LAMASUS
Land Management for Sustainability

D9.2 LAMASUS communication toolkit

Funded by
the European Union

Date
28.02.2023

D9.2

www.lamasus.eu

Grant Agreement	101060423
Call identifier	HORIZON-CL6-2021-GOVERNANCE-01
Project full title	Land Use and Management Modelling for Sustainable Governance
Work package	WP9
Due date	28/02/2023
Deliverable lead	ARTTIC
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Abstract

A complete set of branded communication materials and tools is provided to guarantee consistent communication, especially to the LAMASUS stakeholders. The set comprises the project website, newsletters, press releases, asocial media channels, and presentation and reporting templates.

Keywords

Communication, Dissemination, Project identity, Social Media, Website

Internal Technical Auditor	Name (Beneficiary short name)	Date of approval
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Coordinator	Petr Havlík (IIASA)	28/02/2023
Project Office	Elija Wiedemann (ARTTIC)	27/02/2023

Dissemination level

PU	Public, will be published on CORDIS	✓
SEN	Sensitive. Confidential information, only for members of the Consortium (including the EC services)	

Nature of the deliverable	*R*

Table of Contents

List of Figures

1.   Introduction

This deliverable provides an overview of the communication toolkit supporting communication measures undertaken by the LAMASUS project to promote the project throughout its lifespan. The main communication measures and tools employed by LAMASUS are: (i) The LAMASUS project website informing about the purpose, objectives and results of the project; (ii) Press releases informing on key scientific advances; (iii) E-newsletters providing quarterly updates on project activities; (iv) Social Media such as Twitter and LinkedIn providing regular updates on project activities and results, and (v) a presentation template for internal reports and presentations at conferences.

2.   Project identity and communication material

2.1.   PROJECT LOGO

The project logo (Figure 1) is inspired by the project's acronym. It is a composition of a Lama and a Pegasus and illustrates the hidden potential for carbon neutrality hidden in the land use sector.

The LAMASUS beneficiaries should use the official LAMASUS logo in all project related communications. It can be found in the folder "|*2. Templates and Logos|Lamasus Brandbook v1.0 (NOV 2022)|Logo versions*" on SharePoint. The LAMASUS logo was developed by a graphic designer with input from the coordinator.
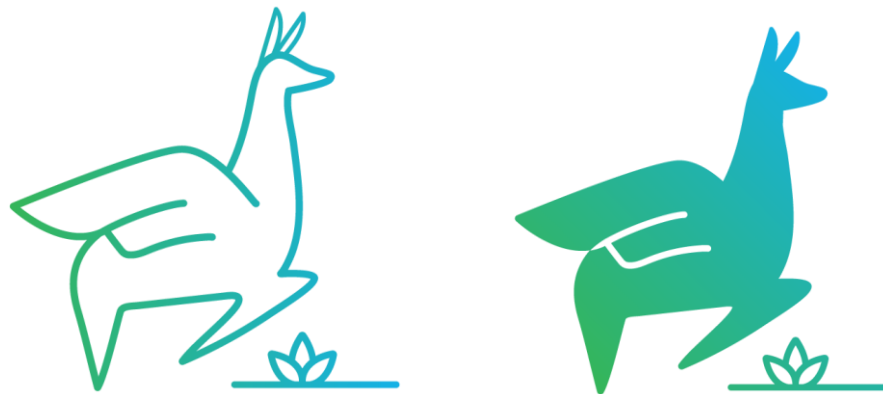
Figure 1: The LAMASUS logo with (top) and without (bottom) caption

2.2.   CORPORATE IDENTITY

Colours have a high recognition value. Therefore, a colour plate has been designed (Figure 2), which should be used for graphics and graphs.

