





# **COMMUNICATION TOOLKIT**

Deliverable D 6.1
Project website and communication channels

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#### Disclaimer

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#### 1. Executive Summary

This deliverable outlines the development and deployment of the NatureScape project's communication and dissemination infrastructure, including the official project website and associated digital channels. The aim is to ensure consistent communication and reinforce the project's image, ensure wide visibility, stakeholder engagement, and accessibility of project outcomes.

NatureScape leverages an integrated communication strategy combining web presence, social media, and project-branded materials to support WP6 objectives. All platforms follow open-access and FAIR data principles where applicable.

## 2. Abbreviations and acronyms

Abbreviation / Acronym	Description
NBS	Nature-Based Solutions
T-Labs	Transformation Labs
PU	Public
GA	Grant Agreement
FAIR	Findable, Accessible, Interoperable, and Reusable

#### 3. Purpose of the document and objectives

To effectively communicate the NatureScape project and its outcomes to relevant stakeholders, the public, and within the consortium, this Deliverable (D6.1) - *Project Website and Communication Channels* — serves as a comprehensive handbook for all project partners. It outlines the corporate identity and provides guidance to ensure consistent communication throughout the project.

This document offers an overview of the promotional tools and materials available for dissemination and engagement, all of which are accessible to project partners via a shared project Team folder.

Serving as a general guideline for all communication efforts related to NatureScape, the toolkit promotes a unified visual identity and fosters coherent messaging across all partners and platforms.

The document begins with a brief introduction to the NatureScape project and its context, followed by a detailed description of the visual identity elements that underpin all communication activities. It also includes clear instructions for the correct use of these elements.

The main objectives of this deliverable are to:

- Describe the structure and key features of the official project website
- Present the social media strategy and established accounts
- Showcase the project's visual identity and communication materials
- Ensure alignment with Biodiversa+ (Biodiversa+, 2023) and EU communication standards (EC, 2022)

#### 4. Visual Identity

#### 4.1 Logo

All official project materials must include an official NatureScape logo, as presented below. The NatureScape logo should be used in all materials produced within the scope of the project. The logo must be surrounded by sufficient free space to ensure good visibility and visual separation from other elements (see also next page).

All official project communications must include the NatureScape logo. On a white background, the standard or black logo may be used. Against a colourful background, the white logo should be used.

Outside of the logo, the project name may be used capitalizing the first letter of each concept relating to the project's full name (NatureScape).



Figure 1. Examples of incorrect and correct use of NatureScape logo on a background.

#### 4.2 Fonts

The project will adopt the same sources as the Biodiversa + program (Biodiversa +, 2023). Templates and outputs must use one of the official fonts, as detailed in this section.

MS Office use: Arial

Heads and project: Comfortaa

Download Comfortaa - Google Fonts

We recommend reading the Biodiversa+ Partner Communication TOOLKIT (Biodiversa +, 2023)

#### 4.3 Colour scheme

The colour palette presented in this section, as well as represented in the logo, is to be used with the specific CMYK and RGB values across all templates and communications products relating to the NatureScape project.

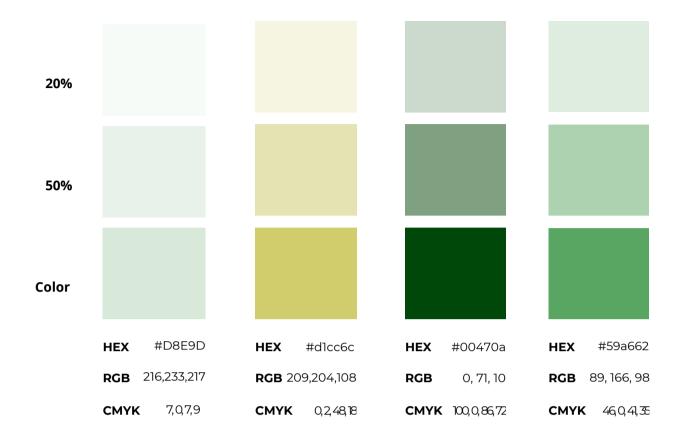


Figure 2. Colour scheme of NatureScape (based on logo and website).

