



PARIS
REINFORCE



PARIS
REINFORCE

31/08/2019

D8.1 PARIS REINFORCE VISUAL IDENTITY

WP8 – Communication, Dissemination & Exploitation
version: 1.00



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Project Coordinator	National Technical University of Athens – NTUA		
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Work Package	8		
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EC Summary Requirements

1. Changes with respect to the DoA

No changes with respect to the work described in the DoA.

2. Dissemination and uptake

This deliverable will serve as a reference document among consortium partners (experts and non-experts), to know about the visual identity and relevant specifications of the project, including the graphical guidelines handbook for creating communication and dissemination material for all purposes (e.g. organising workshops).

It can also be used by policymakers and other stakeholder groups as a documentation of the visual identity of the PARIS REINFORCE project.

3. Short summary of results (<250 words)

The dissemination strategy will increase the impact of PARIS REINFORCE, by communicating the key policy messages to the right stakeholders, but also by indirectly impacting more successful implementation of current and future climate policies. Furthermore, the Communication, Dissemination and Exploitation (CDE) plan will help the project to define ways, in which our consortium can follow relevant research and novelties in the field and discover new approaches in what we are aiming to achieve through this project, as well as in which we can share the results so they are openly available and easily accessible.

The purpose of this document is to describe the visual identity of the PARIS REINFORCE project, which is part of the CDE plan and Task 8.3 'Creating the project's visual identity and website' activities. Communication tools; dissemination tools, including information and communication means such as logo, flyer, leaflet, poster, roll-up; and, finally, the presentation are presented.

The visual identity is a living document and will be updated as the project needs evolve.



















4. Evidence of accomplishment

This report.



Preface

PARIS REINFORCE will develop a novel, demand-driven, IAM-oriented assessment framework for effectively supporting the design and assessment of climate policies in the European Union as well as in other major emitters and selected less emitting countries, in respect to the Paris Agreement. By engaging policymakers and scientists/modellers, PARIS REINFORCE will create the open-access and transparent data exchange platform i²AM PARIS, in order to support the effective implementation of Nationally Determined Contributions, the preparation of future action pledges, the development of 2050 decarbonisation strategies, and the reinforcement of the 2023 Global Stocktake. Finally, PARIS REINFORCE will introduce innovative integrative processes, in which IAMs are further coupled with well-established methodological frameworks, in order to improve the robustness of modelling outcomes against different types of uncertainties.

NTUA - National Technical University of Athens	GR	
BC3 - Basque Centre for Climate Change	ES	
Bruegel - Bruegel AISBL	BE	
Cambridge - University of Cambridge	UK	
CICERO - Cicero Senter Klimaforskning Stiftelse	NO	
CMCC - Fondazione Centro Euro-Mediterraneo sui Cambiamenti Climatici	IT	
E4SMA - Energy, Engineering, Economic and Environment Systems Modelling Analysis	IT	
EPFL - École polytechnique fédérale de Lausanne	CH	
Fraunhofer ISI - Fraunhofer Institute for Systems and Innovation Research	DE	
Grantham - Imperial College of Science Technology and Medicine - Grantham Institute	UK	
HOLISTIC - Holistic P.C.	GR	
IEECP - Institute for European Energy and Climate Policy Stichting	NL	
SEURECO - Société Européenne d'Economie SARL	FR	
CDS/UnB - Centre for Sustainable Development of the University of Brasilia	BR	
CUP - China University of Petroleum-Beijing	CN	
IEF-RAS - Institute of Economic Forecasting - Russian Academy of Sciences	RU	
IGES - Institute for Global Environmental Strategies	JP	
TERI - The Energy and Resources Institute	IN	



Executive Summary

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The visual identity is a living document and will be updated as the project needs evolve.



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1 The PARIS REINFORCE Visual Identity

1.1 Importance of Visual Identity

Creating a clearly defined, coherent and distinctive visual identity is of great importance for the Communication, Dissemination and Exploitation (CDE) activities, in order to establish and express a consistent image leading to immediate recognition of the project.

The visual identity of a project consists of the colours, elements and shapes used in the promotional materials and reports of the project. It conveys the scope and objective of the project, and aims to effectively group the project outcomes with each other.

1.2 Structure of the PARIS REINFORCE Visual Identity

The PARIS REINFORCE visual identity has been designed to support the concept of the project and includes elements and features that correspond to its topic. More specifically, the used colours include the olive green colour, representing the environment and the need to conserve it; and the light grey colour, indicating the criticality of the global warming issue and the importance of tackling climate change.

The visual identity ensures a consistent, professional outreach towards the targeted audiences during the implementation of CDE activities, via the production of harmonised project templates for use by partners in all their internal and external project communication (presentations, reports and documents, publications, leaflets, etc.).

Table 1: Overview of the Visual Identity and Website

June 2019 – August 2019	
PARIS REINFORCE Logo	✓
Graphic Guidelines Handbook	✓
Flyer	✓
Leaflet	✓ (updates / new versions within the project duration)
Poster (A3 & A0)	✓ (updates / new versions within the project duration)
Roll Up Poster	✓
Official Presentation	✓ (updates / new versions within the project duration)
PARIS REINFORCE Website	Work In Progress (WIP) due in M6 (November 2019)

2 PARIS REINFORCE Logo

The PARIS REINFORCE concept is inspired by the Talanoa dialogue spirit. It is important to create a simple but distinctive and visually appealing visual identity. For that reason the logo, as part of the project's visual identity, encapsulates the game-changing Talanoa spirit, which encompasses all people in an inclusive participatory embrace and becomes an invincible wave, sweeping aside the gloomy, sorrowful carbon past, paving the way to a sustainable future.



