



Horizon 2020 Societal challenge 5
Climate action, environment, resource
Efficiency and raw materials

D7.6: PROMOTIONAL MATERIALS

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Executive summary

This deliverable outlines the promotional materials produced under the Project thus far. It describes the process of creating the deliverables – including feedback rounds with Partners.

Changes with respect to the DoA

None

Dissemination and uptake

The Promotional Materials target the general public, stakeholders (e.g. in the case studies), and any interested individuals upon the nexus sectors and activities and results of SIM4NEXUS.

Short Summary of results (<250 words)

The Promotional Materials were produced starting in M1 in agreement with the Partners. A visual identity, printed materials and promotional material has been developed.

Evidence of accomplishment

Report: See Figures in the text and the Annex.

1 Glossary

M	MONTH
WP	WORK PACKAGE

2 Introduction

The aim of WP 7.6 is to produce a visual identity for the project, as well as communications and promotional tools and materials to support awareness raising activities and dissemination of the project deliverables.

Deliverable 7.4 includes the promotional materials produced so far under the Project SIM4NEXUS. In the following sections, the individual promotional items that have been produced are described:

- Visual Identity of the Project, including Logo and Templates
- Information Flyer
- Fact sheets to support WP 3

3 Visual Identity of the Project

During M1 of the project, a graphic designer was contracted to produce the Project's logo. Several (3) different options for the logo were distributed among the Partners for review. The figure 1 below shows the final, approved Logo.



Figure 1 SIM4NEXUS Logo

This logo is used on all materials distributed throughout the project.

In addition, to the logo a graphic designer produced templates for the Project to use for the individual promotional materials. The following templates were produced:

- Poster (Portrait) as .potx
- Poster (Landscape) as .potx
- Agenda as .dotx
- Internal Briefings as .dotx
- Deliverables as .dotx
- Newsletter as .dotx
- Powerpoint Presentation as .potx

The templates can be found in Annex A.

The templates incorporate the project's logo. The templates standardize the font used, including the size and colour, as well as the format of the Table of Contents, Headings, Titles, Tables, Bullet point lists

and margins. This standardization ensures a common approach by each Partner to ensure that the visual identity of the project remains the same for each promotional material produced. The templates are also user friendly for the rest of the project team.

The templates were initially produced using high resolution logos; however, due to their large size the graphic designer produced smaller resolution logos, including the footer, so that the individual materials were not too large in size, which could prevent easy dissemination via email. Now large and small size logos are available at ProjectPlace.

4 Information Flyer

In M3 (September 2016), it was decided to produce an information flyer for the project. The general objectives of the flyer concern the presentation of: (a) the aims/targets of SIM4NEXUS, (b) its rationale, (c) the approach used, (d) the intended impacts, (e) the list of partners and (f) the various ways the reader/stakeholder could get involved. The flyer was viewed as an opportunity to link-up with the website (www.sim4nexus.eu) and the twitter account (@sim4nexus). The website and the twitter account are presented in detail in D7.1.

To initiate the information flyer, an email was sent to the Partners to clarify how the flyer would add to the impact of project (estimated quantified impact from dissemination and communication tools and activities for SIM4NEXUS). To this end, the Communications Team requested the Partners by email with a series of questions to understand their expectations of the flyer, including the following questions:

- Why do you want a leaflet (e.g. to share with the 20 stakeholders I am going to meet in the coming three months)?
- What is the target audience (e.g. researchers, decision-makers, education, civil society organizations, industry, media, public)?
- What do we want (e.g. leaflet for promotional purposes and information sharing)?
- How to distribute (e.g. hand-over to 50 participants in an information package, during an upcoming workshop on the Nexus in country XX)?
- What language?

On the basis of the collected inputs from the Partners, a 2-page information flyer was drafted during M4 (October 2016). Initially, it was decided by the Communication Team to produce the flyer in-house using the Briefing template. This decision was made to ensure that sufficient funds would be available later in the project to produce multiple, high quality promotional materials once the project had progressed in terms of results. The figure 2 below shows the first flyer.

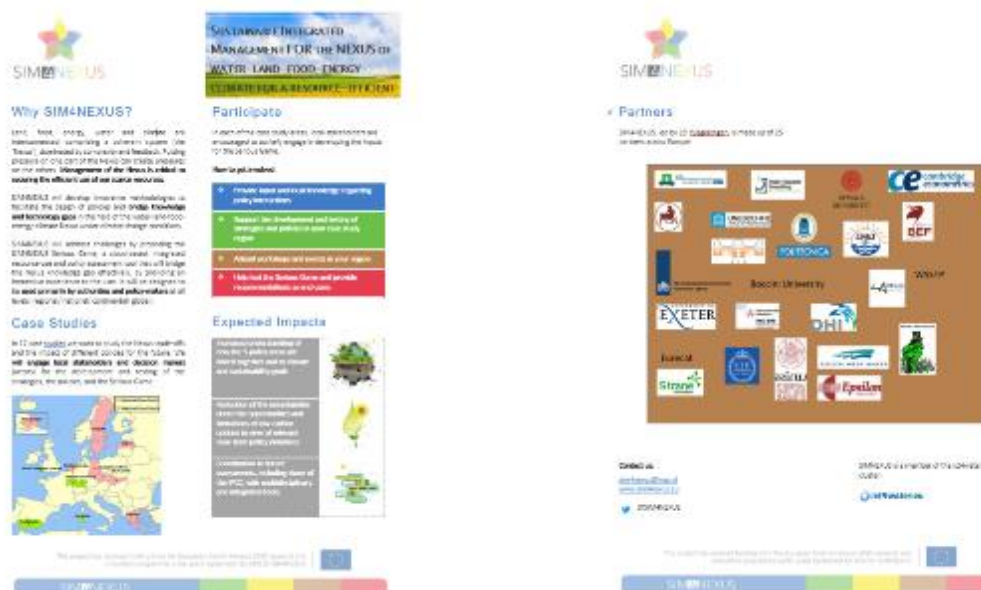


Figure 2 1st Draft Information Flyer

The draft Flyer was distributed among the Partners in short time. The draft Flyer received multiple comments from the Partners in terms of what could be improved. Through multiple comment rounds, first the text of the Flyer was revised to make it more reader friendly and to make greater use of visuals.

A second draft of the Flyer was produced leading up to the Project meeting in November 2016. The figure 3 below shows the 2nd draft.