More detailed brand guidelines to be used by the LAMASUS partners are compiled in the LAMASUS brand book (Figure 3) and stored in the folder "*|2. Templates and Logos|Lamasus Brandbook v1.0 (NOV 2022)*" of the shared workspace.
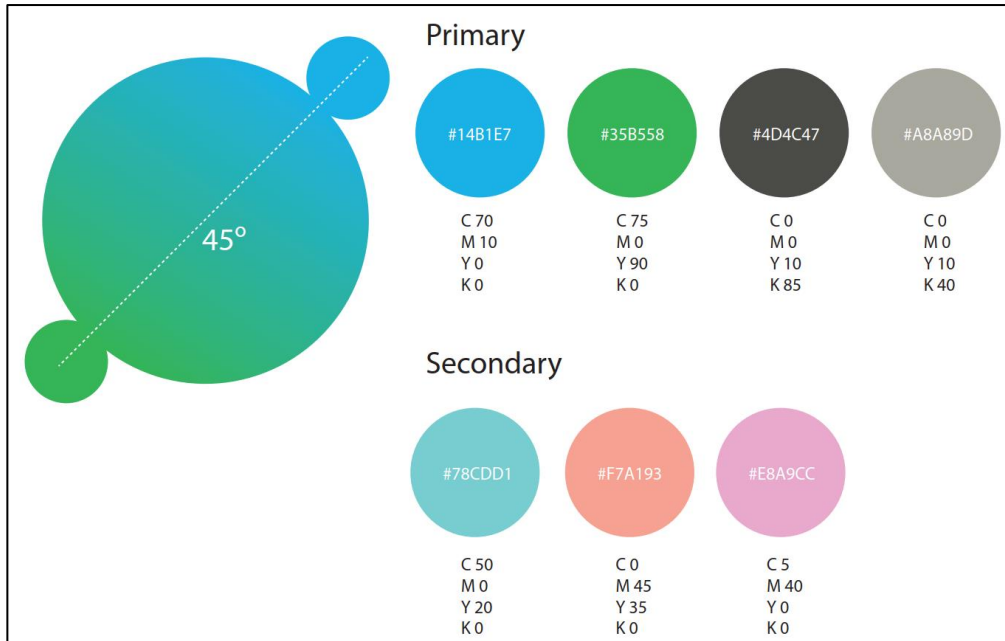
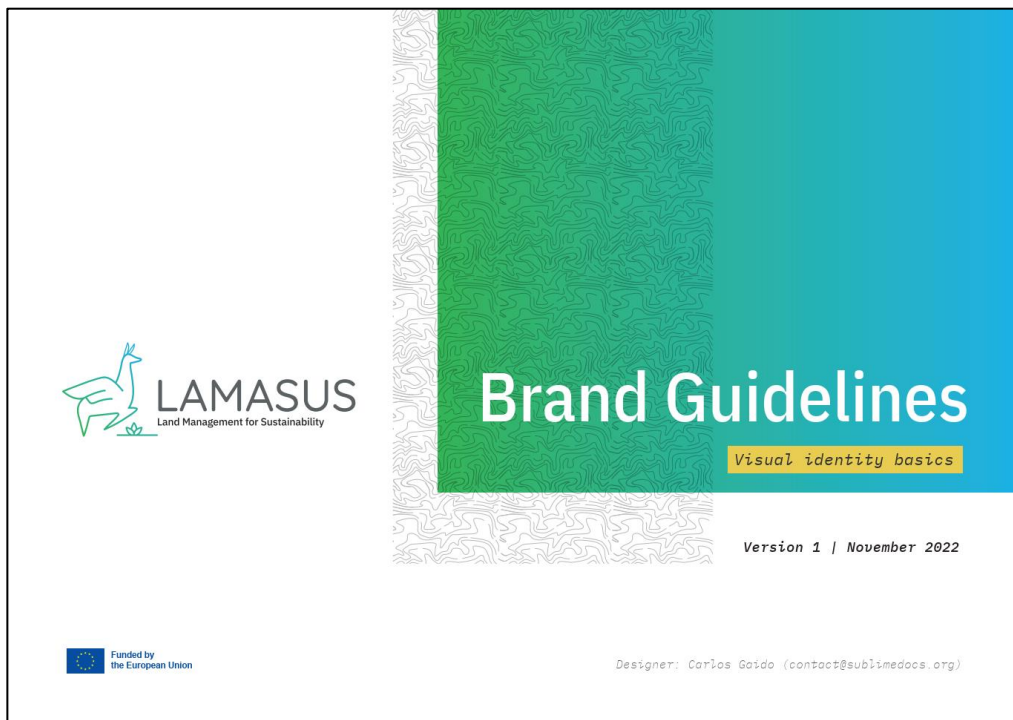*Figure 2: LAMASUS brand colour plate*

