

# DELIVERABLE 8.1 Communication Strategy and Visual Identity

## WP8 Dissemination

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## **Purpose**

This document presents the Communication Strategy and development of the Visual Identity for the MINLAND project. It serves as guidelines for communication and exploitation activities. The Strategy identifies all the channels, audiences, information and content to be disseminated by the project. It will align key messages for different audiences, the frequency with which communications will take place, milestones for communications, quality controls and performance indicators, as well as responsibilities for undertaking these activities.

The implementation of this plan will optimise stakeholder engagement, building trust in the project from stakeholders, and emphasizing the potential benefits that MINLAND can deliver.

The document is intended for both internal and external readers. Its dissemination level is Public. This document is under the responsibility of Work Package 8 (WP8). Amendments, comments and suggestions should be sent to the WP8 work package leader: Nancy Savall:

[Nancy.savall@eurogeosurveys.org](mailto:Nancy.savall@eurogeosurveys.org).

## Executive Summary

The present document is a deliverable of the Mineral Resources in Sustainable Land-Use Planning (MINLAND) project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement 776679.

The document presents the project's Communication Strategy and development of the Visual Identity, defining the actions and implementation measures envisioned to efficiently communicate about project objectives and activities and disseminate project outputs in order to ensure the best exploitation of its results, as part of Work Package 8 – "Communication, Dissemination and Exploitation".

The MINLAND Dissemination and Exploitation Plan will be systematically reviewed and updated on the occasion of each consortium meeting, if necessary.

This document outlines the key messages which are to be considered in all communications issued by all partners, and provides an analysis of the stakeholders, in collaboration with WP7, to whom these messages are directed, and the channels identified for their delivery.

The project will run for 24 months from 1st December 2017, and communication activities are planned throughout this period.

This Project's Communication Strategy sets out communication activities designed to ensure that all relevant and interested stakeholders are involved and/or reached, and properly, correctly and regularly informed and kept updated. In this regard, WP8 will:

- Create awareness about the MINLAND project and encourage involvement;
- Create and maintain a vivid interest ensuring participation and contribution of key players;
- Support all planned events with appropriate dissemination means and ensure that the results are properly presented;
- Set a plan for the dissemination activities;
- Disseminate the accumulated knowledge to the relevant stakeholders;

To reach the above goals the first step will be to identify target stakeholders such as international agencies, regulators and policy makers, research centres, universities, training centres, SMEs, large companies and not for profit organizations active in social and economic development, environmental protection and potential end-users of the outcomes of MINLAND Project, such as land-use planners and policy makers. The second step will consist of developing key messages tailored to the specific needs of each stakeholder. The final step will be to identify specific dissemination tools to reach them.

The first part of the Communication Strategy will be targeted to the stakeholders involved, by maintaining awareness of MINLAND, informing on achievement of milestones and on any potential issues of interest, and promoting exchange of ideas. The activities and actions will be based on the work carried out by other working packages. Fundamental for the success of the project is the collaboration between European stakeholders in order to ensure the exchange of information and best practices and achieve a common view of the objectives of the project, while the second part of the Plan will be targeted to broader stakeholder community institutions.

Visual identity is a physical manifestation of a brand. It includes a logo and several supporting devices, such as the project letterhead, website, poster, brochure, an article, PowerPoint and report templates all governed by a set of guidelines. The guidelines dictate how the identity is applied and approved for printed pieces, colour palettes, typefaces, page-layouts, and report templates. Such items are used in media applications with the aim to maintain visual continuity and recognition.

All the consortium partners of the MINLAND project are invited to represent the project the same way each and every time they interact with the various stakeholders.

## **Deliverable report**

### **Introduction**

**The MINLAND project has been designed to meet the challenges of competing land use from many different needs. Therefore, securing access to land for exploration and extraction of minerals, including critical raw materials in an integrated optimized process is of great importance.**

It was recognized by the EU the importance to safeguard the supply of metallic and other mineral raw materials for the European needs by the European Commission in the Raw Materials Initiative. Reasons are that mineral raw materials are instrumental in development of new green technology, batteries for electric cars, development of cities and access to metals for the European Industry. A consequence of the formed strategy was the launch of the H2020 SC5 call which resulted in the MINLAND consortium winning the project.

