

DCitizens

Fostering Digital Civics Research and Innovation in Lisbon

DELIVERABLE 6.1:

Website and Promotional Materials

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D6.1: Website and Promotional Materials

Project Information

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Call	HORIZON-WIDERA-2021-ACCESS-03
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RE	Restricted to a group specified by the consortium	<input type="checkbox"/>
CO	Confidential, only for members of the consortium	<input type="checkbox"/>

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Executive Summary

This deliverable contains a description of the DCitizens Brand Book, which will be used to create all promotional and dissemination materials, including website, posters, flyers, videos, social media posts, and yearly newsletter through a consistent visual identity.

This deliverable also provides a description of DCitizens website and its structure. The website will run throughout DCitizens lifespan as an important dissemination tool, being one of the main channels to present DCitizens to stakeholders and local communities in Lisbon. We will update the website with research achievements, staff exchange results, summer schools, publications, news, civic events as well as links to the civic platforms that will be developed in the next three years.

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1. Introduction

We describe DCitizens Brand Book, which is being used to produce several dissemination materials to enhance the visibility of the project. The materials will be used in the multiple in-person events planned for DCitizens (civic events, summer schools, scientific workshops) as well as online dissemination via social media (i.e., Facebook, Twitter, and Instagram). For instance, leaflets and posters can be distributed at workshops, conferences, and community engagement events. Consortium members can showcase the videos at public talks in academic and outreach activities. All dissemination materials follow a brand identity described in section 2. We will update materials throughout the project to reflect achievements and results.

One of the main dissemination channels of DCitizens is the project website, available at <https://dcitizens.eu/>. The website's primary goal is to inform the scientific and Lisbon's local communities of DCitizens' workplan and activities. These include civic events and initiatives, commissioned projects, summer schools, academic events, staff exchanges, and lecture seminar series. In addition, all deliverables, dissemination materials, and software will be made available on the website.

The following sections describe 1) the Brand Book and how we will use it to increase the visibility of DCitizens by disseminating the project results in its lifetime and beyond; and 2) the project website, particularly its structure, content, and considerations for future updates.

2. Brand Book

The purpose of the brand book is to provide a guide to the development, maintenance, and use of the brand identity. It defines the visual identity of DCitizens, including logo, colour palette, typography, and imagery, as well as guidelines for how the identity should be used in various (print and digital) applications. This brand book provides a unified and consistent representation of the DCitizens, helping to promote recognition and trust in the project. The complete version of the brand book will be made available in the website.

2.1. Brand Identity

Logo

The logo consists of the word DCitizens with a stylised 'D' and 'C' in a blue colour. The font used is a sans-serif font. We produced a white and dark version of the logo. Moreover, we produced three variations for each version of the logo to provide further flexibility: logo, logo with slogan, and minimalist version. Each version as its application. For instance, the logo can be used throughout dissemination materials, the logo with slogan can be used in slide

DCitizens DCitizens DC

Empowering Citizens
with and through
Digital Technologies

Figure 1. The three variations of the DCitizen logo. From left to right: logo, logo and slogan, and minimalist version.

presentations, and the minimalist version can be used as the profile photo for social media. Figure 1 illustrates the three variations for the dark version of the logo.

