



SUPER i

D5.2 Communication kit: flyer, video, roll-up

Authors: Alice De Ferrari (ICONS), Nicoletta Gomboli (ICONS).

April 2022
WP 5
T 5.2



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 101028220.

1. Technical references

Project Acronym	SUPER-i
Project Title	Extended Public-Private Partnership for Investment in Smart Energy Efficiency Projects in a Social Housing context
Project Duration	September 2021 – August 2024 (36 months)
Deliverable No.	D5.2
Dissemination level*	PU
Work Package	WP5 - Communication, Dissemination and Exploitation
Task	Task5.2 – Project Identity
Lead beneficiary	ICONS
Contributing beneficiary/ies	
Due date of deliverable	30 April 2022
Actual submission date	30 April 2022

- * PU = Public
- PP = Restricted to other programme participants (including the Commission Services)
- RE = Restricted to a group specified by the consortium (including the Commission Services)
- CO = Confidential, only for members of the consortium (including the Commission Services)

v	Date	Beneficiaries	Trach changes
0.1	28/04/2022	ICONS	First draft (Alice De Ferrari, Nicoletta Gomboli)
0.2	28/04/2022	CIVI	Review (Martina Di Gallo)
1.0	28/04/2022	ICONS	Final draft (Alice De Ferrari, Nicoletta Gomboli)



2. Table of contents

Authors: Alice De Ferrari (ICONS), Nicoletta Gomboli (ICONS).	1
1. Technical references	2
2. Table of contents.....	3
3. Summary	4
4. The Communication Kit	5
4.1. The flyer.....	5
4.2. The roll-up	7
4.3. The video presentation.....	8



3. Summary

This paper describes the communication materials delivered during the first six months of the project, which have been bundled into the “Project Communication Kit”.

The materials are: a flyer, a roll-up and a presentation video.

As a general principle, the project will prefer to use environment-friendly tools and paperless materials.



4. The Communication Kit

4.1. The flyer

The flyer is meant to raise awareness of the project, its objectives and main areas of activity.

It will be used to support the dissemination activities and will be distributed at the events attended by the consortium members.

Like all the other dissemination materials, the flyer is compliant with the project's visual identity and provides concise yet exhaustive information on the key aspects of the project: main objectives, benefits brought to the stakeholder community, the list of partners and contact details.

The flyer is based on a twofold layout consisting of four pages in total. In closed format it measures 210x148 mm.

Digital copies are being made available to the project team. When restrictions associated to the pandemic will be lifted and physical events will re-start, the necessary number of copies will be printed and dispatched by ICONS to the consortium partners.

Below the 4 pages that form the flyer.