The MINLAND project will pursue four main objectives: to produce a data base of existing policies, to provide guidelines on how to link land use and mineral policies, to analyze land use case studies of mineral exploration and extraction with respect to mineral- and land-use policies. The aim is to support a more efficient and sustainable permitting process by providing best practice examples and to ensure knowledge exchange among relevant stakeholders.

The MINLAND consortium, coordinated by the Geological Survey of Sweden builds upon participation from all over Europe. The consortium consists of partners and third parties covering such expertise as geological land use information (Eurogeosurveys – geological surveys umbrella organization), mining authorities, land use authorities, industry and academy. It is further supported by a broad stakeholder group covering from municipal and regional level land use authorities to Euromines, World Wildlife Fund, PDAC, UEPG, and land use experts.

This project is financed by the European Union in the *Framework Programme for Research and Innovation - Horizon2020* and will officially start on the **1st of December** for a duration of **two years**.

The Project will:

- Collect and structure information on 1) present state of mineral- and land-use policies, 2) spatial information sources and tools for mineral resource assessment and planning, 3) relevant standards and methodologies, creating a substantial knowledge repository.
- Review and analyse mineral- and land use policies and related information and criteria including safeguarding. The following key instruments are employed: Case studies of mineral exploitation and exploration throughout Europe, covering the main challenges, for in depth input on good practice and problems also related information on mineral- and land use policies; Analyse interdependence between mineral- and land use policies and issues, including safeguarding.
- Develop practitioner guidelines for linking land use policy to minerals policies to EU MS enable good practice transfer.
- Create a network consisting of minerals and land use practitioners, land use policy makers, civil society, authorities at local, regional and national level, including mining authorities and industry. Utilize the network for a Peer-Learning approach where stakeholders and participants share and strengthen their own knowledge base.
- Disseminate to further the objectives of MINLAND.

### **Roadmap of activities**

The Communication Strategy targets relevant stakeholder groups since the earlier project stages, to get them involved in the MINLAND project, influence its course by co-generation of knowledge and feedback, and create ownership of the MINLAND results. This will ensure that the project responds to different needs and is able to involve and get the participation of potential stakeholders on a european scale. In the later project stages, the diffusion of results comes to the center stage through their exploitation within and beyond the project's duration.

The plan encompasses the three main phases of dissemination:

- 1) In the beginning the focus lies on the presentation of the project itself so that the scope and the aim of the project is well-known within the land-use planner community and the public at large. (communication and dissemination for awareness- Information).
- 2) In the second phase the emphasis is put on generating participation for establishing a dialogue and for exchanging information and best practices (communication and dissemination for understanding - Involvement).
- 3) During the third phase, the final results of the project, that is recommendations on how to improve cooperation and knowledge exchange and for improve land-use planning at European level, will be disseminated through the stakeholders themselves. (communication and dissemination for action/participation - Engagement).

The plan is divided into two parts: internal dissemination, among the Consortium and the Advisory Board member, and external dissemination, among all relevant stakeholders.

Both, internal dissemination as well as external dissemination is of great importance during the whole MINLAND project.

## Target Audience

MINLAND’s target audience covers the entire value chain of land-use planning at the European level. The MINLAND project is led by the Geological Survey of Sweden (SGU) and supported by 21 additional leading organizations (EuroGeoSurveys, Geological Survey of Norway, University of Leoben, National Technical University of Athens, Vienna University of Economics and Business, Geological Survey of Finland, MINPOL, Geological Survey Ireland, European Federation of Geologists, Geological Survey of the Netherlands, Mineral and Energy Economy Research Institute of the Polish Academy of Sciences, Dutch Techcentre for Life Sciences, Directorate General for Energy and Geology of Portugal, Geological and Mining Institute of Spain, Västerbotten County Sweden, BOLIDEN MINERAL AB Sweden, Industrial Minerals Association Europe, National Laboratory on Energy and Geology of Portugal, Emilia Romagna Region, Institute of Geology and Mineral Exploration Greece, MacCabe Durney Barnes Ltd). In addition, five international organisations are involved as Advisory Board members and seven organizations as Linked Third Parties (French Geological Survey, Czech Geological Survey, State Informational Geological Fund of Ukraine, Geological Survey of Slovenia, Geological Survey of Cyprus, Croatian Geological Survey, Mining and Geological Survey of Hungary). Already 28 stakeholders are participating in the project as well.

