SMALLDERS PROJECT

SMART **M**ODELS FOR **A**GRIFOOD **L**OCAL VA**L**UE CHAIN BASED ON **D**IGITAL TECHNOLOGIES FOR **E**NABLING COVID-19 **R**ESILIENCE AND **S**USTAINABILITY

D9.2.1

SMALLDERS visual identity, Website and Social Media (First Release)

Project Information

Acronym: SMALLDERS

Title: Smart Models for Agrifood Local Value Chain Based on Digital

Technologies for Enabling Covid-19 Resilience and Sustainability

Coordinator: University of Calabria (Italy)

Programme: PRIMA. Thematic area Agro-food value chain. Topic 2.3.1

Start: 2022-05-01

Duration: 36 months

MEL Web: https://mel.cgiar.org/projects/smallders

Consortium:

University of Calabria, Italy (UNICAL)

University of Parma, Italy (UNIPR)

University of Extremadura, Spain (UEX)

IMT Mines Ales, France (LSR)

Faculty of Science of Tunis, Tunisia (LAPER)

DELIVERABLE

Number: D9.2.1

Title: SMALLDERS visual identity, Website and Social Media (First Release)

Lead participant: Faculty of Science of Tunis, Tunisia (LAPER)

Other participants: University of Calabria, Italy (UNICAL)

University of Parma, Italy (UNIPR)

University of Extremadura, Spain (UEX)

IMT Mines Ales, France (LSR)

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Reviewer(s): IMT Mines Ales, France (LSR); University of Calabria (UNICAL)

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First Release	13-07-2022	Lilia Sidhom	First version
Revision	15-07-2022	Gregory Zacharewicz	Version after first review
Revision	21-07-2022	Francesco Longo, Vittorio Solina	Version after further changes
Final Release	28-07-2022	Lilia Sidhom	Final version

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Executive Summary

This deliverable D9.2.1 was created in accordance with the description of the Work Package (WP) 9 of the SMALLDERS project. This WP allows the dissemination of the fundamental knowledge, methodologies and technologies developed during the project to stakeholders and the general public. It Increases awareness of the project, its expected outcomes and the progress made using effective communication tools and means. In the first months of the project, it is very important to develop the bases of the visual identity of the project for SMALLDERS public visibility and also for internal communication.

The objective of this deliverable D9.2.1 is to present the set of tools and materials related to defining an identity of the SMALLDERS project that will contribute for future effective and intelligent communication about our activities.

1. Introduction

This report is an initial SMALLDERS branding that highlights the visual identity of the project and its overall appearance. For the SMALLDERS consortium, it was a major task to design a clear and unique visual identity having a coherent representation of the project, available at the start of the project. In fact, the visual identity of our project is specified by different kinds of elements. These last ones include a logo that was developed to support the aim of our thematic research; various templates were defined such as for Minutes of Meeting, presentations, deliverables, letters, the color code used for both logo and templates in relation to the research theme of the project, etc.

And, the project website is developed as the primary digital dissemination element. This one also has a role in diffusing the project activities, publications and results. This report depicts and describes in detail the design of all those elements. In the following, different screenshots and images will be presented in this deliverable to illustrate the design of the SMALLDERS visual identity.

2. Concept and Design

2.1 Logo

Based on the topic of the project, the design and the color scheme of the logo were created as shown in Figure 1.

The logo meets the main objectives of the project. It is described by a circular shape surrounded by green leaves to partly represent the activity of the small holder (as well as to stress the importance of sustainability). In addition, inside the circle, the letter "S" appears. This one highlights on the one hand the first letter of the project present in the term 'Smart' and on the other hand appeals to the aspect of sustainability which, again, is an important part of the SMALLDERS project.

Figure 1 - SMALLDERS Logo

Furthermore, this letter "S" also remembers the typical country roads where Small Holders usually spend most of their work time, To illustrate the overall idea of the project, which is based on the proposal of a digital platform to help all actors in the agri-food supply chain and specifically the small farmer, a mobile phone image fills the letter "D" in the project title. In addition, the logo is captioned by "empowering of the small holders" as the project slogan. The logo is inspired by two main colors: orange and green. In fact, variants of these last ones are also to be used, thus forming the full color palette of SMALLDERS's visual identity.

