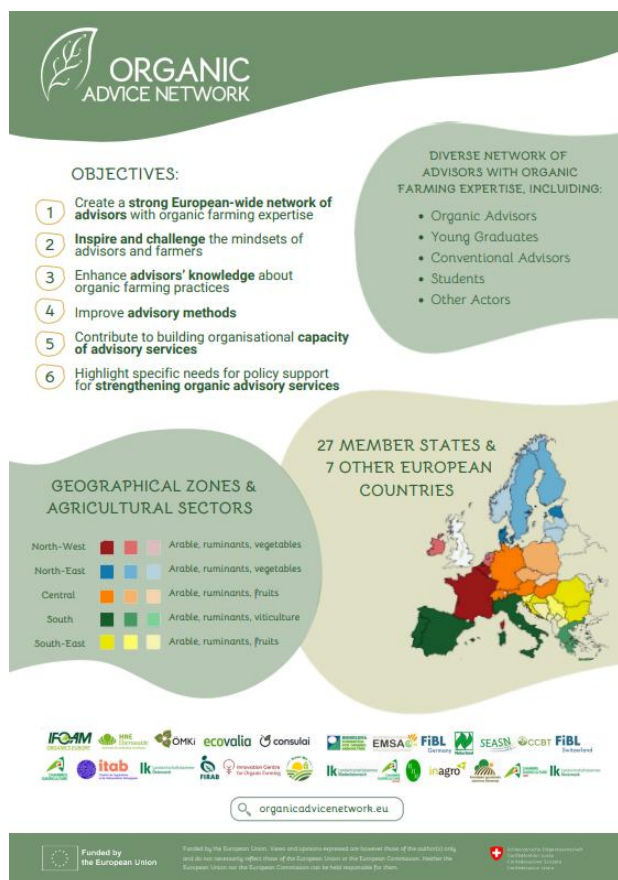


Figure 7 - Digital Poster



Figure 8 - Digital Leaflet

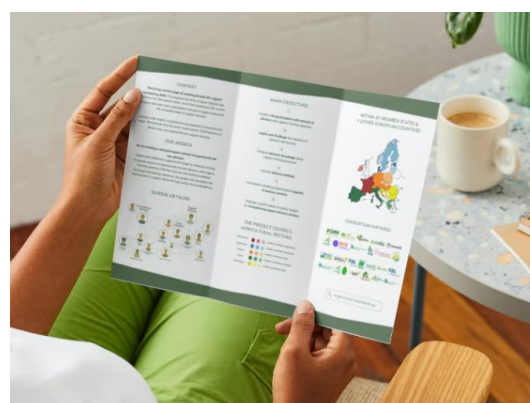


Figure 9 - Digital Leaflet

During the first six months of the project, after the materials related to the project's visual identity were developed, two more important elements for the communication and presentation of the project were created.

As mentioned above, the OrganicAdviceNetwork digital poster and digital leaflet were developed through a co-creation process between CONSULAI and IFOAM OE to ensure an appropriate approach. These two materials are designed to present the project in a quick and straightforward manner, focusing on its main purpose, objectives, target audiences, and the consortium's composition.

Both pieces were created for digital use, with the option for printing, allowing them to be used at physical events as well. The poster and leaflet will be available on the website, which will be discussed in the next section of this document.

## Website

The website is possibly one of the most important channels of communication, because the website aims to aggregate all the information about the project, so it will always be the main source of information.

The website was preceded by the landing page, which was created before. The URL ([www.organicadvicenetwork.eu](http://www.organicadvicenetwork.eu)) to the website remains the same to capitalize on the visits to the landing page.

This makes it easier for visitors and makes it quicker and simpler to find the website on search engines. This approach leverages the search history and the page's ranking on search engines, such as Google, increasing the likelihood of the link appearing in top positions. Consequently, it can attract more visitors and views.



Figure 10 – Website home page

The website is a very important tool, and because of this importance it is dynamic, and over time it will undergo changes to meet the project's purpose.

