D 8.2 Communication Toolbox

Organisation: RES4Africa and EuroProject

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Document

Settings	Value
Milestone Title	N\A
Work Package Title	WP8. Dissemination and communication
Description	The Communication Toolbox outlines a comprehensive strategy for disseminating the SWARM-E project's objectives, results, and brand identity. It covers key elements such as the project's visual identity (logo, colours, typography), project slogan, and various templates (document, PowerPoint, deliverable). It also includes guidelines for the project website, social media platforms (LinkedIn, X/Twitter), promotional materials, and EU funding acknowledgment. By providing these tools, the toolbox ensures consistency, fosters collaboration, and effectively engages diverse stakeholders across all communication channels.
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Document history:

Revision	Date	Name	Short Description of Changes
4	17 Oct	MEI	Review of the structure, some additions on the introductory part
3	15 Oct	EP	Rewrite of website, metrics chapters, also new graphics included
2	30 Sept 2024	EP	Comments to structure
1	31 Aug 2024	Res4Africa	First draft revision

Configuration Management: Document Location

The latest version of this controlled document is stored in Swarm-E project Drive

Nature of the deliverable		
R	Report	x
DEC	Websites,social media, logos, , etc.	
DEM	Demonstrator	
O	Other	

Dissemination level		
PU	Public	x
CO	Confidential, only for members of the consortium (including the Commission Services)	

ACKNOWLEDGEMENT

SWARM-E is a trans- and multi-disciplinary approach for sustainable, affordable and modern energy access and well-being for Sub-Saharan Africa, aligned with the AU-EU Agenda 2063.

SWARM-E consists of several layers: 1) an innovative renewable electricity infrastructure, the SWARM grid, a circular and cyber-smart network where end-users exchange electricity of their solar home systems and form the nodes of a smart grid which can dynamically grow to meet demand; 2) unlocking unutilised renewable energy for productive uses in the water energy food nexus – cold storage, water purification, water pumping and irrigation, carpentry; 3) transfer and decentralisation of Global North energy transformation innovations – decentralised hydrogen production for cleaner cooking, bi-directional charging of light electric vehicles (two- and three-wheelers) to transport goods and people. SWARM-E builds on network effects generated through the inclusion of localised economies with strong producer-consumer linkages embedded within larger systems of trade and exchange for the creation of bottom-up energy communities.

SWARM-E will operate and replicate 5 pilots in Rwanda and Tanzania, under which 5 SWARM grids are installed, delivering 6.9 GWh of renewable electricity while generating income through the trading of electricity and avoiding the discard of 3,200 batteries; 5 water purification applications deliver 101.M L of clean water; 15 light electric vehicles deliver farmers' produce, power mobile productive uses and cold storage, increasing the yields of 1,000 farmers and reducing the food losses of more than 5,000; 700 kg of H_2 blended with LPG for cleaner cooking, and more than 500 jobs for women and youth to be created. The balanced participation of EU and AU private, public and civil society organisations in the consortium will ensure the knowledge transfer North-South and South-South, and the sustainability of value chains based on local value creation and entrepreneurship.

More information on the project can be found at: www.swarm-e.eu

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Table of Contents

Table of Figures

Number	Description
Fig. 1	SWARM-E Logo
Fig. 2	Logo Structure
Fig. 3	Incorrect usage of logo
Fig. 4	Institutional palette
Fig. 5	Allowed Variations
Fig. 6	Typography (Quicksand)
Fig. 7	Microsoft Word Document Template
Fig. 8	PowerPoint Title Slide Template
Fig. 9	PowerPoint General Slide Template
Fig. 10	Deliverable Template
Fig. 11	Project Website
Fig. 12	LinkedIn Account (SWARM-E)
Fig. 13	Website Homepage
Fig. 14	Website pages
Fig. 15	X (Ex-Twitter) Account
Fig. 16	EU Acknowledgement Logo

Executive Summary

The interdisciplinary collaborative project between European and African research institutions and the private sector proposes a solution to create, maintain and scale affordable, reliable, modern and sustainable access to clean energy that leaves no one behind and meets the energy, water and food productivity needs of all users in communities in the SSA. The solution is a bottom-up modular and dynamic infrastructure called SWARM electrification (SWARM-E) that deploys a circular renewable energy system called a SWARM grid in which households and businesses with solar home systems (SHS) are interconnected with those without via a low-voltage distribution grid. The infrastructure will be adapted for the SSA context for the first time, enabling affordable local energy ownership via peer-to-peer (P2P) electricity sharing.