Figure 3: LAMASUS brand guidelines

2.3. TEMPLATES

To facilitate the implementation of a unified external appearance, templates were created for documents (Figure 4) and presentations (Figure 5: Presentation template in collaboration with a graphic designer.These templates are stored in the folder "\2. Templates and Logos" of the shared workspace and partners use them for all external communications and presentations.
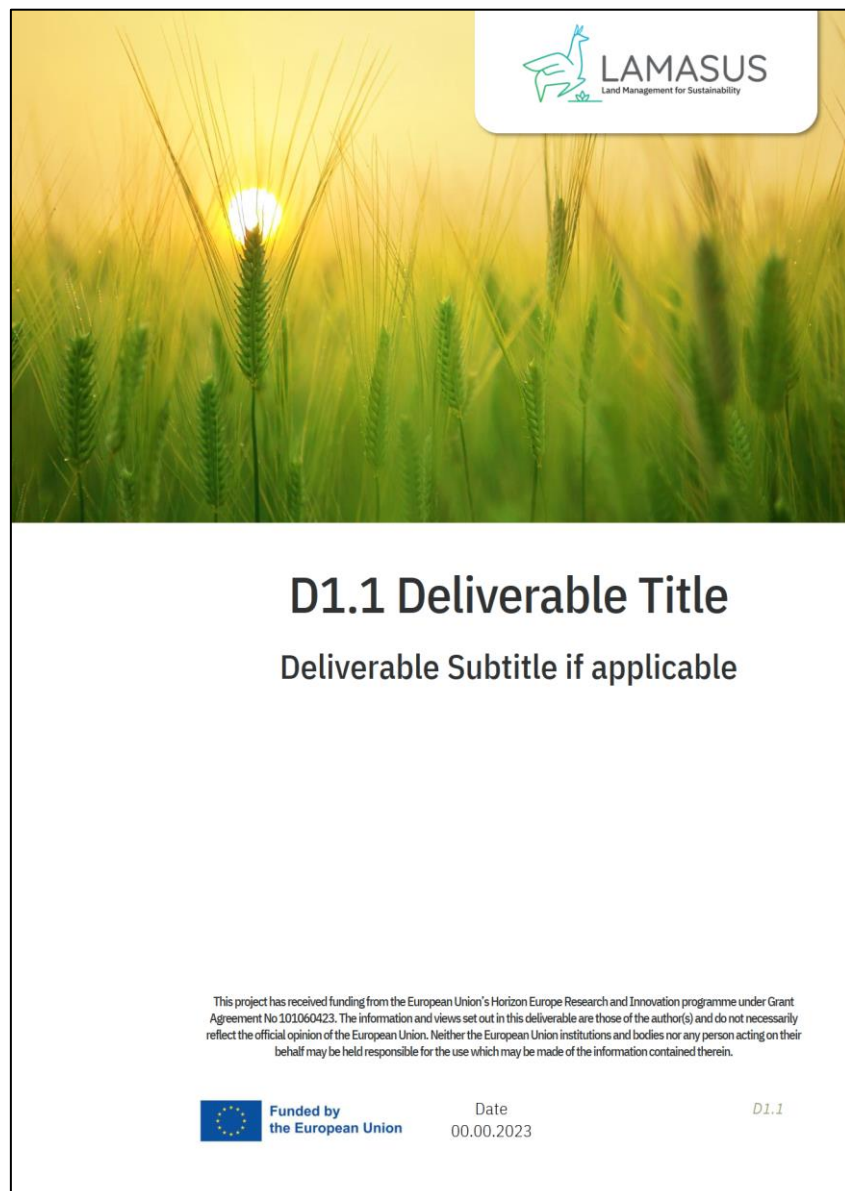