Colour Palette

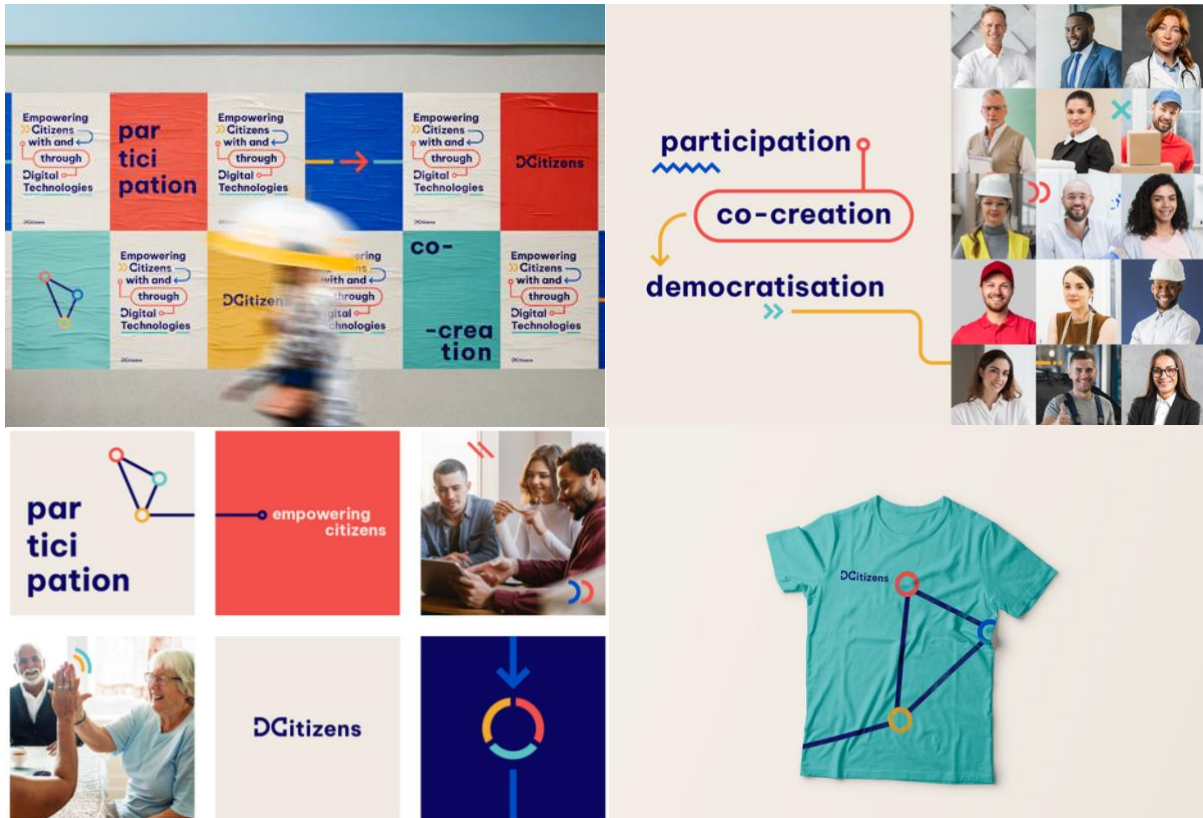
The primary colours used in the brand identity are: Blue Zodiac (**#1F1D5B**) for text and Soft Peach (**#F3EEE6**) for the background. Secondary colours are used to highlight content and include Butterscotch (**#FBAF41**), Macaw Blue Green (**#38BFC2**), and Bean Red (**#F15C56**).

Typography

The primary font used in the brand identity is a sans serif font: Be Vietnam Pro (<https://fonts.google.com/specimen/Be+Vietnam+Pro>).

Imagery

The imagery used in DCitizens evokes a sense of relationship, connection, dialog, and path using multiple icons and shapes that are interconnected and compose a visual language that represent DCitizens conceptual approach. This is best exemplified through the visual imagery of DCitizens slogan (Figure 2)



); “Empowering Citizens with and through Digital Technologies”. Moreover, we designed a series of other applications, illustrated in Figure 3, which can be used in dissemination activities.



Figure 2. Imaginary/iconography (left) and application on DCitizens' slogan (right).

