



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

## D7.4: PROMOTIONAL MATERIALS

LEAD AUTHOR:

Maria Berglund

OTHER AUTHORS:

Guido Schmidt

DATE: 19-05-2017

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	D7.4 Promotion materials (flyer, roll-ups, and give-aways) with a short report detailing them; inventory
WP NAME/WP NUMBER	WP Dissemination and Communication / WP 7
TASK	Task 7.6
VERSION	2
DISSEMINATION LEVEL	Public
DATE	19-05-2017
LEAD BENEFICIARY	FT
RESPONSIBLE AUTHOR	Maria Berglund
ESTIMATED WORK EFFORT	0.55 person-months
AUTHOR(S)	Maria Berglund (FT), Guido Schmidt (FT)
ESTIMATED WORK EFFORT FOR EACH CONTRIBUTOR	0.3 person-months, 0.25 person-months
INTERNAL REVIEWER	Maria Papadopoulou & Anna Laurantou

#### DOCUMENT HISTORY

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1	MBL/GUS	12-05-2017	VERSION FOR INTERNAL REVIEW
1A	MARIA PAPADOPOULOU & ANNA LOURANTOU-PARIS		REVIEW COMMENTS AND ADDITIONAL INFORMATION



# 1 Table of Contents

Executive summary.....	6
1 Glossary .....	6
2 Introduction.....	7
3 Visual Identity of the Project .....	7
4 Information Flyer .....	8
5 Fact sheets.....	11
Annex A Project Templates.....	19

Figure 1 SIM4NEXUS Logo .....	7
Figure 2 1st Draft Information Flyer .....	9
Figure 3 2 <sup>nd</sup> Draft Information Flyer.....	9
Figure 4 Final Information Flyer.....	10
Figure 5 Draft CAPRI Fact sheet .....	11
Figure 6 Draft E3ME-FTT Fact Sheet .....	12
Figure 7 Draft IMAGE GLOBIO Fact sheet .....	12
Figure 8 Draft MAGNET Fact Sheet.....	13
Figure 9 Draft MagPIE Fact Sheet .....	14
Figure 10 Draft OSeMOSYS Fact sheet.....	14
Figure 11 Draft SWIM Fact sheet.....	14
Figure 12 Final CAPRI Fact sheet.....	15
Figure 13 Final E3ME-FTT Fact Sheet.....	15
Figure 14 Final IMAGE-GLOBIO Fact sheet .....	16
Figure 15 Final MAGNET Fact sheet.....	16
Figure 16 Final MAGPIE Fact sheet.....	17
Figure 17 Final OSeMOSYS Fact Sheet .....	17
Figure 18 Final SWIM Fact sheet.....	18
Figure 19 Poster Portrait template .....	19
Figure 21 Poster Landscape template.....	21
Figure 22 Presentation Template .....	22
Figure 23 Agenda template .....	23
Figure 24 Briefing template .....	25
Figure 25 Newsletter Template .....	26

# 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), any interested individuals upon the nexus sectors of SIM4NEXUS.

Short Summary of results (<250 words)

The Promotional Materials were produced starting in M1 in agreement with the Partners.

Evidence of accomplishment

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](http://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.



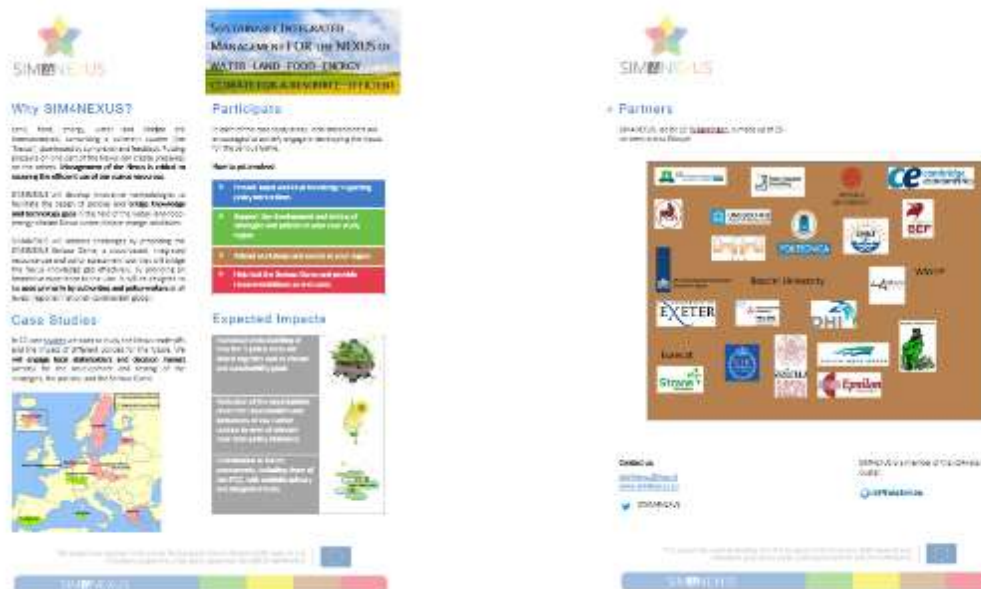


Figure 2 1st Draft Information Flyer

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 2<sup>nd</sup> draft.