Figure 3 2nd Draft Information Flyer

At the November meeting, it was agreed that the Briefing template was not suitable for the Flyer, as it limited the formatting options. Specifically, the margins were too wide to enable smooth transitions between the sections and to use high quality pictures to represent the water-energy-food-climate nexus. It was therefore agreed to contract a graphic designer to format the flyer once the final text was agreed among the Partners. The Flyer was reformatted from a 2-page leaflet to a foldable flyer, and

then distributed among the Partners in multiple rounds to improve its design. The final Flyer was approved in M6.



Figure 4 Final Information Flyer

Once the Flyer was finalized, the Communication (WP7) Team distributed the Flyer among the Partners. It was agreed that Partners would translate the Flyer text internally and that the Communication (WP7) Team would liaise with the graphic designer to layout any translations. Thus far, the flyer has been translated into French, Latvian and Maltese.

In the meantime, a Greek flyer was prepared November 2016 right after the meeting in Barcelona because we had a presentation at a conference organized by the National Agricultural Network where more than 200 participants from the agricultural sector were present and we wanted to engage them for the project. The flyer is the following:



Figure 5 Greek flyer

During the period M13-M15 the German flyer was released. The flyer is the following:

Im Rahmen des EU-Projektes SIM4NEXUS wurden zwölf Fallstudiengebiete ausgewählt, zu welchen auch die transnationale, deutsch-französische Region rund um den Oberrhein gehört. Die Arbeit in jener Fallstudie wird durch den Projektpartner ACTeon koordiniert. Das kleine französische Unternehmen ACTeon (<http://www.acteon-environment.eu/en/>) mit Sitz in Colmar ist in der Beratung und Forschung im Bereich der Umweltpolitik tätig und unterstützt die fachliche Entwicklung und Umsetzung von umweltrelevanten Strategien auf lokaler, nationaler und europäischer Ebene.

Jede Fallstudie vertieft ein spezifisches Thema rund um den «Wasser-Energie-Land-Nahrung-Klima» Nexus in Zusammenarbeit mit lokalen Akteuren und mobilisiert die im Projekt zur Verfügung stehenden Ressourcen und Instrumente (verschiedene Modelle, ein Serious Game, Bewertungsmethoden etc.) und Ergebnisse.

Unsere Fallstudienarbeit am Oberrhein befindet sich gegenwärtig (Mai 2017) noch in der Anfangsphase, in welcher sowohl die Grenzen des Untersuchungsgebietes definiert, als auch die thematische Ausrichtung weiter konkretisiert wird. Bislang liegt der Fokus auf den (kombinierten) Einflüssen und Rückkopplungen der verschiedenen Sektoren auf das Flusssystem Oberrhein und der Frage ob und wie diese in der Gesetzgebung berücksichtigt werden. Da die Zusammenarbeit und grenzübergreifende Planung am Rhein allgemein und am Oberrhein im Besonderen als Vorzeigeprojekt in vielerlei Hinsicht gelten, möchten wir im Rahmen der Fallstudie ergründen ob sich dieser Umstand auch in der Gesetzgebung widerspiegelt. Besteht Kohärenz in der Gesetzgebung zwischen den unterschiedlichen Ebenen (lokal, regional, national, EU) und den verschiedenen Sektoren vor dieser transnationalen Kulisse?

Um dem Projekt eine größtmögliche Relevanz zu verleihen, ist es wichtig jene Bereiche zu identifizieren, welche lokale Organisationen und Akteure im Zusammenhang mit den Nexuskomponenten als besonders wichtig und zukunftsweisend einschätzen. Ein Schwerpunkt hat sich bereits aus Gesprächen mit Akteuren der Region herauskristallisiert: Welches sind mögliche Entwicklungen der Region vorangetrieben durch die deutsche Energiewende (Atomausstieg, Wasserkraft) und einer vermehrten Produktion von nachwachsenden Bioenergiepflanzen in beiden Ländern?

Wenn Sie in diesem Zusammenhang Ihre Expertise in unsere Fallstudie einbringen und uns Ihre Einschätzungen und Sichtweisen mitteilen möchten, sind Sie herzlich dazu eingeladen jederzeit mit uns in Kontakt zu treten.

Das Team von ACTeon, und im Besonderen [Gitta Koellner](mailto:g.koellner@acteon-environment.eu) (g.koellner@acteon-environment.eu) und [Verena Mattheis](mailto:verena.mattheis@acteon-environment.eu) (verena.mattheis@acteon-environment.eu), stehen Ihnen ebenfalls gerne bei Fragen zur Verfügung.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 689120 SIM4NEXUS

SIM4NEXUS

Der Nexus bildet ein kohärentes System, welches sich, unter anderem, aus den untrennbar miteinander verknüpften Sektoren Wasser, Land, Nahrung, Energie und dem Klima zusammensetzt. Dieses System zeichnet sich durch einen hohen Grad an Komplexität und vielfältigen Rückkopplungen aus. Wird auf eine Komponente des Nexus Druck ausgeübt, kann das gleichzeitig andere Sektoren direkt oder indirekt beeinflussen und sogar belasten. Es ist notwendig diesen Nexus angemessen zu managen, um einen effizienten und nachhaltigen Umgang mit knappen Ressourcen zu sichern. Es gilt Synergien zu identifizieren und bei Überschneidungen und Konflikten Kompromisse zu entwickeln um resiliente Zukunftsperspektiven zu kreieren.

Mithilfe von modellbasierten Analysen zielt das Forschungsprojekt SIM4NEXUS (Sustainable and Integrated Management FOR the NEXUS of water-land-food-energy-climate for a resource-efficient Europe) darauf ab, die möglichen Auswirkungen von politischen Entscheidungen auf den Ressourcenverbrauch vorherzusehen. Dies umfasst sowohl den Einfluss von Gesetzen auf verschiedene Sektoren wie Landwirtschaft, Wasserwirtschaft, Biodiversität oder Ökosystemdienstleistungen, als auch eine gesamtgesellschaftliche Betrachtung der Situation. Als Teil des europäischen Horizont 2020 Programmes ist das Ziel von SIM4NEXUS Wissens- und technologische Lücken aufzudecken um dadurch eine sektorübergreifende Gesetzgebung zu fördern. Auf diese Weise soll der Weg zum Übergang in eine ressourceneffiziente Wirtschaft durch innovative Methoden und Instrumente für den Gesetzgebungsprozess und kohlenstoffarme Entwicklungspfade geebnet werden. Im Rahmen des Forschungsprojektes wird ein Serious Game entwickelt, ein cloudbasiertes Strategiespiel, mit dem die zukünftigen Auswirkungen von politischen Entscheidungen auf die verschiedenen Nexus Sektoren getestet und simuliert werden können.