Figure 1: PARIS REINFORCE official logo

The logo is associated and included in all project documentation (paper or electronic) and publicity material relating to PARIS REINFORCE. To achieve this, several alternative logos were created and examined with the aim of best representing the scope of PARIS REINFORCE in the simplest way. The several alternative logos that have been prepared and discussed among the partners are presented in [ANNEX I](#).

2.1 Graphical Guidelines Handbook

Following the design of the logo, a handbook for its use was created. Specifically, the handbook introduces the logo, and gives direction on logo size and colours, minimum clear space, straplines' alignment, and use in various backgrounds. Every logo use must follow the directions given in this handbook.

The PARIS REINFORCE Graphic Guidelines Handbook:

- Aims to provide guidelines that will help all project partners build a strong and consistent branding, messages and visuals for PARIS REINFORCE.
- Provides the elements of visual identity and sets the guidelines for proper use and reproduction.
- Serves as a reference manual for applications in communication.

The digital version of the PARIS REINFORCE Graphical Guideline Handbook will be available for download in the PARIS REINFORCE Website.

Graphical charter

Logo / Color specifications
to create identity within
the consortium
and to support “brand
recognition”



Four-colour Process
C45 M10 Y100 K30
C10 M0 Y00 K50

Three-colour Process
R131 G144 B52
R156 G156 B156



Web-colour Process
#839034
#9C9C9C



Gray Scale Version
Black 90%
Black 50%

Figure 2: Logo/Colour specifications

3 PARIS REINFORCE Project Flyer

The flyer contains general, basic information about the action, creating visibility about the project and all partners involved.

Project Flyer Size: A5

It includes:

- A brief description of the project
- PARIS REINFORCE consortium member institutes' logos.
- Contact Information

The PARIS REINFORCE Project Flyer will be distributed at conferences, meetings, workshops, or other events within the scientific and policymaking communities. It has initially been produced in English, and will be available both electronically and in hard copy. In addition it is currently being translated in all project partners' languages. The digital version of the PARIS REINFORCE Flyer will be available for download in the PARIS REINFORCE Website.

The PARIS REINFORCE Flyer is shown in the following figure and can also be found in [ANNEX II](#) in more detail.



Figure 3: PARIS REINFORCE Project Flyer

4 PARIS REINFORCE Project Leaflet

A short PARIS REINFORCE Leaflet has been prepared for dissemination among academic researchers, policy and decision makers, European institutions, general public, stakeholders, at conferences meetings, workshops, or other events within the scientific, industry and policymaking communities and to all other interested parties. The promotional leaflet briefly describes the aims, objectives, contents, expected results and consortium synthesis of the project. The leaflet is a trifold and consists of six distinctive panels/sections.

It has initially been produced in English, and will be available both electronically and in hard copy. Moreover, it is currently being translated in all project partners' languages. The digital version of the PARIS REINFORCE Leaflet will be available for download in the PARIS REINFORCE Website.

Project Leaflet Size: A4

The PARIS REINFORCE Leaflet is shown in the following figure and can also be found in [ANNEX III](#) in more detail.



Figure 4: PARIS REINFORCE Project Leaflet



The PARIS REINFORCE project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 820846.

5 PARIS REINFORCE Project Poster

A publicity poster for PARIS REINFORCE has been created in order to be used as promotional material at events organised by the partners or hosted by other relevant organisations or the European Commission, such as the "Networking and knowledge sharing event for decarbonisation projects" and the "Coordinators' Day 2019 - Societal Challenge 5: Climate Action, Environment, Resource Efficiency and Raw Materials" organised by the European Commission in Brussels on the 5th and 6th of September 2019, respectively. The Roll-up will be modified and updated as needed to convey new information in line with the project progress. The digital version of the PARIS REINFORCE Poster will be available for download in the PARIS REINFORCE Website.

Project Poster Size: The Poster has been produced in two sizes, A3 and A0, to be used according to the needs of the event, at which it will be presented.

The poster includes:

- The PARIS REINFORCE concept
- The project's objectives, novelties and approach
- Partners' Logos
- Contact Information
- Textual and graphic elements

The PARIS REINFORCE Project Poster is shown in the following figure and can also be found in [ANNEX IV](#) in more detail.



Figure 5: PARIS REINFORCE Project Poster



6 PARIS REINFORCE Roll-up

A PARIS REINFORCE Roll-up has been created for future events organised by the project partners or hosted by other relevant organisations. Both the logo and the core aim of the project are displayed on the top. All images, graphic and textual elements are clear and easy to read. The colours green, grey and orange are in coherence with the project's visual identity. Social media channels are placed towards the bottom.

Roll-up Size: 80 cm X 200 cm

The Roll-up is portable and has its own retracting mechanism built from aluminium, which enables easy portability and setup.

It includes:

- The logo and title of the project
- Textual and graphic elements on the I²AM PARIS Platform, Climate Policies, and Co-Creation
- Partners' Logos
- Social media channels

The digital version of the PARIS REINFORCE Roll-up will be available for download in the PARIS REINFORCE Website. The PARIS REINFORCE Roll – up is shown in the following figure and can also be found in [ANNEX V](#) in more detail.