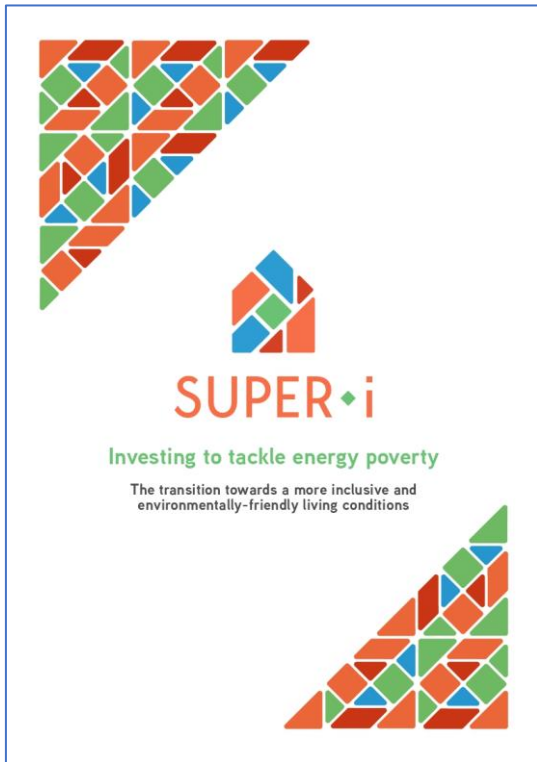
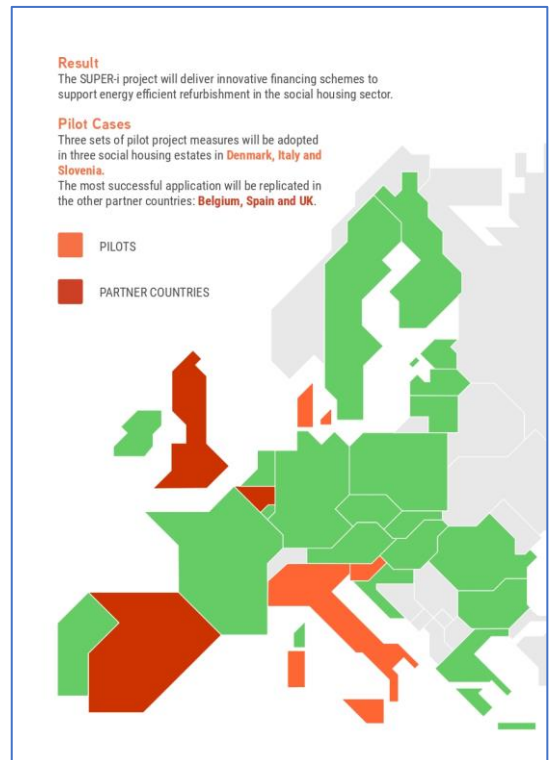
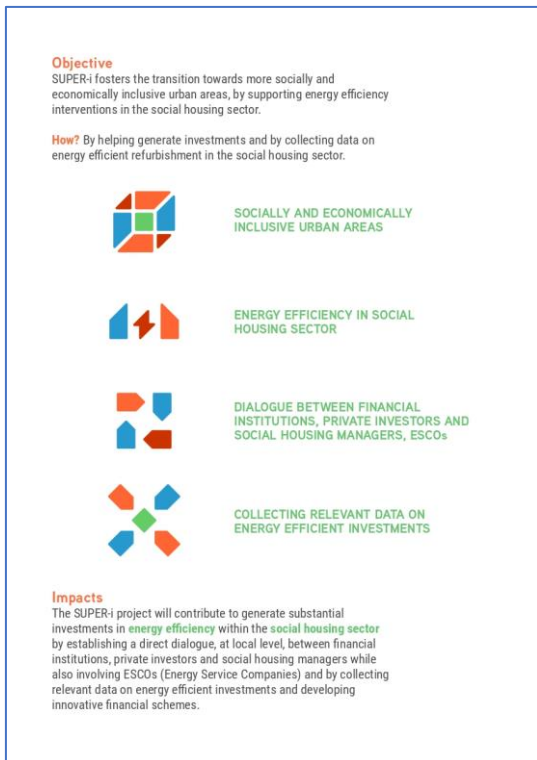


Figure 1 - SUPER-i Flyer



4.2. The roll-up

The SUPER-i poster is a synthesis of the key elements we want people to take in about our project: objectives, main activities, pilot case, consortium partnership and contact details.

It will come in the standard roll-up size a (200x80cm). One hard copy of the poster will be printed for the project coordinator, CIVIESCO. Additional printed copies will be agreed with the consortium based on the specific needs that might arise.

The open file of the poster will be shared with the local partners, to allow them to translate texts into local languages (Slovenian, Italian, Danish) and - where possible – localise contents.



Figure 2 - SUPER-i Rollup

4.3. The video presentation

The SUPER-i video is a touchpoint between the project and its public. It provides a glimpse into the project at an early stage, when most operational activities are still to be implemented. It is meant to raise awareness and get viewers involved with our initiative.

Therefore, the information relayed is essential and needs to be matched with the details available on the other communication channels, like the website and social media.

The video lasts approximately 1:30 minutes. This duration will keep the audience interested and get them to watch it through to the end.

The video is based on a technique of graphic animation and video footage, which draws attention to key concepts, while a subtle soundtrack keeps the rhythm and makes the clip enjoyable to watch. The voiceover is in English.

To ensure consistency with the project image and allow viewers to immediately associate it to SUPER-i production, the logo is strongly used in animations. The video exploits the visual potential of the tangram, the core of SUPER-i identity, to address project values and objectives. Colourful animations bring the viewer through the narration, while the voice completes the explanation.