Was verbirgt sich hinter dem Nexuskonzept?

Seit 2011 ist der Nexus (lat. = Verbindung, Gefüge) als nachhaltiger und integrativer Managementansatz in der öffentlichen Debatte angekommen. Der Nexusansatz zielt darauf ab, natürliche Ressourcen nachhaltig zu bewirtschaften.

Um dieses Ziel zu erreichen, müssen Grenzen zwischen einzelnen Arbeitsgebieten und wissenschaftlichen Fachrichtungen überwunden und gemeinsam sektorübergreifende Strategien erarbeitet werden. Der Ansatz basiert auf dem Verständnis, dass einzelne Umweltressourcen wie beispielsweise Wasser oder fruchtbarer Boden eng und untrennbar miteinander verknüpft sind. Werden diese Zusammenhänge und Wechselwirkungen berücksichtigt, kann dies zu mehr Ressourceneffizienz führen, zugleich lassen sich Umweltgefahren abmildern.

In Zukunft sollen auf diese Weise Wasser-, Ernährung-, und Energieeffizienz in einem sich wandelnden Klima gewährleistet werden. Eine Besonderheit des Nexus liegt darin Synergien zu identifizieren, Prioritäten bei bereits auftretenden (Nutzungs-) Konflikten abzuwehren und gemeinsame Kompromisse zwischen den Beteiligten zu finden. Diese Arbeitsweise stellt an die vorhandenen Planungs- und Gesetzgebungsprozesse besondere Herausforderungen auf globaler, nationaler und regionaler Ebene. Der Nexusansatz ist folglich ein innovativer und wichtiger Baustein für die Erreichung der international vereinbarten Nachhaltigkeits- und Klimaschutzziele.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 689120 SIM4NEXUS

SIM4NEXUS

Figure 6 German flyer

ACTeon developed a flyer on SIM4NEXUS 1st year achievements and distributed to 20 persons internally during the period M16-M19. The flyer is available to all SIM4NEXUS partners for dissemination.

5 Fact sheets

During M4 of the Project, the WP 3 (Thematic Models) Lead approached the Communications Team to produce fact sheets about the models that are going to be used in the Case Study regions and within the Serious Game. Text on the models was provided to the Communications Team by the WP 4 Lead.

A first draft of the Fact sheets was edited/produced during M4. The aim was to have uniform 2-page Fact sheets for each of the 7 models. The figures below show the draft fact sheets.



THEMATIC MODELS 5
IMAGE-GLOBIO 5

Contact us at info@ict4water.eu, follow us on www.ict4water.eu and @SMAH2015
SMAH2015 is a member of the ict4water Cluster

