



## **Project logo, marketing starter pack and website running**

### **Deliverable D4.9**

12 February 2021

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*Pensoft Publishers*

### **SHOWCASE**

**SHOWCASing synergies between agriculture, biodiversity and Ecosystem services to help farmers capitalising on native biodiversity**



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### Prepared under contract from the European Commission

Grant agreement No. 862480  
EU Horizon 2020 Research and Innovation action

Project acronym: **SHOWCASE**  
Project full title: **SHOWCASing synergies between agriculture, biodiversity and Ecosystem services to help farmers capitalising on native biodiversity**

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Duration: 60 months  
Project coordinator: Prof. David Kleijn  
Wageningen University

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## Preface

One of the main objectives of WP4 “Communicating the benefits of agrobiodiversity through multi-stakeholder knowledge exchange” is to create and maintain a recognisable project identity. WP4 also aims to provide an optimal level of popularisation of project results by promoting and disseminating them across stakeholders and the general public. To ensure the continuous and consistent impact of SHOWCASE output, WP4 has developed the foundation of the visual identity for all project-related materials, as well as the main channel for dissemination of results – the project website.

## Summary

The following report presents the initial project branding and marketing products that showcase the project’s visual identity and overall corporate appearance.

As a foundation of the future effective communication activities, a sound set of working dissemination tools and materials is crucial to be established within the first months of the project. A project logo, project promotional materials, overall visual identity package, and a public website ([www.showcase-project.eu](http://www.showcase-project.eu)) were developed in the first 4 months of the project duration in order to form the main tools of project public visibility and internal communication.

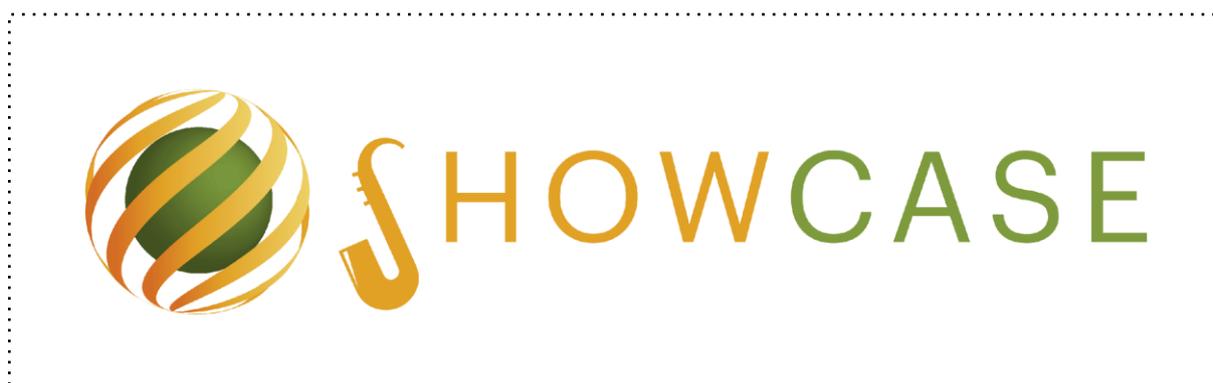
The project is provided with a logo that has been communicated and coordinated with all project partners. Dissemination materials such as the SHOWCASE brochure and poster were produced for raising awareness and engaging stakeholders at events. A project brand manual was created and circulated among project partners in order to provide a consistent visual representation of the project. A set of corporate templates was also produced and made available to the consortium partners to facilitate future dissemination and reporting activities such as letters, milestones and deliverable reports, PowerPoint presentations, etc. The project website is developed as the main dissemination channel.

The longer-term impact of the project’s results will be secured by maintaining the website for a minimum of 5 years after the end of the project.

## 1 Project logo

The project logo was designed to help the external audience to easily identify the SHOWCASE project and it contributes to the project visibility by providing a corporate identity from the very beginning of the project. The logo was made available to the consortium to use in official communication.

For the purpose of better visual representation and a higher suitability of the logo for all marketing purposes of SHOWCASE, the project logo was developed in four versions – a short horizontal version (Fig. 1), a full horizontal version that includes the full name of the project (Fig. 2), a short vertical version (Fig. 3), and a full vertical version that includes the full name of the project (Fig.4).



**Fig. 1** *SHOWCASE logo (short horizontal version).*

The SHOWCASE logo serves as the basis for all further promotional materials, as well as the website, in order to ensure consistent branding across all dissemination tools.