The SMALLDERS logo is available in multiple formats: PNG-format, PNG-format with transparency, JPEG-format). This logo was created to be used for all templates (flyer, letter, newsletter, etc.).

2.2 Branded templates

In order to support and facilitate the management of the project and the partners in their activities a set of document templates has been designed. All details of these templates are presented below.

2.2.1 Presentation template

This template is designed to define a specific presentation in order to use it in different kinds of SMALLDERS meetings such as Project Technical Committee (PTC), kick-off meeting, presenting results at conferences, etc. The first and second pages of such templates are presented in Figure 2.
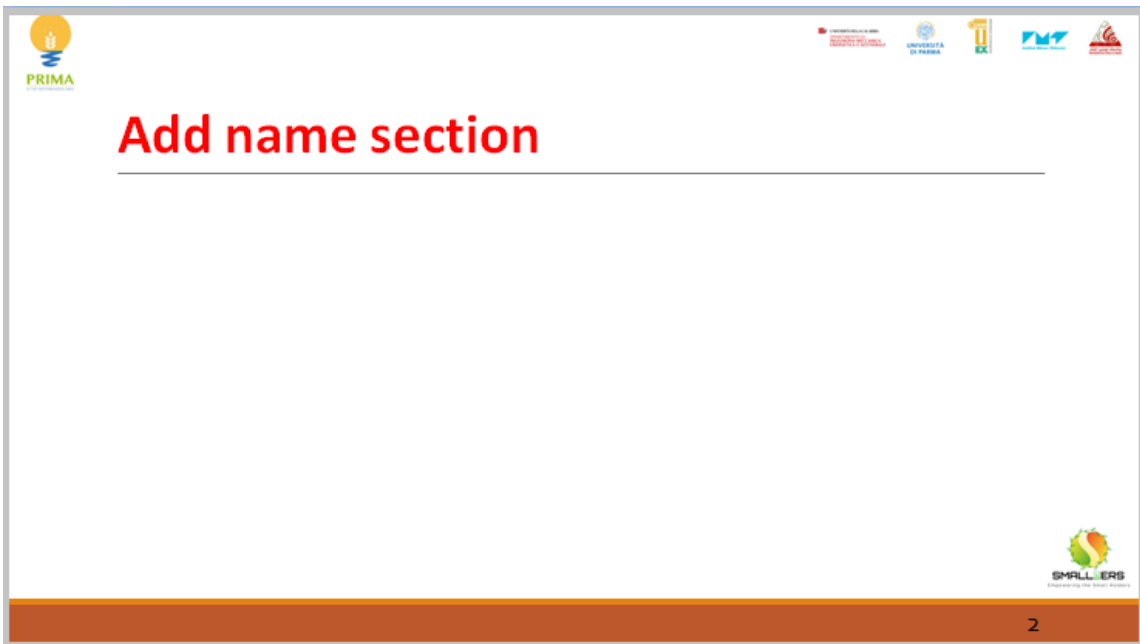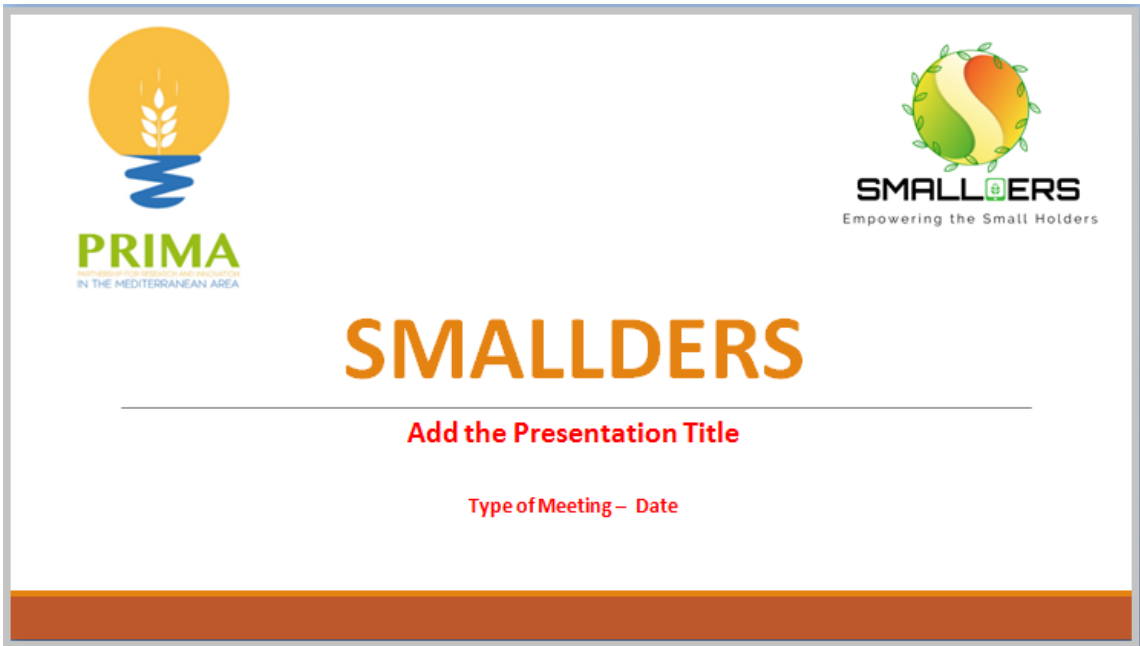
Figure 2 - SMALLDERS Presentation Template

