

# RECONNECT

**Regional cooperation for the transnational ecosystem sustainable development  
Interreg V-B “Balkan-Mediterranean 2014-2020”**

## Deliverable 2.X.1

### Project Identity Set

**WP2: Project Communication & Dissemination**

Responsible Partner: **HCMR, DBS-UCY, MADPA**



Deliverable team: **HCMR, DBS-UCY, MADPA, IBER-BAS, DFMR**



INSTITUTE OF BIODIVERSITY AND  
ECOSYSTEM RESEARCH-BAS



Department of Fisheries  
and Marine Research

**April. 2020**



---

*“The harmonized Interreg brand provides greater visibility for Interreg at all levels and towards the widest audience, demonstrating that Interreg makes a difference both locally and at European level, providing large-scale evidence that cooperation in Europe brings people closer, makes economies stronger and helps to better preserve our environment.”*

Balkan Mediterranean’s Communication guide



**DOCUMENT DATA**

<b>Title</b>	Project Identity Set
<b>Authors</b>	Yiota Lazarou <sup>1</sup> , Christina Pavloudi <sup>2</sup> , Georgia Piligotsi <sup>3</sup> , Maria Rousou <sup>4</sup> , Pavlos Diplaros <sup>1</sup> , Melina Marcou <sup>4</sup> , Spyros Sfenthourakis <sup>1</sup>
<b>Affiliation</b>	Department of Biological Sciences of the University of Cyprus <sup>1</sup> , Hellenic Centre for Marine Research <sup>2</sup> , Management Agency of Dodecanese Protected Areas <sup>3</sup> , Department of Fisheries and Marine Research (DFMR) <sup>4</sup>
<b>Point of Contact</b>	Yiota Lazarou, Christina Pavloudi

CONTENTS

<b>1. INTRODUCTION.....</b>	<b>5</b>
<b>2. RECONNECT’s Project Identity Set.....</b>	<b>6</b>
2.1 Project’s Logo .....	6
2.2 Project’s slogan .....	8
2.3 Fund mention phrase .....	9
2.4 GDPR- General Data Protection Regulation disclaimers .....	9
2.5 Word and PowerPoint templates .....	11
2.6 Project’s Poster .....	13
2.7 Stickers.....	18
2.8 Project’s leaflet.....	20
2.9 Roll-up banner .....	23
2.10 Paper portfolio .....	24
2.11 Notepads.....	26
2.12 Pens, pencils .....	28
2.13 USBs.....	29
2.14 Lanyards .....	30
2.15 Website.....	31
2.16 Social media pages.....	33
2.17 Newsletters.....	36

## 1. INTRODUCTION

Following the directions described in detail in the “Integrated Communication Guide for Projects” of the Transnational Cooperation Programme Interreg Balkan-Mediterranean 2014-2020 the project’s team proceeded in the preparation of the RECONNECT project’s identity set. The importance of the preparation of a coherent project identity set was also reported in the project’s Communication plan.

As mentioned in the Communication Guide, communication plays a vital part in the successful dissemination of a project, and thus the overall implementation of its scope, even when the project is long completed. The RECONNECT project team had to follow the instructions described in the Communication Guide, in order to ensure that the project’s actions funded by the European Union were properly communicating to the audience the co-funding support received towards realizing project RECONNECT. According to the Communication Guide “the guidelines establish the conditions and procedure for the notification and disclosure of granting and use of the BalkanMed funds and for marking of the objects financed by them.”

In general, project RECONNECT was obligated to both acknowledge the role and support received by the European Union funds and to further promote that the project’s objectives and achievements were co-funded by EU. Also, RECONNECT project had to increase public awareness and highlight the role of EU and of the Structural Funds of the European Union towards the implementation of the project. Additionally, the project team should ensure transparency regarding the access to funds and lastly ensure accessibility, in concern to visibility implementation.

As emphasized in the Communication Guide, the European Territorial Cooperation (ETC) Programmes decided to disseminate the joined efforts of their co-funded projects under a harmonized visual brand mark, usable in every language: Interreg. This provided a better visibility for the Interreg projects in every degree. In addition, the BalkanMed Programme developed a new branding orientation consistent with the Interreg original brand mark, thus making it clear that BalkanMed is an EU funded Programme, part of ETC community.

## 2. RECONNECT's Project Identity Set

Following the directions of the programme's Communication Guide, RECONNECT's graphical identity was developed within the first 4 months of the project implementation. Through this way the project team ensured that the project complied with the programme's directions and that it was also easily recognizable to the public.

The project's graphical identity is consisted of customized Microsoft Word and PowerPoint templates, logos, stickers, posters, roll-up banners, flyers, and even customized memorabilia such as pens, portfolios, notepads, USBs, and lanyards. The aforementioned dissemination material will be used by the partners during project meetings and will be given to the public during project's training seminars and open day activities. The good use of the project identity set will play an important role for the successful dissemination of the project and will support the effective communication between the partners, other projects and the wider public.

The Department of Biological Sciences, of the University of Cyprus realised the importance of collecting all the prepared dissemination material, as well as all the relevant guidelines of the programme which the partners had to follow during the preparation and ordering of their own material, and present it into one word document, thus prepared this deliverable. The aforementioned information was also presented through a PowerPoint presentation during the project's second interim meeting in Tirana, Albania on 25-26<sup>th</sup> of February 2019.






### 2.1 Project's Logo

As mentioned in the project's communication plan, each dissemination tool had to clearly state the name of the project and the co-funding resources. For the preparation of the RECONNECT logo the lead partner carefully followed the Management Authority's (MA) directions.

The project logo was created taking into consideration that the project's acronym had to be included in the typeface Montserrat Regular, at a cap height same as the Programme name, with a letter spacing of -20. Also, the baseline of the Programme name to the cap height of the project name had to be  $\frac{1}{2}$  of the basic unit and the project's acronym colour had to match the colour of the project's main thematic priority (Table 2).

The logo was designed in all the required types (Table 1), such as the standard logo/full colour version, the greyscale logo, the black & white logo, and the single colour logo. A negative logo was also produced to be used whenever a reflex blue background was used. Minimum size logos (minimum 45.5 mm) were also designed to be used in special cases, such as for the production of small items like pen and USBs, with the prerequisite that the EU flag was always visible. Additionally, as mentioned above the project's acronym had to be the same colour as the project's thematic axis (Table 2). The partners were advised to use in all their deliverables (e.g. reports, presentations) colours from the logo colour list shown in Table 2.

**Table 1:** This table includes all the logo types designed for project RECONNECT, and information on their uses is also mentioned.

<i>Logos and their uses</i>	
<p><b>1. Standard logo/Full colour version:</b></p> <p>To be used whenever possible, on white backgrounds only.</p>	
<p><b>2. Greyscale logo/Black &amp; White logo /1-Colour logo:</b></p> <p>To be used whenever full colour is not available. They are recommended when applying serigraphy and engraving procedures, or on restrictive surfaces.</p>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 20px;">Greyscale</div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;">Black &amp; White</div> </div> </div>
<p><b>3. Minimum size logos (45,5 mm):</b></p> <p>To be used in special cases (e.g. for the production of small items, such as pens and pen-drives). The EU flag must be visible!</p>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; align-items: center; margin-bottom: 10px;">  </div> <div style="display: flex; align-items: center;">  </div> </div>

**Table 2:** Logo colour list included in the Programme’s Communication Guide.

Colour	Pantone	CMYK	RGB	HEX	Priority Axis
	Reflex Blue	100/80/0/0	0/51/153	003399	
	2716C	41/30/0/0	159/174/229	FFCC00	
	Yellow	0/0/100/0	255/204/0	9FAEES	
	2145C	87/32/35/16	60/116/134	3C7486	Entrepreneurship & Innovation
	382C	49/0/99/0	152/194/34	98C222	Environment

## 2.2 Project’s slogan

Following the communication plan, the partners developed a slogan which was used in all the project’s dissemination activities. The project slogan contributed towards achieving the most effective expression of the project’s main scope. The project’s slogan was used in the project flyer, the roll-up banner, the portfolios, and notepads, as well as in the dissemination materials created for the citizen science kit which is mentioned in Deliverable D5.X.1.

The project’s slogan:

**RE-CONNECT the lines to protect marine life**



### 2.3 Fund mention phrase

In all communication tools and activities, the funding reference by the European Union must be clearly indicated. As mentioned in the programme's Communication guide, the reference to the EU funding should be written in the typeface Montserrat, but in Word and PowerPoint documents the typeface Cambria could be used as well. The partners chose the second option. Also, the colours that could be used included white, black and the reflex blue. Last but not least, the fund mention phrase had to be placed on the (right) bottom of the page. Two phrases were indicated to be used, according to the Communication Guide:

1. The phrase **"Project co-funded by the European Union"** which needed to be included in small size communication materials.
2. The phrase **"Project co-funded by the European Union and National Funds of the participating countries"** had to be used whenever possible in written documents (e.g. questionnaires, newsletters, word documents, ppt presentations etc.).

### 2.4 GDPR- General Data Protection Regulation disclaimers

Taking into consideration the European Union's General Data Protection Regulation EU/2016/679, which was set in effect on the 25<sup>th</sup> of May 2018 the project team proceeded in the preparation of corresponding disclaimers. These disclaimers were decided to be used in the project's Newsletter and in the project's questionnaires.