**Fig. 2** *SHOWCASE logo (full horizontal version)*



**Fig. 3** *SHOWCASE logo (short vertical version).*



**Fig. 4** *SHOWCASE logo (full vertical version).*

## 2 Initial marketing materials pack

### 2.1 The SHOWCASE brochure

The SHOWCASE brochure was designed in a way to capture the attention of the different target groups and increase awareness of the project. It explains the rationale behind the project - its objectives, the activities and main tasks planned as well as the expected results (Fig. 5). The brochure was created to reflect the conceptual design of the project logo and website and was subject to discussions and improvements from across the project consortium.

**PARTNERS**

Wageningen University (WU), Netherlands; University of Evora (UEvora), Portugal; The University of Reading (UREAD), United Kingdom; Dutch Butterfly Conservation, Netherlands; Centre for Ecological Research (OK), Hungary; WWF European Policy Office (WWF EPO), Belgium; Agroscope, Federal Department of Economic Affairs, Education and Research (WBF), Switzerland; Scienseed SL, Spain; Swedish University of Agricultural Sciences (SLU), Sweden; University of Bern (UBERN), Switzerland; University of Natural Resources and Life Sciences Vienna (BOKU), Austria; National centre for scientific research (CNRS), France; Pensoft Publishers, Bulgaria; Spanish National Research Council (CSIC), Spain; National Research Council (CNR), Italy; University of Bologna (UNIBO), Italy; Estonian University of Life Sciences (EMU), Estonia; Babes-Bolyai University (UBB), Romania; Leibniz Centre for Agricultural Landscape Research (ZALF), Germany; Paterson (Paterson Projects B.V.), Netherlands; Linking Environment And Farming (LEAF), United Kingdom.

**GENERAL PROJECT INFORMATION**

**KEYWORDS**  
Socio-ecological systems, biodiversity conservation, biodiversity indicators, agroecology, biodiversity monitoring, economic incentives, ecosystem service benefits, knowledge exchange, citizen science

**CONSORTIUM**  
21 partners from 15 European countries

**DURATION**  
November 2020 – October 2025

**PROJECT COORDINATOR**  
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Wageningen University (WU)  
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**WEBSITE**  
www.showcase-project.eu

**TWITTER**  
@SHOWCASE\_H2020

**FACEBOOK**  
@SHOWCASE.H2020.Project

This project receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862480.

**SHOWCASE**  
Showcasing synergies between agriculture, biodiversity and ecosystem services to help farmers capitalising on native biodiversity

**BACKGROUND**  
Biodiversity is closely interrelated with the development of the agricultural sector. Farmland biodiversity is steeply declining throughout Europe, and society at large is increasingly concerned about the loss of public goods, such as iconic wildlife and cultural landscapes. In the context of achieving the European goal of sustainable farming production, a bridge of knowledge between economic incentives of agricultural producers and biodiversity management practices is key for achieving a sustainable development paradigm.

**WE FOCUS ON THE FOLLOWING APPROACHES**

- Result-based incentives
- Multi-actor approach
- Involvement in citizen science biodiversity monitoring
- Biodiversity-based business models
- Indicator and interventions design

**WE STRIVE TO ACHIEVE**

**OBJECTIVE**  
Implement Showcase's network of Experimental Biodiversity Areas (EBA) using a multi-actor approach

**ACTION**  
Set up of a pan-European network of Experimental Biodiversity Areas (EBAs), connect the separate sites, and initialize research within the network

**OBJECTIVE**  
Identify the most promising incentives triggering the implementation of biodiversity management on farms

**ACTION**  
Analyse regulatory frameworks and private and public incentive instruments and their combinations from different perspectives, analyse farmers' motivations and awareness, model the socio-economic effects of implementation

**OBJECTIVE**  
Establish a rigorous evidence base for synergies and trade-offs between biodiversity and agricultural production

**ACTION**  
Perform multi-scale empirical studies and carry out meta-analyses to illustrate the various and complex interactions between biodiversity and agriculture

**OBJECTIVE**  
Showcase the importance and best available options to reconcile food production and biodiversity conservation to all sectors of society and to increase citizen support to biodiversity management on farms

**ACTION**  
Inform and inspire stakeholders and the general public to embrace the reciprocal benefits of agriculture and biodiversity conservation

showcase.eu

Fig. 5 The SHOWCASE brochure.

## 2.2 The SHOWCASE poster

The SHOWCASE poster was produced at the beginning of the project with an eye-catching design, illustrating the aim of the project with interactive icons for the respective outcomes. The poster reflects the main SHOWCASE design concept to keep the project branding consistent and to make the project easily recognizable (Fig. 6). This poster will be used to introduce the project at conferences, meetings and stakeholder events.