Efficient communication should therefore take into account the characteristics of each target group in order to increase the stakeholders’ awareness about the project deliverables and results and provide the participants with accurate and reliable information.

*Table 1 Stakeholders likely to be interested in the projects output, and therefore targeted for communication and dissemination activities.*

Stakeholders	
Land-use planners	
Regulators & Policy makers	
Consultancy	
Data providers	
Civil Society	
International Agencies	
Research Centres /Universities/training Centres/ Academia	
Private sector/ Industry	

Non profit organisations	
Investors	
Eu & Global initiatives	i) Europe 2020 strategy, ii) Innovation union & resource efficiency flagship initiatives, iii) A roadmap for moving to a low carbon economy in 2050, iv) Tackling the challenges in commodity markets and raw materials, and v) Commitment towards Green Economy worldwide (OECD, UNEP etc.).

## Key Messages

The plan aims to use messages which are tailored to each of the audience groups outlined in previous section (Target Audience).

The effectiveness of any single message is dependent on a variety of issues. From the stakeholder's perspective, two elements are significant:

- the amount and quality of the information that is communicated;
- the overall judgment that each individual makes about the way a message is communicated.

The style of MINLAND messages should therefore reflect a balance between the need of information and the benefits delivered by the project. These benefits will be different for each target audience.

The project will tailor messages for each audience group, but all communications issued by any member of the project team should reflect one of the following key messages:

- to contribute to more informed policy formulation;
- to enhanced network between key institutions in EU;
- to better understand of European policies on Land-Use planning;

Therefore, simplicity and consistency are essential to ensure that the target audience understands and retains the information. To ensure the maximum impact the basic information will also be available in English. The delivery of key messages will be phased throughout the duration of the project. The channels through which the messages will be conveyed are outlined in Section Internal and External Communication.

## Internal Communication

During the early and the middle stage of the project the communication actions will be mainly focused and addressed to the Consortium Partners.

Table 2. Key messages during the first stages of the project.

Early Stage	<ul style="list-style-type: none"> <li>- To provide a solid and common understanding of the current state of land-use policies</li> </ul>
Middle Stage	<ul style="list-style-type: none"> <li>- To create the right framework conditions for sustainable land-use planning with included mineral resources;</li> <li>- To offer substantial support to strengthen the EU's position, contributing to international agreements, and also to assessing impacts, risks and opportunities;</li> <li>- To build a strong-knowledge base in support of adaptation measures and policies.</li> </ul>

## Communication and Dissemination Tools

### Visual identity

Reinforcing MINLAND in a sustainable way is one of the core objectives of WP8. Hence communication activities ensure that the project improves the visibility of MINLAND. A visual identity has been developed to contribute to the overall perception of the project and its uniform impression. It includes elements that will represent the project in a distinct and consistent way (logos, colours, fonts, templates, photos, etc.). The corporate identity of MINLAND includes also the EU emblem, showing clearly that this is a EU-funded cooperation action. In each template the following sentence has to be inserted "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°. 776679".

Based on the same colour palette, fonts and logo, a set of templates have been designed by WP8. The templates ensure that the MINLAND visual identity is consistent throughout the duration of the project. This set of templates includes:

- A template for project deliverables;
- A template for project PowerPoint presentations;
- A template for the letterhead;
- Template for the press releases/articles.

### Brochures

A MINLAND brochure will present the topic, objectives and activities of the project. This brochure will be printed in at least 1000 copies to be handed out at each event MINLAND partners participate in. It will also be distributed online under the form of clear and appealing info-graphics (as .jpg files), that can be much more easily spread through social networks and interested websites.