 **ict4water.eu**

NIST
National Institute of Standards and Technology



THEMATIC MODELS
MAGNET

Figure 10 Draft MAGNET Fact Sheet

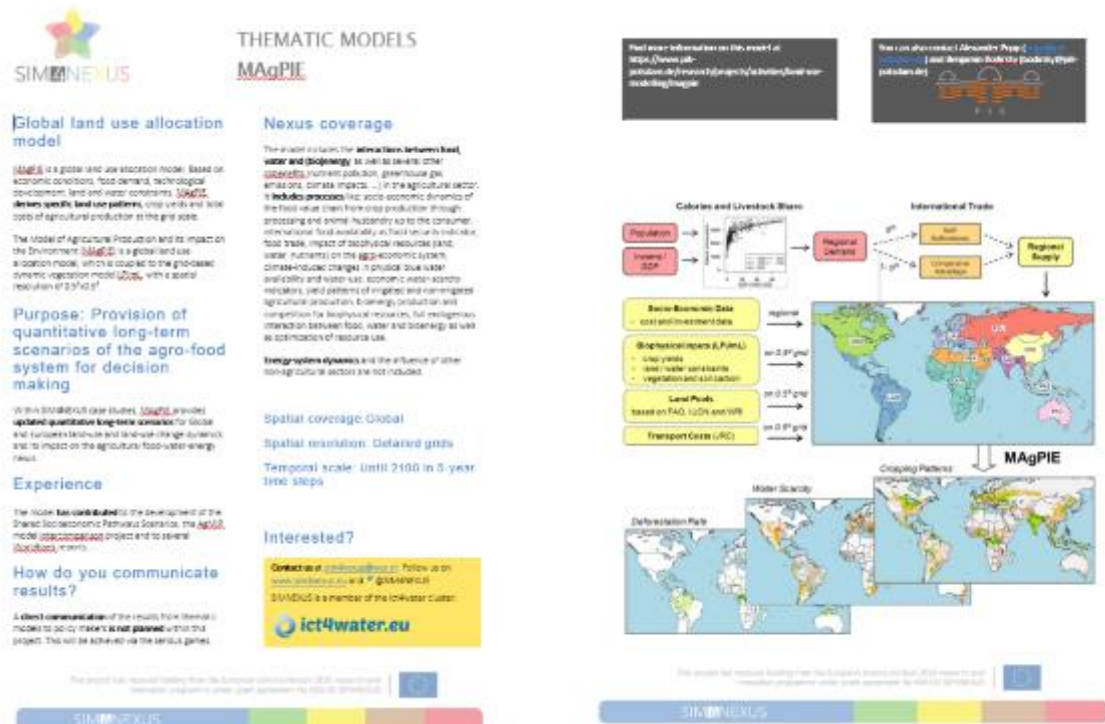


Figure 11 Draft MagPIE Fact Sheet

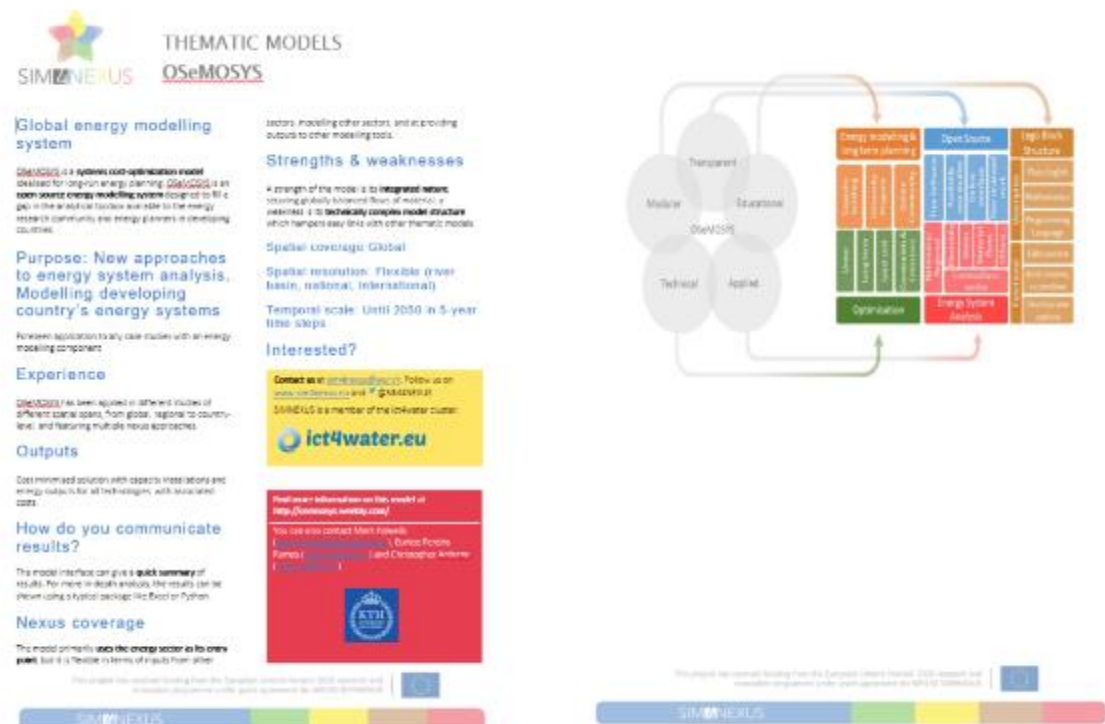


Figure 12 Draft OSeMOSYS Fact sheet



Mode IMAGE-GLOBIO

The model

IMAGE-GLOBIO

IMAGE-GLOBIO is a model to assess the global environmental impact of land use changes. It is a comprehensive model that integrates the following components:

- Data collection:** The model uses a variety of data sources, including:
 - Agg. data from base
 - Agg. data from base
- Data processing:** The model uses a variety of data processing techniques, including:
 - Data processing
 - Data processing
- Data analysis:** The model uses a variety of data analysis techniques, including:
 - Data analysis
 - Data analysis

The model is designed to be a comprehensive tool for assessing the global environmental impact of land use changes. It is a comprehensive model that integrates the following components:

Spatial and temporal coverage

Spatial coverage: Global

Spatial resolution: 10 x 10 km resolution

Temporal resolution: 1990-2010

Factsheet

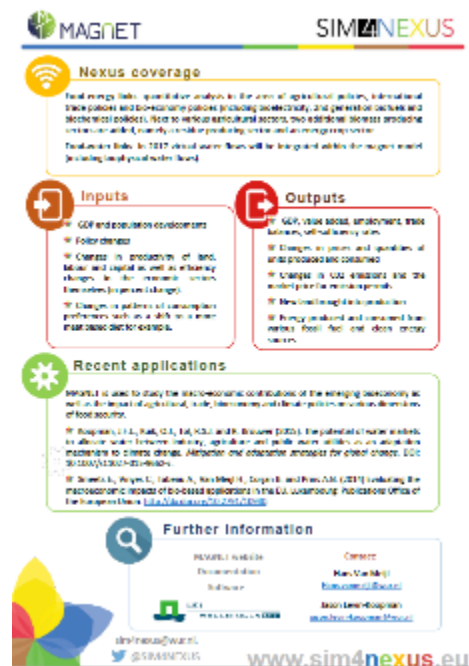
Thematic models

"The authors are grateful to the following people for their contribution to the development of the model: ..."

EUROPEAN COMMISSION



Figure 16 Final IMAGE-GLOBIO Fact sheet

[illegible]

SIM4NEXUS

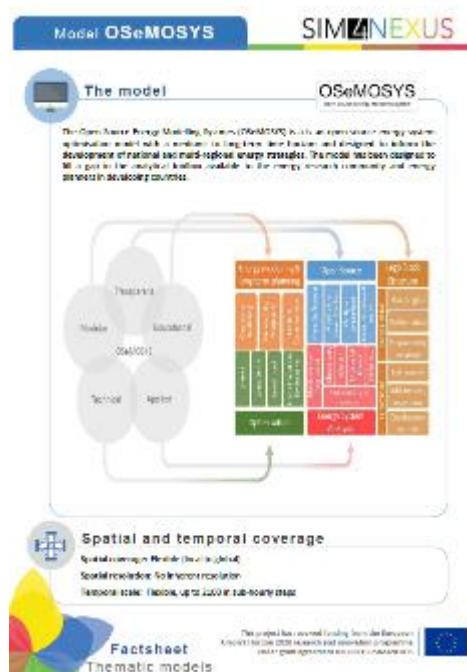


Figure 19 Final OSeMOSYS Fact Sheet

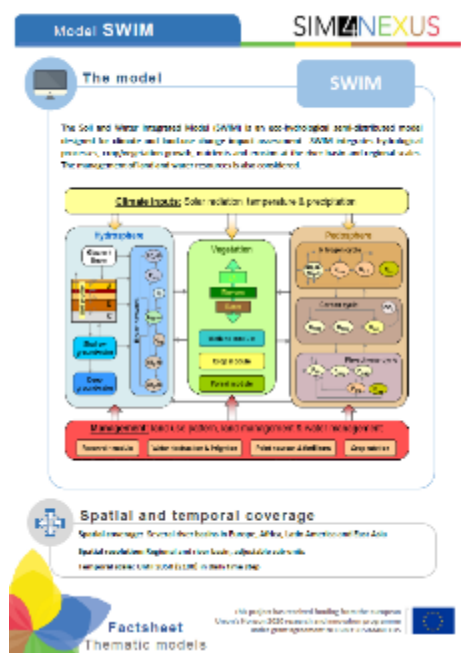


Figure 20 Final SWIM Fact sheet

6 Policy Brief

A policy brief was developed in November 2017, aiming to provide input for the review of the EU climate change adaptation strategy. The brief is available on the website and shown below:

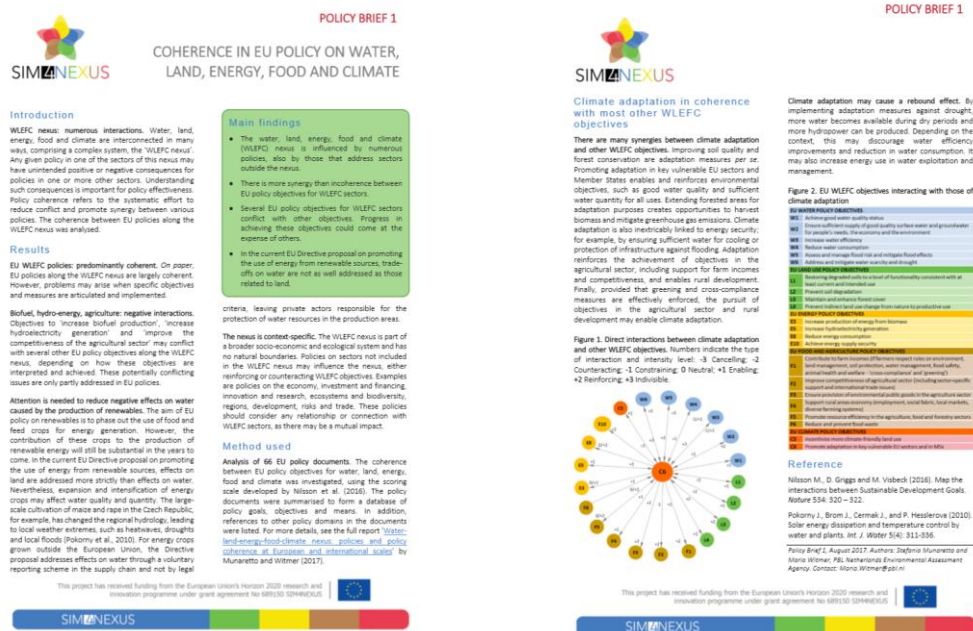


Figure 21 Policy Brief

7 Promotional Materials

The following promotion materials were developed:

1.1 Poster

A poster has been developed and presented e.g. at the EIP Water conference 2017 in Porto (Portugal).

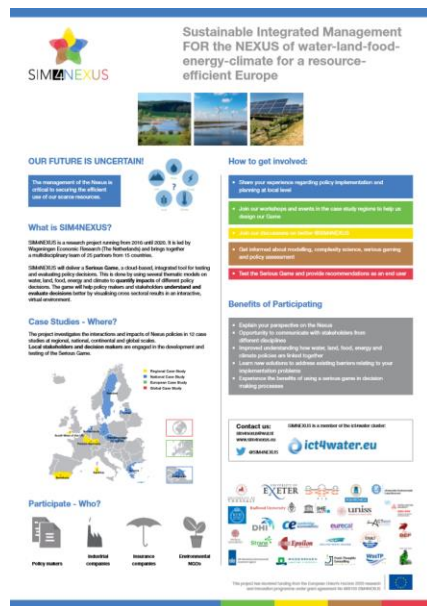


Figure 22 Poster

1.2 USB-Sticks

50 USB sticks were developed to include project-related information, and were distributed at the Prague meeting of the project.



Figure 23 USB Stick

8 Nexus Project Cluster

A logo for the Nexus Project Cluster, as by-product of SIM4NEXUS activities, is currently being developed, but not yet finalised.

Annex A Project Templates

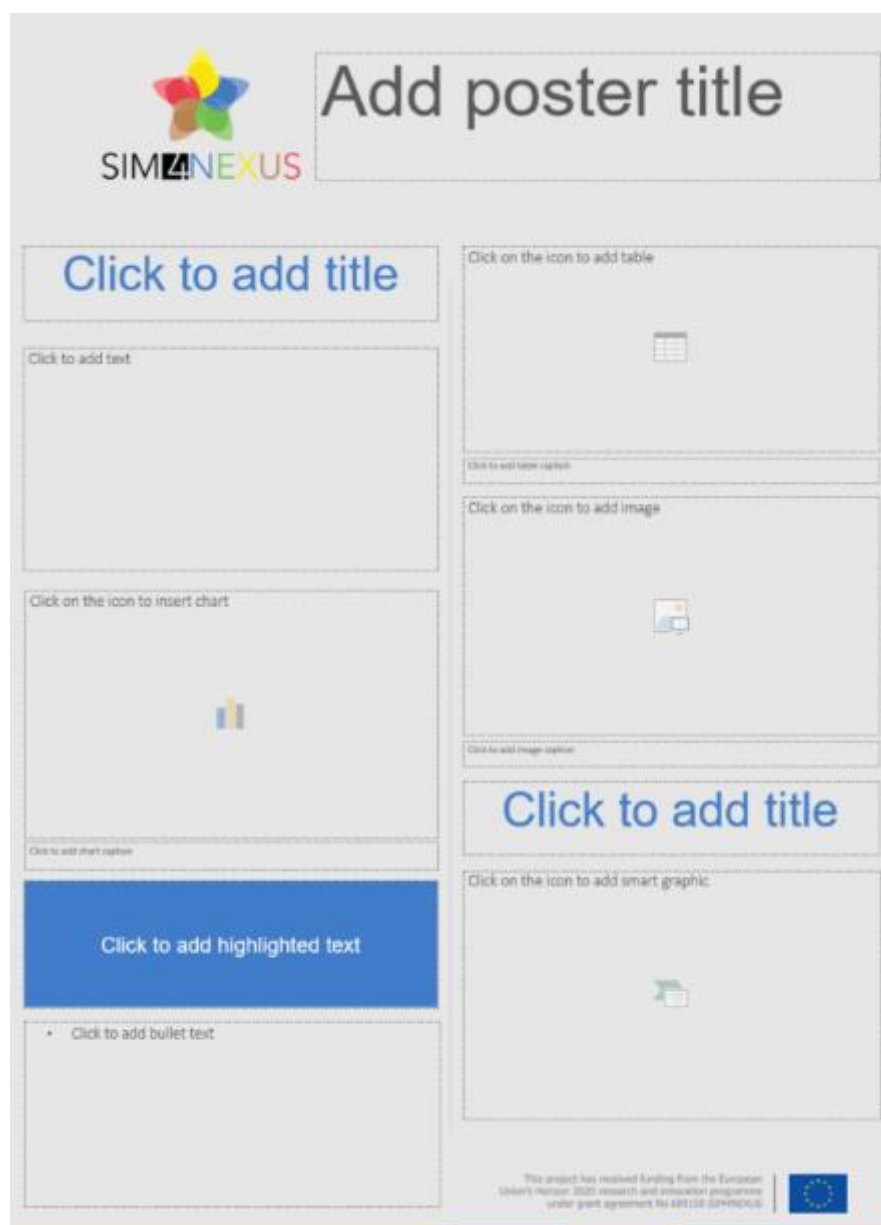


Figure 24 Poster Portrait template

The Swedish case study used the format to develop a poster:

Stakeholder

The Swedish study is one of 12 European case studies that will analyse the effects of different political, social and economic transitions. In collaboration with different stakeholders, we would like to build a unique platform to increase the awareness of complex interconnections between water, forest and energy sectors in a changing climate.

We will study and discuss future scientific and political challenges. The case study's results will support the development of a policy game, which will be used as an integrating tool for testing and evaluating policy decisions. The future game will be operable at different scales ranging from regional to national, to continental, to global, as well as different time horizons – short, medium and long term.

Nexus context

The Generational Gog!

This overall goal of Swedish environmental policy defines the direction of the changes in society that need to occur within one generation in order to meet the environmental quality objectives.

* Environmental Quality Objectives

sixteen objectives – to be met within one generation, i.e. by 2020 (2050 in the case of the climate objective) – describe the state of the Swedish environment which environmental action is to result in.

Case study

We aim to address the following goals and objectives:

- [illegible]

The first point will be met, because Sweden managed to reach its goal of a 50 per cent renewable energy share already in 2011.

However, according to economic forecasts, the United Environmental Objectives will not be achieved by 2000. Current environmental initiatives are not sufficient to achieve society's agreed environmental objectives for water and forests. The question now arises as to whether the goal of becoming a fast-free nation interferes with or negates the environmental objectives.

Subsiding group	Turnover rate	Frequency
Mineral peat bogs	200	30-40% a
Amphibolites	14	30-40% b
Peat bogs	10	30-40% c
Highly eroded	11	30-40% d
Highly eroded	2	1
Highly eroded	1	1
Highly eroded	1	1
Highly eroded	1	1



Facts and Figures

 Forests

- 48% forest cover, of which 88% subject to forestry
- long history of forest use, protection & development
- large forest industry: 23 billion C output 2011



- intensification of forest industry
- increasing standing volumes, biomass, and felling rate

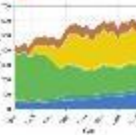
Water;

- 500-800 mm/yr precipitation
- 93% water area, with 95,700 lakes
- historically abundant with water
- small water supply: 50% from surface waters, 50% from groundwater
- largest hydropower producer in EU
- 74% of runoff in the largest rivers affected by regulation/fragmentation
- increasing water quality concerns (e.g., eutrophication) as well as N and P is fluxes from land to water



Energy

- growing demand for oil energy
- increasing energy production from solid biomass
- green electricity certification to promote renewables energy
- growing wind power



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Figure 20 Poster Portrait template as used for one case study

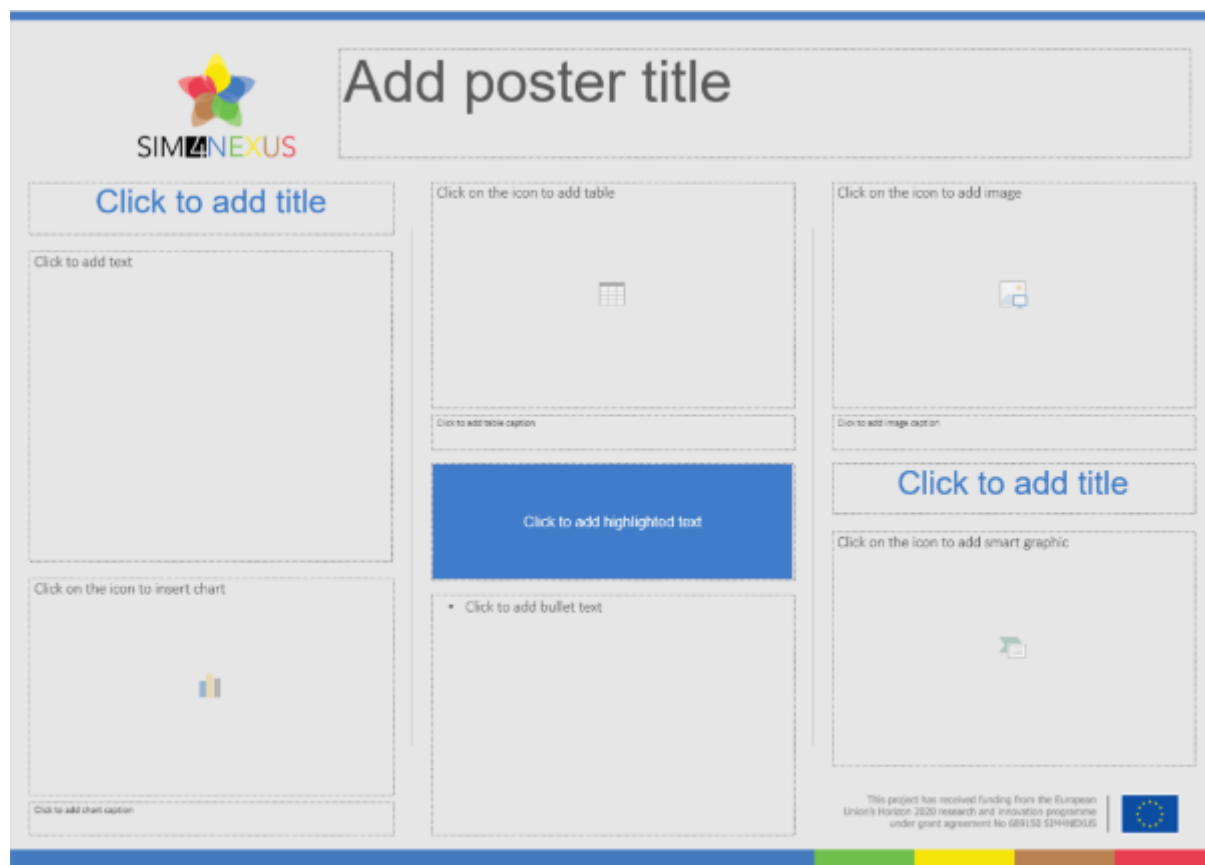
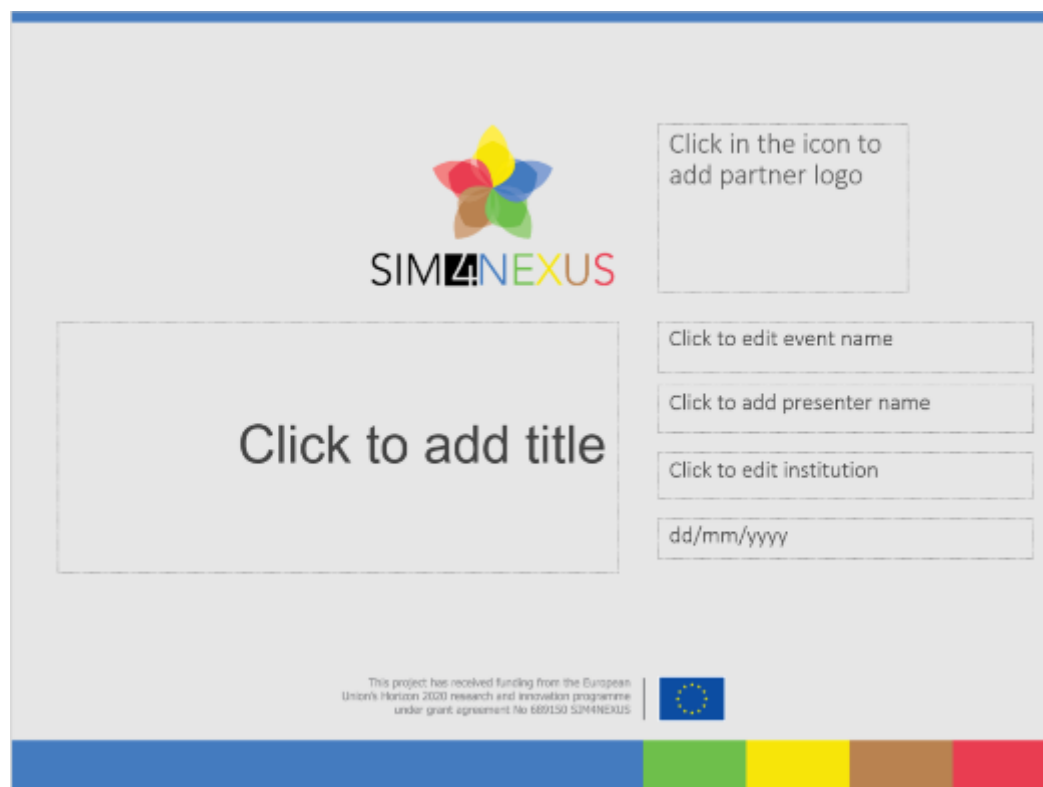