Project Visual Identity

Project Logo

Fig 1. SWARM-E Logo

The SWARM-E logo visually captures the essence of its mission—creating a decentralised and dynamic renewable energy network. The design features a stylized circular motif composed of dots that transition from a solid cluster on the left to a more dispersed arrangement on the right, symbolising the decentralised and flexible nature of the SWARM grids. The gradient of colours, moving from vibrant orange to deep blue, represents the diverse energy assets and activities within the network, from solar energy generation to storage and trading.

Overall, the logo combines visual elements of circularity and flexibility, perfectly aligning with SWARM-E's objective to foster a bottom-up renewable energy ecosystem that supports dynamic energy trading and income generation at the local level

Graphic Charter

Logo Structure
Construction for a font size 55 pt.

Fig 2. Logo Structure

What if the logo needs to be smaller than 20px?

-If the logo needs to be used in a small format - under 20px - it remains in one line.

Incorrect usage of logo

Fig.3 Incorrect usage of logo

Distortion

Rotation

Put the logo in a box

Change colors and font

Colours

Institutional palette

For Graphics, Design & typography. Similar shades are also accepted.

HEX	RGB	CMYK
#F2632E	R: 242 G: 99 B: 46	C: 0% M: 76% Y: 92% K: 0%
#0F4F7C	R: 15 G: 79 B: 124	C: 98% M: 73% Y: 28% K: 11%
#032E49	R: 3 G: 46 B: 73	C: 100% M: 78% Y: 45% K: 44%
#0D132D	R: 13 G: 19 B: 45	C: 93% M: 85% Y: 50%

Fig 4. Institutional palette

Allowed variations

No colour declination is allowed except for white logotype on the logo's colour background for better contrast.

Fig 5. Allowed Variations

Typography: Quicksand

Quicksand is a display sans serif with rounded terminals. The font uses geometric shapes as a core foundation. It is designed for display purposes but kept legible enough to use in small sizes as well.
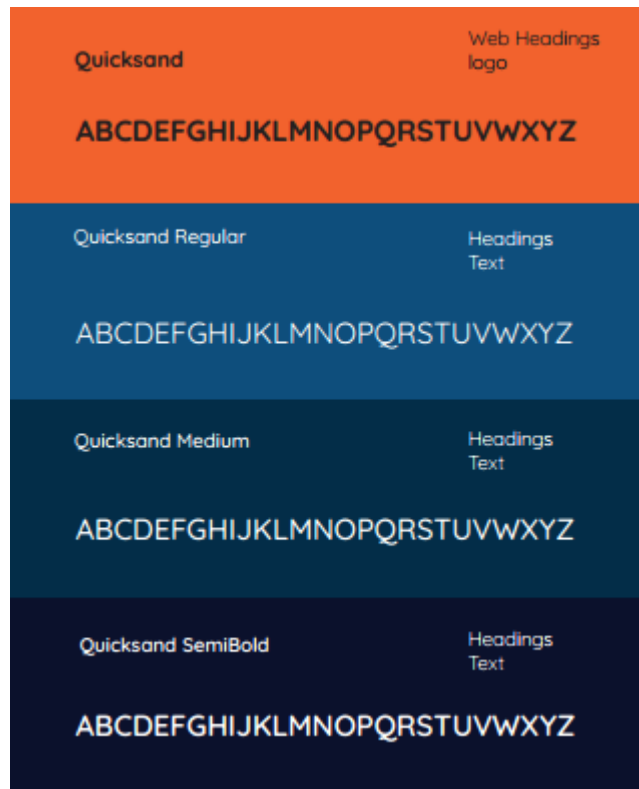

Fig 6. Typography

Project Slogan

"Leave No One Behind:

Bottom-up Energy Transformation of Last-mile Communities"

The slogan of the SWARM-E project encapsulates its commitment to inclusive energy transformation. "Leave No One Behind" highlights the project's focus on ensuring that all communities, especially those in remote or underserved areas, are included in the transition to sustainable energy. The phrase "Bottom-up Energy Transformation" emphasises a grassroots approach, empowering local communities to lead and shape their energy futures. By targeting "Last-mile Communities," the slogan underlines the project's dedication to reaching the most isolated and vulnerable populations, ensuring equitable access to clean and sustainable energy solutions for everyone.