2.2.2 Deliverable report template

This template is utilized to create the project deliverables report. Partners use the first two pages of these templates to provide information on deliverables, see Figure 3.

SMALLDERS PROJECT

SMART MODELS FOR AGRIFOOD LOCAL VALUE CHAIN BASED ON DIGITAL
TECHNOLOGIES FOR ENABLING COVID-19 RESILIENCE AND SUSTAINABILITY

Dx.x

Title of Deliverable

The PRIMA programme is an Art.185 initiative supported and funded
under Horizon 2020, the European Union's Framework Programme for
Research and Innovation.

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Figure 3 - SMALLDERS Deliverable Template

Indeed, these pages contain the title of the report, the number of the deliverable, level of dissemination, type of report, due and submission dates, reviewer name, table with details of the various revisions made on the report. In addition, the templates contain all the required parts of the report including executive publishable summary, general sections of the performed work, and conclusion. The templates also provide style suggestions for references to unify all reports done by the different partners.

2.2.3 Minutes of Meeting

In **Figure 4**, the template to write the Minutes of the Meeting (MoM) is presented. In such a template, the listing of the decided action points is specified.

Figure 4 - SMALLDERS minutes of the meeting Template

2.2.4 Letter sheet

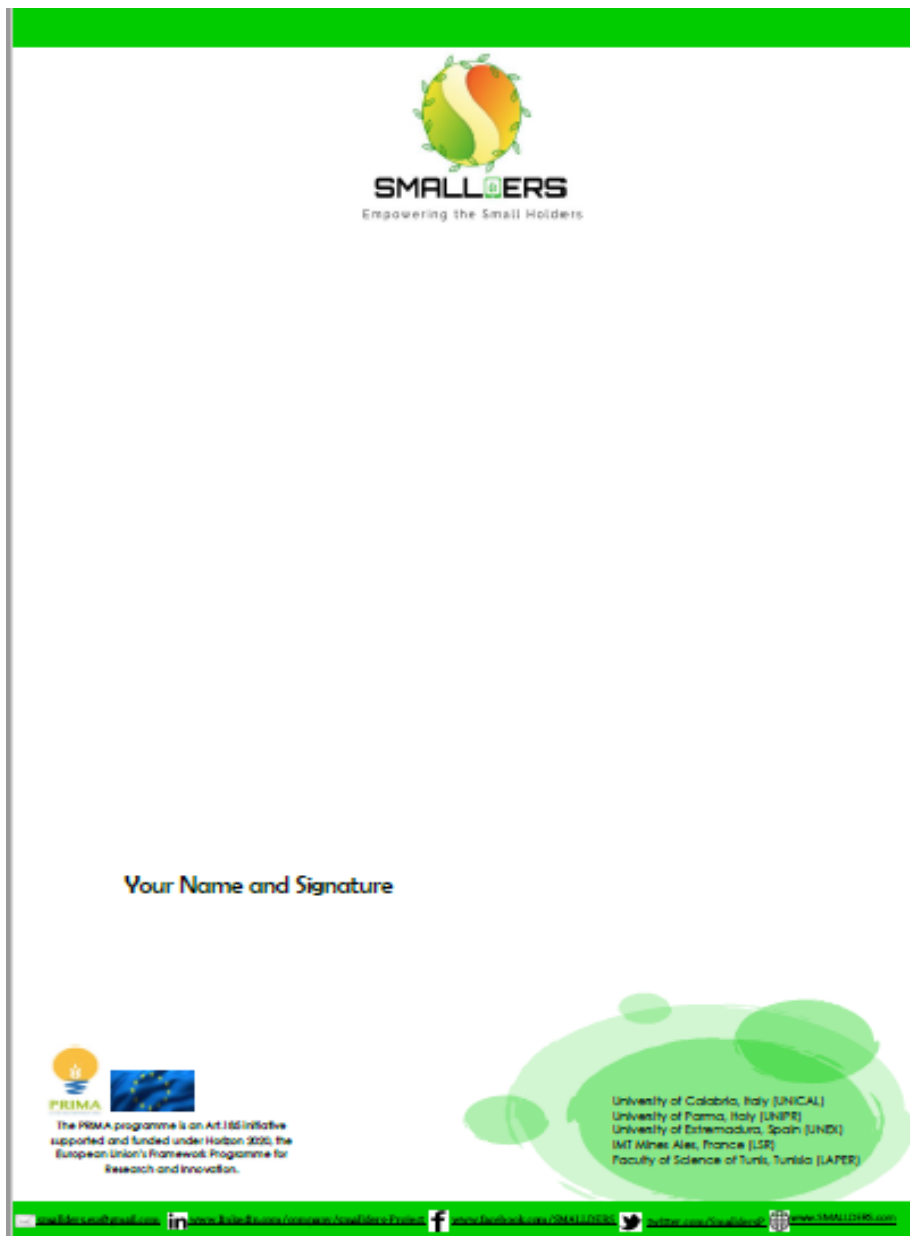Figure 5 presents a letter sheet designed for our project.