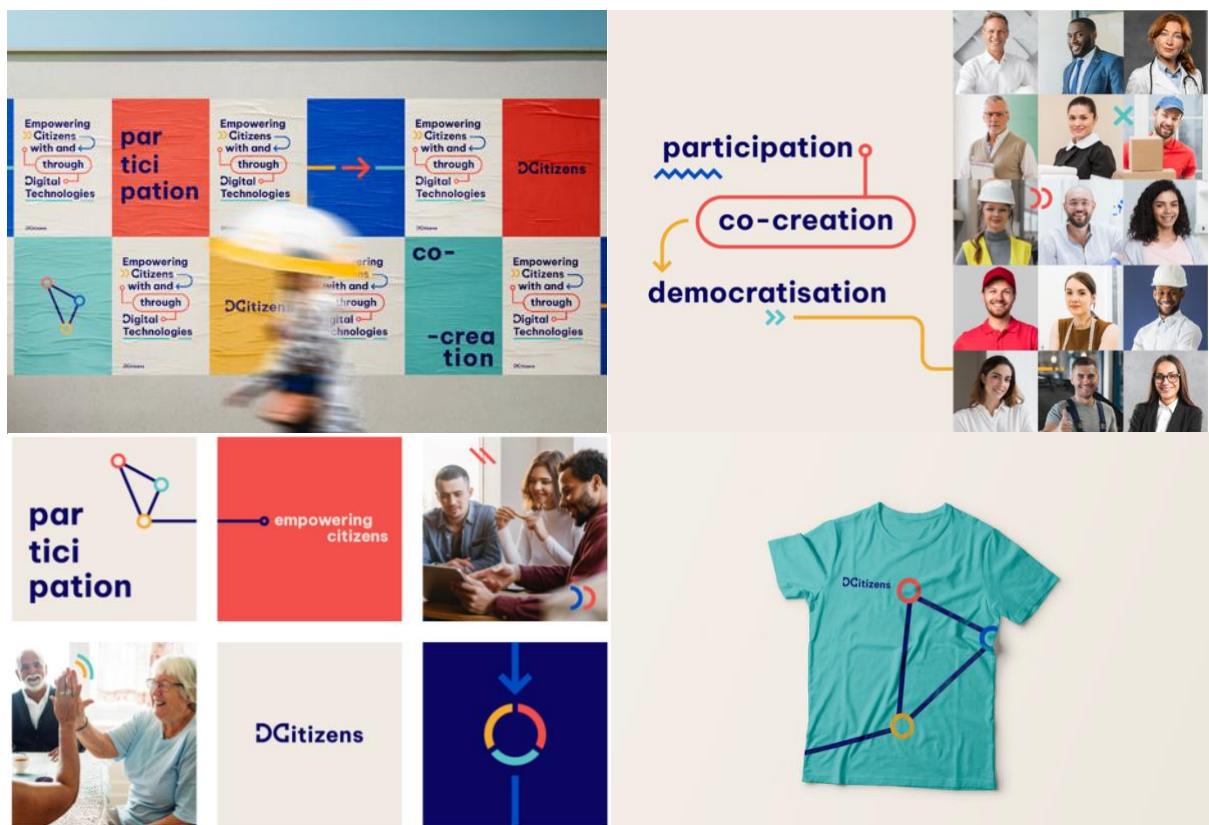


Figure 3. Examples of brand application.

2.2. Print Promotional Materials

The print materials include flyers, posters, workshop badges, and other materials that use the DCitizens identity elements, including logo, colour pallet, typography, and imagery.

Poster and X-Banner

Poster and X-Banner contain similar information: logo, DCitizens slogan, project website, consortium partners, and acknowledgement of EU funding. Poster was designed in standard A2 format while X-Banner was designed for 82cm x 182cm format (Figure 4). Both materials will be used for dissemination purposes, particularly in the multiple events organised by the consortium partners.



Figure 4. From left to right: A2 DCitizens poster and X-Banner.

Flyer

The flyer was designed for standard double-sided A5 paper-size. On the front, the flyer includes the project logo, the slogan, and the project website. On the back, there is the logo, a short project description, the consortium partners, and acknowledgement of EU funding (Figure 5).



Figure 5. Flyer mock-up.

Other Print Materials

Throughout the project, we will leverage the DCitizens visual identity to print support materials for organised events. For instance, we produced badges and instructional posters for the [kick-off meeting](#) and first civic engagement event (Figure 6).