Figure 25 Poster Landscape template



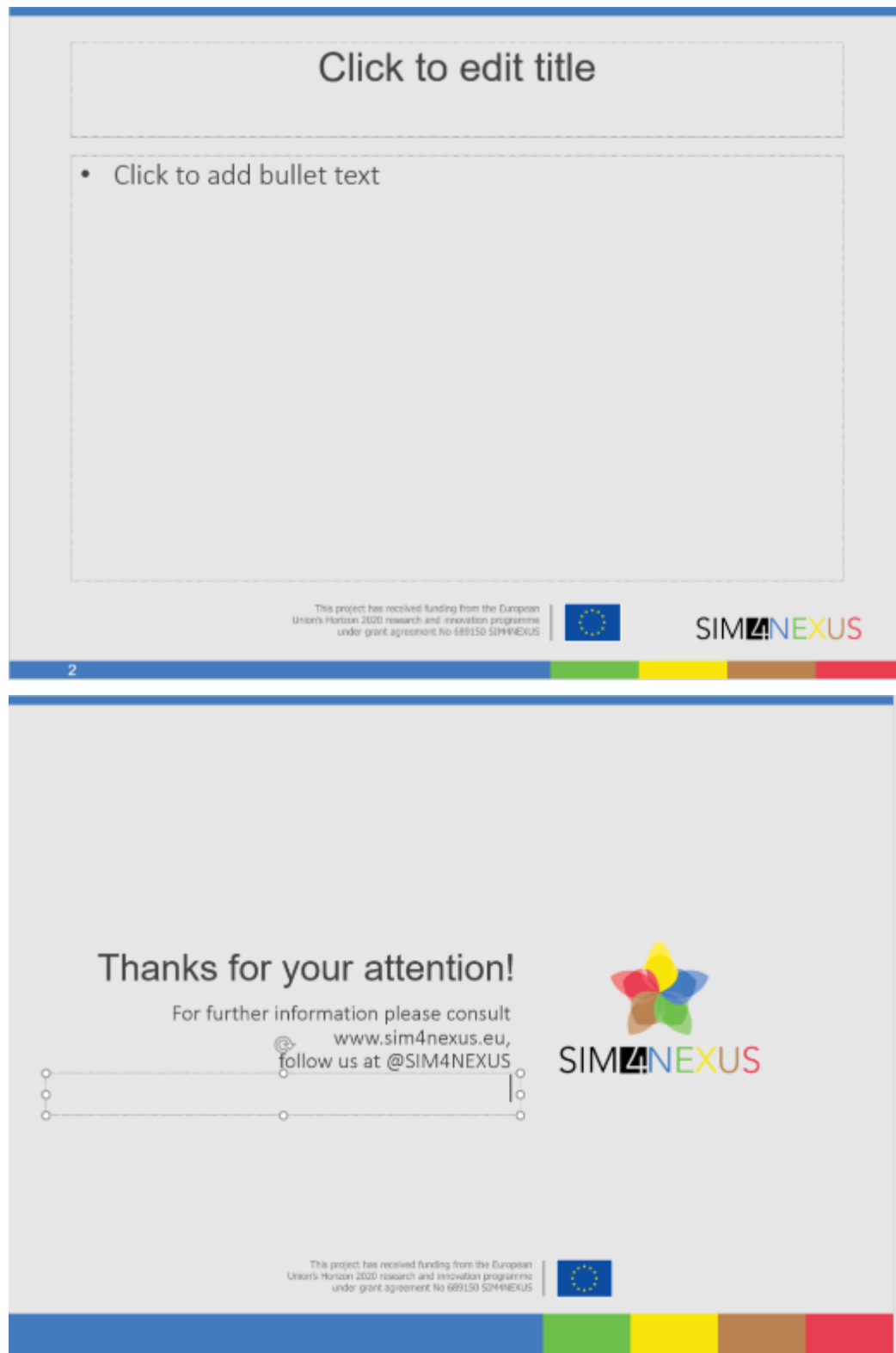


Figure 26 2 Presentation Template



XX MEETING

YY MEETING

Basic information

Date:

Location (or dial in information):

Objective

Sed elementum interdum nibh rhoncus egestas. Donec sapien risus, tincidunt eget interdum sed, semper id justo.