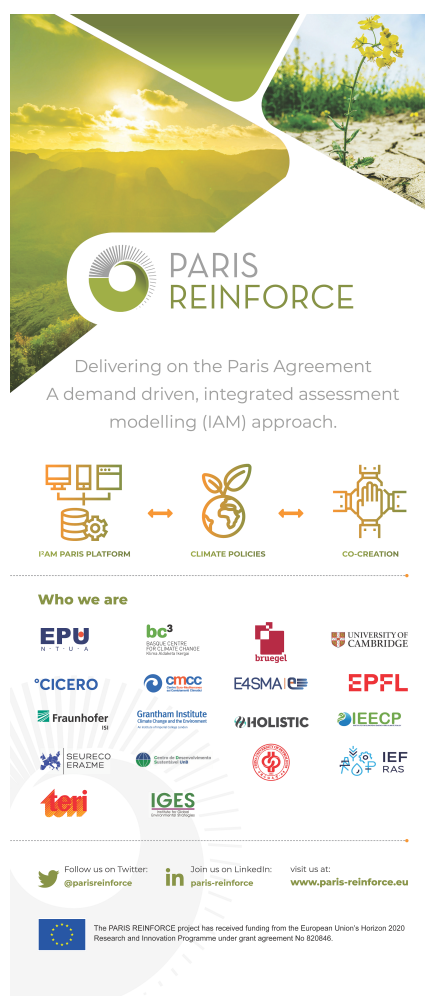


Figure 6: PARIS REINFORCE Roll - up



7 PARIS REINFORCE Project Presentation

A Project presentation has been created, containing basic information (activities, objectives, partnerships, framework, and modelling ensemble). More specifically, the presentation includes the PARIS REINFORCE consortium, objectives, target groups, methodological framework, expected results, as well as contact information. It will be used by the partners as the main presentation tool, for dissemination purposes at relevant events.

The standard presentation will be regularly updated, and it can be adapted by the partners according to their specific needs (although the main project elements and EU funding will be displayed at all occasions).

The digital version of the PARIS REINFORCE Presentation will be available for download in the PARIS REINFORCE Website. The presentation is shown in the following figure and can also be found in [ANNEX VI](#) in more detail.



Figure 7: PARIS REINFORCE Project Presentation

8 PARIS REINFORCE Website

The PARIS REINFORCE website is currently being developed and will be launched in November 2019.

A mock-up of the website homepage and a landing page are displayed in the following figures and can also be found in [ANNEX VII](#) in more detail.