The disclaimers were prepared taking into specific consideration all the aspects included in the article 39 of the regulation which mentioned:

"Any processing of personal data should be lawful and fair. It should be transparent to natural persons that personal data concerning them are collected, used, consulted, or otherwise processed and to what extent the personal data are or will be processed. The principle of transparency requires that any information and communication relating to the processing of those personal data be easily accessible and easy to understand, and that clear and plain language be used. That principle concerns, in particular, information to the data subjects on the identity of the controller and the purposes of the processing and further information to ensure fair and transparent processing in respect of the natural persons concerned and their right to obtain confirmation and communication of personal data

concerning them which are being processed. Natural persons should be made aware of risks, rules, safeguards, and rights in relation to the processing of personal data and how to exercise their rights in relation to such processing. In particular, the specific purposes for which personal data are processed should be explicit and legitimate and determined at the time of the collection of the personal data. The personal data should be adequate, relevant, and limited to what is necessary for the purposes for which they are processed. This requires, in particular, ensuring that the period for which the personal data are stored is limited to a strict minimum. Personal data should be processed only if the purpose of the processing could not reasonably be fulfilled by other means. In order to ensure that the personal data are not kept longer than necessary, time limits should be established by the controller for erasure or for a periodic review. Every reasonable step should be taken to ensure that personal data which are inaccurate are rectified or deleted. Personal data should be processed in a manner that ensures appropriate security and confidentiality of the personal data, including for preventing unauthorised access to or use of personal data and the equipment used for the processing.”

Based on the aforementioned, the disclaimer prepared to be used in the Newsletters was the following:

“You have been selected to receive this newsletter because of your expertise and relevance to the project. Your email will be held securely in a Google database. You can unsubscribe any time by clicking in the relevant link. All data will be deleted 12 months after the project’s end date. For further information, or if you have any queries, please contact [reconnect@hcmr.gr](mailto:reconnect@hcmr.gr)”

Additionally, the disclaimer prepared to be used in the questionnaires was the one mentioned below:

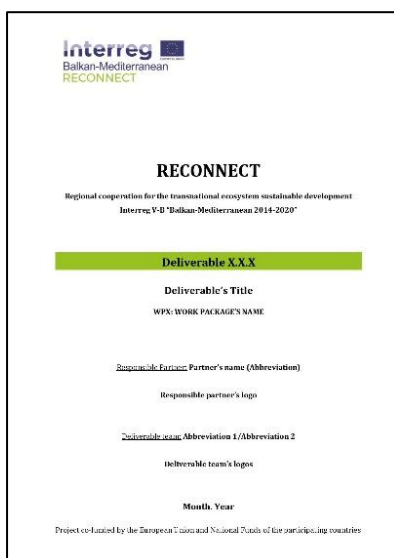
“You have been selected to take part in this survey because of your expertise and relevance to the project. Your participation in the survey is entirely voluntary and you can opt out at any stage by closing and exiting the browser. If you are happy to take part, please give your consent by providing your email above. The survey should take approximately 10-15 minutes to complete. Your email will be held securely in a Google database. All data will be

deleted 12 months after the project's end date. For further information, or if you have any queries, please contact [reconnect@hcmr.gr](mailto:reconnect@hcmr.gr)

Thank you for taking the time to participate in this survey. You are free to withdraw your questionnaire responses from the project data set at any time until the data are destroyed. You should note that the analysed questionnaire data may be used in the production of formal research outputs (e.g. journal articles, conference papers, and reports). Your answers will be treated confidentially and the information you provide will be kept anonymous in any research outputs/publications. You are advised to contact [reconnect@hcmr.gr](mailto:reconnect@hcmr.gr) at the earliest opportunity, should you wish to withdraw from the survey. You do not need to give a reason. A decision to withdraw, or not to take part, will not affect you in any way."

## 2.5 Word and PowerPoint templates

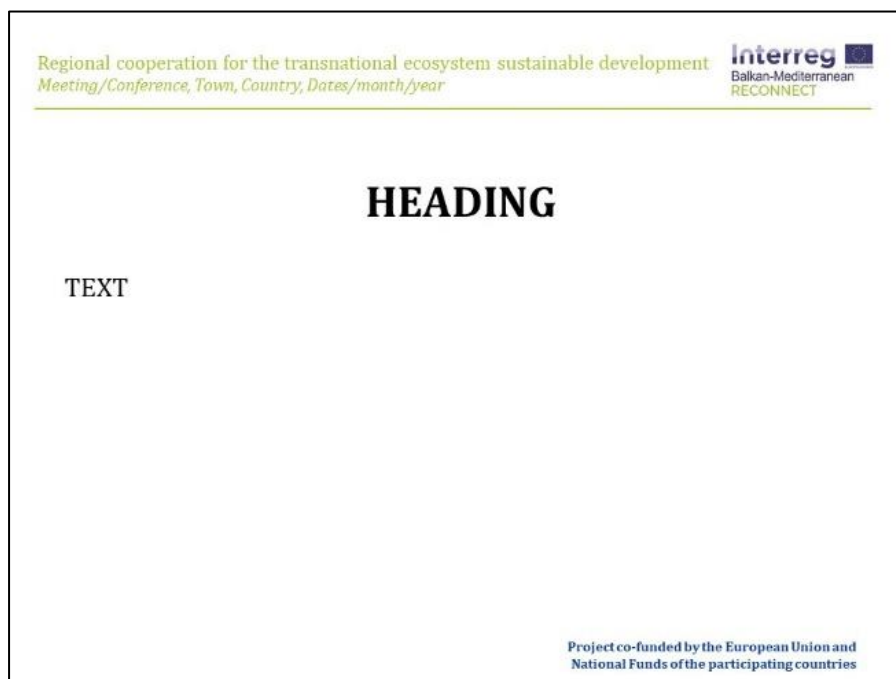
In an effort to prepare all the project's written deliverables (e.g. reports) and PowerPoint presentations in a coherent way among the project's partners, the Department of Biological, of the University of Cyprus designed specific Microsoft Word (Image 1) and PowerPoint (Images 2 and 3) templates. For example, this deliverable was prepared using the Microsoft Word template, which as it can be observed includes specific fonts, letter size, colours and other details such as the fund phrase which needed to be mentioned in order to be in line with the programme's guidelines.



**Image 1:** The cover page of the Microsoft Word template to be used in all the project's written deliverables, such as the project's reports.



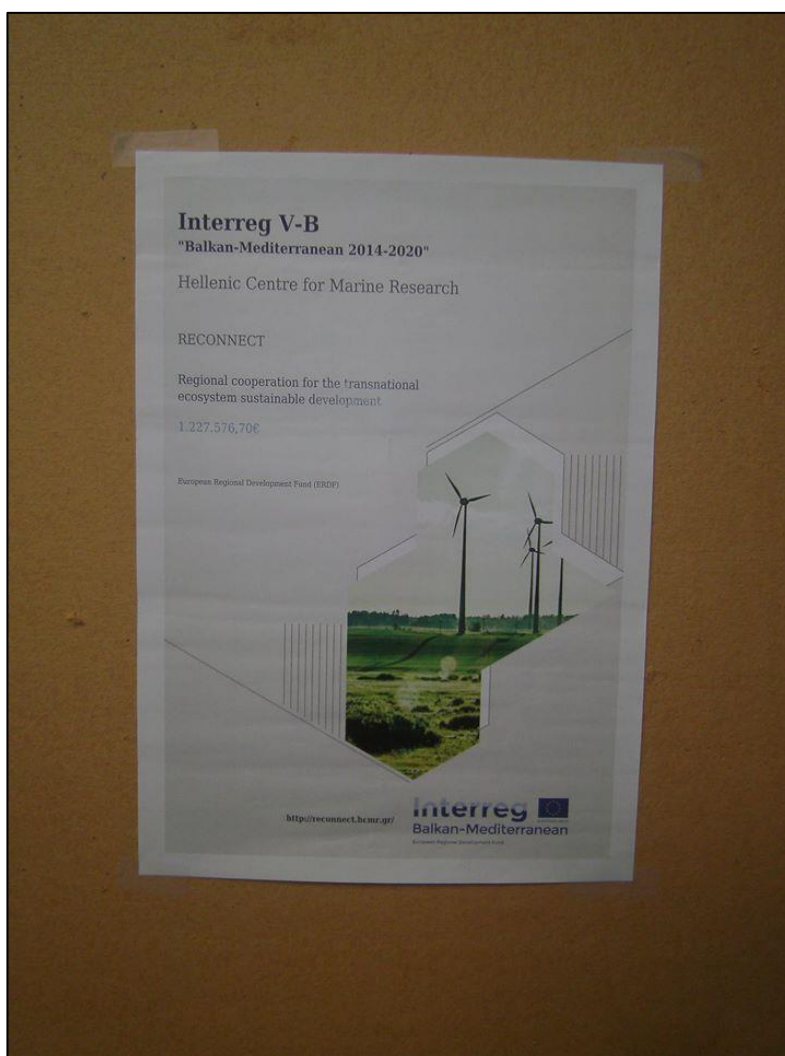
**Image 2:** The cover page/slide of the Microsoft PowerPoint template for the project RECONNECT.