Figure 5 - SMALLDERS Letter Template

A customized template has been created to define a letter sheet for the SMALLDERS project that can be used for specific communication needs such as a project participation certificate, an invitation letter.

3. Project Flyer

A template for flyer is presented in **Figure 6**. This one has been created based on specific pictures according to the general information and topic about the project.

Figure 6 - SMALLDERS Flyer

4. Newsletter

The project Newsletter presents one important element of dissemination of the project actualities.

As shown in **Figure 7**, this template consists of two pages and brings information about the project name with the logo, newsletter number, project partners and links to social media, website and project email. The project newsletter is planned to be published on the project website between one to twice per year.

Figure 7 - SMALLDERS Newsletter

5. Project Website

The main aim of the project website is to act as an information hub about the SMALLDERS project. In fact, this website provides information about the project, its progress and its results to various audiences on a global level such as all actors in the agri-food supply chain, scientists and the general public. The activities and the events organized by SMALLDERS are also announced through this website. Published open access scientific outputs as well as some deliverables are also available on the project website.

This part summarizes the design of the overall architecture of the website and defines their different tabs and sub-tabs. The consortium has agreed on the website domain name:

https://smallders.com/

The SMALLDERS project website is designed in line with the project's visual identity to assure a distinctive identity regarding our research topic. The website's color scheme is based on the colors already defined in the dissemination elements (flyer, newsletter, etc.). The design of the website is performed in order to have a simple and intuitive design that enables users to easily and quickly find the needed information.

The website is accessible from a computer, mobile devices such as tablets and Smartphones. For more diffusion, the website is created with five languages to know: English, Italian, Spanish, French and Arabic.

5.1 Overall Architecture

The architecture of the website is structured in seven main tabs:
- ✓ HOME
- ✓ NEWS
- ✓ THE PROJECT
- ✓ CONSORTIUM
- ✓ WORKPLAN
- ✓ TESTBEDS
- ✓ RESSOURCES

These different information's pages will be regularly updated to keep the visitors informed of the progress of the project.

5.2 Website Sections

The SMALLDERS website is composed of different tabs and subtabs in order to provide information targeted by visitors. In addition, the first page that appears to visitors (home page) is always accessible via one click to provide a summary about the project. The purpose is to give an overall idea of the objectives, the activities, the consortium and the external partners of the project. One of the contributions that the developed website can provide compared to the one defined via the MEL platform (https://mel.cgiar.org/projects/smallders) is to expand the target audience since it is made with 5 different languages. Platform is to target more audiences since it will be made with 5 different languages. Via the SMALLDERS website, we can have direct feedback from subscribers, and can follow our news via newsletters and announcements published on this site.