Figure 3 2<sup>nd</sup> 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:





## 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.

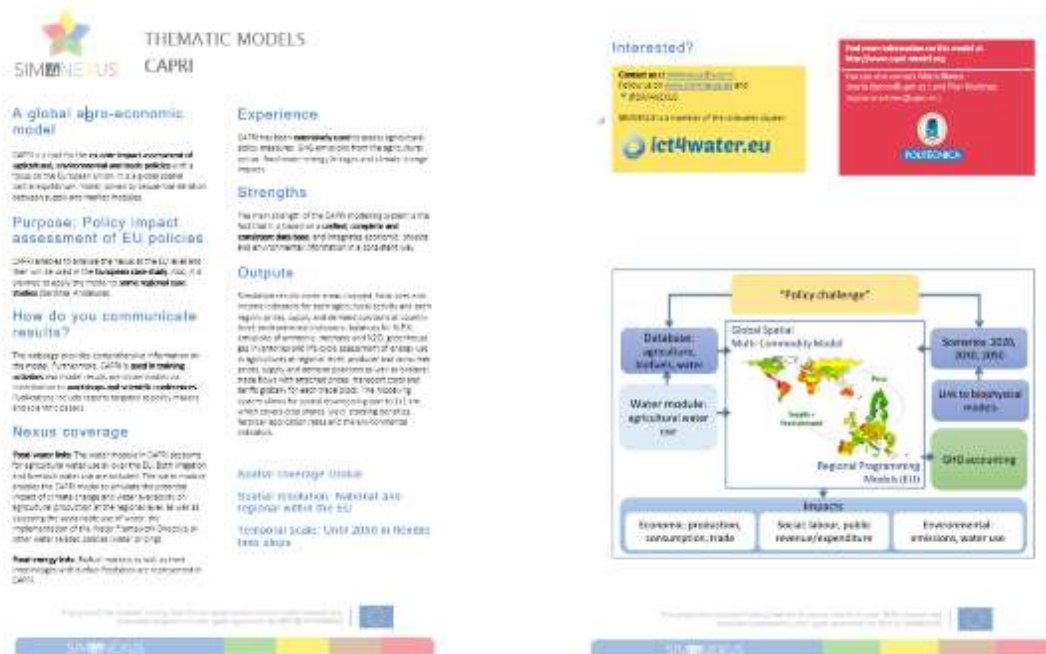


Figure 5 Draft CAPRI Fact sheet



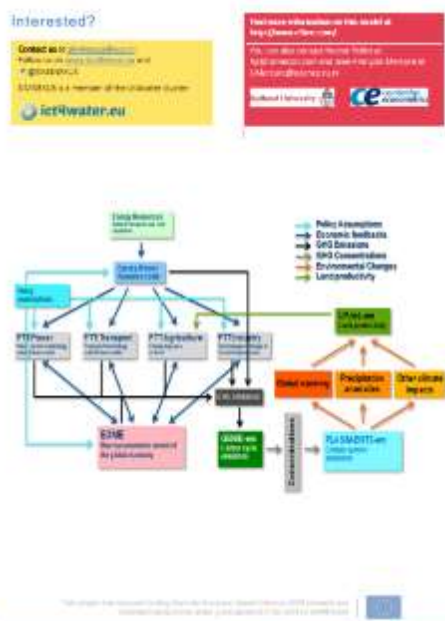


Figure 6 Draft E3ME-FTT Fact Sheet

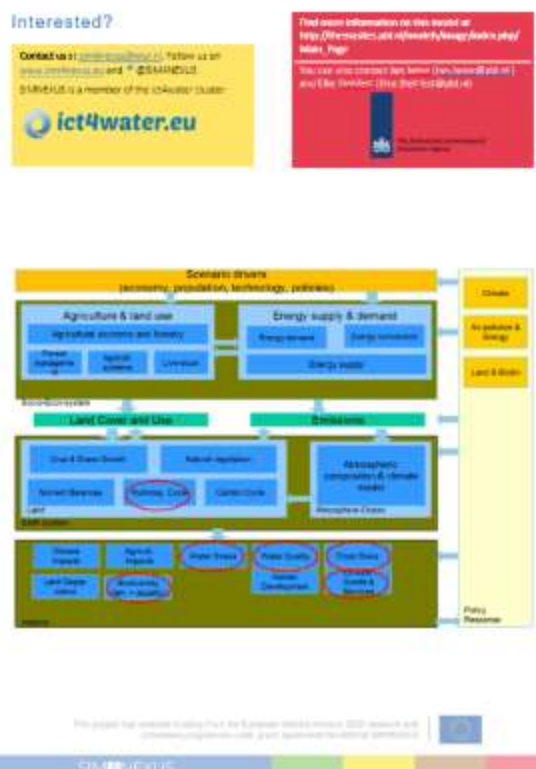


Figure 7 Draft IMAGE GLOBIO Fact sheet

## A global computable general equilibrium model

**MAGNET** (Modular Agricultural General Equilibrium) is a macro-economic (partial) dynamic computable general equilibrium model that covers the whole economy, with an additional focus on agriculture.

## Purpose: Economic Impact Assessment

MAGNET is a tool for analysis of trade, agricultural, climate and bioenergy policies.

## How do you communicate results?

It is not particularly informative to show the model interface directly to policy makers. It is much better to show graphs and tables derived from the model results. Reports can be stored in an interactive interface. Model has long solution times (hours).

## Nexus coverage

MAGNET offers food-energy and food-water links.

## Experience

The MAGNET model has been used in the Agriculture Model Intercomparison Project (AgMIP).

In the *Procedures* project the impact of agricultural, trade, bioeconomy and climate policy on various dimensions of food security (food availability, food access) is assessed by including various household for selected countries within the model.

MAGNET has been used to examine the interplay between the EU program to Reduce Emissions from Deforestation and Forest Degradation (REDD) and increased biofuel production from the Renewable Energy Directive (RED).

## Outputs

- GDP, value added, employment, wages, climate trade flows, trade balances, self-sufficiency rates