**Image 3:** The main context slide of the Microsoft PowerPoint template for the project RECONNECT.

## 2.6 Project's Poster

Following the instructions given in the project's Communication Plan, each partner was responsible to prepare its project poster within the first six months (until 14/03/2018). This project had to be prepared using the programme's auto-design tool. Also, each partner was responsible for placing at least one project poster (minimum size A3), at a location visible to the public, such as the entrance area of a building (Images 4-9). Each partner could also print additional posters (if they wanted to) and give them to the participants of their events.

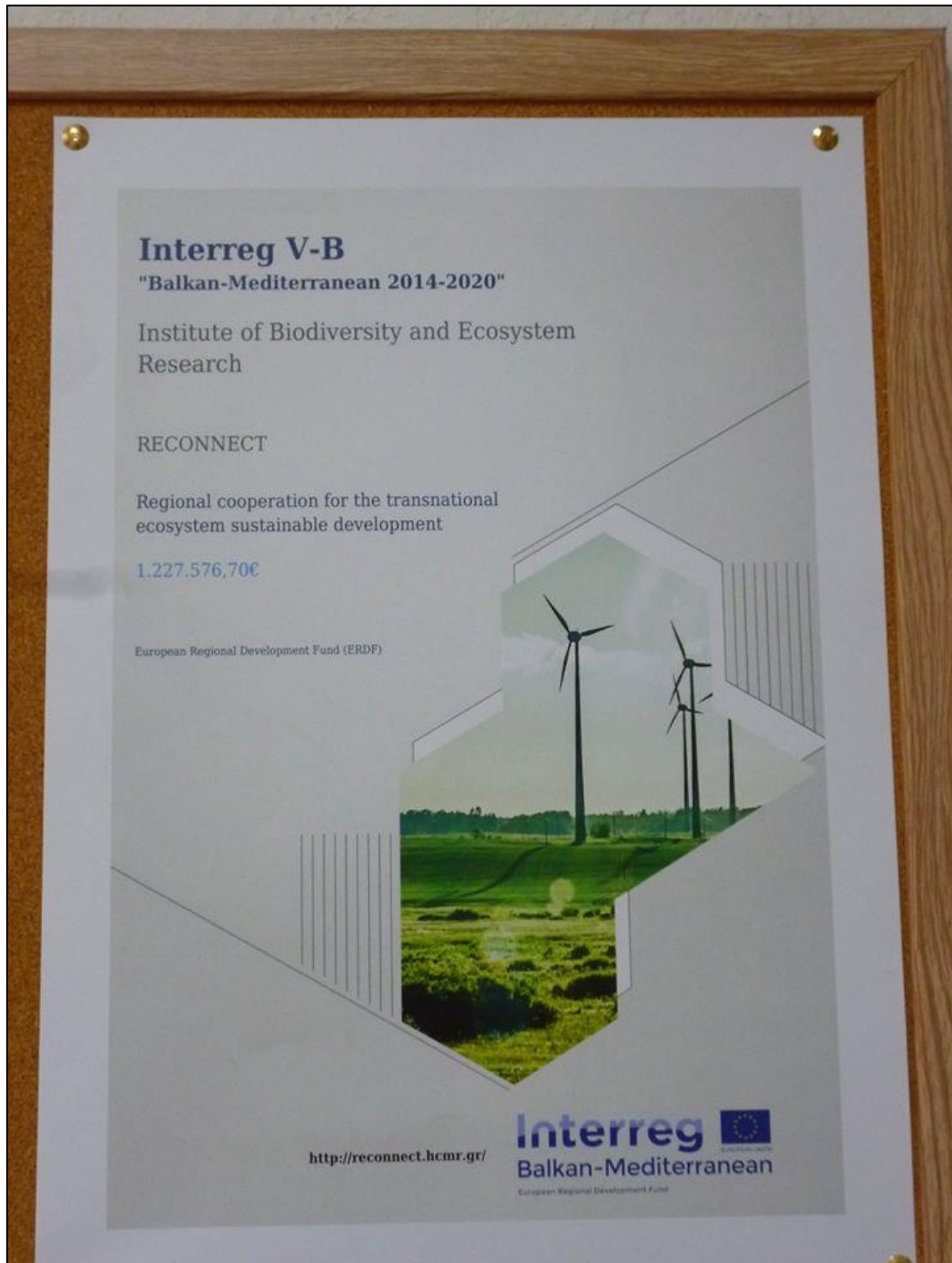


**Image 4:** The project poster prepared by the Lead Partner, the Hellenic Centre for Marine Research, as displayed at their premises in Crete, Greece.





**Image 5:** The project poster prepared by partner PP2, Management Agency of Dodecanese Protected Areas, as displayed at their premises in Karpathos, Greece.



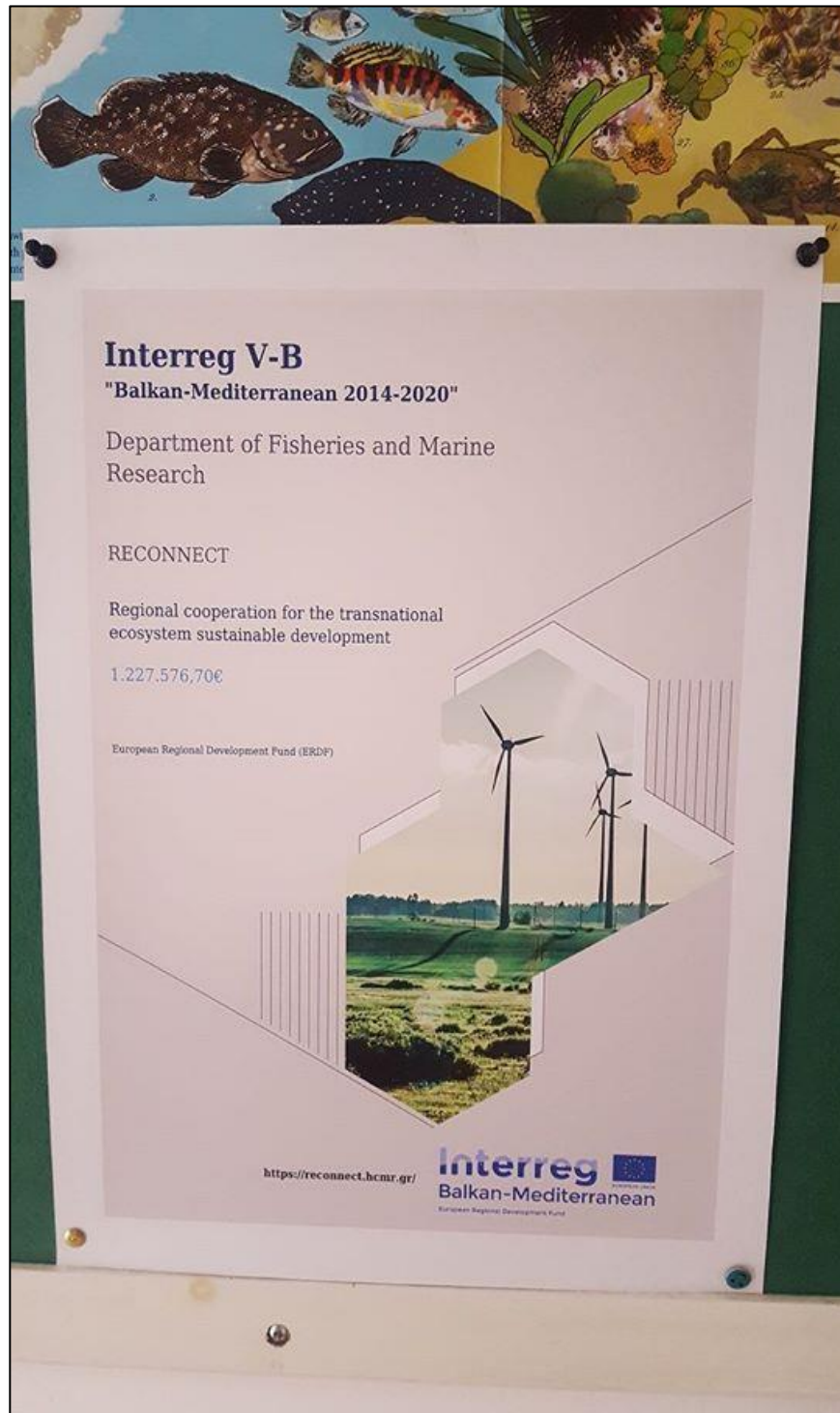
**Image 6:** The project poster prepared by partner PP3, Institute of Biodiversity and Ecosystem Research, as displayed at their premises in Bulgaria.



**Image 7:** The project poster prepared by partner PP4, Department of Biological Sciences of the University of Cyprus, as displayed at their premises in Nicosia, Cyprus.







**Image 8:** The project poster prepared by partner PP5, Department of Fisheries and Marine Research, as displayed at their premises in Nicosia, Cyprus.