The production process has been articulated into the following subsequent stages:

1. **Concept:** Concept identification, collection of references and definition of the look and feel to set the visual and narrative style.
2. **Scriptwriting:** Texts drafting.
3. **Storyboard:** A set of drawings displaying the main moment or scenes and showing how words and images go together.
4. **Production:** All the elements (typographic animations, video footage, music and graphic elements) are assembled based on the final script and storyboard; the speaker's voice is added.
5. **Post-production:** Graphic interventions and slight visual corrections along with the editing of the scenes.



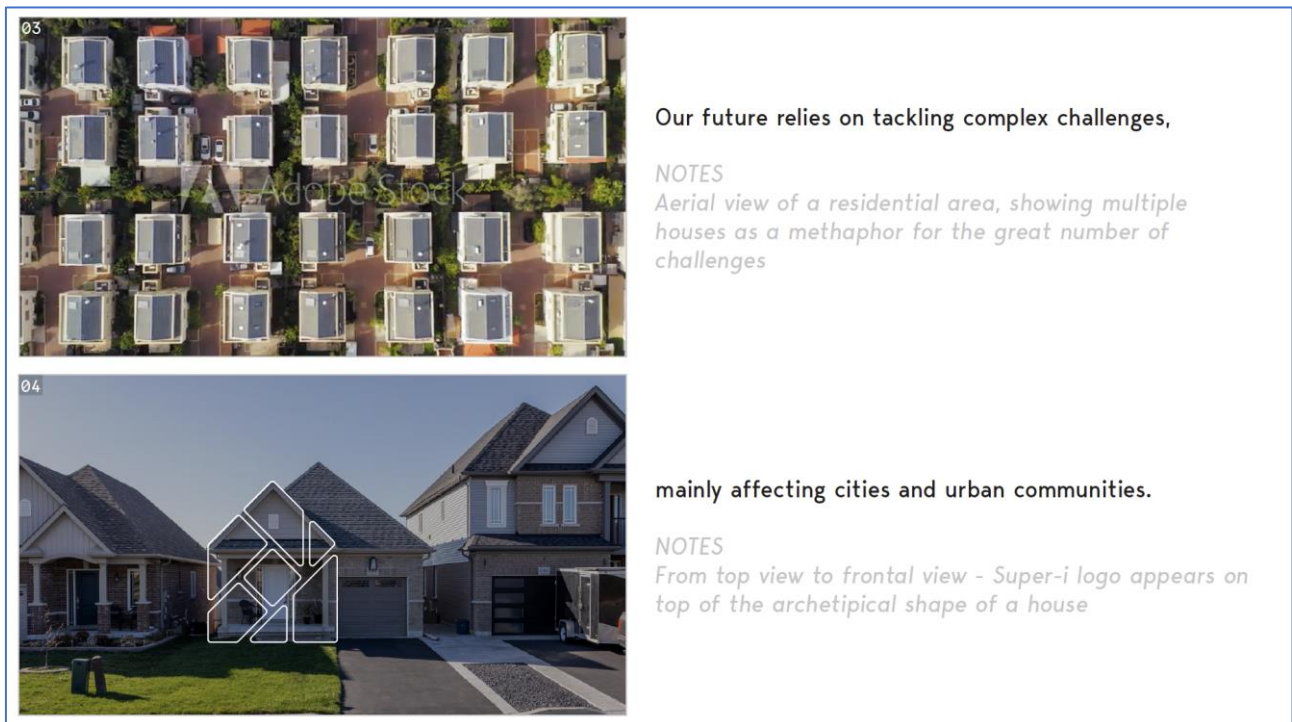


Figure 3 - Frames from the storyboard

The distribution of the video will start from its release in M8 (April 2022) and will continue until the end of the project.

The video will be uploaded on ICONS YouTube channel in order to maximize video exposure and benefit from an archive channel that promotes and supports European projects. [The video is available here.](#)

Its presence on YouTube will increase exposure and likelihood to be found through search engines. In addition, this solution will also facilitate information providers outside our project to share our video on their online and social media posts.