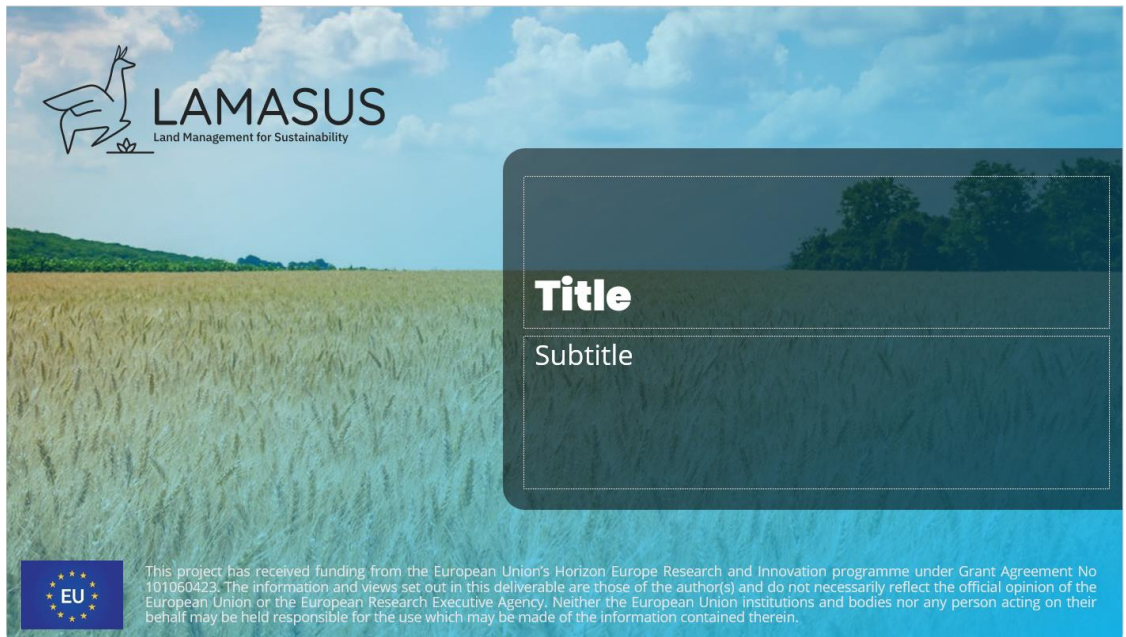*Figure 4: Cover page of the report and deliverable template*

Figure 5: Presentation template

2.4. FLYER

To support communication with external stakeholders, a flyer has been designed (layout see Figure 6) providing a brief introduction to the LAMASUS project and relevant contact information. The flyer will be finalized in March 2023, adapted to the needs and backgrounds of our stakeholders.
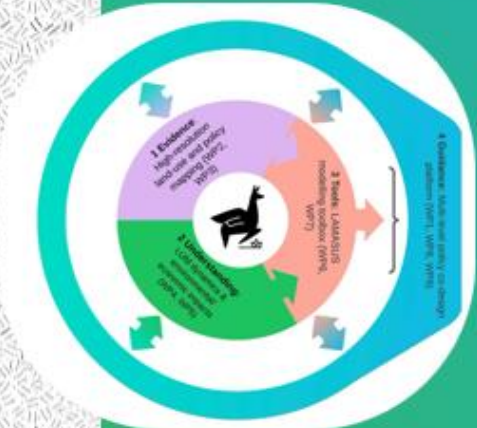
Figure 6: Frontpage of the LAMASUS flyer-draft. Content to be reviewed and revised.

2.5. PRESS RELEASES

Press releases are used to inform the scientific and the public community on major achievements of the LAMASUS project. The press releases are prepared by the coordinating team and shared with consortium partners for distribution. The LAMASUS consortium aims for coordinated press releases to maximise visibility and impact. ARTTIC will support the effective dissemination of press releases by using a commercial database tool, ZIMPEL, with media contacts of journals, magazines, and newspapers. ZIMPEL is compliant with the EU data protection regulation.