**Image 9:** The project poster prepared by partner PP7, International Centre for Research on the Environment and the Economy, as displayed at their premises in Athens, Greece.

### 2.7 Stickers

According to the Communication Guide, all the equipment purchased with the project's budget must include stickers placed in a visible place, which should include the following information:

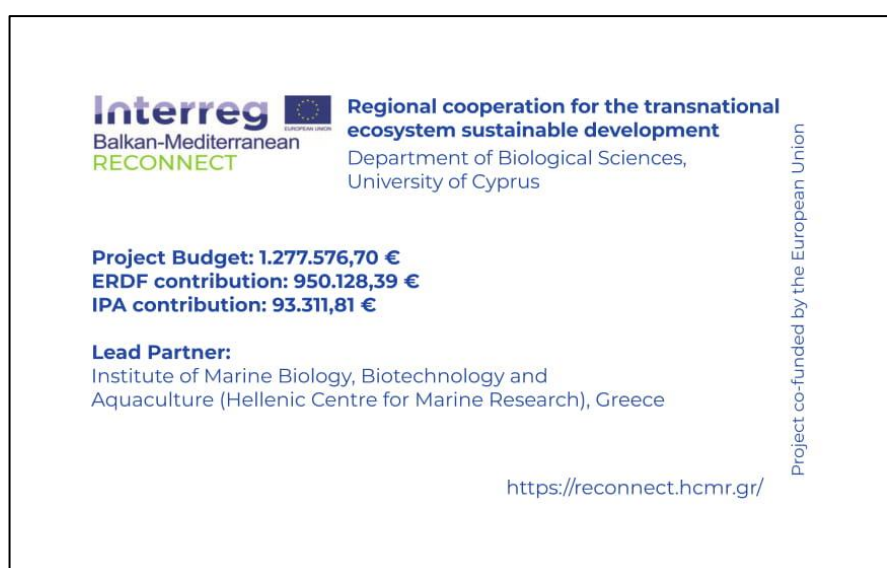
- Programme's logo and website address
- Funding reference
- Budget of the project
- Name of the project

These stickers must be placed on each piece of equipment (Image 10) and have a minimum size of 1/16 of the most visible surface of the equipment. Also, a PVC sticker with UV polishing was recommended for increased rain and/or sunshine protection. The sticker was designed by the Department of Biological Sciences, University of Cyprus in Adobe Illustrator (Image 11), where an extra space around the edges was included, since that will be the defined area where the printing companies will cut the stickers. The Adobe Illustrator files were also given to the rest of the partnership, so that they will be able to modify their stickers accordingly.



**Image 10:** The RECONNECT sticker placed on a piece of equipment purchased by the Department of Biological Sciences, University of Cyprus

**Image 11:** The design of the RECONNECT sticker in Adobe Illustrator, as designed for the Department of Biological Sciences, University of Cyprus.



## 2.8 Project's leaflet

A leaflet specifically produced for promoting the project's aims and general outputs was designed at the beginning of the project. It was initially prepared in English language (Images 13 and 14) by the Hellenic Centre for Marine Research, where the rest of the partnership offered their feedback in finalizing the initial design. The Greek partners collaborated all together in translating the leaflet in Greek (Images 15 and 16). Similarly, the Institute of Biodiversity and Ecosystem Research proceeded in translating the project leaflet in Bulgarian as well. The project leaflet will be disseminated in every chance in order to efficiently succeed into promoting the project's main aims. Such opportunities are the Open Days Events which will be organized by the partners, as well as during science festivals, training seminars and other similar events (Image 12).



**Image 12:** The RECONNECT project flyers in English and Greek languages ready to be given to visitors of the project's kiosk during the Researcher's Night event on the 26<sup>th</sup> and 27<sup>th</sup> of September 2019. This participation was jointly prepared by the Department of Fisheries and Marine Research and their external expert the MER Lab Ltd, together with the Department of Biological Sciences, of the University of Cyprus.

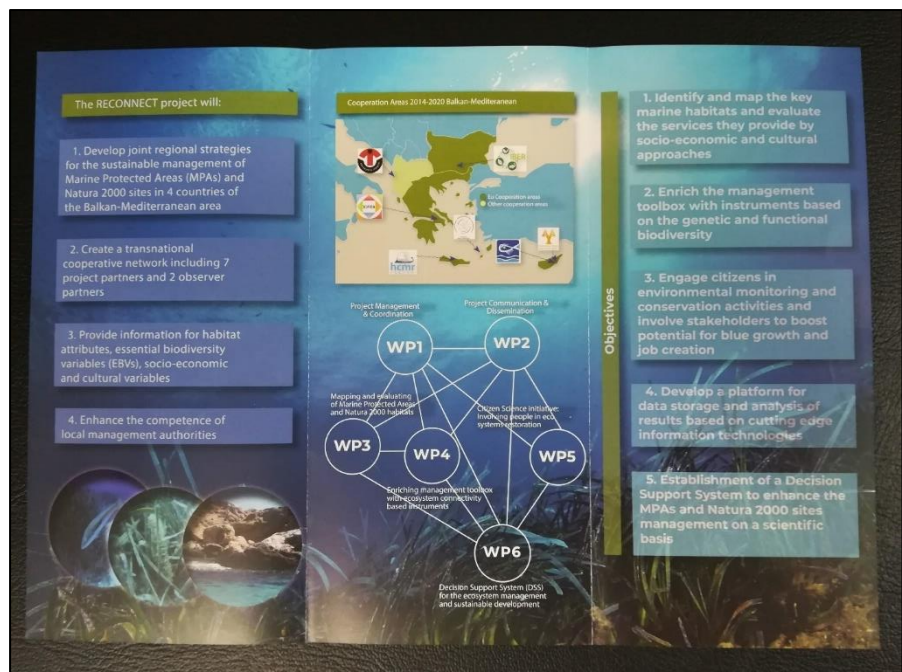




**Image 13:** The project flyer created for describing the project's main goals and actions. The trifold flyer was translated from English to Greek and Bulgarian in order to easily promote the project within the local communities, during various dissemination events, including the open

day events and the citizen science training seminar. This image presents the front side of the English flyer.

**Image 14:** The project flyer created for describing the project's main goals and actions. The trifold flyer was translated from English to Greek and Bulgarian in order to easily promote the project within the local communities, during various dissemination



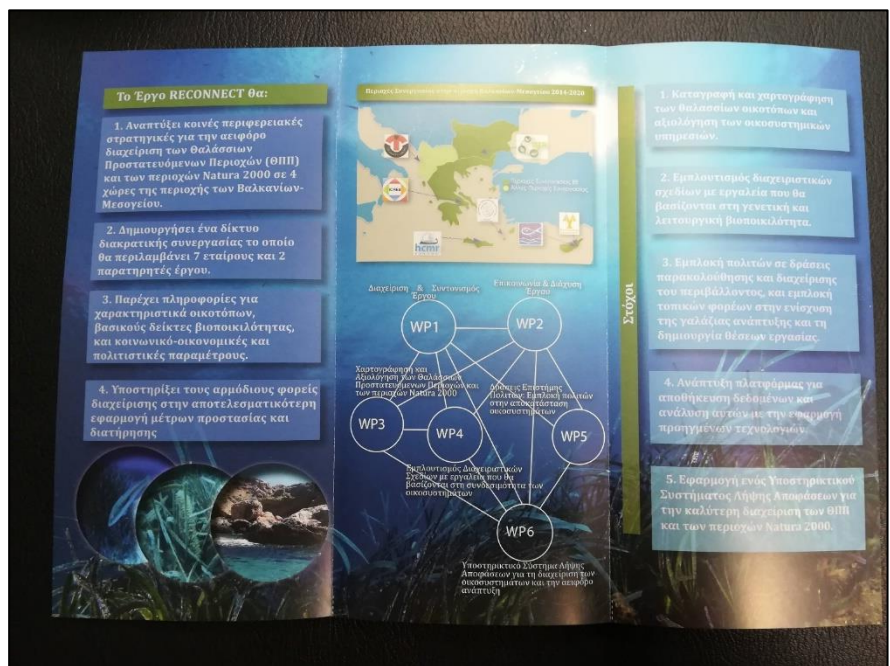
events, including the open day events and the citizen science training seminar. This image presents the back side of the English flyer.



**Image 15:** The project flyer created for describing the project's main goals and actions. The trifold flyer was translated from English to Greek and Bulgarian in order to easily promote the project within the local communities, during various

dissemination events, including the open day events and the citizen science training seminar. This image presents the front side of the Greek flyer.

**Image 16:** The project flyer created for describing the project's main goals and actions. The trifold flyer was translated in Greek and Bulgarian in order to easily promote the project within the local communities, during various dissemination events, including the open day events and the citizen science training seminar. This image presents the back side of the Greek flyer.



This image presents the back side of the Greek flyer.



## 2.9 Roll-up banner

The Roll-up banner (Image 17) was designed by the Department of Biological Sciences of the University of Cyprus to be used as the main promotional banner of the project. The roll-up banner could be used during various dissemination events such as Open Day activities, training seminars and during the interim meetings. Each partner could print its own banner using the Adobe Illustrator files given by DBS-UCY.