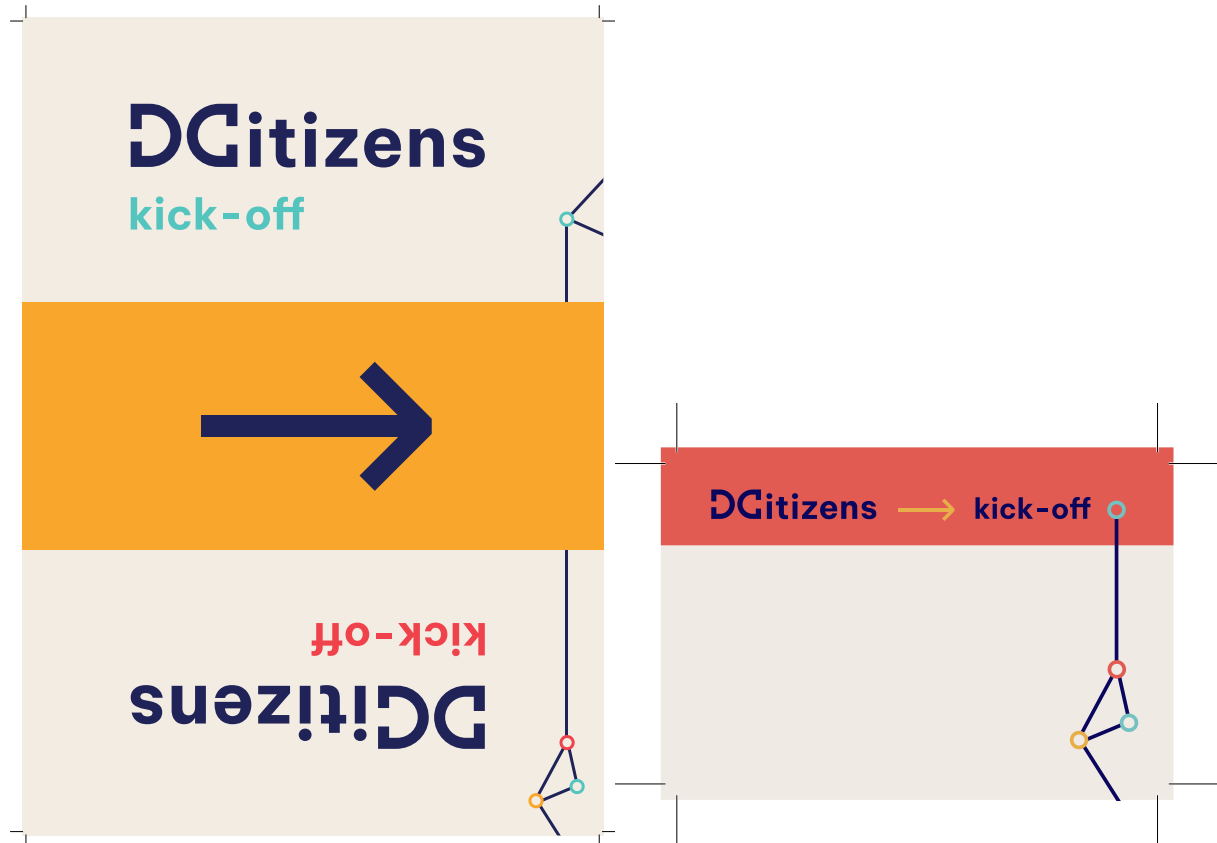


Figure 6. Instructional poster and participant badge for kick-off meeting.

2.3. Digital Promotional Materials

The digital materials include social media, videos, and newsletter that use the DCitizens identity elements, including logo, colour pallet, typography, and imagery.

Social media

DCitizens has a strong presence in multiple social media channels to maximize scientific dissemination and engagement with Lisbon's local communities. We have been successfully using Facebook (<https://www.facebook.com/dcitizens.project/>), Instagram (<https://www.instagram.com/dcitizens.project/>), and Twitter (https://twitter.com/dcitizens_proj) mostly to engage and acknowledge local NGOs and public sector partners. Twitter is also being used to reach the academic community interested in Digital Civics and HCI research more broadly. We designed a social media template for forthcoming posts (Figure 7).