5.2.1 Home

This tab is the one presented when a visitor enters the website, see Figure 8. It presents an overall summary of the entire project. This gives visitors an idea of the vision of the SMALLDERS project.
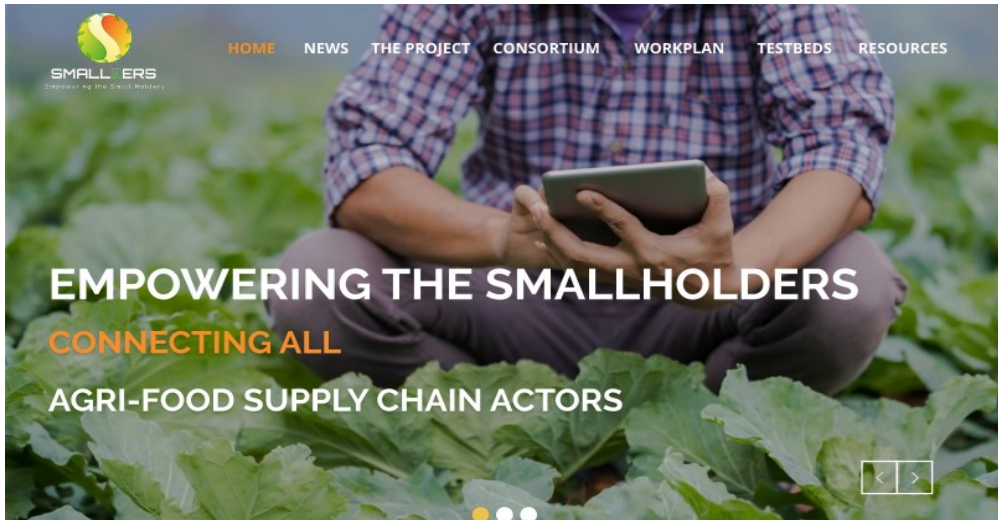
Figure 8 - Screenshot of the HOME page

5.2.2 News

The NEWS tab will provide any news and events related to the SMALLDERS project, such as the project kick off meeting, consortium general assembly meetings, workshops, participation at conferences, etc. The screenshot of the NEWS page is shown in **Figure 9**.
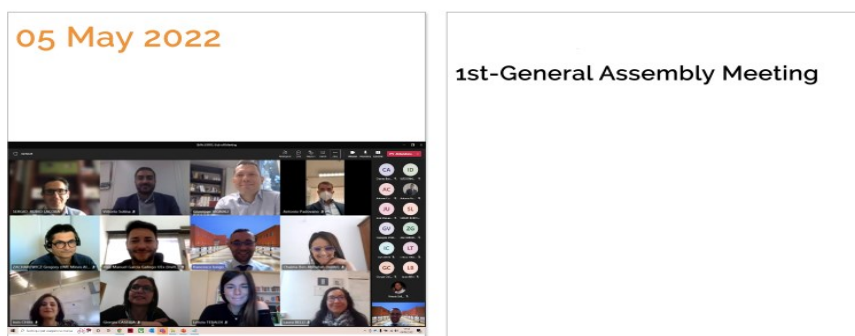

Figure 9 - Screenshots of the NEWS web page

5.2.3 The Project

The PROJECT tab contains a summary of the SMALLDERS project scope. It subdivided into five sub-tabs:

- ✓ About the project: presents the general vision of the methodology and techniques to be integrated in this project highlighting the potential and interest of the developed SMALLDERS platform as well as a description of the research activities of the project;
- ✓ Objectives: contains a brief description of the global aim of the project with a list of specific objectives;
- ✓ Impacts: lists the main expected results of SMALLDERS by presenting the impacts that the project will have on the small holders activities over the whole area of the Mediterranean;
- ✓ Management Structure: includes one representative from each partner to steer the project and act as a supervising body on the project coordinator work. It therefore presents the photo of the representative person from each partner as well as the logo of its university. In addition, Advisory Board Members are also presented in this sub-tab;
- ✓ Member Area: represents a member area to view and download shared documents.

Different screenshots of THE PROJECT page are shown in Figure 10.

Figure 10 - Different screenshots of THE PROJECT web page

5.2.4 Consortium

The Consortium tab presents all the partners involved in the project along with a logo and a brief description of their own university, see Figure 11. Also, a map to identify the location of each partner is given in this section.