Project templates

Within SWARM-E, project management and communication templates have been designed and shared among partners. All templates define various elements, such as design, font and font size, headlines, tables, and bullet points. The SWARM-E consortium must strictly abide by these requirements.

Document Template

The Microsoft Word template is designed for creating consistent and professional documents across the SWARM-E project. This template includes predefined styles for headings, body text, tables, and bullet points to ensure uniformity in all written communications. It is ideal for reports, meeting notes, and any formal documentation that needs to be shared internally or externally. The template's standardised format helps maintain a cohesive brand identity while ensuring clarity and readability in all project documents. All documents should follow the UK English language standard, ensuring consistency across written communications.

Fig 7. Microsoft Word Document

PowerPoint Template

The PowerPoint template is specifically designed for use within the SWARM-E project, suitable for both internal and external presentations. It provides a clear and organized layout for presentations, featuring a title slide, content slides, and concluding slides, all aligned with the project's visual identity guidelines. The template includes placeholders for text, images, and charts, making it easy for team members to create presentations that effectively convey their ideas and updates. This template ensures that all presentations, whether internal or external, maintain a consistent look and feel, reinforcing the project's branding and messaging

Title Slide

Fig 8. PowerPoint title slide

Fig 8. PowerPoint Title Slide template

General Slide

Fig 9. PowerPoint General Slides template

Deliverable Template

The deliverable template is designed to maintain a consistent format and presentation across all official project documents shared with external stakeholders, such as progress reports, research findings, and policy briefs. It incorporates the SWARM-E branding elements, including the logo, colour palette, and typography, to ensure a professional and cohesive appearance. This template is tailored to meet both the project's communication standards and the EU's funding requirements, providing a polished and unified look for all materials that represent the project's achievements and impact.

Fig 10. Deliverable Template

Project website

The website, https://swarm-e.eu/, serves to present SWARM-E to all audiences, as well as to publish article pieces and news about the project's public progress and major outputs. Stakeholders can use the site to subscribe to the newsletter and communicate with project partners. It is also linked to social media platforms. Throughout the project's lifespan, the website will be regularly updated with the goal of being both informational and a tool for communicating with stakeholders.

Website Objectives

- o Build awareness and understanding about project's mission, objectives, work activities and results;
- o Ensure visibility of the project and its positioning as an expert voice in the field;
- o Enhance the impact of the project though timely and accessible dissemination of its results;
- o Enable effective communication between the project and external stakeholders, media and the public;
- o Wide promotion of the project through easy access to the portfolio of informational and branding materials;
- o Enable synergies and engagement with similar projects, programs and initiatives through relevant content, a prerequisite in itself for sharing and exchanging knowledge and best practices;
- o Facilitate the exploitation of the project's results.

Website Architecture

SWARM-E website is conceived as the project's main public interface - a convenient single point of reference informing visitors about the project in an accurate and coherent way. It comprises SWARM-E

goal, technology, specific objectives, partners' network, news, events, pilot countries, outcomes and results. It also has a media corner which hosts project's promotional and public affairs materials.

The SWARM-E website has been designed to provide logical navigation paths for users to follow through the website. It is also based on wording enabling visitors to reach the information they need independently from their understanding of European project lingo but at the same time, including the right amount of terminology and backlinks so it is recognized by Google as an authoritative voice in the field of renewable electricity infrastructure and sustainable, affordable and modern energy access, and therefore ranked high upon relevant key word searches.