Figure 7 shows the first LAMASUS press release, the full press release is included in Annex 1.

Figure 7: The first LAMASUS press release.

2.6. NEWSLETTER

ARTTIC will prepare and distribute quarterly e-newsletters addressing the target groups identified in D9.1 Dissemination and Communication Strategy Plan. The newsletter will also

provide a short internal update for the LAMASUS consortium on scientific progress, joint events etc. The first newsletter will be released in May 2023, after the stakeholder workshop.

3. Communication channels - Social Media accounts

Social Media such as Twitter and LinkedIn are effective platforms for providing regular updates on project activities, results, and project related content. The use of these channels is described in D9.1 Dissemination and Communication Strategy Plan.

Therefore the Social Media presence of LAMASUS will be on Twitter (@LAMASUS_EU, https://twitter.com/lamasus_eu) and LinkedIn (https://www.linkedin.com/company/lamasus). Both platforms are popular due to the shortness of the published content. It is used to inform the wider public and keep stakeholders updated. We will provide general project information, regular updates about publications, presentations at conferences, and news from the different LAMASUS partners. Figure 8 shows a screenshot of our Twitter account, Figure 9 of our LinkedIn account. Tweets and posts on LinkedIn will be posted following the dissemination protocol detailed in D9.1 Dissemination and Communication Strategy Plan.

Figure 8: Screenshot of the LAMASUS Twitter account

Figure 9: Screenshot of the LAMASUS LinkedIn account

4. Web portal

The public website www.LAMASUS.eu is online since the project start and is continuously updated. It provides a general outline of the project and brief information about the partners.

The LAMASUS website is the central data and deliverable dissemination place and web repository. All publications, press releases, as well as information about the latest events and projects results, will be publicly available on the site (Figure 10 and Figure 11). The LAMASUS portal will host and provide access to the Data and Model Repository and give additional analytic and visualization capabilities. This portal will get its own page on the project website and will be publicly accessible in 2024. Further detail is given in Figure 12.
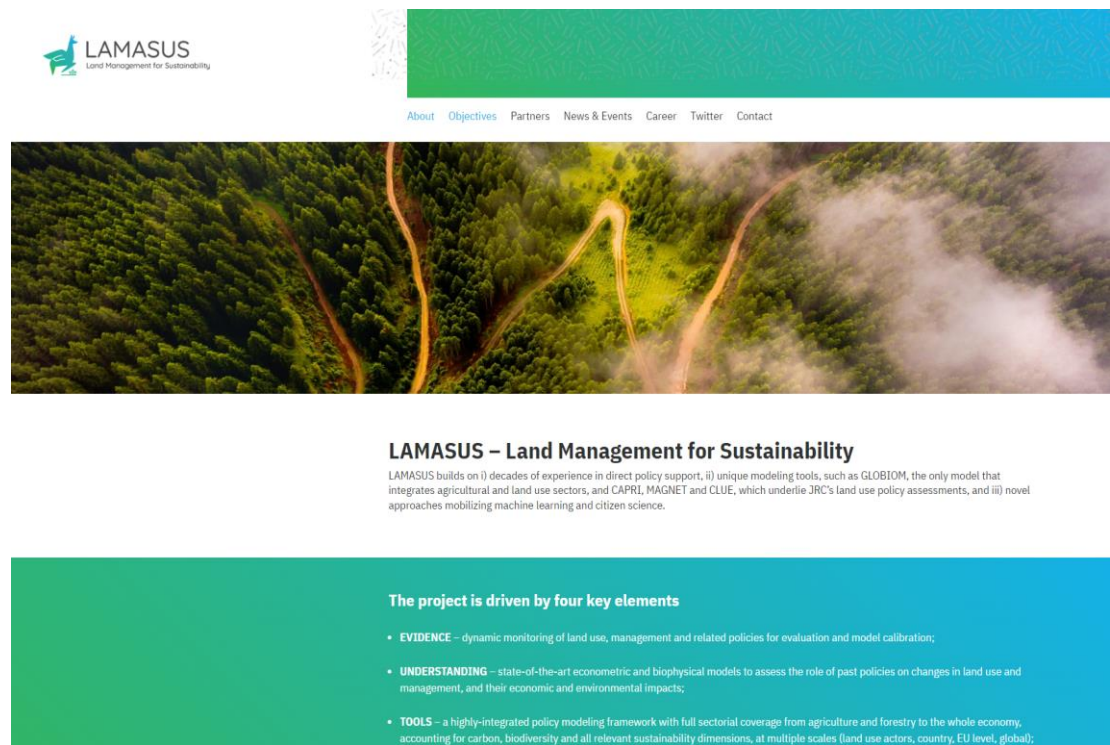
Figure 10: The LAMASUS website is accessible at www.LAMASUS.eu.