## **Media articles**

Media articles make reference to all types of written press articles focusing on presenting the project, its activities, its outcomes, etc., that are published on different channels. They may take the form of news, announcements, tweets, LinkedIn posts, press releases, published on the project website, on external websites including partners' websites, on social networks, etc.

One press release has been published and distributed to the media contacts and among the Consortium in occasion of the launch of the MINLAND, with the aim to ensure the maximum dissemination. A report with the collection of the press releases and media analysis will be made available.

## **Project reports**

A major expression of dissemination is the production of deliverables. Over the entire project duration, the MINLAND consortium will produce 34 official deliverables. All of them are public, therefore they will be made publicly available in the project website resources area in order to spread the project excellence and disseminate knowledge to our target groups.

## **Project website**

The project website ([www.minland.eu](http://www.minland.eu)) constitutes a key communication tool in order to increase the project visibility and impact, especially towards wider communities and the general public. Online from M3, and constantly updated, the MINLAND website will contain all relevant information about the project (project objectives, information, news, event announcements, public reports, etc.). It has been carefully designed and set up to address policy makers, the scientific community, and the general public, in the most effective way through a user-friendly interface. The website will be in English. All projects activities will be published in the website in order to provide visibility and transparency.

The MINLAND intranet platform will also be integrated into the website. This platform will allow all the consortium partners to share documents.

Website analytics will be used to identify the subject areas of most interest to users.

## **Social media**

In order to reach wider audiences and maintain an enduring web presence and awareness of the project, the MINLAND project has assessed the available social media channels. The project will use the MINLAND website, plus Twitter (@MINLAND\_project) feed and a #minlandproject hashtag to publish activities, encouraging de-bate and participation, as these are channels which are accessible by all communities. The management of the twitter account is undertaken by WP8. This online tool will be used to monitor interest outside the immediate partner organisations and involved stakeholders, by reviewing followers and use of the #minlandproject hashtag.

## **Project Events**

The MINLAND events will come as a dissemination support to the objectives of all working packages. They will help in spreading the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders, and provide ground for discussion and brainstorming, encouraging the exchange of the information and the best practices. MINLAND team has scheduled several events during the life-span of the project:

- kick-off meeting has been organised in Uppsala to launch the project, over 40 participants have attended the event.
- Mid-term meeting will be organised in Athens in May 2018. The event will be organized in an appropriate format with the purpose to organize an effective dialogue, showcase benefits, learn to address obstacles, create and strengthen.
- Final event will be organized at M24. It will be an internal final event where to present the final results of the project to the EC.

Moreover, MINLAND will enjoy direct synergies of international flagship events organized by the Consortium that covers industry, academia, research, trade, NGOs, funding and governmental organisations and authorities in Europe and all other regions of the world, bringing together a large audience of experts. For example, EGS has 2 annual General Meetings and 2 annual National delegate Forum, EFG, where the projects outcomes will be disseminated and will be used to foster exploitation of the project.

In addition, MINLAND will participate in international conferences that is essential for promoting the scope of the project and for encourage new potential stakeholders to be part of the project. To do so, the WPs leaders will apply for making presentations, keynote speeches, organize side events and will distribute information materials. The project team has identified a series of conferences and events such European Geosciences Union General Assembly, PDAC (the largest forum in North-America), METS conference and trade show, Resources for Future Generations Conference.

## **Video Conference**

Online videoconferencing such as Webex, is used for a monthly meeting between the Project Manager and the WP leaders. WP leaders are setting up their own schedule of conference call meetings for their own work package. The videoconferencing tool will be web-based to ensure that all participants can participate and to keep them involved and updated.

## **Gadgets**

If the allocated budget will allow, gadgets will be distributed during the events in order to support the dissemination actions and to promote the project. It is a good tool to ensure regular reminders of the MINLAND logo and website and to make the MINLAND identity more visible and recognizable.

## External Communication

During third phase the aim is to distribute the results of the project to the wider community operating in the field of land-use planning all over Europe, investors, policy makers. In this context, the project's dissemination messages will reflect its broader societal and economic impact.

The main goal of the external communication is to ensure the exploitation of the project after is end.