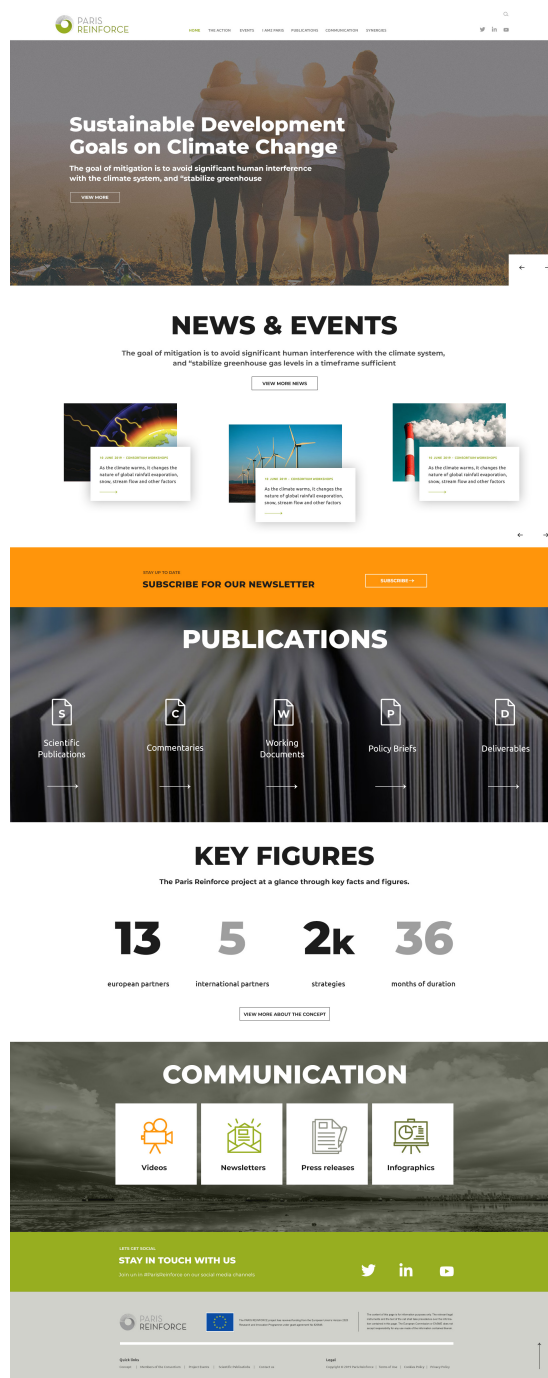


Figure 8: The home page mock-up of the PARIS REINFORCE Website



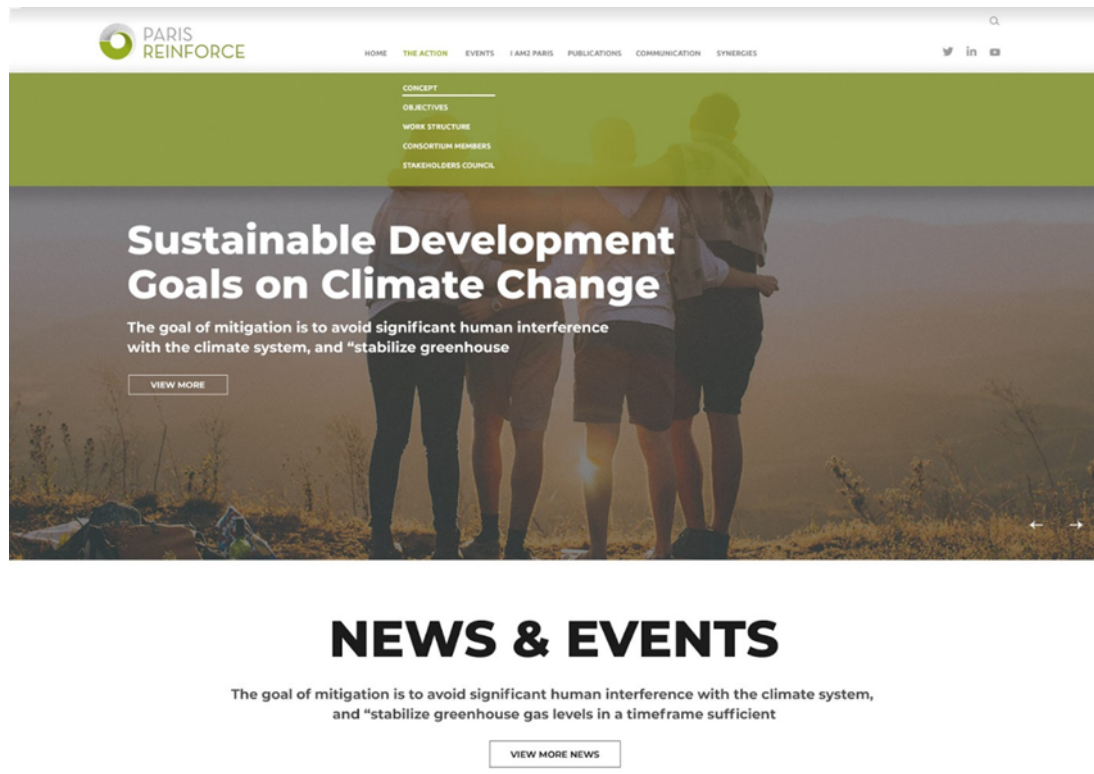


Figure 9: A landing page mock-up of the PARIS REINFORCE Website

9 Next Steps

This is the PARIS REINFORCE Visual Identity as designed in the beginning of the project, and it is worth mentioning that more dissemination tools are planned to be created within the project duration, in order to convey the updated information and results that occur.

The leaflet, posters and presentations will be updated on an ad hoc basis, according to the needs of the specific event that they will be used.

Furthermore, the development of the project website (<https://www.paris-reinforce.eu/>) is in progress and will be delivered by Month 6 (November 2019). It will be constantly updated with news and material.



ANNEX I: PARIS REINFORCE ALTERNATIVE LOGOS



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ANNEX II: PARIS REINFORCE Project Flyer



PARIS
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PARIS REINFORCE will develop a novel, demand-driven, integrated assessment model (IAM)-oriented framework for effectively supporting the design and analysis of climate policies in the European Union as well as in other major emitters and selected less emitting countries, in respect to the Paris Agreement. By engaging policymakers and

scientists / modellers, **PARIS REINFORCE** will create the open-access and transparent data exchange platform I²AM PARIS, in order to support the effective implementation of Nationally Determined Contributions, the preparation of future action pledges, the development of 2050 decarbonisation strategies, and the reinforcement of the 2023 Global Stocktake.



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PARIS REINFORCE

Contact Details

Project Coordinator - NTUA

Dr. Haris Doukas

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Email: h_doukas@epu.ntua.gr

General Information:

contact@paris-reinforce.eu



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@parisreinforce



Join us on LinkedIn:

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visit us at:

www.paris-reinforce.eu



ANNEX III: PARIS REINFORCE Project Leaflet



Who we are

EPU
N · T · U · A

bc³
BASQUE CENTRE
FOR CLIMATE CHANGE
Klima Alaketa Ikergai

bruegel

UNIVERSITY OF CAMBRIDGE

°CICERO

cmcc
Centro Euro-Mediterraneo
sul Cambiamento Climatico

E4SMA

EPFL

Fraunhofer
ISI

Grantham Institute
Climate Change and the Environment
An Institute of Imperial College London

HOLISTIC

IEECP
INSTITUTE FOR EUROPEAN ENERGY AND CLIMATE POLICY

SEURECO
ERASMUS

Centro de Desenvolvimento
Sustentável UnB

UNIVERSITY OF RESEARCH

IEF
RAS

IGES
Institute for Global
Environmental Strategies

teri

Contact Details

Project Coordinator - NTUA
Dr. Haris Doukas
Assoc. Prof., School of Electrical &
Computer Engineering, National Technical
University of Athens
Email: h_doukas@epu.ntua.gr

General Information:
contact@paris-reinforce.eu

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visit us at:
www.paris-reinforce.eu

 **PARIS REINFORCE**

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PARIS REINFORCE

Delivering on the Paris Agreement: a demand driven, integrated assessment modelling (IAM) approach

PARIS REINFORCE aims to underpin climate policymaking with authoritative scientific processes and results, and to enhance the science-policy interface in light of the Paris Agreement and associated challenges.



The PARIS REINFORCE project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 820846.

Objectives

PARIS REINFORCE will develop a novel, demand-driven framework for effectively supporting the design and assessment of **climate policies** in the European Union (EU) as well as in other major emitters and less emitting countries, in respect to the **Paris Agreement**.