## 4.4 MS Office & InDesign templates

Based on the visual identity, a series of templates have been developed to ensure NatureScape remains identifiable when communicating both internally and externally. They are made available on project Teams folder.

Please ensure the templates provided below are used when creating any deliverables or output related to the project:

- MS Word template for deliverables (Appendix)
- MS PowerPoint presentation template (Appendix )

#### 5. Communication Channels

#### 5.1 Project website

The NatureScape website will serve as the central hub for project information, resources, and updates. Key sections include: a Project Overview, objectives and Work Packages, News and Events, NBS Transformation Labs (T-Labs) descriptions, Resources and Deliverables and Contact Information.

It should reflect the project's identity through clear messaging, consistent visuals, and inclusive language. As a key reference point for stakeholders, the website must be regularly updated and include links to social media channels, downloadable resources, and contact information, ensuring transparency and encouraging engagement from a broad audience (EREA, 2023).

To ensure effective use, the website will follow these practical guidelines:

#### 1) Update Frequency

- The News and Events section will be updated at least monthly, and more frequently during periods of active dissemination (e.g. conferences, project events, deliverable releases).
- The Resources and Deliverables section will be updated immediately after approval of each public deliverable.
- T-Lab pages will be refreshed quarterly, with highlights on activities, progress, and outcomes.

#### 2) Integration with Project Events

• Every official project event (e.g. workshops, conferences, T-Lab activities, webinars) will have a dedicated dissemination plan, including an event announcement, a follow-up post (e.g. summary, highlights, participant reflections), and links to relevant materials.

#### 3) Targeted Communication

- Content on the website will be tailored to specific audiences (see Table 1 below).
- Targeted blog-style posts will highlight T-Lab stories, stakeholder perspectives, and preliminary research findings.
- Short "experience articles" will showcase project partner contributions, fostering a personal connection with different audiences.

#### 4) Target Audiences

The Table 1 summarises the key target audiences (IPBES, 2019; FNI, 2022) for the NatureScape project, their communication purpose, and the types of preferred content to be shared through the project website and social media channels.

**Table 1.** Target Audiences and Communication Approach in NatureScape.

Audience Group	Purpose of Communication	Preferred Content
Policymakers & Authorities	Inform policy relevance and	Policy briefs, event highlights
	urban transformation	
Scientific Community	Share insights and foster	Publications, findings,

	collaboration	workshop reports
Local Communities & Citizens	Engage with T-Lab co-	Photos, videos, event recaps
	creation stories	
Private Sector & Practitioners	Demonstrate practical	Case studies, guidelines,
	applications	demonstration videos
Media & General Public	Enhance visibility and	Press releases, human-
	awareness	interest stories

#### 5) Collaboration among Partners

- All partners are encouraged to contribute short updates, photos, and experience articles to enrich the website content.
- Contributions will be coordinated by NILU (as WP6 lead) to ensure consistency, while partners will be credited for their content.
- Specific focus will be placed on T-Lab representation, with each T-Lab responsible for submitting at least one quarterly update to highlight their local progress and outcomes.

The official NatureScape website - <a href="https://naturescape.nilu.no">https://naturescape.nilu.no</a> - was launched on 1st June 2025, and will evolve dynamically as the project progresses.

#### 5.2 Social Media Presence

A strong presence on social media is key to increasing the visibility of the project and engaging a wide range of audiences, from institutional partners to local communities and the public (EC, 2022).

NatureScape has established an active presence across major social platforms to reach diverse audiences: LinkedIn, Mastodon and Bluesky

Maintaining visual coherence, posting regularly, and sharing project results, events, and impactful stories are essential to strengthening the project's identity and fostering ongoing engagement.

Strategic use of hashtags helps to group content, increase reach, and connect the project to relevant European and global conversations. In addition to the official project hashtag [#NatureScape] and partner hashtags, complementary hashtags such as #NatureBasedSolutions, #UrbanGreening, #EUProjects and should be used where appropriate.