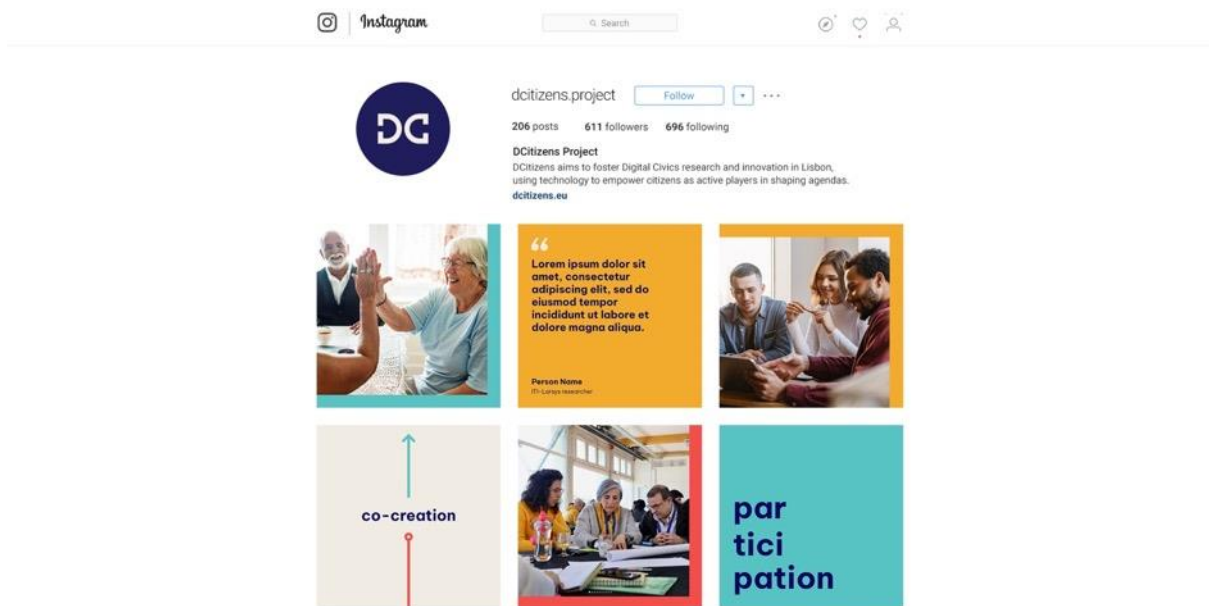


Figure 7. DCitizens social media template.

Videos

We are currently producing a video describing the main goals of the project and introducing the partners. We plan to deliver this first video of the project by month 4 (March), which will include a statement from the project coordinator, Prof. Hugo Nicolau, introducing the project, its goals, and a brief description of the scientific topics addressed.

We plan to produce further videos including statements from the PIs of partner institutions as well as statements from the ESRs and local communities about their projects, ambitions, and plans within DCitizens. The videos will be made available on the website and disseminated via social media.

Newsletter

A Newsletter will be published annually on the project website and distributed in digital format to other Twinning consortia, other research projects working in similar research fields, and collaborators of the DCitizens. The Newsletter will report about past and future events, expert visits, achievements, and highlights of the project, namely commissioned projects. The first issue is scheduled for October 2023.

3. Project Website

This section describes the hosting details, the used hardware and software, and the structure of the project's website.

3.1. Hosting

DCitizens website is hosted by PTisp (<https://ptisp.pt/>) - the main provider of hosting services in Portugal with more than 20 years of experience. They have their own infrastructure across multiple data centres in Portugal and Spain that offer premium speeds and reliability.

3.2. Hardware and Software

The website is hosted in a shared server with a 15GB NVME drive, 2000MB of RAM memory, 2 CPU cores, and an I/O speed of 20 MB/s. The server runs Linux as the operating system, NGINX as a web server, MySQL 8 as the database, and PHP 8 to develop dynamic websites.

To build the website, we installed WordPress 6.1.1, one of the most popular content management systems (CMS) and website builder solutions. We picked WordPress not only due to its vast ecosystem of plugins and large community but also because it offers an easy-to-use interface that makes creating and managing the website easy for non-technical users.

Furthermore, we chose Kadence as the theme for our website due to its ease of use and because it helps users create websites that are both performant and accessible. It is also very versatile as it offers many customisation options that, when paired with the WordPress editor and its template system, allow us to meet our expectations for the website.

Besides the core capabilities of WordPress, the website relies on several plugins, including Kadence Blocks to help implement the website's design; Custom Post type UI and Advanced Custom Fields to enhance WordPress CMS features; Yoast SEO to optimise the website for search engines; and Fathom Analytics to gain insights regarding the website's traffic.

Finally, we will regularly update all these components to minimise security vulnerabilities.

3.3. Website description and screenshots

The DCitizens website can be found at <https://dcitizens.eu>.

All of the website pages share a header and a footer component. The website's header contains a navigation menu to access the different pages, icon buttons that link to the project's social networks and a search button. The footer includes social icons and a disclaimer regarding the project's funding.

The website is organised into six sections: Home, About, Events, News, Resources, and Contacts.