- Changes in prices and quantities of crops produced and consumed as well as quantities of production inputs (e.g. land, types of labour and capital)
- Changes in CO<sub>2</sub> emissions and the market price for emission permits (if non-zero)
- The amount of new land brought into production (if scenario)
- The amount of energy produced and consumed (in tons of oil equivalent) from various fossil fuel and clean energy sources

Spatial coverage: Global

Spatial resolution: National

Temporal scale: Until 2050 in flexible time steps (2100 is possible)

## Interested?

Contact us at [info@ict4water.eu](mailto:info@ict4water.eu). Follow us on [www.ict4water.eu](https://www.ict4water.eu) and [Twitter](https://twitter.com/ict4water).  
ICT4Water is a member of the *ict4water* cluster.

[ict4water.eu](https://www.ict4water.eu)

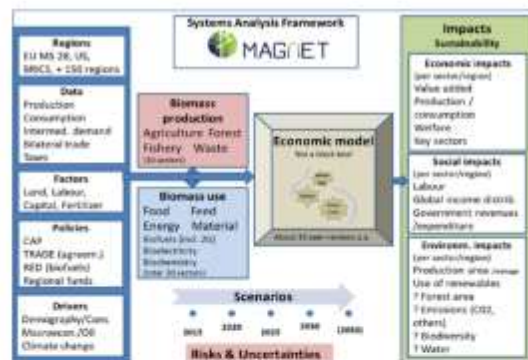
Find more information on this model at <http://www.magnet-model.org/>

You can also contact Hans van Meijl  
[h.vanmeijl@wur.nl](mailto:h.vanmeijl@wur.nl) (and Bart Lelander, Regional  
Policy Coordinator, [b.l.lelander@wur.nl](mailto:b.l.lelander@wur.nl))



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**SIM4NEXUS**

Figure 8 Draft MAGNET Fact Sheet

## Global land use allocation model

**MAgPIE** is a global land use allocation model, based on economic decisions, food demand, technological development, land use constraints. **MAgPIE** drives specific land use patterns, crop yields and land costs of agricultural production at the global scale.

The Model of Agricultural Production and its Impact on the Environment (**MAgPIE**) is a global land use allocation model, which is coupled to the global economic allocation model **AgEcon**, with a global resolution of 0.5°x0.5°.