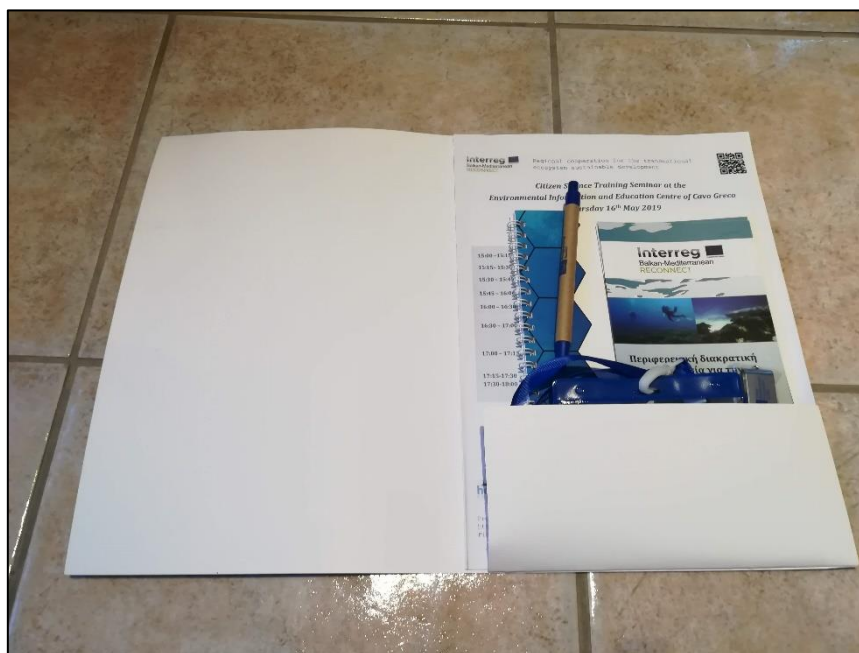


**Image 17:** The Roll-up banner of the project RECONNECT used during the citizen science training seminar in Cavo Greco, on 16<sup>th</sup> of May 2019. On the right we see the representative of the Department of Fisheries and Marine Research Dr. Maria Rousou and on the left the representative of the Department of Biological Sciences of the University of Cyprus Ms. Yiota Lazarou.

### 2.10 Paper portfolio

The paper portfolio (Images 18-20) was designed as part of the project identity set, to be used during dissemination events, where it would be given to the participants. The idea behind its use is for each portfolio to have inside it one notepad, one pen and a USB as well as the project's flyer, the meeting's or the seminar's agenda and all the other information material that would be relevant to be disseminated to the event's participants (Image 18).

The paper portfolio was designed by the Department of Biological Sciences, of the University of Cyprus using the Adobe Illustrator. The design was based on the project's poster, using the bee-hive concept, which also matched the project's slogan "RE-CONNECT THE LINES TO PROTECT MARINE LIFE". This bee-hive structure was created as a protective net above the photo of one of the chosen key species *Posidonia oceanica*.



**Image 18:** The inside of the paper portfolio as prepared by the Department of Biological Sciences of the University of Cyprus to be given to the participants of the citizen science training seminar. The portfolio had inside it the seminar's agenda, a questionnaire regarding the citizen science activities, the project's flyer in English and Greek languages, the citizen science flyers in English and Greek, a notepad, a pen, a lanyard and a USB drive. All these dissemination materials were designed in order to effectively and coherently increase the project's public awareness.





**Image 19:** The paper portfolio created by the Department of Biological Sciences, University of Cyprus, which was designed as part of the project identity set, and which will be used during the open day event, the training seminar and other dissemination

events for the promotion of the project. The portfolio was designed in Adobe Illustrator.

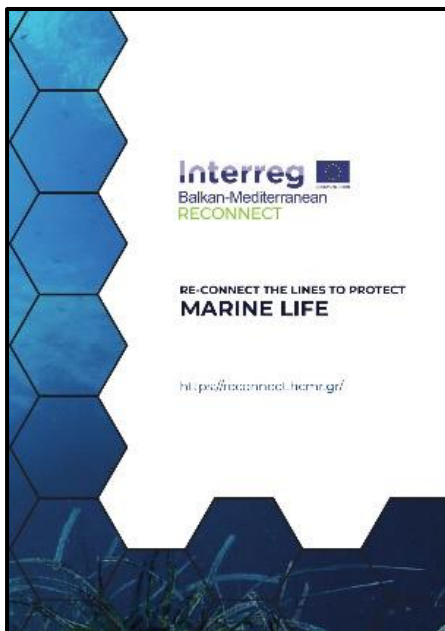
**Image 20:** The printed version of the paper portfolio created by the Department of Biological Sciences, University of Cyprus, which was designed as part of the project identity set, and which will be used during the open day event, the training



seminar and other dissemination events for the promotion of the project. This is the outside of the portfolio.

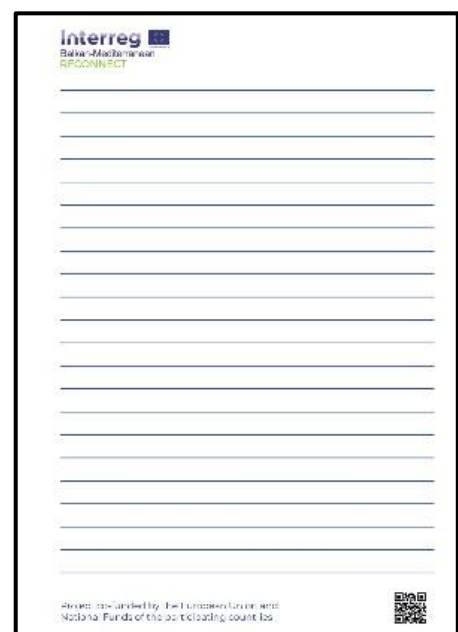
## 2.11 Notepads

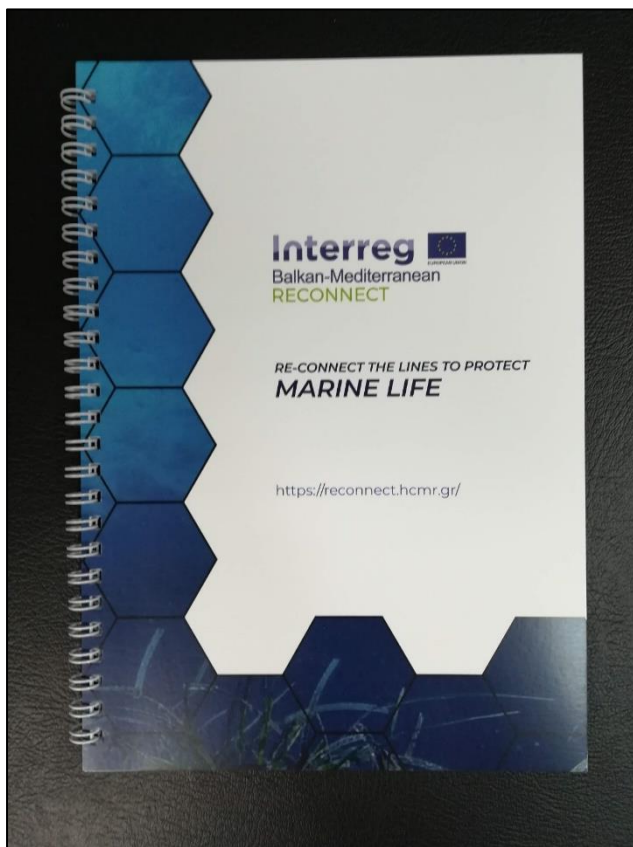
As mentioned above, the project identity set was also consisted of a customized notepad, to be given together with the project’s portfolio during several dissemination events. The cover page of the notepad resembled the cover page of the paper portfolio. The notepad, which was designed by the Department of Biological Sciences, of the University of Cyprus in Adobe Illustrator, was based on the Interreg Balkan-Mediterranean notepad which was given to the Cypriot partners during the info days. Each notepad was made from a soft cover (which was however thicker than the inside paper sheets), had 30 paper sheets which included the project’s logo and the co-funding phrase, and had a metal spiral for binding (Images 21-24).



**Image 21:** The front side cover of the RECONNECT’s notepad, designed by the Department of Biological Sciences, University of Cyprus, as part of the project identity set, in Adobe Illustrator.

**Image 22:** The inside page of the notepad as designed in Adobe Illustrator.





**Image 23:** The printed version of the RECONNECT's notepad, which was created by the DBS-UCY as part of the project identity set. In Cyprus, DBS-UCY chose to bind the notepad with a white, metallic spiral. Also, the front and back cover of the notepad was made with thick paper. The notepads were given to the participants of the open day events and the training seminar.

**Image 24:** The printed version of the RECONNECT's notepad, which was created by the DBS-UCY as part of the project identity set. In Cyprus, each notepad had 30 pages, like the one displayed here. The notepads were given to the participants of the open day events and the training seminar.



### 2.12 Pens, pencils

The pens were also created as part of the project identity set. Both the Department of Fisheries and Marine Research and the Department of Biological Sciences, of the University of Cyprus (Image 25) ordered their own pens with the project's logo. As suggested to the partnership, the pens and pencils could be given as memorabilia to the public during dissemination events such as open day activities and training seminars.