Home

The first section serves as a landing page for the website's visitors. It provides an overview of the DCitizens project and the website's overall content, summarising some of the information in the other sections.

» Empowering Citizens + with and → through ← Digital Technologies ←

about the project

DCitizens aims to foster Digital Civics research and innovation in Lisbon. Digital Civics is a cross-disciplinary field that posits the use of technology to empower citizens and non-state actors to co-create, take an active role in shaping agendas, make decisions about service provision, and make such provisions sustainable and resilient. Particularly how digital technologies can scaffold a move from transactional to relational service models and the potential of such models to reconfigure power relations between citizens, communities, and institutions.

partners



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About

The about section contains an introductory text that briefly presents the project, a list of the partners involved, and details regarding the seven work packages.

DCitizens About Events News Resources Contacts

About

about the project

DCitizens aims to foster Digital Civics research and innovation in Lisbon. Digital Civics is a cross-disciplinary field that posits the use of technology to empower citizens and non-state actors to co-create, take an active role in shaping agendas, make decisions about service provision, and make such provisions sustainable and resilient. Particularly how digital technologies can scaffold a move from transactional to relational service models and the potential of such models to reconfigure power relations between citizens, communities, and institutions.

work packages

WP1 – Short-term staff exchanges
Lead: IST
Participants: IT, UNN, USI
The goal of WP1 is to foster the interchange of scientific knowledge between Twinning partners in line with four strategic areas in Digital Civics: 1) Community-based Research Methods, 2) Emerging Technologies, 3) Design Justice, and 4) Civics, Policy, and Economic Models. The planned visits also include exchanging administrative staff to improve project management skills at IST.

WP2 – Organisation of joint events
Lead: UNN
Participants: IT, IST, USI
In WP2, the consortium will organise scientific events such as summer schools, lecture series, and international scientific workshops.

WP3 – Enhancing the scientific profile of ESR
Lead: USI
Participants: IT, IST, UNN
The main goal of WP3 is to enhance the Early Stage Researchers' careers. It is specifically targeted at ESRs, and its purpose is to promote the research potential of PhD and final-year MSc students. DCitizens will support participation in international conferences, networking activities, and training to create opportunities for external mentoring activities and international collaborations.

WP4 – Commissioning Digital Civics Research in Lisbon
Lead: IST
Participants: IT, UNN, USI
WP4 will apply the knowledge, expertise, and supporting technologies of the Twinning partners through short-term Digital Civics Research Case Studies. We will deploy an open commissioning programme supported by a series of civic events with local communities. The Research Case Studies will help establish and inform the Digital Civics Agenda while providing examples of this work. We will publish a yearly call for proposals of Case Studies to be led by academics within the Twinning institutions and civic organisations in Lisbon.

WP5 – Strengthening the research management capacity
Lead: IT
Participants: IST
The goal of WP5 is to increase the research management skills at IST and create a new Research Management Unit. We will define the priority areas in which the Research Management Unit will act and implement a set of actions. Moreover, we will define a training plan to upskill research staff in Lisbon.

WP6 – Dissemination, communication, and outreach
Lead: IST
Participants: IT, UNN, USI
WP6 aims to give visibility to the project through activities targeted at multiple audiences. All the tasks will involve ESRs, allowing them to strengthen their dissemination skills. These activities will be linked to the civic events in WP4.

WP7 – Project management
Lead: IST
Participants: IT, UNN, USI
The goal of WP7 is the execution of a sound project through planning and monitoring activities, financial management, and reporting to the European Commission (EC).

partners

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Events

The events section is where we can list and promote events organized during the course of this project, such as lecture series, summer schools, community engagement events, and round-table discussions.

The screenshot shows the DCitizens website's Events page. The header includes the DCitizens logo and navigation links: About, Events, News, Resources, and Contacts, along with social media icons for Facebook, Twitter, and LinkedIn, and a search icon. The main heading is "Events". Two event cards are displayed:

- Civic Workshop – January 2023**: Date: 25/01/2023. Description: "We are excited to announce the first civic engagement event of DCitizens. It is a one-day workshop on the 25th of January that aims to bring together a diverse group of participants from academia, industry, the public and 3rd sector to discuss the needs and opportunities in three challenge areas: inclusive education, social..."
- DCitizens Kick-off Meeting**: Date: 23/01/2023 – 25/01/2023. Description: "The European research project 'DCitizens: Fostering Digital Civics Research and Innovation in Lisbon' will officially begin with a three-day kick-off meeting that brings together experts from Istituto Italiano di Tecnologia (Italy), the University of Siegen (Germany) and the University of Northumbria (United Kingdom), to set the scene for the project, align..."