## Purpose: Provision of quantitative long-term scenarios of the agro-food system for decision making

In this model's view, **MAgPIE** provides spatially quantitative long-term scenarios for Social and Environmental Impact and Land-use Change Dynamics and its impact on the agriculture-food-water-energy nexus.

## Experience

The model has been used in the development of the Shared Socioeconomic Pathways Scenarios, the SSPs, under the International Project for the Assessment of the Agricultural System (IPAS).

## How do you communicate results?

A direct communication of the results from several models to policy makers is not planned in this project. This can be achieved via the *ict4water* cluster.

## Nexus coverage

The model includes the interactions between land, water and bioenergy, as well as several other *spatially* human policies: greenhouse gas emissions, climate impacts... in the agricultural sector. It includes processes for socio-economic dynamics of the food value chain from crop production through processing and animal husbandry to the consumer. International food availability is based on historical food intake, impact of agricultural resources (land, water, nutrients) on the agro-economic system, climate-induced changes in physical (soil, water, weather) and hydrological, economic (input-output, markets), and patterns of crop and animal husbandry, agricultural production, bioenergy production and competition for land and resources, full recursive interaction between food, water and energy, as well as substitution of resources.

Intergovernmental dynamics and the influence of other non-agricultural sectors are not included.

Spatial coverage: Global

Spatial resolution: Detailed grids

Temporal scale: Until 2100 in 5-year time steps

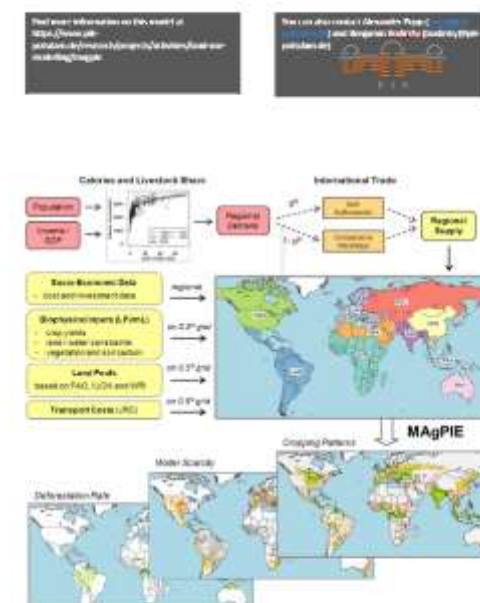
## Interested?

Contact us at [info@ict4water.eu](mailto:info@ict4water.eu). Follow us on [www.ict4water.eu](https://www.ict4water.eu) and [Twitter](https://twitter.com/ict4water).  
ICT4Water is a member of the *ict4water* cluster.

[ict4water.eu](https://www.ict4water.eu)

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Figure 9 Draft MagPIE Fact Sheet



Figure 10 Draft OSeMOSYS Fact sheet

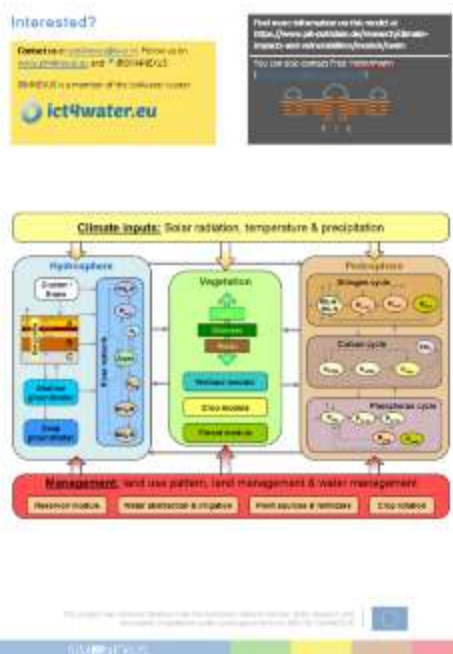


Figure 11 Draft SWIM Fact sheet

After the Fact sheets were drafted, it was decided that the WP3 Team would use in-house graphic designers to reformat the Fact sheets.



The final versions are shown in the figures below.