Both Cypriot partners requested that the pens were from recycled paper instead of plastic. Also, as emphasized in the beginning the partners should be extra careful when ordering their pens and pencils, since the minimum size project logos should be used in this case.



**Image 25:** The pen which was designed as part of the project identity set, as order by the Department of Biological Sciences of the University of Cyprus. These pens will be given as project memorabilia during the open day activities, the training seminars and during other dissemination events DBS-UCY will participate in, such as the Researcher's Night and similar other science festivals for further promoting the project.



### 2.13 USBs

Both Cypriot partners chose to order customized USBs (Image 26), since USBs are very necessary nowadays and they will be very useful memorabilia to be given to participants during the open day seminar and the citizen science training seminar. Through this way the receivers of the USBs will have an additional opportunity to remember the project, even when it is completed, remember what they learned during the dissemination events and even promote it to their inner cycle. As stated above, the minimum-size logos must be used to produce USBs, with a size no less than 45.5 mm and a prerequisite that the EU flag is visible. For such small size materials, the partners were advised to request from the printing companies to print single colour logos, since that will cost much less than painting the full-colour logo on such demanding small surfaces.



**Image 26:** The USBs as ordered by the Department of Biological Sciences, University of Cyprus as part of the project identity set, and which will be given to the participants of open day events, training seminars and other dissemination events for the promotion of the project.

### 2.14 Lanyards

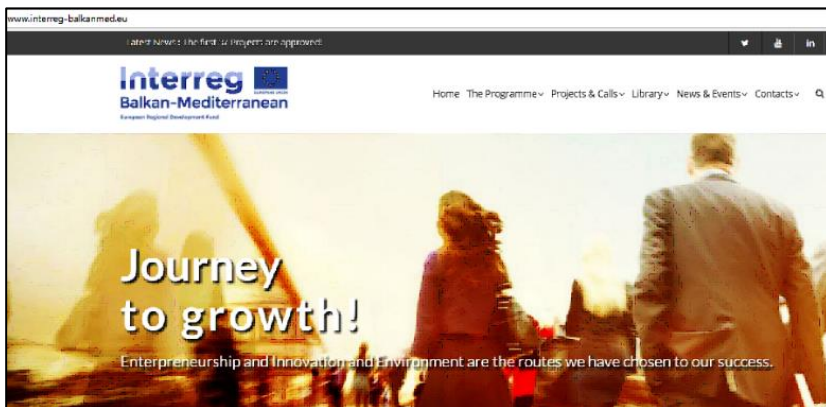
In order to increase communication between the participants of meetings, open day activities and training seminars, the Department of Biological Sciences of the University of Cyprus designed customized lanyards to be given to the participants and the hosts as well. The name tags included the project's logo, as well as the co-funding phrase and the details regarding the event.



**Image 27:** The name tags/lanyards which were prepared by the Department of Biological Sciences for the citizen science training seminar. The lanyards were created in Microsoft Word using pre-designed templates.

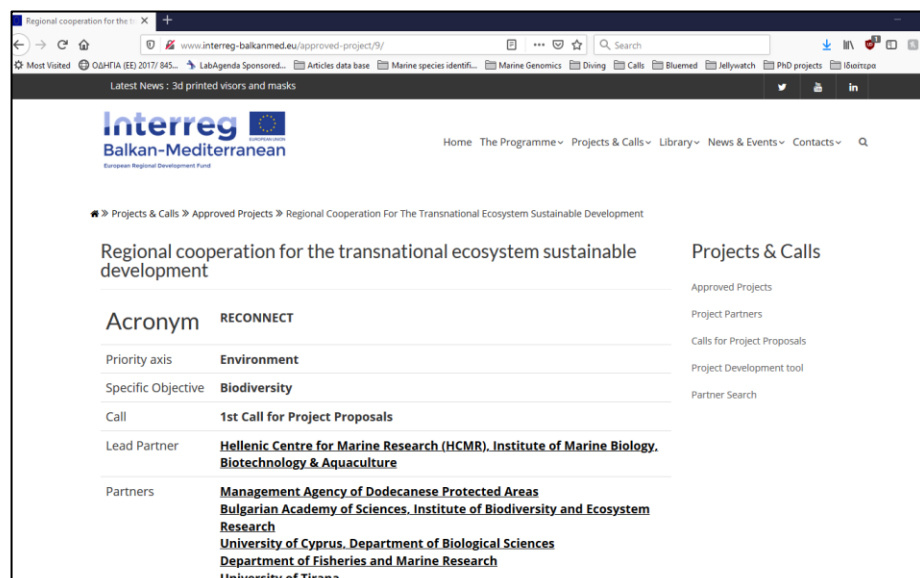
## 2.15 Website

As mentioned in the project's Communication Plan, a "web space" dedicated to RECONNECT is available in the general Interreg Balkan-Mediterranean Programme's website (Images 28 and 29). Under the following link <http://www.interreg-balkanmed.eu/approved-project/9/> a webpage visitor can learn a lot about the project's aims and its general targeted outputs. Also, a link for reading the project's Communication Plan is also included below the project's description in a click of a button, under the following link [http://www.interreg-balkanmed.eu/gallery/Files/Projects\\_Deliverables/RECONNECT/1st-Communication-Plan-RECONNECT-\(10122017\)-\(v0\\_4\).pdf](http://www.interreg-balkanmed.eu/gallery/Files/Projects_Deliverables/RECONNECT/1st-Communication-Plan-RECONNECT-(10122017)-(v0_4).pdf)



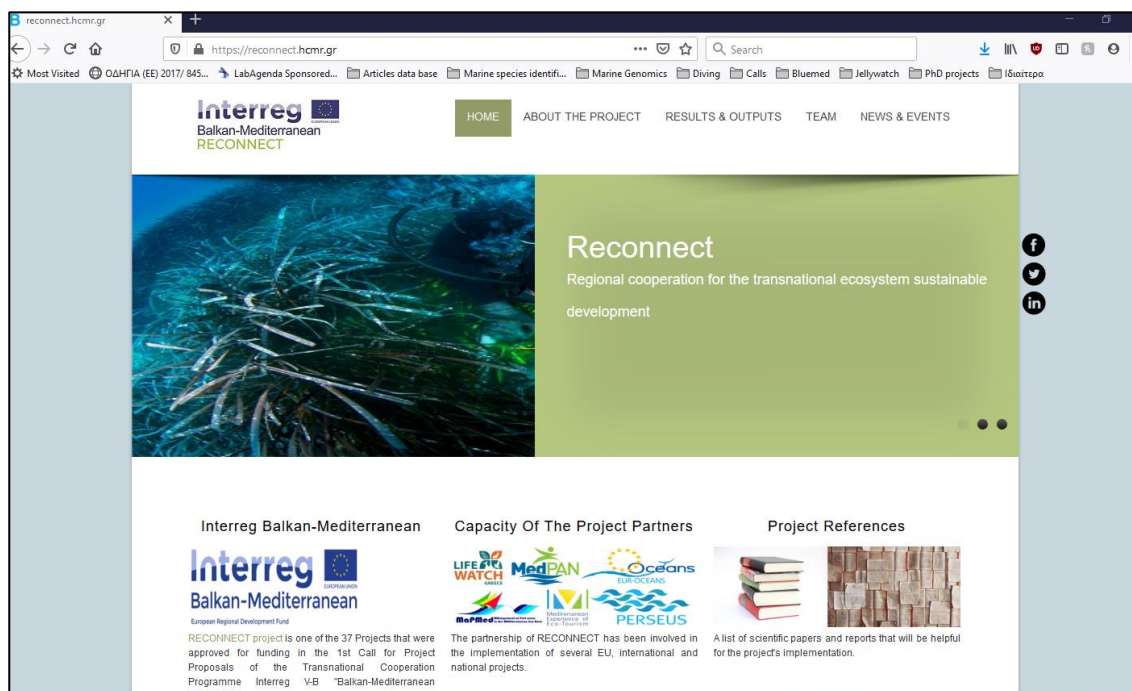
**Image 28:** The main page of the Balkan Mediterranean Programme's webpage (<http://www.interreg-balkanmed.eu/home/>).

**Image 29:** The page dedicated to project RECONNECT, as hosted under the main page of the Balkan-Mediterranean programme.



An official RECONNECT webpage (Image 30) was developed by the Hellenic Centre for Marine Research, under the following link <https://reconnect.hcmr.gr/>. The RECONNECT project website consists an important tool and dissemination channel for the project as it provides all the necessary information on the project's progress and achieved results.

The RECONNECT's webpage offers a description on the project and the study sites which are individually interlinked with secondary pages that offer specific data for each study site. Also, the webpage visitor can learn more about the partnership and navigate to the individual webpages for each partner. They can learn more on the project's work packages and deliverables with a click, and also about the partners' capacity. Furthermore, they can learn more about the project's aims through a list of references which were characterized helpful for the implementation of the project. Additionally, the webpage's visitor, can learn more about the project's results and outputs, read short descriptive texts for each team member and learn about the project's news. The webpage is also linked with the project's social media pages; thus, the visitors can directly go to the project's Facebook, Twitter and LinkedIn pages by clicking on the relevant buttons.

