



# AGADUPT

Addressing skills mismatching in the green sector through Digital Upskilling of veT

## Dissemination toolkit

Produced by CESIE



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# Project's visual identity

A project visual identity is an essential aspect of communication, helping to establish a project's image, increase recognition, promote consistency, facilitate communication, and increase engagement.

The elements we consider when creating our project visual identity:

- **Logo:** A logo is the visual representation of our project and should be memorable, easily recognizable, and visually appealing.
- **Templates with a color palette and typography:** A color scheme that reflects the values and goals of our project. The colors should be consistent across all materials and communications. Fonts that are easy to read and consistent with the tone and style of our project.
- **Imagery:** High-quality images that convey the message and values of our project. This could include photographs, illustrations, or infographics.
- **Website design:** consistent with our project's visual identity, including the use of colors, typography, and imagery.
- **Social media graphics:** consistent with our project's visual identity to use on social media platforms.

Link : [https://drive.google.com/drive/folders/1ULrDVL5KjeP1YT4qdTJIsWVdAwhCCyDv?usp=share\\_link](https://drive.google.com/drive/folders/1ULrDVL5KjeP1YT4qdTJIsWVdAwhCCyDv?usp=share_link)

## Project's website

The project's website domain will be **learning4green.eu** to facilitate its access when putting key words of the project in search engines. It will be in English and all partners languages.

The project website can provide a variety of benefits for the project, including centralised information, improved communication, increased accessibility, and branding.

Our project website will include:

- A **Homepage**: providing an overview of our project and its objectives.
- An **About section**: including a detailed description of our project, its context, its mission and its team.
- **Project updates**: regularly updates about the progress of our project. This could include milestones achieved or any other news related to our project.
- A **Resources section**: including any deliverables and resources related to our project.
- A **Contact section**: providing contact information for our project team.
- **Direct links** to the Project's social media account and the Virtual Learning Environment.

## Project's social media accounts : Facebook, LinkedIn, Twitter

Using social media accounts for a project can be an effective way to reach a wider audience, improve communication, provide real-time updates, target advertising, and build community. For the ADDUPT project the content will include :

- **About section:** a brief description of our project, and its objectives and its team.
- **Project updates:** regularly post updates about the progress of our project. This could include milestones achieved, meetings, or any other news related to our project.
- **Photos and videos:** showcasing our project and its impact.
- **Events:** promotion of upcoming events related to our project, such as webinars. We can also post photos and videos from past events.
- **News and media:** about our project, such as press releases, articles, or interviews.

Remember to keep our social media pages active and engaging by regularly posting updates, responding to comments, and interacting with our followers. This will help to build a community around our project and increase its visibility and impact.

Links :

<https://www.facebook.com/Addupt-122129460814797/>

<https://twitter.com/Learning4green>

<https://www.linkedin.com/showcase/addupt-green-vet/>

## Biannual e-newsletter

A biannual e-newsletter of our project will serve the purpose of providing updates and information to stakeholders about the progress, achievements, and plans of the project. It helps to keep stakeholders informed and engaged with the project, while also building and maintaining relationships with them.

The content of a biannual e-newsletter will include:

- **Project updates:** a summary of the progress made by the project since the last newsletter. It may include information on completed milestones and deliverables.
- **Project impact:** including testimonials from the target groups, statistics on the number of people reached, or any other impact measures.
- **Project plans:** including information on upcoming events and the work on the upcoming deliverables.
- **Call to action:** including requests for feedback or invitations to events.

## 3 short videos

**First video:** explaining the project's purpose, objectives, and benefits. We will use animations to illustrate the key points and to showcase the project's unique features. The objective is to be concise but appealing.

**Second video:** a whiteboard animation to visually represent the progress made on the project. Drawings, diagrams, and flowcharts can help explain the work completed and illustrate the plan for the remaining phases of the project.

**Third video:** interviews of team members to get updates on their progress and accomplishments. It will include footage of team members working on the deliverables and in meetings. The key to a successful project progress video is to showcase the work done and the progress made in a clear and engaging way.

*The second and third videos are suggestions. The content could be finalised in the following months of the project.*

## 3 graphic factsheets

A graphic factsheet is a visual representation of the project's progress, achievements, and key performance indicators. It is a concise and easy-to-understand document that uses graphics, charts, and other visual aids to present project information in a clear and visually appealing way. The purpose of a graphic factsheet is to provide stakeholders with a quick and easy way to understand the project's performance and progress visually.

The key features of a graphic factsheet include:

- **KPIs:** A summary of the project's key performance indicators (KPIs) presented in a visual format.
- **Milestones and Achievements:** A timeline of the project's milestones and achievements, presented using graphics, icons, or illustrations.
- **Risks and Challenges:** A visual representation of the potential risks and challenges the project may face, along with any mitigation strategies in place.

# Digital brochure

The purpose of a digital brochure is to provide potential stakeholders and target groups with a comprehensive overview of the project and its potential impact. By presenting the project's unique features, benefits, and deliverables in an attractive and easy-to-understand format, a digital brochure can help generate interest and support for the project.

The key features and content of a digital brochure for our project include:

- **Cover page:** including an attractive image or design that captures the essence of the project and its value proposition.
- **Project overview:** A brief description of the project, including its goals, objectives, and target groups. This section will highlight the project's unique features and benefits and explain why it is relevant to the target audience.
- **Milestones and deliverables:** A summary of the project's milestones and deliverables presented in a visually appealing way. This section should demonstrate our project's potential impact.
- **Partners and European Commission:** A list of the project partners and their roles, along with the official disclaimer and logo of the European Commission.
- **Call-to-action:** encouraging the reader to take the next step, whether that's signing up for a newsletter, contacting us or following our social media pages and website.



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