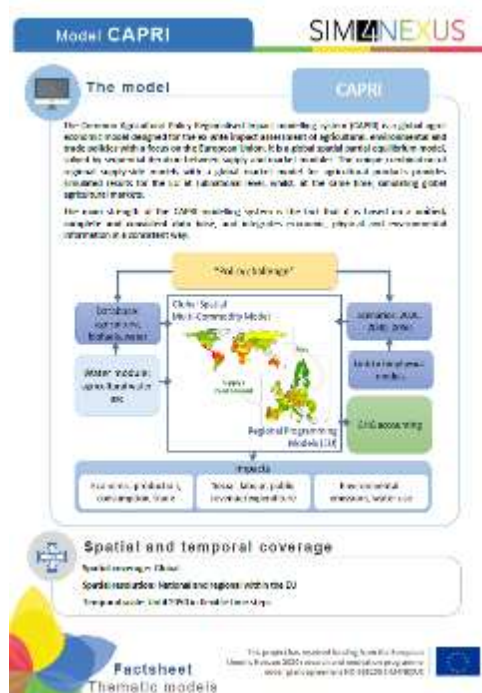


Figure 12 Final CAPRI Fact sheet



Figure 12 Final CAPRI Fact sheet



Figure 13 Final E3ME-FTT Fact Sheet



Figure 13 Final E3ME-FTT Fact Sheet

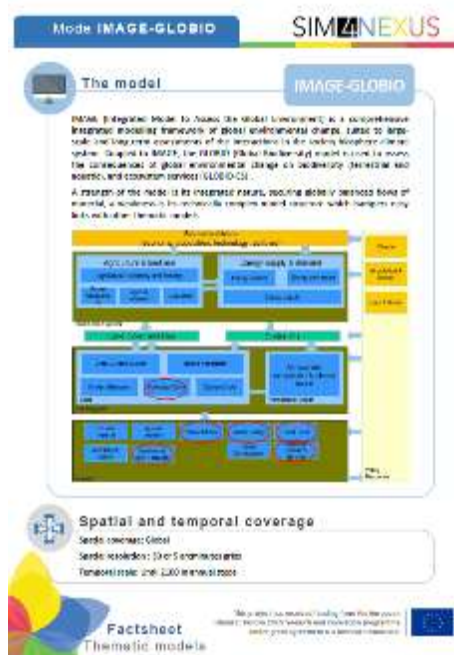


Figure 14 Final IMAGE-GLOBIO Fact sheet

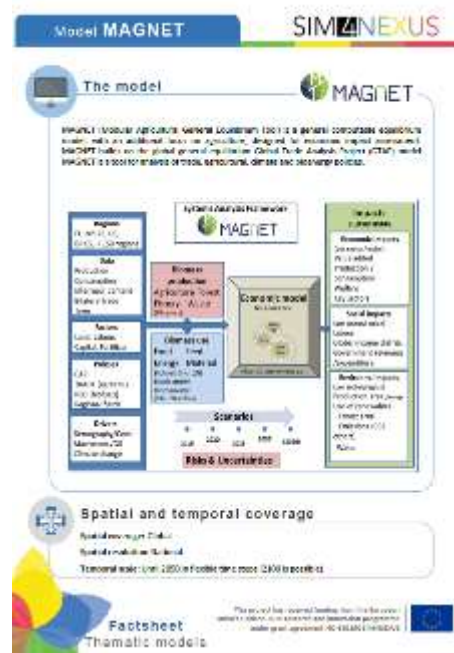


Figure 15 Final MAGNET Fact sheet





[illegible]