The structure is divided into 7 main sections, including a Home page which visitors return to by clicking on the left hand sided positioned logo of the project.
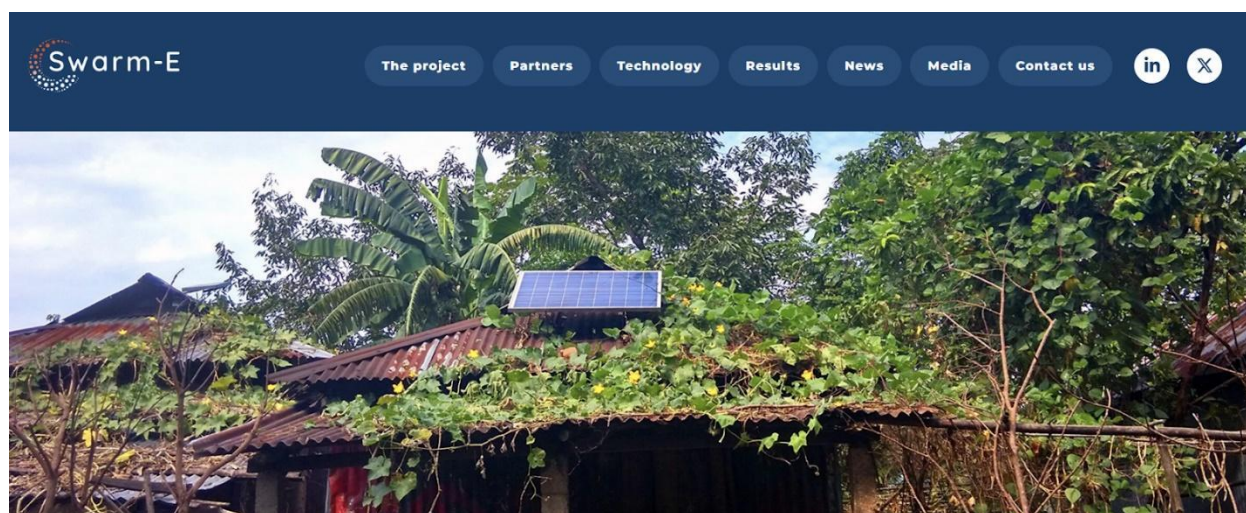
Fig. 11. Project Website

The subpages that the audience could open from the Home page are the following:

The Project subpage will open a landing page providing brief summaries of three main structural components of the activity, which link to inside subpages - Overview, Objectives, Impact - providing greater detail on each of them.

The Partners section lists all 15 partners with information describing their organisation in brief, role in the project as well as hyperlinked logos leading to partners' websites.

The Technology subpage will provide more information about the SWARM technology and its implementation in the 5 pilot countries.

The Results page is leading to the relevant results of the project, namely: deliverables, conference abstracts and posters, and scientific publications. Only public deliverables will be available for download from the website.

News - This is the designated space for SWARM-E-related news and events. The visitor selects the relevant page from a drop-down menu.

The Media Section is a collective space for SWARM-E`s promotional and information materials to be used by partners and interested stakeholders for communication about the project.

The Contact Us page will be updated to entice visitors into sending enquiries about the project. The submission form is augmented with an additional CTA "Send us an email" also to be located in the footer of the home page and listing the general email address of the project.

The Home page highlights also the key information about the project. It also features a slider on the project's objectives.

Fig. 12. Website Homepage

The Motto, Vision and Mission of the project appear below the key numbers in 3 boxes coloured in the project colours.

A call to action (CTA) to subscribe to the newsletter will be added towards the bottom of the home page, above the footer with the EU acknowledgment, which again includes icons leading to the social media profiles.

Fig. 13. Website pages

Social media

SWARM-E will target wide segments of its audience through the utilisation of social media. To do so, project-branded accounts have been set up, and they will be managed through a specific editorial calendar, which will contain detailed info about the publishing dates, the contents, and the platforms. All the official project accounts will be created and managed by Europroject and RES4Africa's communications team.

Social Media Objectives

o   Build awareness and increase visibility;
o   Trigger interest in the topic and subsequently maintain it through sharing news with both expert and non-expert audience;
o   Multiply the impact through establishing subject specific community and engaging with it through dialogue;
o   Build an expert voice by commenting and sharing opinion on trending topics and issues in the field;
o   Promote knowledge, activities, benefits and outcomes generated during and after the project's lifespan;
o   Enhance project positioning through engine search, image search, local search;
o   Enhance traffic to the website through sharing content.