Agenda

Item	Time	Agenda topic	Expected results
1			
2			



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 689150 SIM4NEXUS



SIM4NEXUS

Figure 27.3 Agenda template

Heading 1

Sed elementum interdum nibh rhoncus egestas. Donec sapien risus, tincidunt eget interdum sed, semper id justo. Sed vestibulum orci vel turpis ultricies, eu accumsan massa mollis. Duis auctor, quam a efficitur semper, elit neque varius erat, sit amet eleifend arcu turpis ac elit. Aenean posuere urna nunc, non.

highlight box 1

Sed elementum interdum nibh rhoncus egestas.

highlight box 2

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highlight box 3

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highlight box 4

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Sed elementum interdum nibh rhoncus egestas. Donec sapien risus, tincidunt eget interdum sed, semper id justo. Sed vestibulum orci vel turpis ultricies, eu accumsan massa mollis. Duis auctor, quam a efficitur semper, elit neque varius erat, sit amet eleifend arcu turpis ac elit. Aenean posuere urna nunc, non.

Nubered list

1. First
2. Second
 - a. Second A
 - i. Second A1
 1. Second A11

Paragraph with bullets

- ❖ Lorem ipsum dolor sit amet, consectetur;
 - ◆ Aliquam fringilla eros at leo facilisis;
 - Mauris efficitur urna sed consequat;
 - Nam eget ante ornare, tempor.



1 Caption example



Extra page

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SIMANEXUS

Figure 28 4 Briefing template

News from the project

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Update from work packages

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News

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Events

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Publications

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SIM4NEXUS

Figure 29.5 Newsletter Template



Horizon 2020 Societal challenge 5
Climate action, environment, resource
Efficiency and raw materials

DX.Y: TITLE

LEAD AUTHOR:

OTHER AUTHORS:

DATE: (DD – month –YYYY)

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PROJECT	Sustainable Integrated Management FOR the NEXUS of water-land-food-energy-climate for a resource-efficient Europe (SIM4NEXUS)
PROJECT NUMBER	689150
TYPE OF FUNDING	RIA
DELIVERABLE	D.X.Y name
WP NAME/WP NUMBER	WP name / WP number
TASK	Task number
VERSION	xxxxxx
DISSEMINATION LEVEL	Confidential/Public
DATE	XX/YY/201Z (Date of this version) – XX/YY/201Z (Due date)
LEAD BENEFICIARY	Partner acronym
RESPONSIBLE AUTHOR	Name
ESTIMATED WORK EFFORT	Xxxxx person-months
AUTHOR(S)	Name1 (partner institution), name2 (partner institution), ...
ESTIMATED WORK EFFORT FOR EACH CONTRIBUTOR	Xxxxx person-months
INTERNAL REVIEWER	xxxxx (e.g. Coordinator, WP Leader, External...)
DOCUMENT HISTORY	

VERSION	INITIALS/NAME	DATE	COMMENTS-DESCRIPTION OF ACTIONS
1			

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Executive summary

This section needs to be 1-1.5 page long. It will be followed by four subsections. These subsections are part of the Executive Summary

Changes with respect to the DoA

With justification if applicable

Dissemination and uptake

In this subsection we write 1-2 sentences about the audience targeted/addressed: E.G. the general public, stakeholders, the Commission, etc. within the project, or outside the project

Short Summary of results (<250 words)

Evidence of accomplishment

Report, manuscript, web-link and number of screenshots, other

SIM4NEXUS

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SIM4NEXUS

Glossary / Acronyms

As the document is being written, terms and glossary will be added here as needed. Before the last version is submitted this list will be re-arranged alphabetically by the lead author.

1 Introduction

1.1 Structure of the document

In this subsection we will write a paragraph describing the structure of the document as follows:

This report is structured in XX Chapters and XX Appendices as follows:

Chapter 2 is/describes/details.....

Chapter 3.....

.....
|

2 Title 1

2.1 Title 2

2.1.1 Title 3

2.1.1.1 Title 4

3 Text styles

3.1 Paragraph

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3.2 Paragraph with bullets

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4 Charts with captions

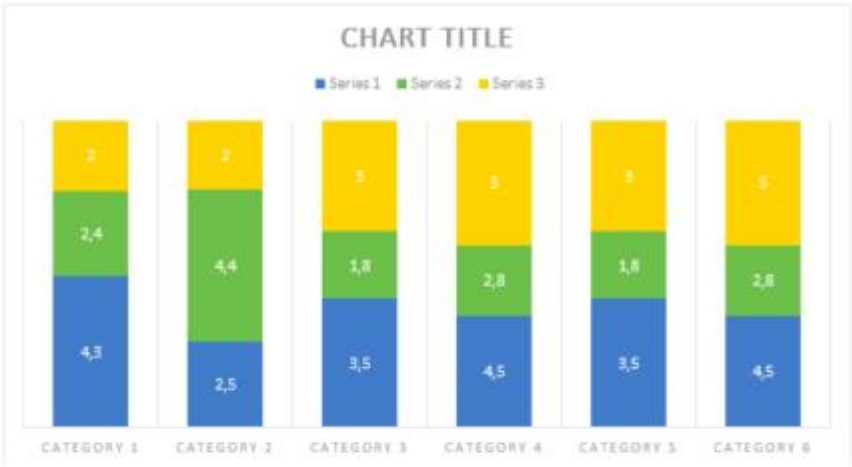


Figure 1. Example Caption here



Figure 2. Example Caption here

5 Tables

Table 1. Example Caption here

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Table 2. Example Caption here