SIM4NEXUS



SIM4NEXUS

# Annex A Project Templates

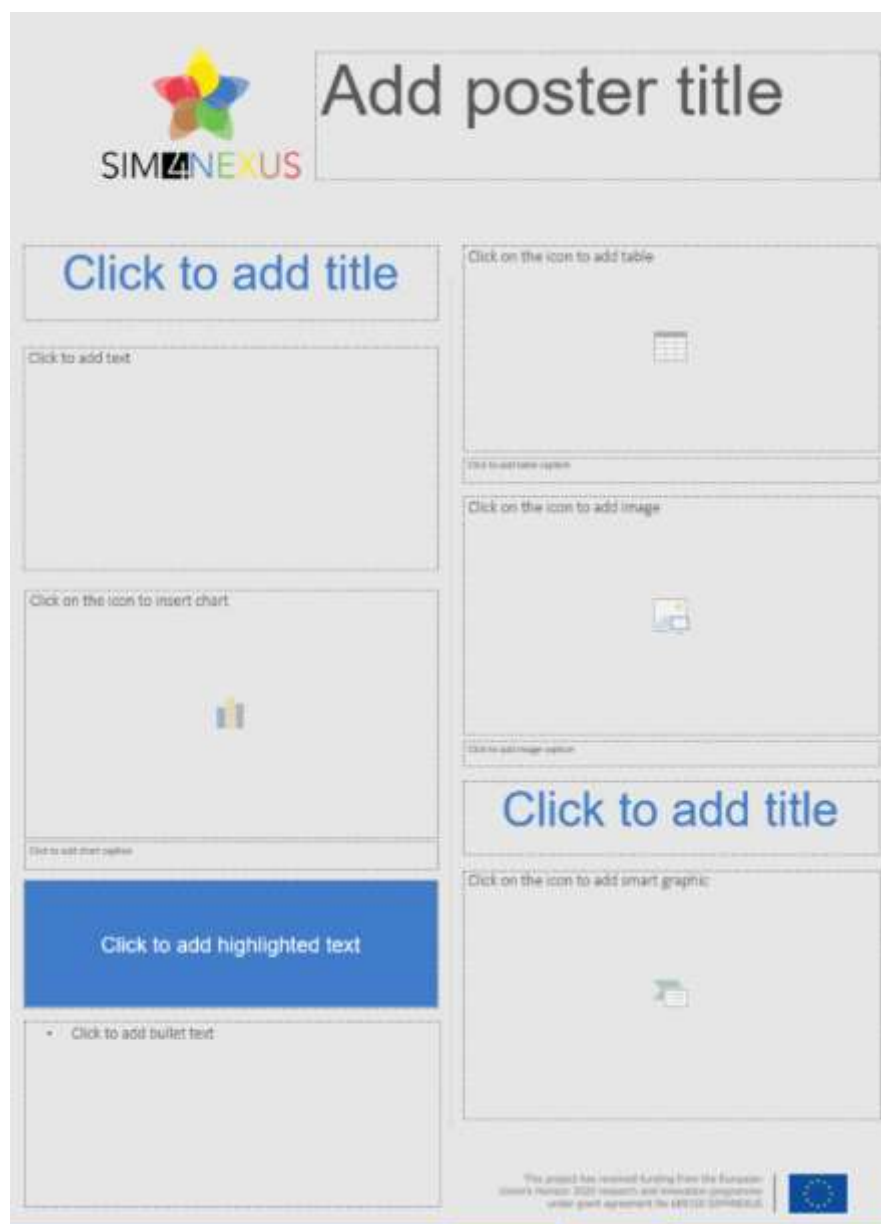


Figure 19 Poster Portrait template

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

## Summary

The Swedish study is one of 12 European case studies that will analyse the effects of different political, social and economic scenarios. In collaboration with different stakeholders, we would like to build a unique platform to increase the awareness of complex interactions 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 serious game, which will be used as an integrating tool for testing and evaluating policy decisions. The serious game will be operable at different scales (regional, from regional to national, to continental, to global, as well as different time horizons – short, medium and long term).

## Nexus context

### The Generational Goal

This overall goal of Swedish environmental policy defines the direction of the changes in society that need to occur whilst 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. Pollution environmental action is necessary.

### Case study

We aim to address the following goals and objectives:

- Contribution that political decisions on renewable energy production will have on energy efficiency (L, 2020)
- Reduction of hydrological risks
- Swedish Energy City: the reduced climate impacts (2050)
- Swedish Energy City: the increasing climate impacts (2050)
- Swedish Energy City: the reduced quality of groundwater (2020)
- Swedish Energy City: the reduced quality of forests (2050)

The first point will be met, because Sweden managed to reach a goal of a 50 per cent renewable energy share already in 2013. However, according to present forecasts, the United Environmental Objectives will not be achieved in time. Current environmental initiatives are not sufficient to prevent society's agreed environmental objectives for water and forest. The question even arises as to whether the goal of becoming a fossil-free nation is in line with some of the environmental objectives.

## Stakeholder

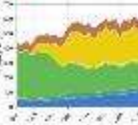
Stakeholder group	Stakeholders involved
Municipalities	200
Authorities	14
Associations	40
Non-Governmental	11
High-level business	2
Private business	1
Local media	1



## Facts and Figures

### Forests

- 68% forest cover, of which 68% subject to forestry
- long history of forestry use, protection & development
- large forest industry, 22 billion output 2011



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

### Water

- 500-600 mm/year precipitation
- 3% water area, with 95,700 lakes
- historically abundant with water
- local water supply: 50% from surface waters, 50% from groundwater
- largest hydropower producer in EU
- 75% of runoff is the largest risks, affected by regulation/fragmentation
- increasing water quality concerns (e.g., eutrophication), as most flood M and P is fluxes from land to water

### Energy

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

Dr. Claudia Tuschke  
claudia.tuschke@pu.se  
tsc\_tuschke

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Figure 20 Poster Portrait template as used for one case study