Figure 11 - Different screenshots of the CONSORTIUM web page

5.2.5 Workplan

This tab presents a short description of the different WPs of the SMALLDERS project. The information given for each WP includes the name of the WP, start and end date, and the logo of the lead partner. The objectives of each WP and a listing of their deliverables are also presented, see Figure 12.
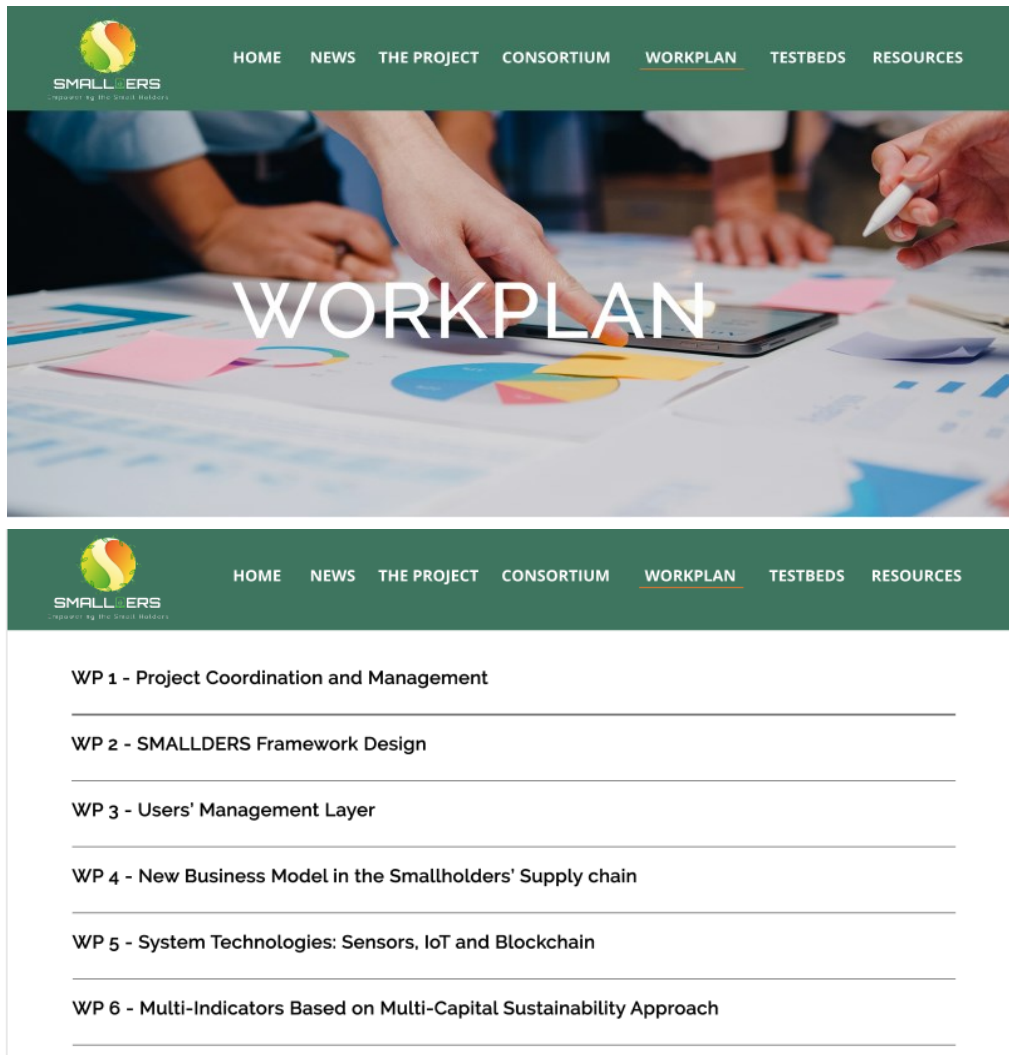