PARIS REINFORCE will support:

- The effective implementation of **Nationally Determined Contributions** (NDCs)
- Development of **2050 decarbonisation strategies**
- Reinforcement of the **2023 Global Stocktake**
- Enhanced international cooperation in the context of the 2030 Agenda for Sustainable Development

Approach

Policymakers and **scientists/modellers** will be engaged to co-create the **I²AM PARIS** web-based, open-access platform for **visualising** climate policy **modelling results** based on policymakers' preferences and needs.

PARIS REINFORCE will **closely collaborate** with **policyholders** and other stakeholder groups (Trade Unions, Industry Associations, Business Networks, NGOs, Scientists, Civil Society, etc.), in order to:

- **Inform** them on the features and capacities of our integrated assessment models
- **Capture** their views and **priorities** on national policies, technological options and risks
- **Co-formulate** the **policy questions** to feed into the models
- Identify **new pathway choices** based on modelling results

Stakeholder engagement, via **regional** and **national workshops**, will be coupled with **two modelling analysis iterations**, applied at national and global level, and will lead to new sectoral, national, and EU-level climate action pathways.

Novelties

Novelties of PARIS REINFORCE include:

- **Interconnection** of Integrated Assessment Models (**IAMs**) with other **analytical tools**, such as Portfolio Analysis and Multi-Criteria Decision Analysis, to improve the **robustness** of modelling outcomes
- Effective **coupling of national-level analyses with global IAMs**, so as to identify the broader implications of low carbon pathways
- **Co-creation** of the I²AM PARIS platform and decarbonisation pathways **with policymakers** and other stakeholder groups



ANNEX IV: PARIS REINFORCE Project Poster



PARIS REINFORCE will develop a novel, demand-driven, integrated assessment model (IAM)-oriented framework for effectively supporting the design and analysis of climate policies in the European Union as well as in other major emitters and selected less emitting countries, in respect to the Paris Agreement. By engaging policymakers and scientists/modellers, **PARIS REINFORCE** will create the open-access and transparent data exchange platform I²AM PARIS, in order to support the effective implementation of Nationally Determined Contributions, the preparation of future action pledges, the development of 2050 decarbonisation strategies, and the reinforcement of the 2023 Global Stocktake.

Finally, **PARIS REINFORCE** will introduce innovative integrative processes, in which IAMs are further coupled with well-established methodological frameworks, in order to improve the robustness of modelling outcomes against different types of uncertainties.

Objectives

PARIS REINFORCE will develop a novel, demand-driven framework for effectively supporting the design and assessment of **climate policies** in the European Union (EU) as well as in other major emitters and less emitting countries, in respect to the **Paris Agreement**.

PARIS REINFORCE will support:

- The effective implementation of **Nationally Determined Contributions (NDCs)**
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Join us on LinkedIn:
[paris-reinforce](https://www.linkedin.com/company/paris-reinforce)

visit us at:
www.paris-reinforce.eu



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Who we are



The PARIS REINFORCE project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 820846.

ANNEX V: PARIS REINFORCE Roll-Up



**PARIS
REINFORCE**

Delivering on the Paris Agreement
A demand driven, integrated assessment
modelling (IAM) approach.





IAM PARIS PLATFORM CLIMATE POLICIES CO-CREATION


Who we are
























 Follow us on Twitter: [@parisreinforce](https://twitter.com/parisreinforce)
 Join us on LinkedIn: [paris-reinforce](https://www.linkedin.com/company/paris-reinforce)
 visit us at: www.paris-reinforce.eu


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ANNEX VI: PARIS REINFORCE Project Presentation



**PARIS
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Project overview

Delivering on the Paris Agreement:
A demand - driven, integrated assessment
modelling approach

Haris Doukas (NTUA)


www.paris-reinforce.eu

Overview



Title:	Delivering on the Paris Agreement: A demand-driven, integrated assessment modelling approach (PARIS REINFORCE)
Funding:	European Union's Horizon 2020 Research and Innovation Programme (H2020)
Lifetime:	June 2019 - May 2022 (36 months)
Coordination:	NTUA, Energy Policy Unit, National Technical University of Athens
Participants:	13 European partners; 5 international partners
Call/Grant:	H2020-LC-CLA-01-2018/820846

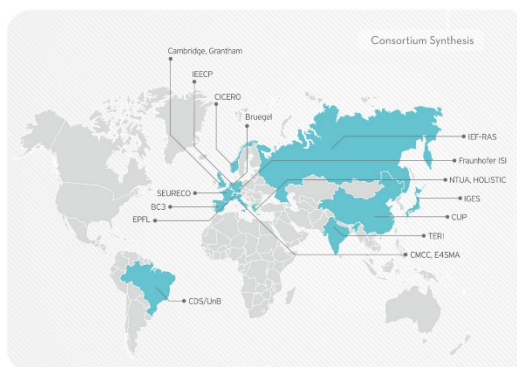


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Consortium



NTUA - National Technical University of Athens	GR
BC3 - Basque Centre for Climate Change	ES
Bruegel - Bruegel AISBL	BE
Cambridge - University of Cambridge	UK
CICERO - Cicero Senter Klimaforskning Stiftelse	NO
CMCC - Fondazione Centro Euro-Mediterraneo sui Cambiamenti Climatici	IT
E4SMA - Energy, Engineering, Economic and Environment Systems Modelling Analysis	IT
EPFL - École polytechnique fédérale de Lausanne	CH
Fraunhofer ISI - Fraunhofer Institute for Systems and Innovation Research	DE
Grantham - Imperial College of Science Technology and Medicine - Grantham Institute	UK
HOLISTIC - Holistic P. C.	GR
IEECP - Institute for European Energy and Climate Policy Stichting	NL
SEURECO - Société Européenne d'Economie SARL	FR



CDS/UnB - Centre for Sustainable Development of the University of Brasilia	BR
CUP - China University of Petroleum-Beijing	CN
IEF-RAS - Institute of Economic Forecasting – Russian Academy of Sciences	RU
IGES - Institute for Global Environmental Strategies	JP
TERI - The Energy and Resources Institute	IN



The PARIS REINFORCE project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 820846.