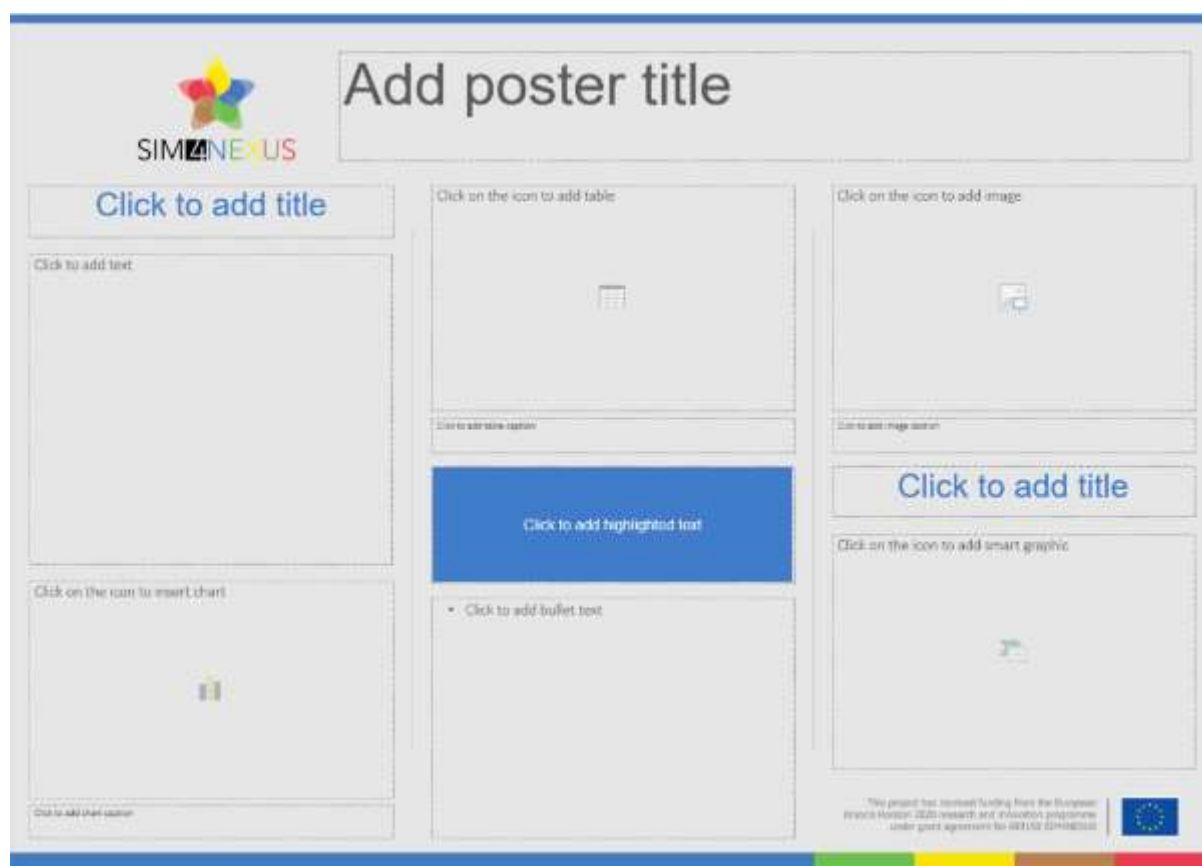


Figure 20 Poster Landscape template







Figure 212 Presentation Template



XX MEETING

YY MEETING

## Basic information

Date:

Location (or dial in information):

## Objective

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## Agenda

Item	Time	Agenda topic	Expected results
1			
2			



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SIM4NEXUS

Figure 223 Agenda template

## Heading 1

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## 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 234 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

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.

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SIM4NEXUS

Figure 245 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)

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

<b>PROJECT</b>	Sustainable Integrated Management FOR the NEXUS of water-land-food-energy-climate for a resource-efficient Europe (SIM4NEXUS)
<b>PROJECT NUMBER</b>	689150
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<b>TASK</b>	Task number
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<b>LEAD BENEFICIARY</b>	Partner acronym
<b>RESPONSIBLE AUTHOR</b>	Name
<b>ESTIMATED WORK EFFORT</b>	Xxxxx person-months
<b>AUTHOR(S)</b>	Name1 (partner institution), name2 (partner institution), ...
<b>ESTIMATED WORK EFFORT FOR EACH CONTRIBUTOR</b>	Xxxxx person-months
<b>INTERNAL REVIEWER</b>	xxxx (e.g. Coordinator, WP Leader, External...)
<b>DOCUMENT HISTORY</b>	