The external dissemination will start in month 12 and will have its fundamental step during the second year of the project. In contrast to internal dissemination, it is particularly crucial in the second half of the project, when the results carried out from other working packages will be available.

## Exploitation plan

Exploitation is intended to facilitate the benefits of the project being applied beyond the project's end date. In particular, the exploitation plan will support the developing of the roadmap that will provide all relevant elements for achieving the objectives of the project.

## Messages

During the exploitation phase, specific messages will be address to the stakeholders.

*Table 3. Key messages during the final stage of the project.*

Final Stage	<ul style="list-style-type: none"><li>- To strengthen the capacity to influence land-use planning on a European scale.</li><li>- To provide guidelines for the entire land-use value chain</li></ul>
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## Exploitation Tools

### Project website

The project website will be maintained for at least one year following the end of the project in order to increase the project's dissemination and sustained impact. The website will be continuously updated on the basis of the project progress. The challenge for the future is to keep the pace of user growth by adding continuously new valuable information to the webpage in order to establish and sustain a dialogue with the target groups. All consortium partners and Advisory Board members will be invited to include a link to the MINLAND website at their official websites to facilitate the spread of information on the project and its progress, as well as to ensure a broader exploitation of the outcomes.

### Brochures

A revised version of the brochure will be produced at M18 and will focus on promoting the project's results. It will be shared online and printed only when necessary to be handed out at events.

## E-Newsletter

A special edition of e-newsletter will be produced in month 24 with the list of recommendations collected during the project. Several interviews with the Advisory Board and broader stakeholders will be published with the aim to get them involved.

## Impact of communication and dissemination activities

A series of key performance indicators (KPI) has been defined to measure the impact of the dissemination and communication activities carried out by the project consortium from the project start, these can include the expected results be seen in Table 4:

Table 4 Key Performance Indicators and expected results.

Tool	Key Performance indicators (KPI)	Expected Results (M24)
Website	Number of unique visitors	1500 Visitors
Social Media (LinkedIn – Twitter, Facebook)	Number of Followers	250 followers
	Number of tweets	50 tweets
Brochures	Number of Brochure distributed	1500
Conferences/events	Number of Conferences/events attended	24
E-newsletter	Number of online readers	800
Articles/press release	Number of articles published	20

## Roles and Responsibilities

This section defines the roles and responsibilities related to communication activities within the MINLAND project.

### All partners will:

- support communication activities;
- assist in the implementation of the MINLAND Project Communication Strategy of planned activities as defined in this document;
- include the MINLAND logo and website address on at least one page of their website;
- ensure communications reflect the MINLAND project messages as described in “Key Messages”;

- use the MINLAND project mailing list, and specific work package lists, for general communication and to notify other participants of the availability of new dissemination materials and results.;
- include the MINLAND project web address and contact details in external communications related to the project;
- use MINLAND appropriate templates for relevant project-related communications;
- include the @ MINLAND\_project) feed and a #minlandproject hashtag when mentioning the project on Twitter ;
- acknowledge EU funding through communications, as specified in the grant agreement.

### **WP8 “Dissemination”**

The Lead Partner for WP8 will:

- manage the undertaking of all internal and external communication activities;
- act as the central point of contact for all external communication activities;
- delegate particular communications tasks to WP8 participants as required;
- monitor, update and add to the Communication Strategy.

### **Work Package Leaders**

To convey information on their work packages activities and outcomes, WP leaders will:

- provide regular updates on work package progress at the scheduled project team meetings;
- ensure that all deliverables include an accessible summary section that can be repurposed for communication purposes and similar MINLAND activities;
- provide information and content on the work carried out within their work package by producing communications outputs;
- Inform WP8 whenever MINLAND is promoted through presentations, keynote speeches and posters in events, conferences and workshops.

## **Visual Identity**

### **Introduction**

A functional graphical identity conveys an organization’s ideals, motives and objectives — a sense of what an organization is all about. The advantage of creating a consistent and functional graphical identity is that it ensures an organization will be recognized, remembered and respected.

A set of guidelines have been developed to establish consistency and guarantee the quality of presentation.