LinkedIn

SWARM-E's LinkedIn page will be the primary platform for disseminating project updates, insights, and best practices to a diverse network of professionals, scholars, policymakers, and community leaders. Our content will include articles, case studies, interviews, and event announcements to foster engagement and collaboration. We will leverage LinkedIn's analytics tools to track key performance indicators (KPIs) such as engagement rates, follower growth, and reach, allowing us to refine our communication strategy and maximise our impact within our target audiences
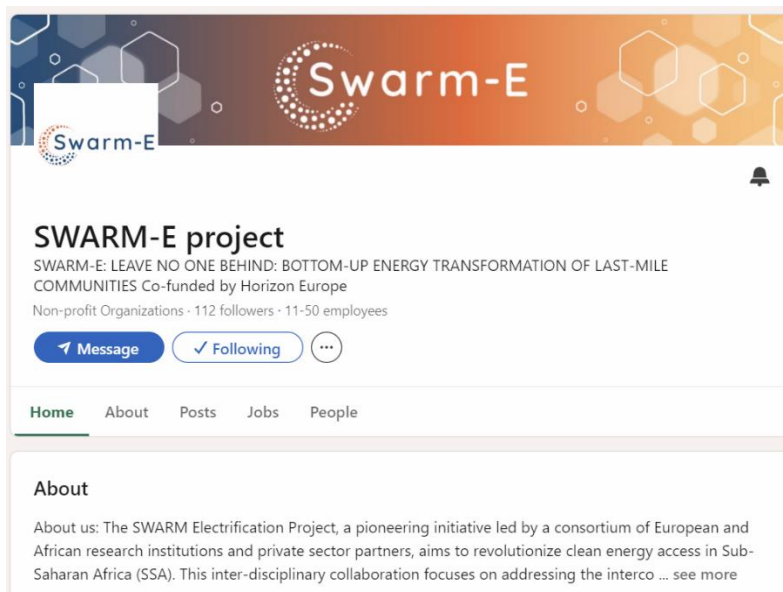

Fig 14. LinkedIn account

X (Twitter)

Europroject has launched SWARM-E's Twitter account to provide real-time updates on project news, highlight key activities, and showcase participation in events, meetings, and conferences. Through regular tweets, we aim to foster dynamic engagement, encourage discussions, and connect with a broader audience.
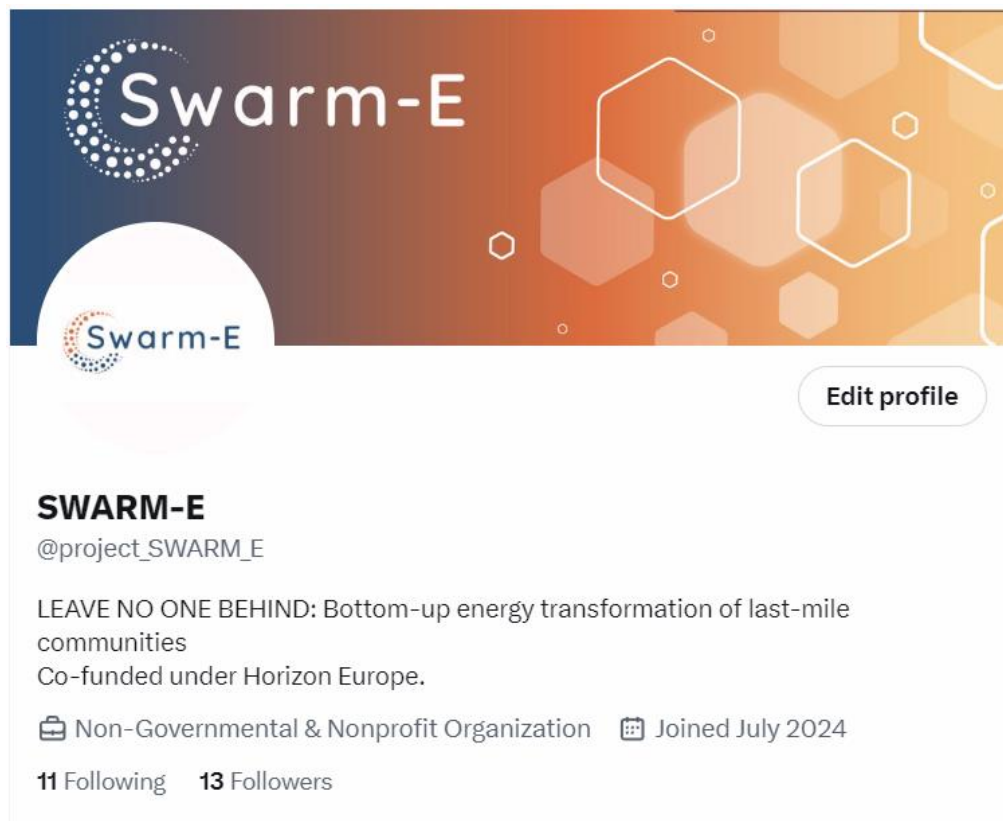