Each card includes a "READ MORE" link. At the bottom, there is a European Union logo and a disclaimer: "DCitizens has received funding from the European Union's Horizon Europe Framework Programme under grant agreement 101079116. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the REA. Neither the European Union nor the granting authority can be held responsible for them." Below this is a copyright notice: "© 2023 DCitizens".

News

In this section, we will publish various news articles regarding the DCitizens project.

The screenshot shows the DCitizens website's News page. The header is identical to the Events page. The main heading is "News". A news article is featured:

- DCitizens hosts a Digital Civics workshop**: The DCitizens project has recently organised its kick-off meeting in Lisbon. During three days, the consortium and local partners gathered to establish the work plan for the next three years. During this time, engineers, psychologists and other experts will work closely with local citizens aiming to foster digital civics in Lisbon. About the project By...

The article includes a "READ MORE" link. At the bottom, there is a European Union logo and the same disclaimer as in the Events page, followed by the copyright notice "© 2023 DCitizens".

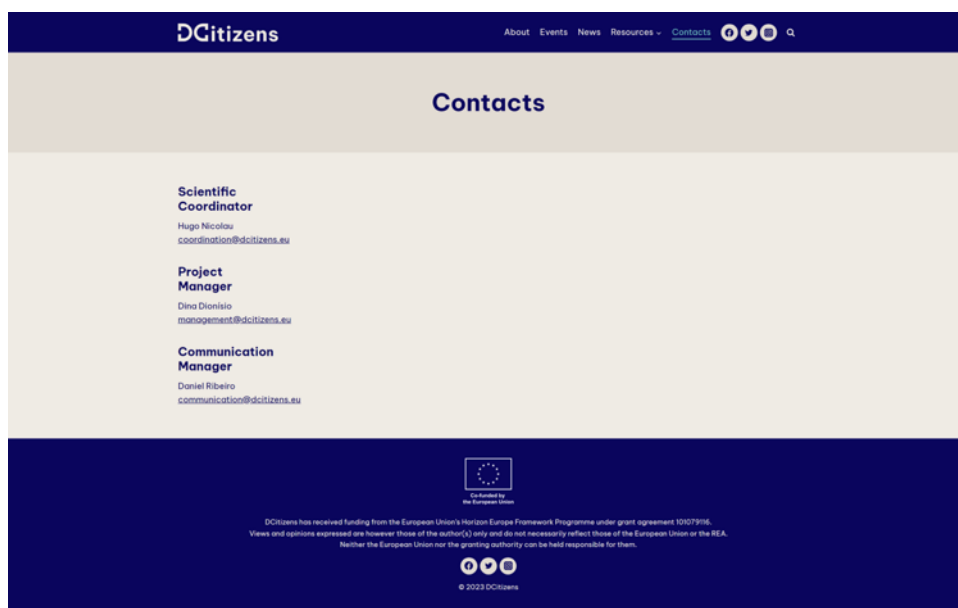
Resources

This section serves as a repository for the various resources to be produced throughout the project. We divided these resources into three pages: Scientific Publications, Project Deliverables and Promotional Materials.



Contacts

This last section contains contact information regarding the project's Scientific Coordinator, Project Manager and Communication Manager.



3.4. Future sections

The DCitizens website will be updated throughout the project lifespan. The first action includes developing a civic platform to support a commissioning service. The platform will feature a yearly call for proposals, submission system, and results section. Commissioned projects will feature their own webpage with a short description, achievements, and results. We will link the commissioning platform to DCitizens website through a new section.

We also envision a new section featuring all local partners from different sectors collaborating with DCitizens, e.g., NGOs, local government, and industry.

Finally, we plan to include a 'call to action' button on the home page that redirects the audience to participate in the commissioning program and civic events. We will provide multiple options to engage with the project depending on the type of stakeholder: academic or non-academic.