



REsilienT water gOvernance Under climate CHange within the WEFE NEXUS

Deliverable D5.2 WEBSITE AND VISUAL IDENTITY

Clémence GRACIA, Barthélémy MAILLARD and Solène FOVELLE (Euroquality)

Date (21/06/2023)



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RETOUCH NEXUS Partners





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DELIVERABLE 5.2

Project Acronym	RETOUCH NEXUS
Project Title	REsilienT water gOvernance Under climate CHange within the WEFE NEXUS
Project Coordinator	Maria Vrachioli
Project Duration	01.01.2023 – 31.12.2026

Nature of the deliverable		
R	Document, report (excluding the periodic and final reports)	
DEM	Demonstrator, pilot, prototype, plan designs	Х
DEC	Websites, patents filing, press & media actions, videos, etc.	
OTHER	Software, technical diagram, etc.	

Dissemination Level		
PU	Public, fully open, e.g., web	Х
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

Deliverable No.	D5.2
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		Clémence Gracia	
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		Clémence Gracia	

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Executive summary

The deliverable 5.2 'Website and visual identity' has been developed in the context of the RETOUCH NEXUS Work Package 5. It aims to i) ensure a wider communication and dissemination of the project activities, in order to reach the greatest possible audience; ii) promote Project Results across external stakeholders and the general audience and iii) to maximise its impacts and visibility across Europe and beyond on communication and dissemination activities.

The purpose of this document is to present the project website and visual identity.

The website is a living tool that evolves during the lifespan of the project; it will be fed, improved and updated periodically.

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Introduction

The RETOUCH NEXUS dedicated website aims to present the project's objectives, methodology and main results to the general public, as well as serve as a contact point between the project's partners and the general audience via its links to social media accounts, possibility to contact the project's team via a "Contact us" form and to be connected to each partner's specific website. The project website is available since May 9, 2023: https://retouch-nexus.eu/. The project's visual identity describes all the visual elements that constitute the RETOUCH NEXUS project and sets out the rules to apply on all communication material. The purpose of this graphic charter is to give the RETOUCH NEXUS project a consistent and uniform image. This charter must be followed whenever RETOUCH NEXUS partners, external partners, subcontractors or stakeholders communicate or produce communication materials on behalf of the project.

FOR QUESTIONS REGARDING THE USE OF THIS CHARTER OR REQUESTS FOR FILES, PLEASE CONTACT:

- Solène Fovelle: solene.fovelle@euroquality.fr

- Clémence Gracia: <u>clemence.gracia@euroquality.fr</u>

1. Website architecture

The structure of the RETOUCH NEXUS website has been organised to provide user with a clear path to discover the project in all its aspects and on different levels of complexity and details provided, from a general presentation to specific objectives and impacts, activities organization etc. The website follows the structure presented below:

- Homepage
- About the project
- Case studies
- The project partners
- About WEFE Nexus
- Glossary
- <u>Library</u>
- News and Events
- Contact us

Details on the information included in each page will be presented in the following sections of this report.

1.1. Home page

The Homepage is the core of the website. It aims to present the project's key information to provide visitors with a clear, general idea of the RETOUCH NEXUS project and its goal. In addition, to promote communication and dissemination activities, the homepage, as well as the top menu, include the links to the project's social media accounts. The main sections of the website's homepage are:





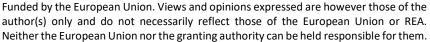
- Project short presentation
- Project general concept and objectives
- Latest news & results section
- Map of the case studies
- Picture of the consortium + partners logos slideshow (with direct links to each partner's official website)
- Contact us section (link to social media accounts, Contact us form)
- Footer (including the EU flag, project funding disclaimer and a "Newsletter subscription" section)