Objectives



PARIS REINFORCE aims to **revolutionise** science in **support of climate policy**, in order to enable the effective implementation of **NDCs**, the preparation of **future action pledges**, the development of **2050 strategies**, and the reinforcement of the **2023 Global Stocktake**.

1

Develop a novel, demand-driven, IAM-oriented assessment framework for effectively supporting the design of climate policies in the EU

2

Extend the analysis to major emitters and less emitting countries, in the context of globally coordinated, cooperative action

3

Build on an exhaustive facilitative dialogue, a strong modelling ensemble, and a toolbox of well-established robustness analysis methodologies

4

Enhance the legitimacy of scientific processes and improve the transparency of models, through an open access data exchange platform, I²AM PARIS

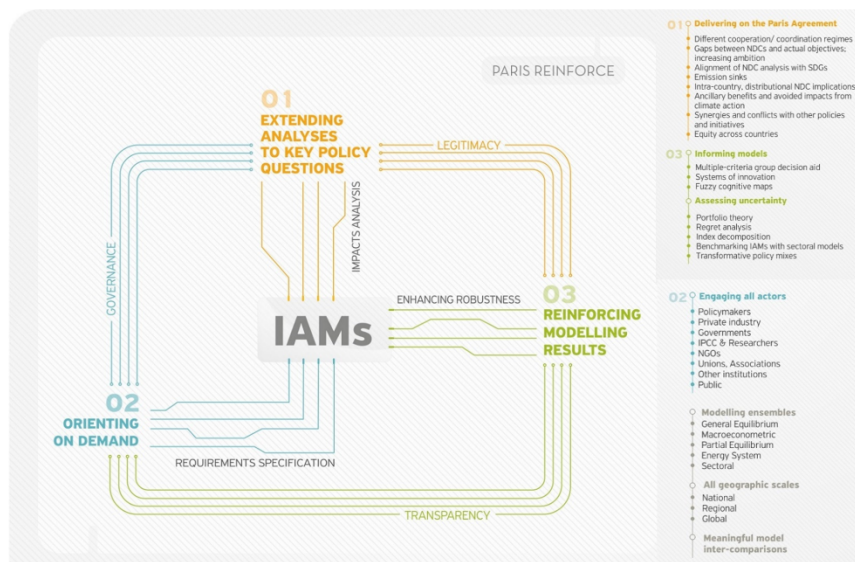


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Framework



PARIS REINFORCE consists of **four fully interconnected pillars**