The CONSULAI team, with inputs from partners, will continuously update materials and monitor necessary changes to effectively communicate and capture the attention of key external stakeholders (target groups).

## Website Organization

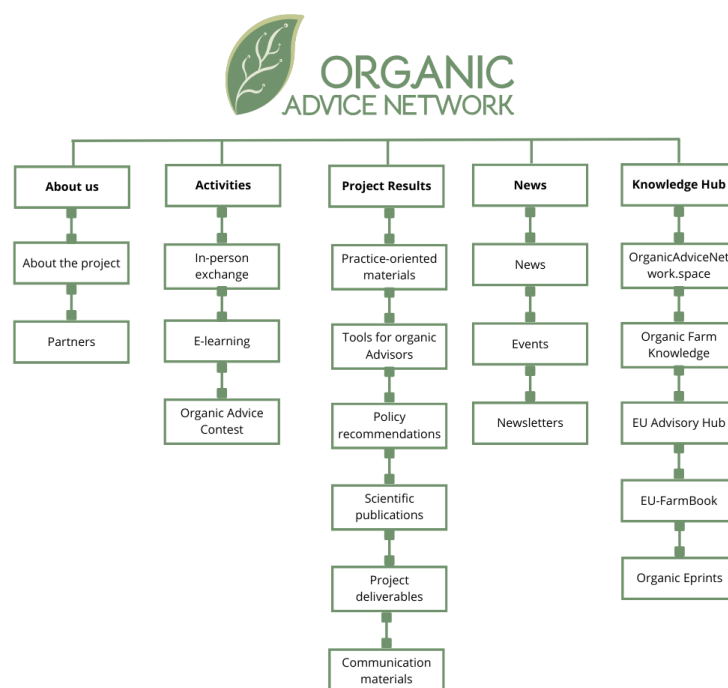


Figure 11 - Website Site Map

The OrganicAdviceNetwork website ([www.organicadvicenetwork.eu](http://www.organicadvicenetwork.eu)) is divided into several tabs:

**Home page:** Main page summarizing all the information about the project and all the pages developed. Scrolling down reveals all the main information about OrganicAdviceNetwork, including the project's purpose, objectives, project in a nutshell, news section, and a call to action to subscribe to the newsletter. The main menu provides access to other pages that offer more detailed explanations of the information presented on the home page.

**About us:** In this section, the main objective is to highlight the OrganicAdviceNetwork, explaining the project and main objectives. In this area it will also be possible to find out about the composition of the consortium, who the members are and from which countries the entities come from. This section consists of the following pages:

- **About the project**
- **Partners**

**Project Results:** In this section of the website, the main objective is to highlight and identify the main materials that will be developed throughout the project, so that it is possible to highlight the results obtained. This section consists of the following pages:

- **Practice-oriented materials**
- **Tools for Organic Advisors**

- **Policy Recommendations**
- **Scientific publications**
- **Project Deliverables**
- **Communication Materials**

**News:** This section contains all the news about OrganicAdviceNetwork, divided into three areas: news, newsletters, and events. It ensures that both external and internal stakeholders are always informed about past and upcoming events. This section consists of the following pages:

- **News**
- **Events**
- **Newsletters**

**Activities:** This section is designed to identify the activities that will take place throughout the project, so that any user of the website can stay informed about the sessions they can take part in, in order to learn more about the project and its main objectives. This section consists of the following pages:

- **In-person exchange**
- **E-learning**
- **Organic Advice Contest**

**Knowledge Hub:** The Knowledge Hub section is designed to identify the main tools that the project has at its disposal for better knowledge sharing between the various stakeholders. In this case there are also some partnerships with other entities that allow this sharing between stakeholders and advisors. This section consists of the following pages:

- **OrganicAdviceNetwork.space**
- **Organic Farm Knowledge**
- **EU Advisory Hub**
- **EU-FarmBook**
- **Organic Eprints**



## Partners



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