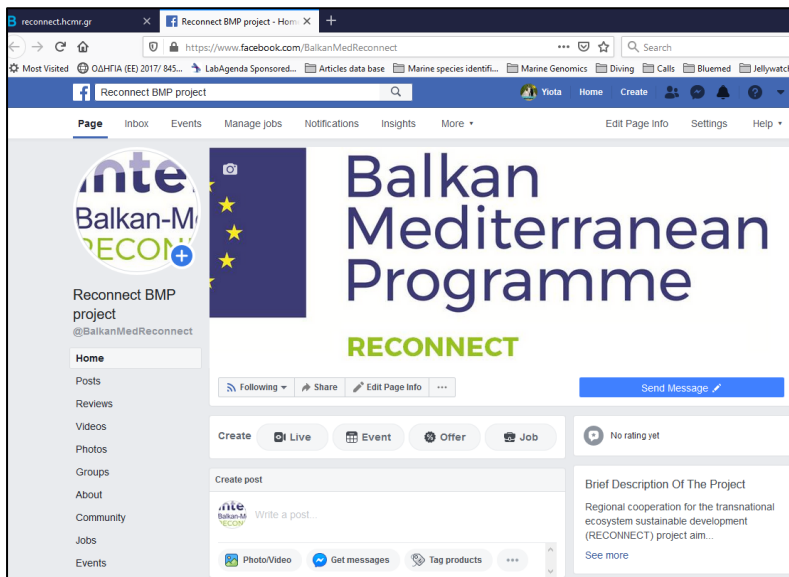


**Image 30:** The RECONNECT webpage main page (<https://reconnect.hcmr.gr/>).



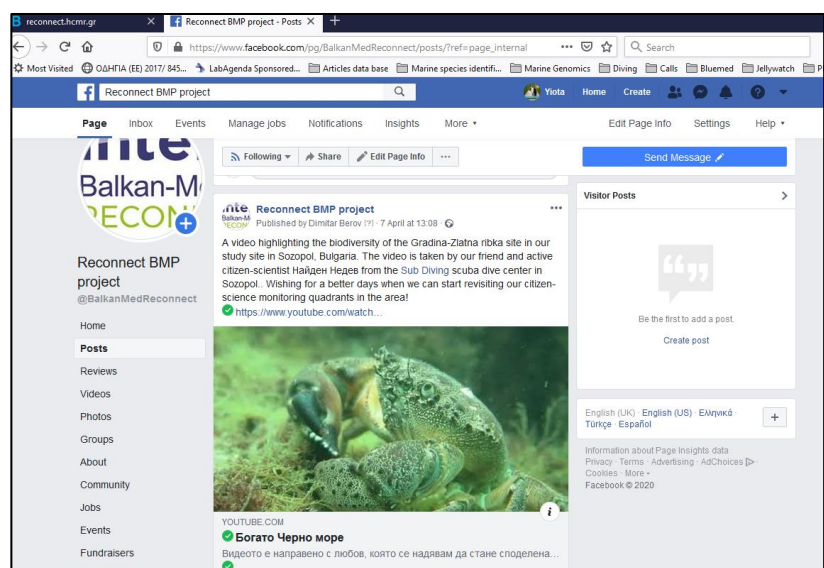
## 2.16 Social media pages

As mentioned above, the RECONNECT project proceeded to the development of social media pages in Facebook (Images 31, 32), Twitter (Images 33, 34), YouTube (Images 35, 36) and LinkedIn (Image 37). All the latest updates on the project’s developments were communicated through these social media pages, in a regular manner, using a “popular science” thematic approach, meaning an easy-to-understand wording.



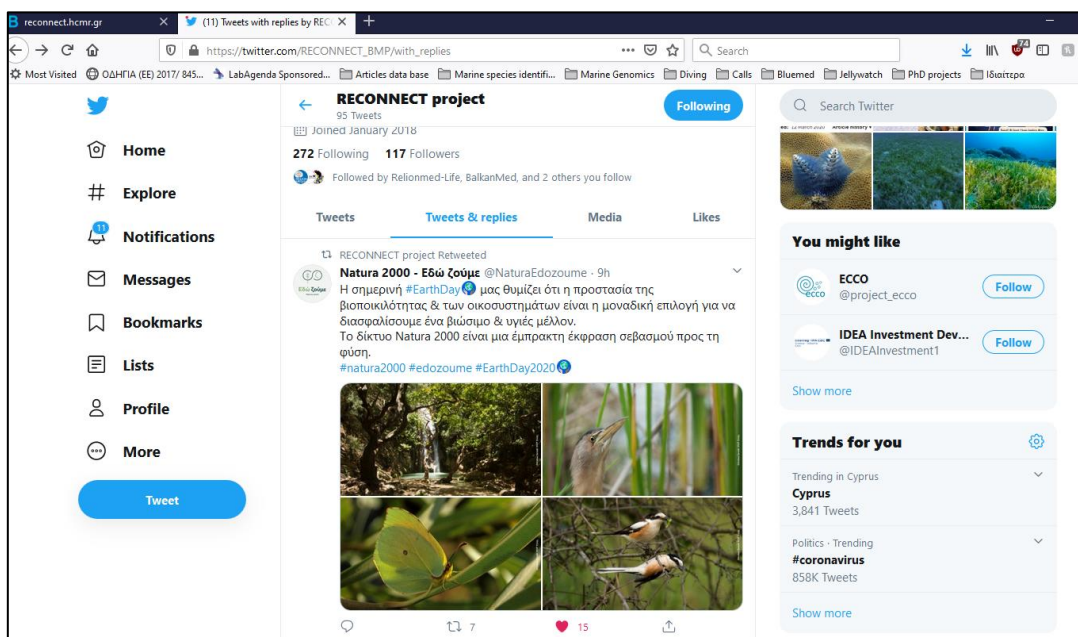
**Image 31:** The main page of the Facebook page of project RECONNECT.