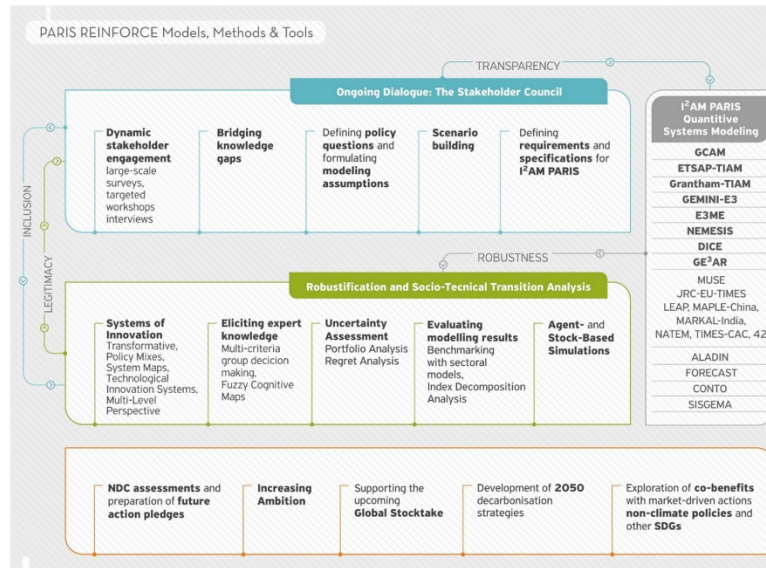


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Framework



Breaking down these four **dimensions** and their **interconnections**

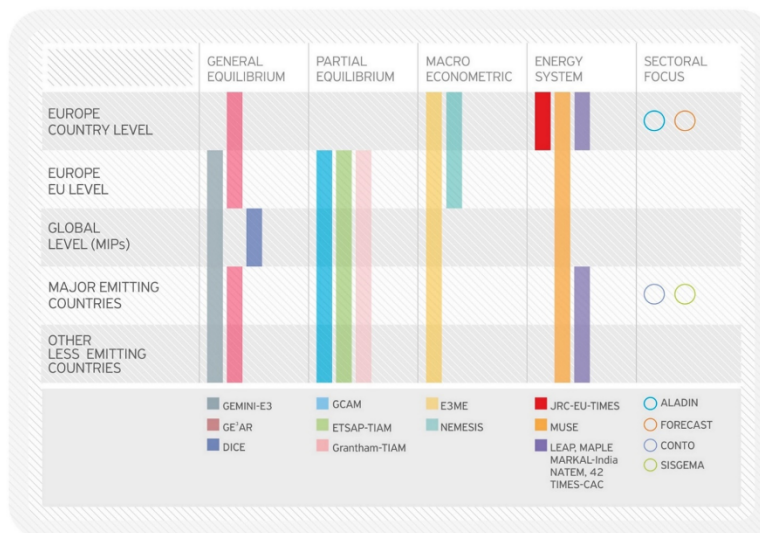


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Modelling Ensemble



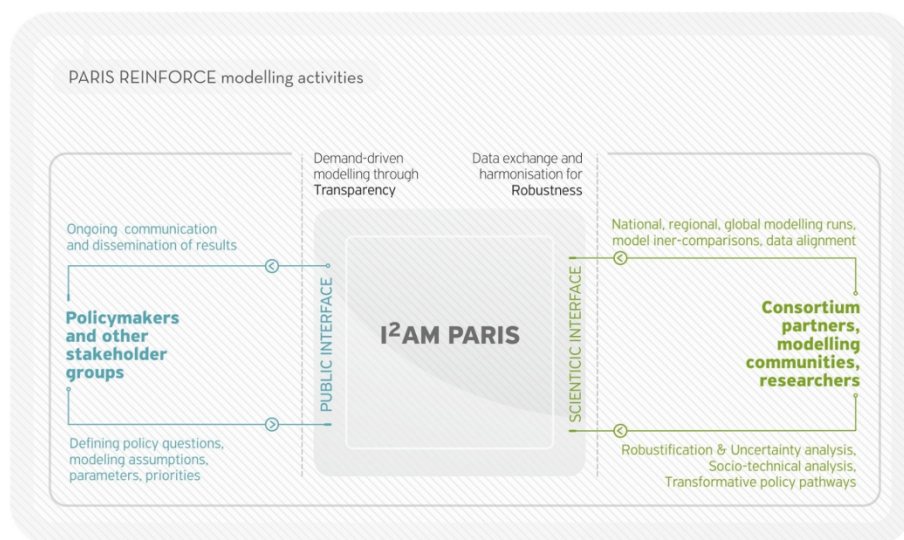
A set of **complementary**-in terms of mathematical structure, geographical, sectoral and focus coverage-**integrated assessment, energy system and sectoral models**



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The I²AM Paris Platform

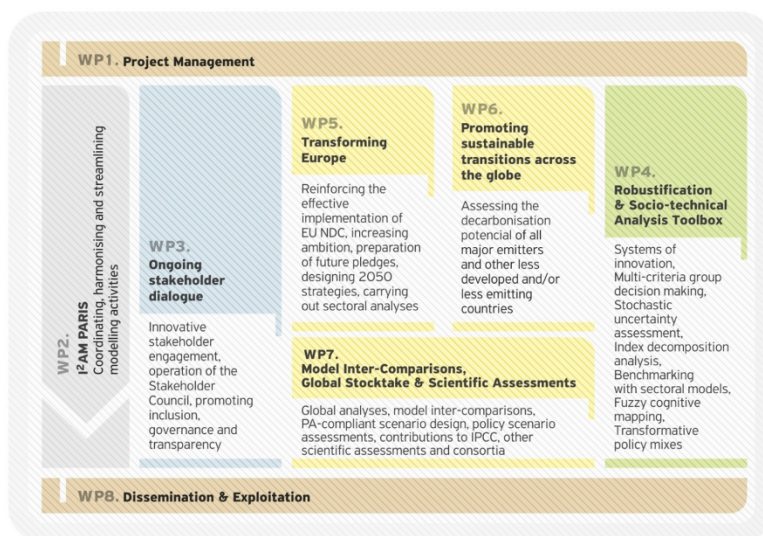
All **modelling activities**, including scenario inputs and assumptions, datasets, modelling outputs, and visualisation will be streamlined in an **open-access data exchange platform**



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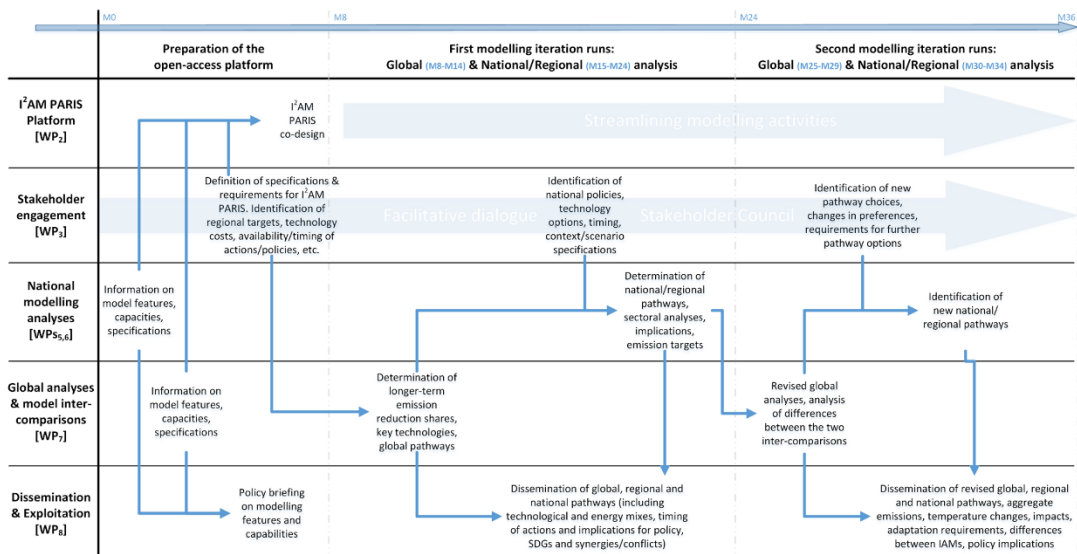
Work Structure (1/3)

The PARIS REINFORCE work structure comprises **eight fully-interlinked work packages**, with the cross-cutting I²AM PARIS platform at its core.