**SHOWCASE**

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**WE FOCUS ON THE FOLLOWING APPROACHES**

- Result-based incentives
- Multi-actor approach
- Involvement in citizen science biodiversity monitoring
- Biodiversity-based business models
- Indicator and interventions design

**WE STRIVE TO ACHIEVE**

**OBJECTIVES**

- Implement Showcase's network of Experimental Biodiversity Areas (EBA) using a multi-actor approach
- Identify the most promising incentives triggering the implementation of biodiversity management on farms
- Establish a rigorous evidence base for synergies and trade-offs between biodiversity and agricultural production
- Showcase the importance and best available options to reconcile food production and biodiversity conservation to all sectors of society and to increase citizen support to biodiversity management on farms

**ACTIONS**

- Set up of a pan-European network of Experimental Biodiversity Areas (EBAs), connect the separate sites, and initialize research within the network
- Analyse regulatory frameworks and private and public incentive instruments and their combinations from different perspectives, analyse farmers' motivations and awareness, model the socio-economic effects of implementation
- Perform multi-scale empirical studies and carry out meta-analyses to illustrate the various and complex interactions between biodiversity and agriculture
- Inform and inspire stakeholders and the general public to embrace the reciprocal benefits of agriculture and biodiversity conservation

This project receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857480.

showcase.eu @SHOWCASE\_H2020 @SHOWCASEH2020.Project

Fig. 6 The SHOWCASE poster.

## 2.3 The SHOWCASE brand manual

The SHOWCASE brand manual is a document that contains all essential guidelines to the SHOWCASE visual identity. It serves as a reference point for all project partners, aiming to guarantee a consistent and continuous presentation of project outputs, such as presentations, project documents, promotional materials and others. The SHOWCASE brand manual includes two versions of the SHOWCASE brand identity (light and dark version), the project's colour codes and shrifts, as well as some visual materials that aim to promote and strengthen the visual identity and corporate image of the project.

The visual identity of the project has been communicated to all project partners ensuring that each one of them as a potential user is informed and approves of the chosen style of SHOWCASE (M34 T4.9 Showcase visual identity partner feedback collected (M2), (achieved 28.12.2020)).

The SHOWCASE brand manual is enclosed in **Annex 1** of this deliverable.

## 2.4 The SHOWCASE corporate identity templates

SHOWCASE corporate identity templates were designed in the very beginning of the project to make sure all project partners use a consistent visual presentation on project-related topics.

The templates include:

- Deliverable report
- Milestone report
- PowerPoint presentation
- Letterhead template for official project letters

Each template is specifically tailored to the information the respective document is required to contain. The templates incorporate the SHOWCASE project logo and suggest the information necessary to be included in the document.

All templates are made available and easy to access for all partners upon accessing the internal repository of the project's website (via login).

## 3 The SHOWCASE website

The official website of the SHOWCASE project ([www.showcase-project.eu](http://www.showcase-project.eu)) (Fig. 7) was designed to act as an information hub about the project's aims, goals, activities and results. The website serves as a prime public dissemination tool making the project's output, including public deliverables and published materials available to all stakeholders and the general public. The events organized by SHOWCASE or of relevance to the project are also announced through the website, as well as all major developments of the project. Published open access scientific output is also included in the project's public library on the project website.

**HOWCASE** About Partners Library News Events Media Center Get in Touch Login

SEARCH



## Showcasing synergies between agriculture, biodiversity and ecosystem services to help farmers capitalising on native biodiversity

Biodiversity is closely interrelated with the development of the agricultural sector. Farmland biodiversity is steeply declining throughout Europe, and society at large is increasingly concerned about the loss of public goods, such as iconic wildlife and cultural landscapes.

[More about the project](#)



Agriculture



Biodiversity



Ecosystem services

### News and Events

Date



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### Latest Publications

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[About](#)
[Partners](#)
[Library](#)
[News](#)
[Events](#)
[Media Center](#)
[Get in Touch](#)
[Login](#)



## About the project

### Background

Biodiversity is closely interrelated with the development of the agricultural sector. Farmland biodiversity is steeply declining throughout Europe, and society at large is increasingly concerned about the loss of public goods, such as iconic wildlife and cultural landscapes.

In the context of achieving the European goal of sustainable agricultural production, a bridge of knowledge between incentives of agricultural producers and biodiversity management practices is key to the development of a sustainable development paradigm.

### The Project

SHOWCASing synergies between agriculture, biodiversity and Ecosystem services to help farmers capitalising on native biodiversity (SHOWCASE) is dedicated to the integration of biodiversity into farming practices. The project aims to deliver new insight and innovative tools facilitating the agricultural sector's transition towards more sustainable farming, and thus help meet wider societal needs.