During the first 3 months of the project the following graphic materials have been produced:

- Logo
- Presentation template (PPT)
- Letterhead
- Social Media

During the next months of the project the following graphic materials will be produced:

- E-Newsletter
- Brochure
- Poster
- Deliverable template
- Articles
- Postcard
- Website

All the consortium partners of the MINLAND project are invited to use them for disseminating the project every time they interact with the various stakeholders.

## Guidelines

### Logo



Font : Din

Colors :

- Black 60%
- Black 10%
- CMYK 85/10/100/10
- CMYK 5/0/90/0
- CMYK 30/50/75/10
- CMYK 0/70/70/0
- CMYK 50/0/0/0

The logo has been designed to represent 2 main concepts:

- Land-use planning maps
- Landscape topography

The land-use planning maps concept is represented by:

- the general shape of the logo (outline) represents unfolding land-use planning map
- the shape of sub- units within a logo resemble different land-use units, usually appearing on the maps,
- the colors used are matching the colors used in land-use planning maps.

Landscape topography is represented by general shape of the logo (outline) and is reinforced by the green color used at the top of the logo.

## Power Point Presentation

The title slide includes the MINLAND logo on the gray background and on the middle right side of the slide. On the bottom right side there is the EU emblem.



On the bottom side the following sentence has to be displayed "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 776679.

The size of the logos must not be changed.

The font to be used is "Calibri light". The size of the title may change on the basis of the length of the title but has to be readable always. The subtitle has to be displayed under the coloured banner on the left side and also here the font used is "Calibri light".

On the lower left corner the name of the author/s, the name of the meeting, the name of the author's affiliation, the date of the meeting and the affiliation's logo, have to be displayed.

## Content slides

For content slides, "Calibri light" must be used for PowerPoint presentations. Images should be used in JPG format.

The title has to be displayed on the grey full gray background for ensuring that the titles are legible. The MINLAND logo and the EU emblem have to be displayed respectively on the top left side and on the bottom right side. Apart from bullet text, tables, charts, graphics, etc. can also be inserted.

## **Letterhead**

The letterhead may be used for official occasions such as sending special invitation letters to speakers of conferences or other special external communication purposes.

The MINLAND logo and the EU emblem have to be displayed respectively on the top left side and on the bottom right side and should not be changed in size.

On the top right side, the contact of the project manager has to be indicated.

On the left side, the date, name of the sender, the sender's affiliation name, sender's address, as well as the name of the recipient, his/her affiliation name, and recipient address have to be inserted.

Under the above information, the subject has to be inserted.

A greeting, signature, title of the sender, and her/his affiliation name have to be inserted on the left side.

On the bottom side, close to the EU emblem, the following sentence has to be displayed "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 776679.

## **Articles**

Any published article has to be delivered on the MINLAND letterhead. The place and the date of the publication must be displayed on the right top side.

The article/press release must have a title and a subtitle. On the bottom of the page, the contacts of the project management and the communication management must be displayed.

## **Postcard**

The postcard will be available on the MINLAND intranet in pdf format for downloading. The HD resolution of the brochure for printing can be obtained from the WP8 leader (Nancy Savall: [nancy.savall@eurogeosurveys.org](mailto:nancy.savall@eurogeosurveys.org)).

## **Project website**

The website will be available on the following link: [www.minland.eu](http://www.minland.eu).

The website is composed of the MINLAND logo, of a dynamic banner with the aim to catch the attention of the people and suggests the main purpose of project, supported by the short sentences that drive you to discover the project.