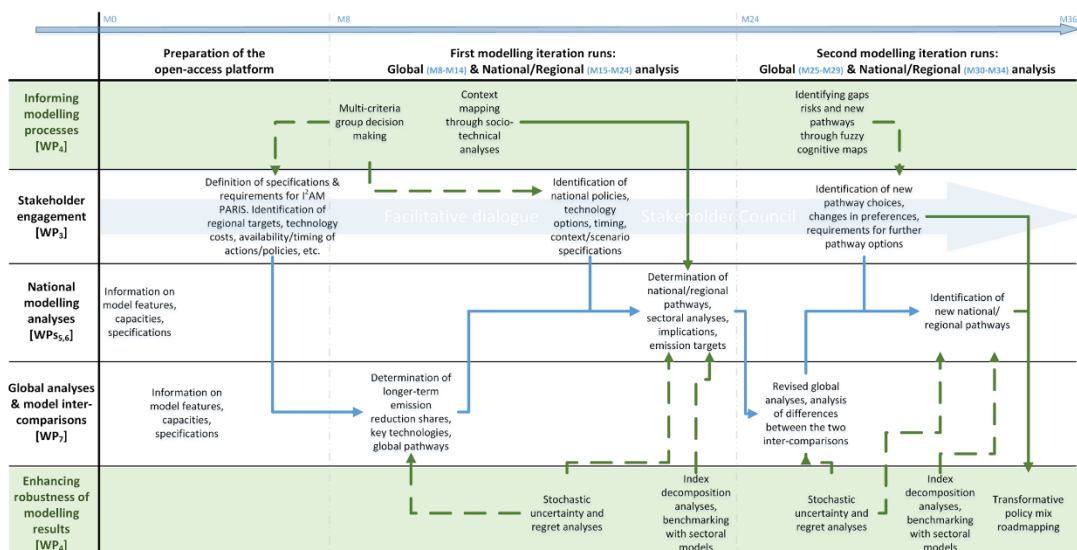
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Work Structure (2/3)



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Work Structure (3/3)



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Thank you!

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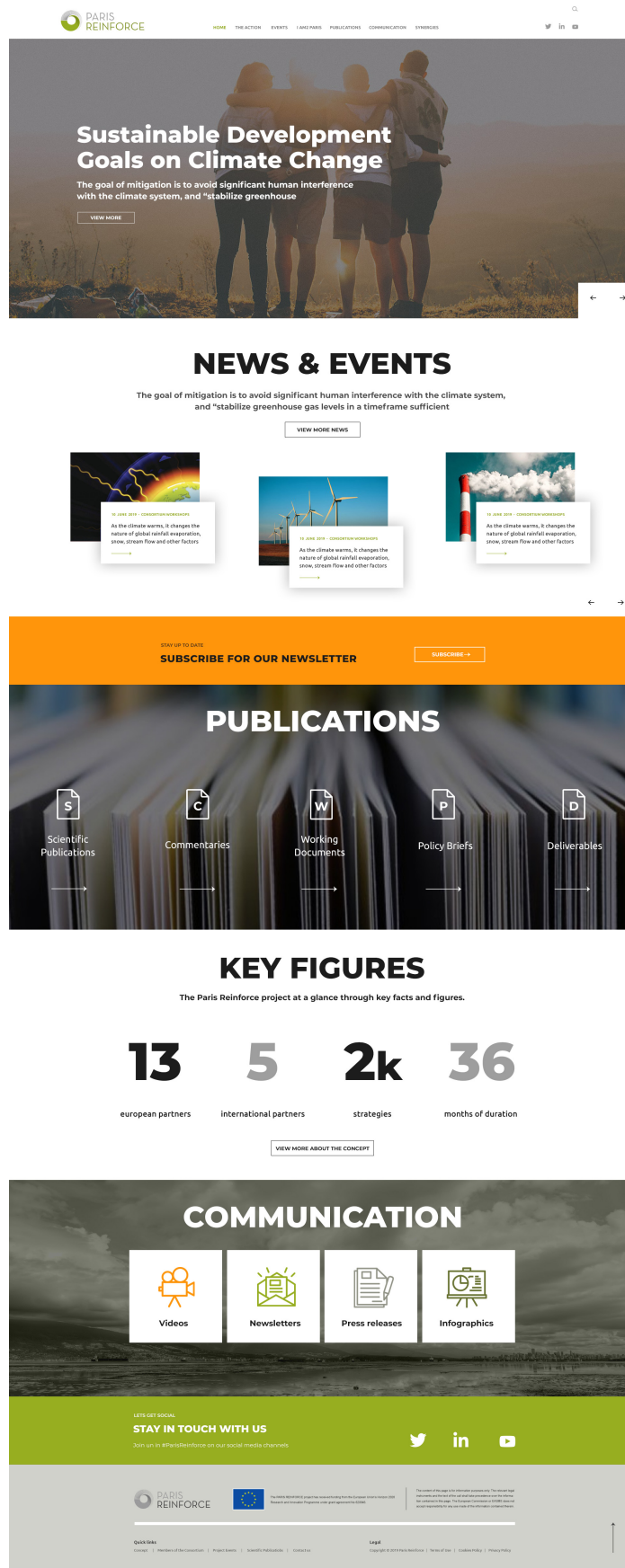


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ANNEX VII: PARIS REINFORCE Website



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