- LinkedIn: https://www.linkedin.com/company/naturescape-project
- Mastodon: https://mastodon.social/@NatureScape
- Bluesky: https://bsky.app/profile/naturescape.bsky.social

#### 5.3 Visual Identify & Templates

To maintain consistency across communication, a visual identity package was created including:

- Project logo (horizontal and square formats)
- Roll-up poster and door badget
- Presentation and deliverable templates

- Brochure for external audiences

## 6. Visual identity usage guidelines

This section specifies all the funding recognition requirements that NatureScape partners must fulfil in all communication activities.

#### 6.1 Information on EU co-funding

NatureScape materials must also explicitly recognise the EU funding. All dissemination, communication and exploitation materials must include the EU flag, the funding statement, and the grant recognition text (disclaimer).



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This logo and additional ones (e.g. black and white), funding statement inclusive, can be found on the European Union's Horizon Europe download center.

Inforegio - Download centre for visual elements (EC, 2022)

## 6.2 Biodiversa + logo

As a project funded under the Biodiversa + programme, all dissemination, communication and exploitation materials produced under the scope of NaturScape must include the official Biodiversa + logo (Biodiversa +, 2023) that is available in the project Teams folder.

#### 7. Conclusions

The communication channels and tools described in this deliverable establish a strong foundation for engagement and visibility throughout the NatureScape project. The project website and social media accounts are designed to grow dynamically as the project progresses. They will support WP6 objectives in disseminating results, sharing lessons learned, and engaging stakeholders in a transparent and impactful way.

#### 8. References

- Biodiversa+ (2023). Partner Communication Toolkit. Biodiversa+ Secretariat. Available at https://www.biodiversa.eu/wp-content/uploads/2023/02/Biodiversa-Communication-Toolkit.pdf.
- European Commission (2022). Communication and Raising EU Visibility Guidelines for External Actions. Available at file:///C:/Users/hyl/Downloads/communicating-and-raising-eu-visibility-guidance-for-external-actions-july-2022 0.pdf.
- European Commission (2025). Download Centre for Visual Elements. Available at: <a href="https://ec.europa.eu/regional-policy/information-sources/logo-download-center-en">https://ec.europa.eu/regional-policy/information-sources/logo-download-center-en</a>.
- European Research Executive Agency (2023). Guide on Communication, Dissemination and Exploitation. Available at https://rea.ec.europa.eu/publications/communication-dissemination-exploitation-what-difference-and-why-they-all-matter en.
- IPBES (2019). Global Assessment Report on Biodiversity and Ecosystem Services. Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services. Available at https://lp.panda.org/ipbes.
- FNI (2022). Nature-Based Solutions for Biodiversity, Climate, and People. Available at https://www.fni.no/getfile.php/1316500-1667417016/Filer/Publikasjoner/FNI%20REPORT%203%202022.pdf

- 9. Appendices
- 9.1. Appendix 1. Project deliverable template

9.2 Appendix 2. Project Presentation template

## 9.3 Appendix 3. Project Website Overview

Screenshot of the NatureScape homepage illustrating menu structure, visual identity, and project highlights.



About Contact News Transformation Labs Events Partners Deliverables

#### Pioneering Urban Sustainability through Nature-Based Solutions



NatureScape seeks to address the critical post-implementation phases of Nature-Based Solutions, enhancing not only biodiversity and climate resilience but also the health and well-being of urban populations. With a focus on creating dynamic urban spaces that respond to environmental challenges, the project underscores a commitment to leading edge research and development in environmental sciences.