Figure 12 - Different screenshots of the WORKPLAN page

5.2.6 Testbeds

This tab helps to present the experimentation testbeds and case studies localized in different countries (Italy, Spain, France and Tunisia) to demonstrate the SMALLDERS platform capabilities and adaptability to different contexts. Indeed, a description of the different testbeds is given including a visual map of the site. As the project progresses, this section will be populated with photos regarding these testbeds. The first view of the TESTBEDS page is presented in Figure 13.
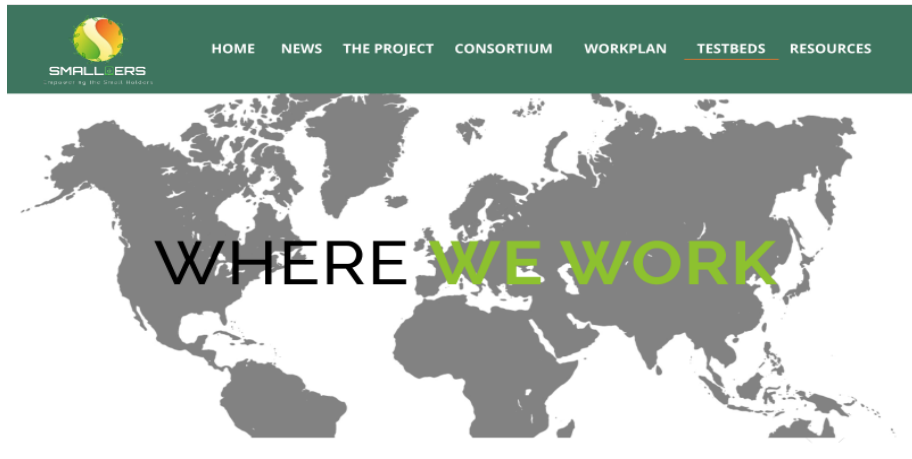
Figure 13 - Screenshot of the TESTBEDS page

5.2.7 Resources

The main role of this tab is to share documents with the public with the possibility of downloading them, see **Figure 14.** Accordingly, the visitors can find public project deliverables and reports, dissemination materials and scientific publications that will be made available for download on the website. Therefore, it contains three sub-tabs:

- ✔ Publications: provides scientific publications related to activities of the SMALLDERS project;
- ✔ Dissemination materials: provides access to dissemination material of the project (logo, flyer, newsletters, etc..);
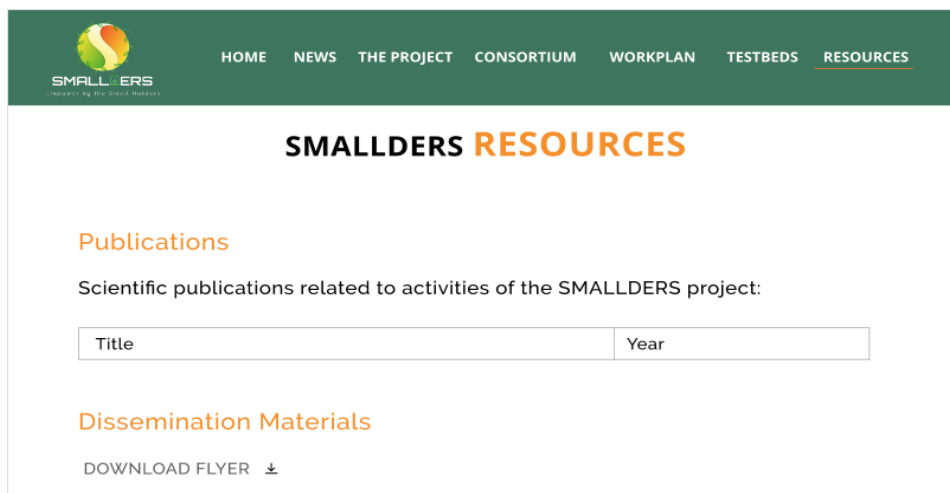- ✔ Deliverables: includes all publicly available deliverables which can be downloaded.

Figure 14 - Screenshot of the RESOURCES page

6. Social Media

SMALLDERS project identity on social media should remain consistent with the visual identity already defined. The project logo, PRIMA logo, EU logo and the partner's logo should consistently be used as the profile image of the project. The SMALLDERS logo should always appear in the profile image of the project's social media pages.

To track SMALLDERS effectively online, different social media channels are created as follows:

- ✓ LinkedIn
- ✓ Facebook
- ✓ Twitter

As the project progresses, the social media accounts will grow and develop in a continuous way by being fed through photos, videos and relevant key messages to have relevant communication to a large target audience.