VERSION	INITIALS/NAME	DATE	COMMENTS-DESCRIPTION OF ACTIONS
1			

## Table of Contents

Executive summary.....	vi
Glossary / Acronyms.....	vii
1 Introduction.....	1
1.1 Structure of the document .....	1
2 Title 1.....	2
2.1 Title 2.....	3
2.1.1 Title 3.....	3
3 Text styles.....	4
3.1 Paragraph.....	4
3.2 Paragraph with bullets.....	4
3.3 Numbered list.....	4
4 Charts with captions.....	5
5 Pictures with captions.....	5
6 Behaviour of text with pictures.....	5
7 Tables.....	5
8 Conclusions and recommendations.....	5
9 References.....	5
Appendix A: Appendix title.....	5

## 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

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam fringilla eros at leo facilisis hendrerit. Aenean vitae commodo leo. Nulla dui leo, molestie in nulla id, accumsan placerat nisl. Mauris efficitur urna sed consequat pellentesque. Phasellus pellentesque condimentum urna, a euismod elit efficitur et. Maecenas congue tortor hendrerit dui accumsan, vel condimentum nunc volutpat. Duis interdum nunc a euismod dignissim. Morbi pharetra rutrum cursus. Mauris facilisis porta semper. Donec tincidunt lectus vitae tempus lacinia. Aliquam erat volutpat. Aliquam erat volutpat.

### 3.2 Paragraph with bullets

- Lorem ipsum dolor sit amet, consectetur adipiscing elit;
- Aliquam fringilla eros at leo facilisis hendrerit;
- Mauris efficitur urna sed consequat pellentesque;
- Nam eget ante ornare, tempor dui a
- Aenean vitae commodo leo;
- Nulla dui leo, molestie in nulla id, placera.



4 Charts with captions

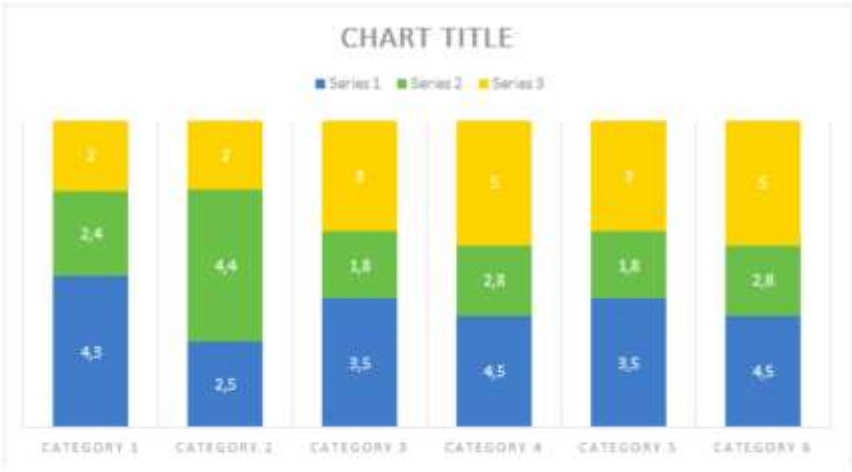


Figure 1. Example Caption here

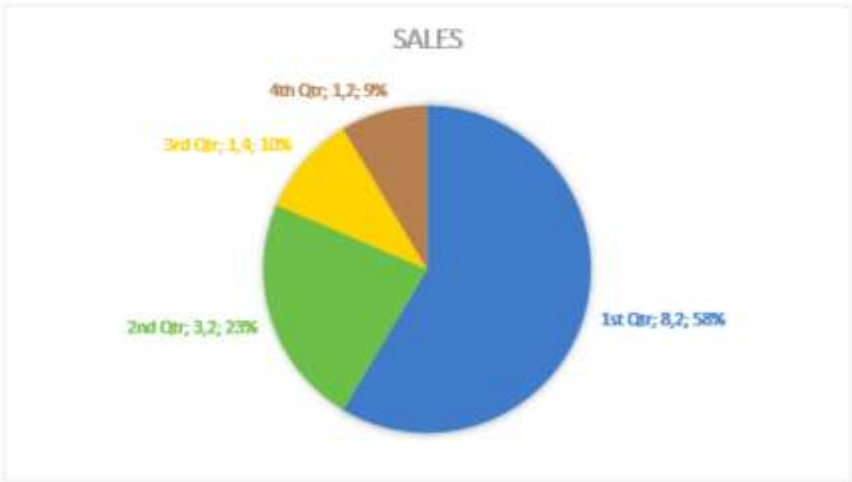


Figure 2. Example Caption here

## 5 Tables

Table 1. Example Caption here

[illegible]

Table 2. Example Caption here