Figure 11: LAMASUS events announced on the website

The LAMASUS Portal includes the following <u>publicly</u> accessible components:

- The **Data Repository**: hosts project data using an API for automatised access.
- The **Model Repository**: hosts model software codes and documentation on how to update the scenarios and run the projections.
- The **Data and Scenario Explorer**: provides a web-based interface that allows for in-depth visualizations of projected national, and supra-national times series data and long-term scenario outputs, and, allow for selection and download of the Data and Model Repository content.
- The **Land Policy Dashboard**: visualizes aggregate data and model projections on policy relevant maps, at NUTS2 to country level resolution, to allow for comparisons across spatial and/or variable dimensions.

Figure 12: LAMASUS Portal publicly accessible components

LAMASUS
Land Management for Sustainability

Press release, 12 October 2022

Better policy design for sustainable land management

The Land Management for Sustainability (LAMASUS) Project kicks off today and will provide tools and design processes allowing EU policymakers to assess the impacts of future land-use policies ahead of their implementation, and so make informed choices for European agriculture and land use, as well as the global climate.

As part of the European Green Deal, and in line with European Climate Law, the EU has set itself a binding target of achieving climate neutrality by 2050. The land use sector can play a key role in achieving these goals as it has more potential for carbon sequestration than any other sector – it is in fact already removing 7% of all EU emissions.

Using land to capture carbon is not an easy option – land as a resource is subject to heavy competition to provide food security, preserve biodiversity, and accommodate living space as well as infrastructure. EU policies that prioritize one use over others need to be carefully designed in an integrated approach accounting for diverse societal demands and the synergies and trade-offs among them.

Apart from providing tools and design processes that will allow EU policymakers to assess the impacts of future policies ahead of their implementation, LAMASUS will develop a novel governance model based on multi-level stakeholder dialogues spanning the European Commission, through national and local administrations down to citizens, as well as the necessary tools for co-designing agriculture, forestry, and climate policies in support of the EU's climate neutrality target.

"We recognize that decisions on how land is used are made at the local, regional, national, and EU level. These decisions are informed by their impacts on climate change, food security, biodiversity, and agricultural income. All of these policies are particularly relevant and require the necessary scientific tools to lay out long-term policies in the current economic situation," explains Tamás Krisztin, scientific coordinator of the LAMASUS project and a researcher in the IIASA Integrated Biosphere Futures Research Group.

The project brings together 17 research institutions from eight EU countries and Switzerland, and builds on established modeling tools that are used to predict the impacts of climate, agricultural, and forestry policies, at the local, national, and regional levels.

At the project kick-off meeting, which will be hosted by IIASA from 12-14 October, the partners will discuss how the project can address current challenges to policymakers in the EU and draw up a road map for the first year of the LAMASUS Project.

To ensure that the project meets the EU's policy needs, representatives from five different departments of the European Commission, as well as noted experts in land use and agricultural policy have been invited to join the meeting and oversee the project's progress in the form of a Policy Advisory Board.

"LAMASUS will create a new level of societal engagement in which local actors contribute to the design of effective and efficient EU policies for climate neutrality and serve as an exemplar for other policy processes within the European Green Deal," concludes LAMASUS principal investigator and IIASA Integrated Biosphere Futures Research Group Leader, Petr Havlík.

Further information

https://www.lamasus.eu/

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