

D7.5 Promotional material

Project acronym	BuiltHub
Full title	Promotional material
Ga no	957026
WP, Deliverable #	7.4
Date	30.03.2022
Dissemination Level	Public
Deliverable lead	ICLEI
Author(s)	Emilie Doran, ICLEI Laura Schubert, ICLEI
Reviewer(s)	Judit Kokat, BPIE Margaux Barrett, BPIE Nazie Amisulashvili, EURAC Ulrich Filippi Oberegger, EURAC
Keywords	Materials, Template, Flyer, Brochure, Blog, Community, Users, Activities, Platform, Data, Building, Engagement

These project materials provide a clear, concise and visual explanation of the BuiltHub project and templates for future use. The flyers, brochure, and online stories communicate the project activities and community of users, as well as the planned capabilities of the BuiltHub platform. The materials are a useful tool to inform readers how they can access the BuiltHub Platform and get involved in the project, in a visually appealing way.



This project has received funding from the EU's Horizon 2020 programme under grant agreement no 957026.

Table of Contents

- 1. The BuiltHub Flyer (updated).....4
- BuiltHub Flyer: General4
- BuiltHub Flyer: Platform4
- 2. BuiltHub Stakeholder Community Brochure5
- 3. Online Stories6
- 4. Roll-up Banner.....7
- 5. Additional Templates.....8
- Poster template8
- Indesign report template.....8

1. The BuiltHub Flyer (updated)

Two updated versions of the Deliverable D7.4 Project flyer have been prepared. This foldable product is used in communication dissemination events (meetings, conferences, workshops, exhibition fairs, etc.) to provide interested parties with up-to-date base information about BuiltHub project objectives and outcomes, the Platform and its functionalities, as well as the Consortium members, social media channels and contact points. It can also be used digitally.



BuiltHub Flyer: General



Figure 1: Updated version of the Project flyer, featuring general content

BuiltHub Flyer: Platform



Figure 2: Updated version of the Project flyer, featuring Platform content

2. BuiltHub Stakeholder Community Brochure

This two-page brochure is used in communication dissemination events (conferences, workshops, congresses, etc.) to provide interested parties with core information about the BuiltHub Stakeholder Community. It can also be used digitally, and featuring page 2 only.



Figure 3: Project Brochure, featuring Stakeholder Community and Engagement content

3. Online Stories

The BuiltHub online stories have been created in a “blog” style, with informative and informal conversational text entries to reflect the voice and personal views of the various feature authors (“bloggers”). Posts contain content updates about BuiltHub or related, personal point of view, and an aggregation of interesting links or resources and are displayed in reverse chronological order so that the most recent post appears first, at the top of the web page.

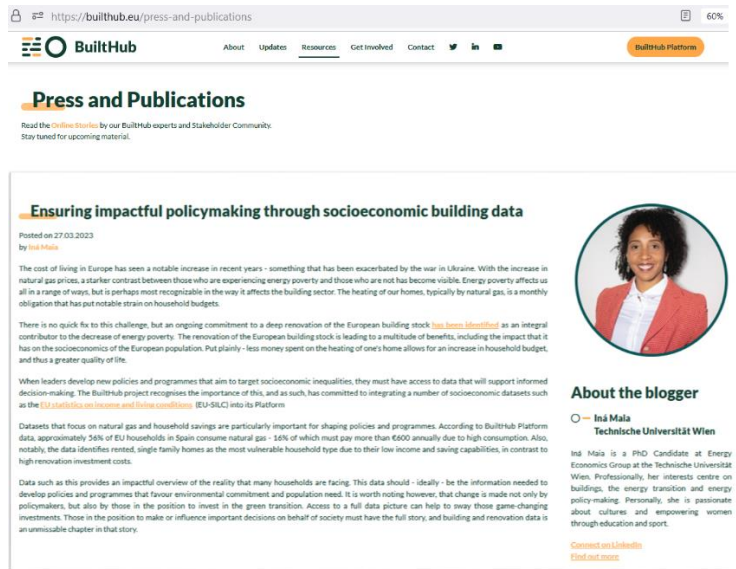


Figure 4: Sample online story from 27.03.2023 by “blogger” Iná Maia of TUW

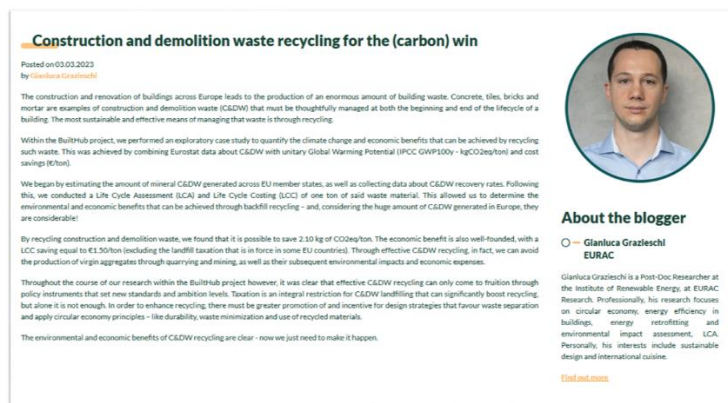


Figure 5: Sample online story from 03.03.2023 by “blogger” Gianluca Grazieschi of EURAC

4. Roll-up Banner

Two versions of the project roll-up were designed to complement communication and dissemination activities of the project. They present project highlights, project logo, Social Media accounts and public website and can be used alone or together.



Figure 6: The two versions of the BuiltHub roll-up banner



Figure 7: The BuiltHub roll-up in use at a project meeting in Bolzano, Italy.

5. Additional Templates

In order to ensure consistency and clarity throughout the duration of the project, all BuiltHub deliverables and products be formatted using Templates designed specifically for the project.

Poster template

A poster template was prepared to show the BuiltHub results in a graphic and visual way at research events or fairs.



Figure 8: BuiltHub poster example

Indesign report template

An Indesign report template was prepared to be able to create professional BuiltHub documents for various use cases.

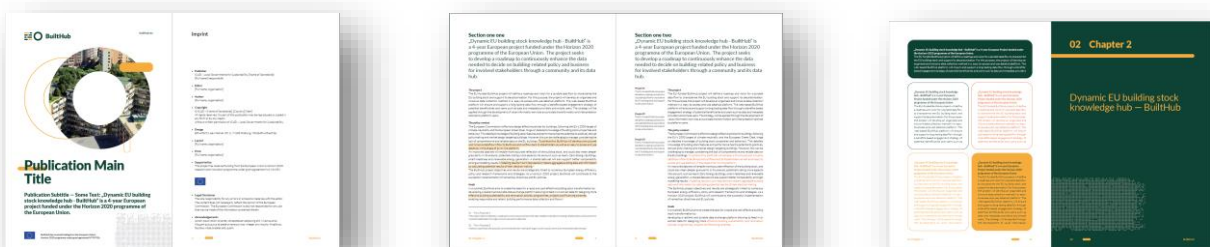


Figure 9: BuiltHub Indesign template to be adapted for official reports and publications