**Image 32:** A recent post in the Facebook page of project RECONNECT.

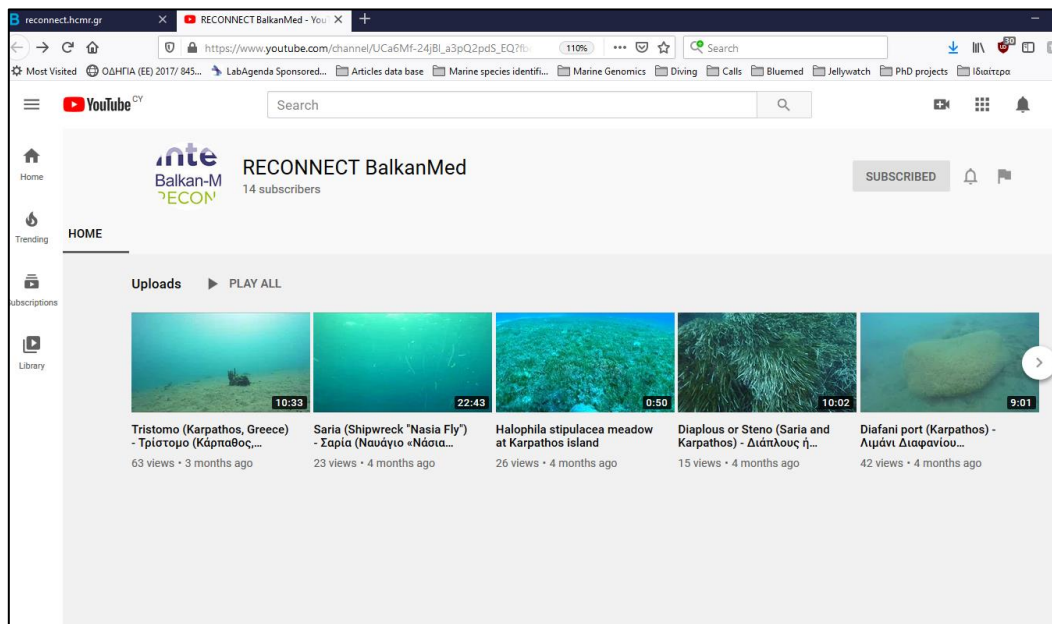




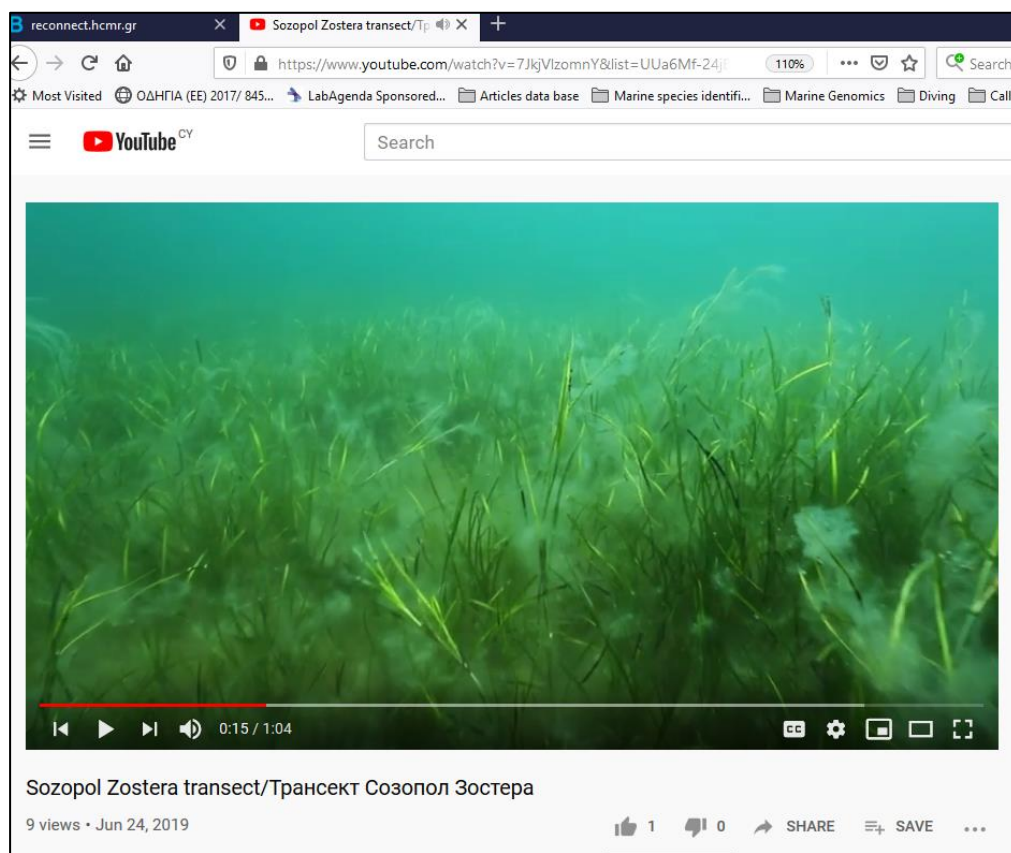
**Image 33:** The main page of the RECONNECT project’s Twitter page.



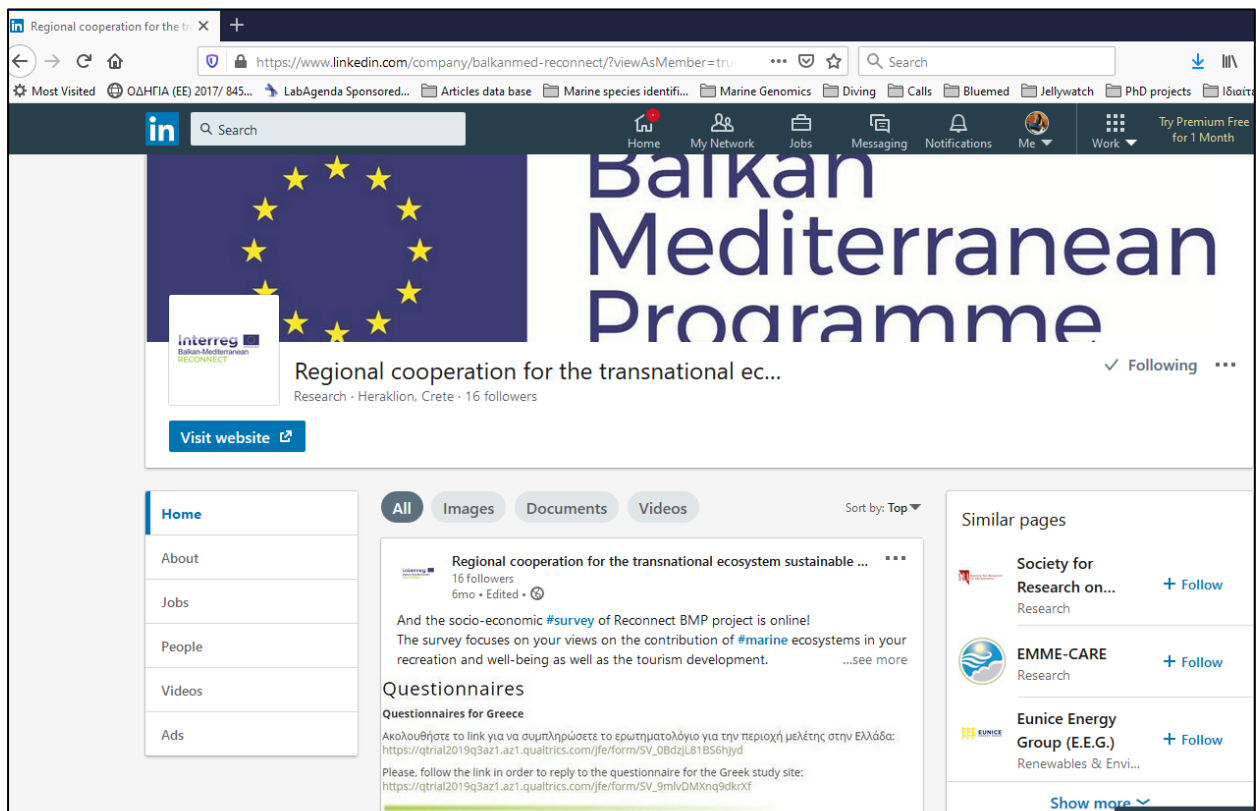
**Image 34:** A recent post in RECONNECT project’s Twitter account.



**Image 35:** The main page for RECONNECT’s project YouTube page.



**Image 36:** A video posted in the RECONNECT’s YouTube page.



**Image 37:** The main page of RECONNECT’s project LinkedIn account.

## 2.17 Newsletters

As described in the Communication Plan, newsletters were also chosen to be used as part of communicating the project’s updates with the public audience. The Newsletters were prepared by Partner 2, the Management Agency of Dodecanese Protected Areas and all partners offered input and feedback during the desing stages every time. They were developed in an electronic manner and were disseminated through email communication with the use of email marketing powered by mail chimp.

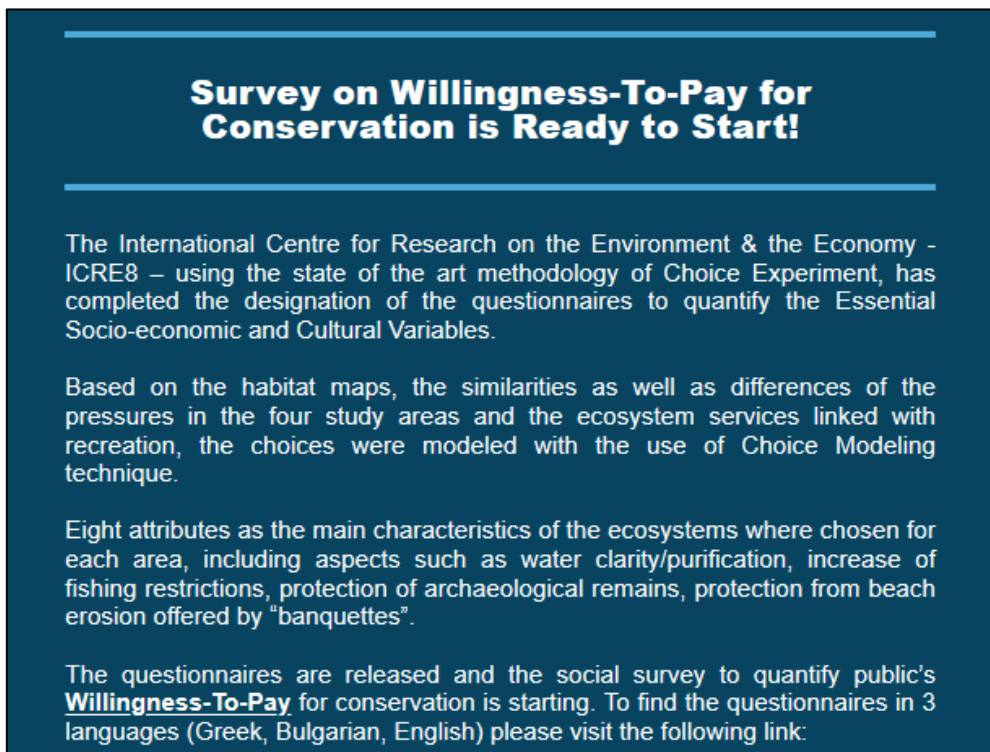
Each partner was responsible to prepare some initial communication lists, based on a number of contacts they knew they will share an interest to the project. Apart from this, each partner was responsible for personally asking interested parties if they wanted to be included in the mailing list of project RECONNECT in order to receive any future updates about the project. The latter was possible through completing printed forms which stated the GDPR disclaimers mentioned in the beginning, thus acknowledging to the interested parties their rights regarding their data. Good opportunities for collecting more email



addresses were the open day activities, and the training seminars organized by the partners, as well as during other dissemination events such as during science festivals where the partners participated for further promoting the project. Once a person received the newsletter, they had the opportunity to opt-out from the mailing list, whenever they wanted to, since this option was offered to them at the end of the newsletter.



**Image 38:** The first page of the third scroll-down electronic newsletter of RECONNECT project.



**Image 39:** One of the articles included in the third newsletter of RECONNECT project.



**Image 40:** The last page of the scroll-down electronic newsletter where the receiver of this email can choose to opt out from the mailing list, if they want to do so.