## **Social Media**

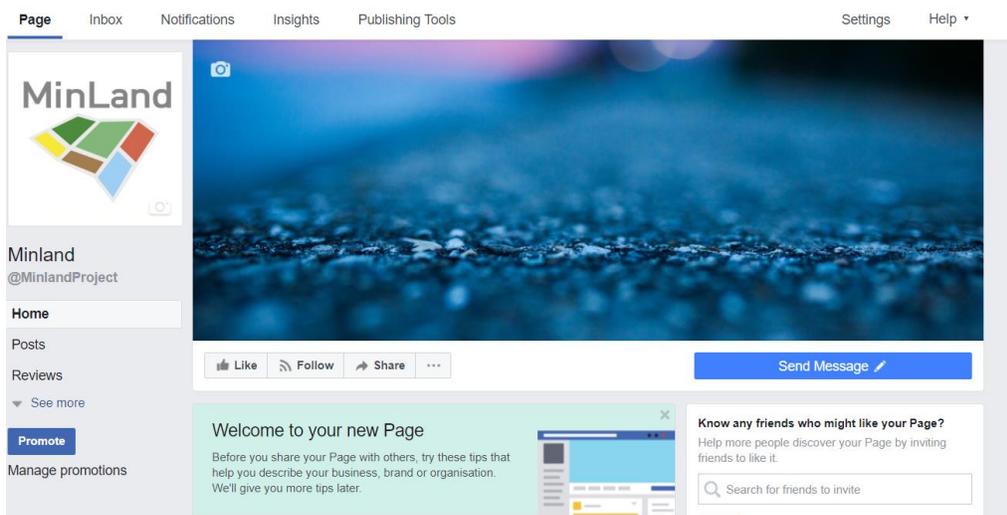
The presence in social media aims to engage the consortium partners and the stakeholders.

## Twitter



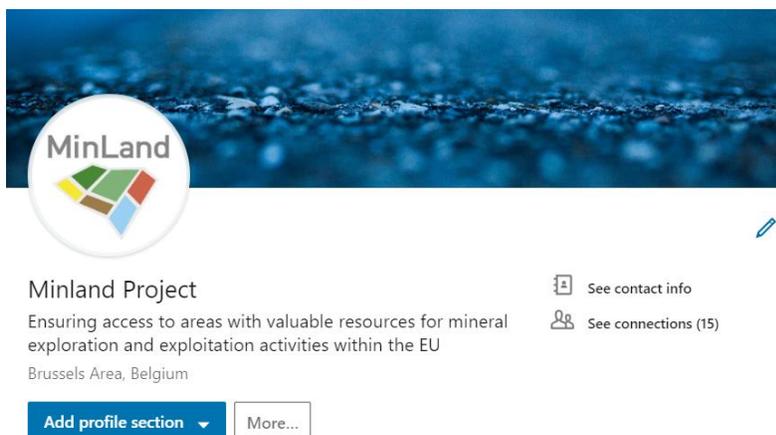
The image shows the Twitter profile page for the Minland Project. The header features a blue background with a close-up of mineral grains and the MinLand logo. The profile name is "Minland Project" (@minlandproject), joined in December 2017. It has 7 tweets, 19 following, 43 followers, and 25 likes. A "Follow" button is visible. The main content area shows a tweet from Nikolaos Arvanitidis (@greenminerals) dated Jan 27, which was retweeted by the Minland Project. The tweet text is "Glad participants of the MinLand project! @EuroGeoSurveys @sguSverige" and includes a photo of a group of people at an event. On the right, there is a "Who to follow" section with profiles for Benoit De Nayer (@benoit...), CelineAndrien (@AndrienC...), and ORAMA (@ORAMA\_EU). There are also options to "Find people you know" and "Trends for you".

## Facebook



The image shows the Facebook page for the Minland Project. The header includes navigation tabs for Page, Inbox, Notifications, Insights, and Publishing Tools, along with Settings and Help. The profile picture is the MinLand logo. The cover photo is a blue-tinted image of mineral grains. The page name is "Minland" (@MinlandProject). Below the cover photo, there are buttons for Like, Follow, Share, and a "Send Message" button. A green banner reads "Welcome to your new Page" and provides tips for describing the business. To the right, there is a section titled "Know any friends who might like your Page?" with a search bar for friends to invite.

## LinkedIn



The image shows the LinkedIn profile for the Minland Project. The header features a blue background with a close-up of mineral grains and the MinLand logo. The profile name is "Minland Project" and the tagline is "Ensuring access to areas with valuable resources for mineral exploration and exploitation activities within the EU". The location is "Brussels Area, Belgium". There are buttons for "Add profile section" and "More...". On the right, there are options to "See contact info" and "See connections (15)".

The project ensure access to areas with actual or potentially valuable resources for mineral exploration and exploitation activities within the EU.