Establish a scientific framework based on state of the art knowledge about biodiversity-agricultural production synergies and trade-offs. Analyse and model relevant economic incentives in the context of biodiversity management



Determine the incentives that effectively motivate farmers to integrate biodiversity practices into production and improve implementation of biodiversity management on farms



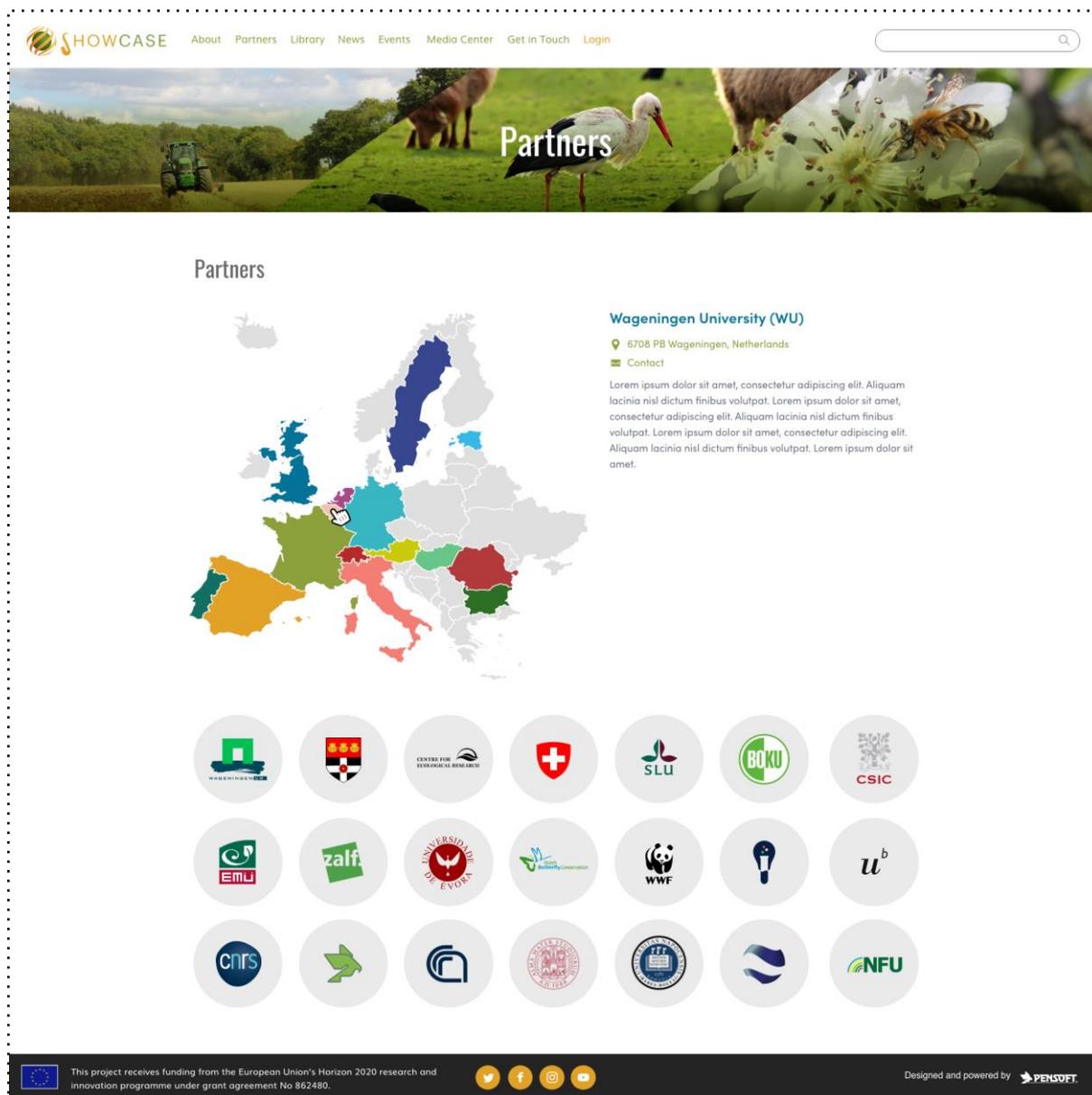
Develop a multi-actor pan-European network of 10 Experimental Biodiversity Areas (EBAs) and apply the scientific framework to the EBAs to illustrate the interactions between biodiversity and agriculture



Inform and inspire stakeholders and the general public to embrace the benefits of sustainable agricultural production that puts a stress on biodiversity conservation

To achieve a breakthrough in the integration of biodiversity into farming, leading scientists in the field of agro-ecology and socio-economy join forces with farmer and citizen science networks, science communication specialists and nature conservation NGOs.