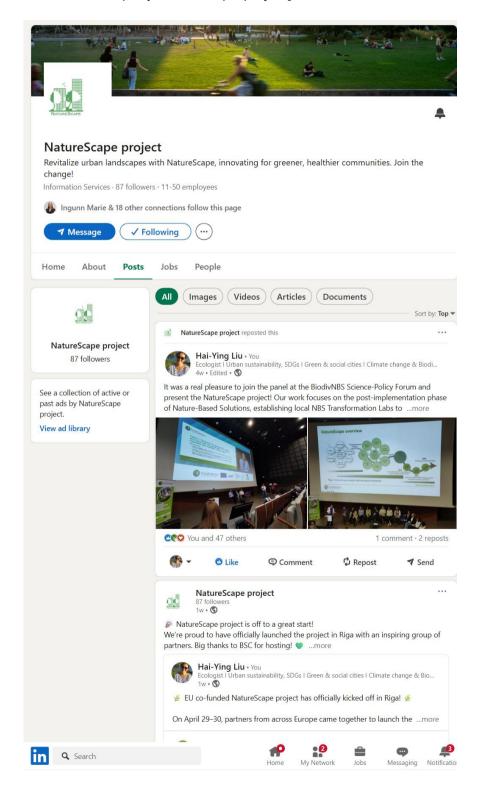


#### 9.4. Appendix 4. Social Media Channels

Below are snapshots of the project's key social media platforms to illustrate branding and outreach efforts.

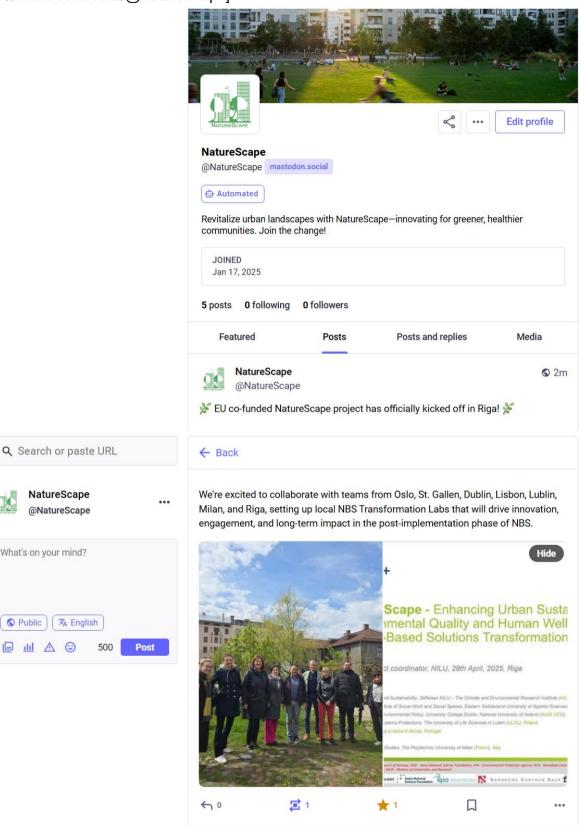
## 9.4.1 LinkedIn – NatureScape project profile and posts

[https://www.linkedin.com/company/naturescape-project]



# 9.4.2 Mastodon – Official NatureScape profile and activity

[https://mastodon.social/@NatureScape]



15 NatureScape

What's on your mind?

## 9.4.3 Bluesky - NatureScape updates and engagement

[https://bsky.app/profile/naturescape.bsky.social]



## **NatureScape**

@naturescape.bsky.social

2 followers 1 following 2 posts

Revitalize urban landscapes with NatureScape—innovating for greener, healthier communities. Join the change!



## 9.5. Appendix 5. Visual Materials

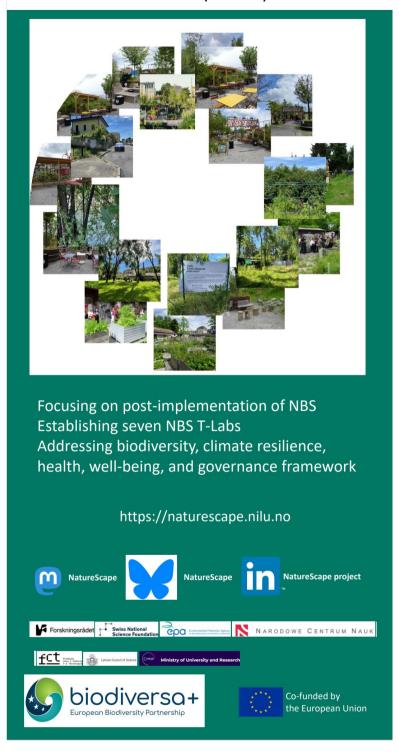
Illustrations of the core visual assets created for NatureScape, aligned with Biodiversa+ branding, including:

- NatureScape roll up poster
- NatureScape door badget
- NatureScape poster

## 9.5.1 NatureScape roll-up poster - NILU



Enhancing Urban Sustainability through Nature-Based Solutions (NBS) Transformation Labs (T-Labs)

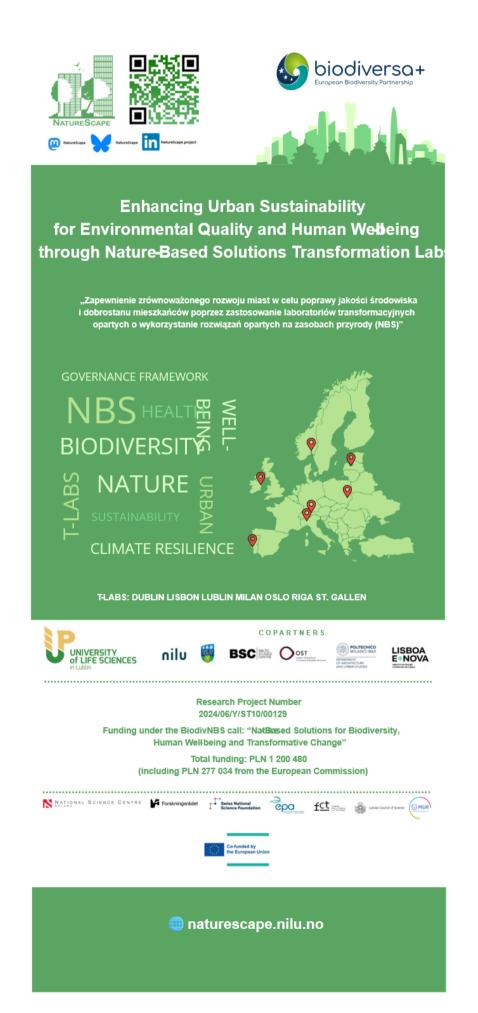


## 9.5.2 NatureScape roll-up poster - ULSL



NatureScape 19

UNIVERSITY of LIFE SCIENCES



## 9.5.3 NatureScape roll-up poster - LEN

# **NaturScape**

Enhancing Urban Sustainability through Nature-Based Solutions NBS)Transformation Labs (T-Labs)





- Focusing on post-implementation of NBS
- Establishing seven NBS T-Labs
- Addressing biodiversity, climate resilience, health, well-being, and governance framework

naturescape.nilu.no









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Enhancing Urban Sustainability through Nature-Based Solutions (NBS) Transformation Labs (T-Labs)

- Stablishing seven NBS T-Labs
- Focusing on post-implementation of NBS
- Addressing biodiversity, climate resilience, health, well-being, and governance framework





















Enhancing Urban Sustainability through Nature-Based Solutions (NBS) Transformation Labs (T-Labs)

- Stablishing seven NBS T-Labs
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- Addressing biodiversity, climate resilience, health, well-being, and governance framework





















Enhancing Urban Sustainability through Nature-Based Solutions (NBS) Transformation Labs (T-Labs)



- Stablishing seven NBS T-Labs
- Focusing on post-implementation of NBS
- Addressing biodiversity, climate resilience, health, well-being, and governance framework





















Enhancing Urban Sustainability through Nature-Based Solutions (NBS) Transformation Labs (T-Labs)

- Stablishing seven NBS T-Labs
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Enhancing Urban Sustainability through Nature-Based Solutions (NBS) Transformation Labs (T-Labs)

- Stablishing seven NBS T-Labs
- Focusing on post-implementation of NBS
- Addressing biodiversity, climate resilience, health, well-being, and governance framework





















# naturescape.nilu.no









# **NaturScape**

Enhancing Urban Sustainability through Nature-Based Solutions (NBS) Transformation Labs (T-Labs)

- Stablishing seven NBS T-Labs
- Focusing on post-implementation of NBS
- Addressing biodiversity, climate resilience, health, well-being, and governance framework























Enhancing Urban Sustainability through Nature-Based Solutions (NBS) Transformation Labs (T-Labs)

- Stablishing seven NBS T-Labs
- Focusing on post-implementation of NBS
- Addressing biodiversity, climate resilience, health, well-being, and governance framework



