6.1. Facebook

Facebook is used to inform the general public about the news of the project and for its good visibility since Facebook is ranked the first social network in terms of number of subscribers. A screenshot of this page is shown in Figure 15.
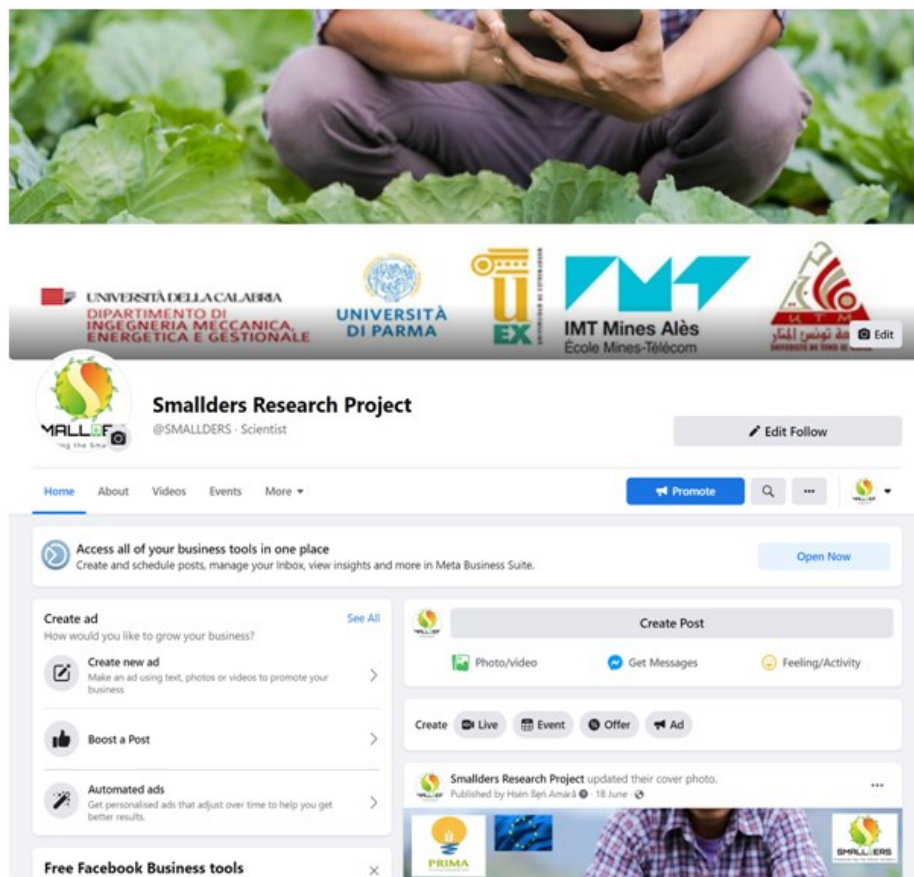

Figure 15 - Screenshot of the Facebook page

The link for the Facebook page created for the project is given below:

https://www.facebook.com/SMALLDERS

6.2. LinkedIn

The interest of the LinkedIn platform is that it adopts a less formal and more accessible language, thus helping our content to be widely relayed via a professional target audience. As a result, it is possible via such communication channels to disseminate more easily information about the SMALLDERS project to all professional actors related to the agri-food supply chain.
The LinkedIn account has already been created; see screenshot of the account in **Figure 16**. The access to the LinkedIn account is given via the following link:
https://www.linkedin.com/company/smallders-Project

Figure 16 - Screenshot of the LinkedIn page

6.3 Twitter

A Twitter account has been created under the name @SmalldersP and it is available with the following link: https://twitter.com/SmalldersP. In **Figure 17**, a screenshot of the Twitter page is given. With this account, the project can both communicate and disseminate activities and events being performed within the project via specific hashtags "#". To track effectively online, a #SMALLDERS hashtag is generally used to communicate on the project.

Figure 17 - Screenshot of the Twitter page

7. Conclusion

The purpose of this deliverable 9.2.1 "SMALLDERS Visual Identity, Website and Social Media" is to provide a detailed overview of the project's visual identity allowing for the development of a common appearance, ease of internal and external communication with a broad target audience. This report as well provides an overview on the website to be developed for the project. A description of the tabs and sub-tabs is then presented. It also contains all the information about the social networks dedicated to the SMALLDERS project. The website and pages created for social media will be frequently updated throughout the project.