Fig 15. X Account

Monitoring and Performance indicators

Website's metrics and social media insights are important to be monitored in order to obtain a better view on statistics, trends, and the impact of each activity and piece of content that is posted. The website is analyzed via Google Analytics on a regular basis and reports on various performance indicators will be prepared to inform project partners of website's performance, such as:

- o Unique users count visiting the website
- o Average retention time and bounce rate
- o Visitors' demographics
- o Number of page views and average page views per visit
- o Top landing page and bounce rate for different pages

Google Analytics (GA) data will be collected regularly and reported to the consortium at the management meetings. Respective adjustments will be made to improve users' experience if required.

To improve the organic search results, the website will be continuously optimized, as follows:

- o Keywords and meta tags: primary keywords will be targeted, to the extent possible, for each website page, such as *swarm grids, energy solutions, clean energy, clean cooking, water purification, energy transition, etc.*
- o Social media share buttons are installed with relevant calls to action;
- o Testing and measuring: regular use of GA to measure and improve the website's performance.

Tracking analytics and keeping an eye on SM insights, enables us to create better strategies, and in the long run, bring about a positive change in results in terms of engagement and impact. The key metrics that will regularly be paid attention to are demographic data, unique and total numbers of visitors, page views, and followers and traffic metrics.

Promotional Material

The communication materials, including a project roll-up, factsheet, poster, brochure and presentation, will be developed for dissemination at conferences, exhibitions and partner networks. These initial communication materials provide a foundational overview of the project, highlighting its research activities, participating organisations, and expected achievements. As the project progresses, additional materials showcasing research findings may be created.

EU funding acknowledgement

In compliance with Article 17 of the grant agreement, the SWARM-E project beneficiaries have adhered to the legal obligations concerning communication, dissemination, and visibility activities. This includes providing strategic, coherent, and effective information about the project and its results to multiple audiences. Before initiating any communication or dissemination activities with significant media impact, the beneficiaries have notified the granting authority accordingly.

All communication activities related to the project—such as media relations, conferences, seminars, and information materials—have appropriately acknowledged the support of the European Union. This includes displaying the European flag emblem and the funding statement in a prominent and unmodified form, separate from any other visual identities or logos. When used alongside other logos, the European emblem has been given equal prominence, as extracted from the official EU website.

To meet these obligations, all communication materials have included the following disclaimer:

Co-funded by the European Union, project number 101146291. The views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure, and Environment Executive Agency (CINEA). Neither the European Union nor CINEA can be held responsible for them.

Fig. 16. EU Funding Acknowledgement

Conclusion

The SWARM-E project represents an important effort to foster inclusive, bottom-up energy transformation in last-mile communities across Sub-Saharan Africa. Through a strategic combination of visual identity, social media outreach, and promotional materials, the project aims to effectively communicate its mission and impact to a diverse range of stakeholders. The carefully crafted visual elements, including a dynamic logo and a compelling slogan, underscore the project's commitment to decentralisation, local energy ownership, and community empowerment.

Our digital communication strategy leverages multiple platforms, such as LinkedIn and X (ex-Twitter), to share project insights, engage with key audiences, and foster collaboration. By utilising project-branded templates and adhering to EU funding acknowledgment guidelines, we ensure a consistent and professional presentation across all communication channels.

This comprehensive communication approach, supported by regular monitoring and analytics, will not only raise awareness but also build meaningful connections and drive the adoption of sustainable energy solutions for underserved communities. As the project progresses, SWARM-E will continue to adapt and refine its communication efforts to maximise its impact and achieve its vision of leaving no one behind in the global energy transition.