### Structure



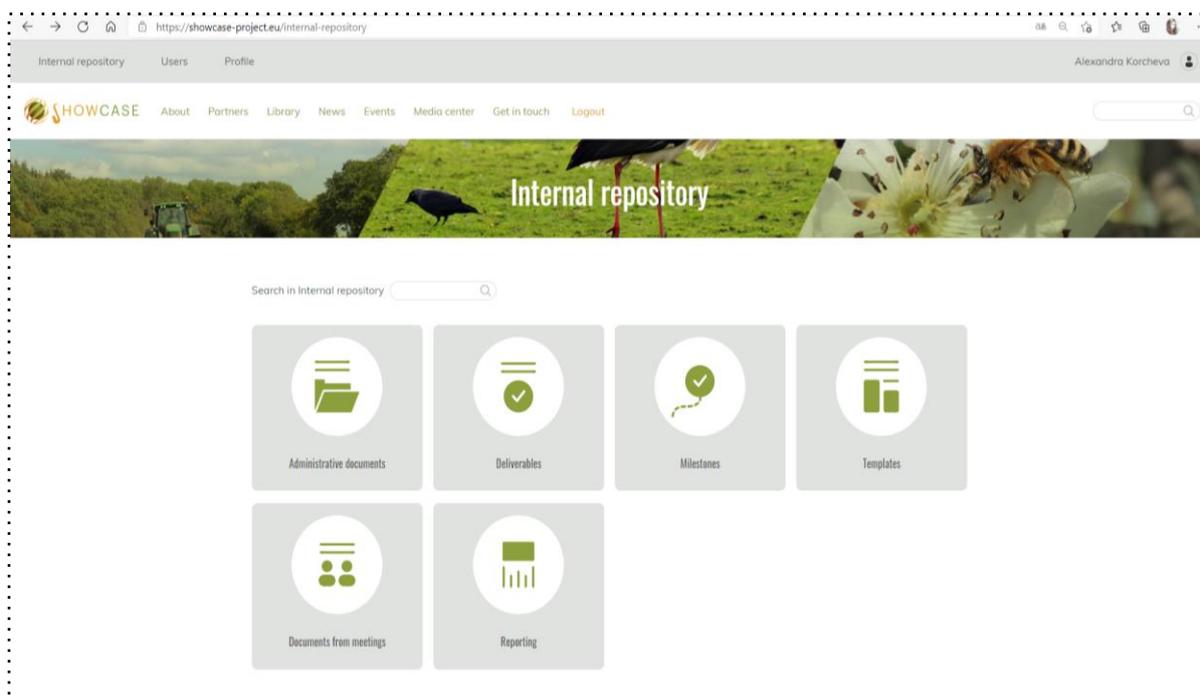
**Fig. 7 (three images)** Design and outlook of the public SHOWCASE website.

The website comprises of separate information pages with project background information, news, events, publications, contact details, etc. It is regularly updated to keep the audience informed and ensure continued interest of already attracted visitors. The main website pages are:

- Homepage: contains introductory information about SHOWCASE as well as highlights pane featuring the latest news from the project
- About: introduces the vision and objectives of the project, as well as a description of SHOWCASE's work packages
- Partners: presents the different project partners in a visually engaging way
- News: a separate page where all SHOWCASE outputs are presented in an engaging and informative manner
- Events: a public project calendar dedicated to all SHOWCASE-organised and SHOWCASE-relevant events
- Media Center: a place where all outreach materials (e.g. logo, brochure, poster etc.) are made available and can be freely downloaded

- Library: a public subpage where all SHOWCASE deliverables as well as all scientific publications resulting from the project
- Contact - the “Get in Touch” page contains a contact form for reaching out to SHOWCASE
- Internal repository and communication platform

The project internal repository and communication platform is available only to project partners upon login (Fig.8). Once the user has entered his or her profile, they are provided access to the SHOWCASE mailing module, list of other registered users and storage area. The SHOWCASE internal repository features project administrative documents, deliverables and milestones, document templates, and reporting forms.



**Fig. 8** Design of the internal repository of the SHOWCASE website.

## 4 Conclusions

The SHOWCASE branding and promotional materials are an integral part of the communication strategy and action of the project. The corporate visual identity of SHOWCASE was integrated in the project's website and promotional materials to create an engaging environment for facilitation the main communication and dissemination outputs of the project. Created at the beginning of the project, all elements of the visual identity of SHOWCASE will be used during and beyond the project lifetime.

## 5 Annex 1

SHOWCASE brand manual