## 9.5.4 NatureScape door badge/sticker - NILU



## 9.5.5 NatureScape door badge/sticker - BSC







# Cities thriving with nature-based solutions and Transformation Labs (T-Labs)

♥ Oslo¶ublin ♥ Milan ♥ Dublin ♥ St. Gallen ♥Lisbon ¶Riga







## 9.5.6 NatureScape door badge/sticker - LEN



#### 9.5.7 NatureScape project brochure - NILU







**NatureScape** - Enhancing Urban Sustainability for Environmental Quality and Human Well-being through Nature-Based Solutions Transformation Labs

#### Context

NatureScape is designed to enhance urban sustainability by integrating urban Nature-Based Solutions (NBS) in seven diverse cities (Oslo, St. Gallen, Riga, Dublin, Lisbon, Lublin, Milan). It addresses the critical post-implementation phase of NBS, focusing on long-term stewardship and governance to sustain their benefits. The project aligns with the European Green Deal and aspires to enhance urban resilience, biodiversity, climate neutrality, and social well-being through community-led NBS Transformation Labs (T-Labs).

#### Main objectives

- Develop comprehensive indicators for post-implementation evaluation of NBS.
- · Establish NBS T-Labs as innovation hubs for stakeholder collaboration.
- Uncover and maximize synergies while minimizing trade-offs related to urban NBS.
- · Distil lessons and best practices for future NBS stewardship and governance.
- · Shape urban planning tools and policies to support NBS in the post-implementation phase.
- Disseminate findings to enhance awareness and inform policy.

#### Main activities

- NatureScape combines urban planning with community engagement to enhance the governance and sustainability of NBS. Through citizen science and participatory methods, it actively engages in stewardship and fosters a collaborative and inclusive approach to urban sustainability:
- Scientific Approach: Employ a transdisciplinary methodology combining scientific research, community engagement, and innovative governance models to enhance NBS functionality and integration into urban ecosystems.
- Dissemination and Stakeholder Engagement: Utilize workshops, seminars, digital platforms and implement citizen science to engage stakeholders and disseminate research findings.
- Create actionable tools and guidelines: Integrate NBS into urban planning and governance, aiming for their mainstreaming, co-evolution, and scaling.
- Expected Impact: Project activities are expected to lead to enhanced urban resilience, increased biodiversity, better climate action, and improved community health and wellbeing. The project's innovative governance models and community-based approaches aim to ensure the sustainable success of urban NBS.

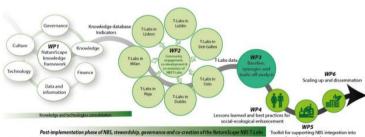


Fig. 1. NatureScape overall methodological framework



A park from Oslo, Norway (Credits: by Jiri Vondrous, Colourbox.com; Licence: Editorial). In the heart of Oslo, this vibrant park exemplifies our commitment to integrating nature-based solutions within urban spaces. By fostering lush green environments, we promote biodiversity and enhance community well-being, creating a sustainable and inviting urban retreat for all to enjoy.

#### Partners of the project

- Department of Environmental Impact and Sustainability, Stiftelsen NILU – The Climate and Environmental Research Institute (NILU), Kjeller, Norway
- Department of Social Work/IFSAR Institute of Social Work and Social Spaces, Eastern Switzerland University of Applied Sciences (OST), St. Gallen, Switzerland
- School of Architecture, Planning and Environmental Policy, University College Dublin, National University of Ireland (NUID UCD), Dublin, Ireland
- Department of Hydrobiology and Ecosystems
   Protections, The University of Life Sciences in Lublin
   (ULSL), Lublin, Poland
- Lisbon Energy and Environment Agency (Lisboa E-Nova), Lisbon, Portugal
- Baltic Studies Centre (BSC), Riga, Latvia
- Department of Architecture and Urban Studies, The Polytechnic University of Milan (Polimi), Milan, Italy

Duration 01/04/2025-31/03/2028

Total grant Approx.1,67mil €

More information

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https://www.linkedin.com/company/naturescape-project



Fig. 2. NatureScape NBS T-Labs