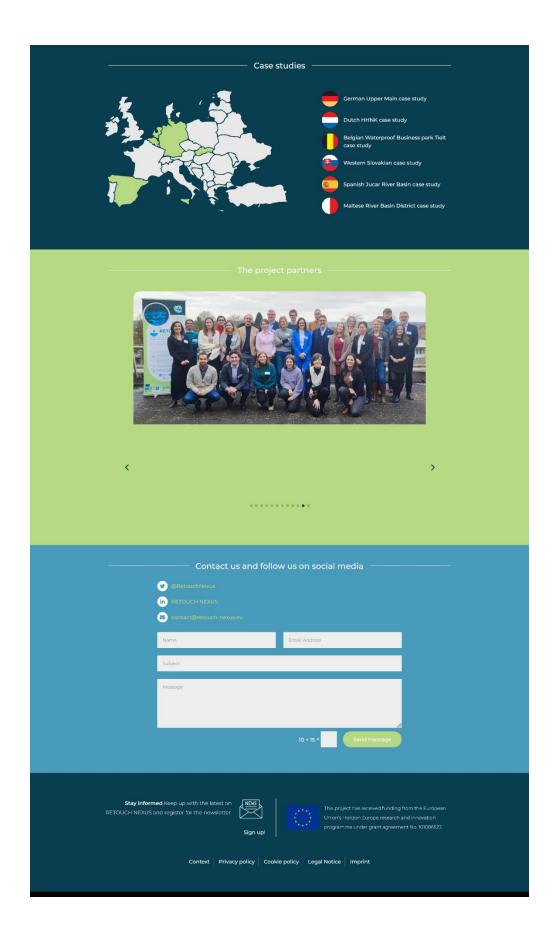












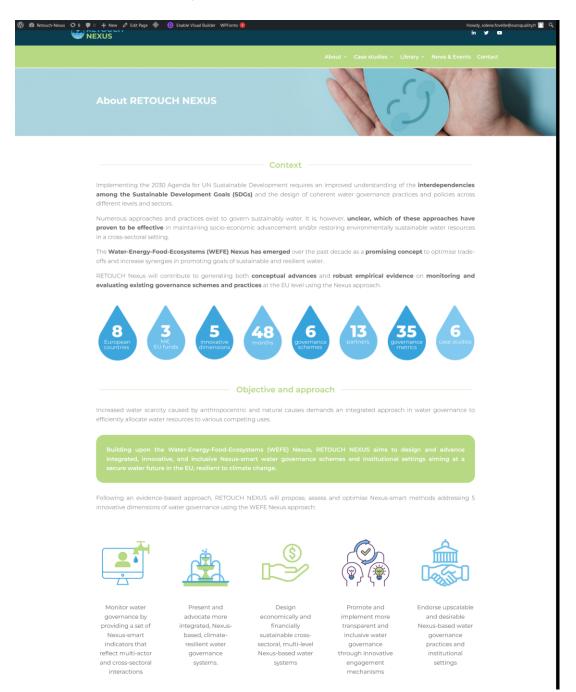




1.2. The project

"The project" section of the website provides more details on the project's organisation, impacts and methodology with an increasing level of details provided. This page includes:

- The project context
- Objective and approach
- Results and expected outcomes









1.3. Case studies

The Case studies page is dedicated to presenting the six case study areas. The page includes:

- Definition of a "case study"
- Links to each case studies detailed presentations
- Map of the case studies
- Case studies selection



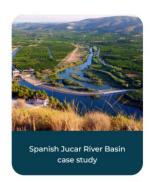


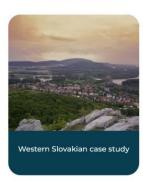


Definition

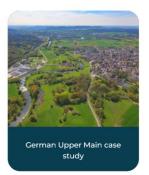
In the RETOUCH Nexus project, a case study is interpreted as a **micro-level WEFE Nexus representation** that offers the appropriate context of a stylized water economy, where integrated and climate-resilient water governance schemes and innovative engagement mechanisms can be appraised.

All case studies



















Case studies selection

The six RETOUCH Nexus case studies have been carefully selected according to the following criteria:

- Governance schemes and practices: WEFE nexus, watershed management, circular economy applied to water/ vater circular economy approach
- Sectors addressed: water, energy, food, ecosystems;
- Dimensions considered: social, economic, environmental;
- Policies appraised: water, food, land use, agriculture, urban planning;
- Stakeholders engaged: e.g., water utilities, regulators, water users, solution providers, civil society (women and vouth):
- Measures and solutions covered: a combination of technological, economic, political, social solutions;
- Water problems tackled: e.g., water quantity, water quality, pollution, biodiversity, competing demands;
- Climate change risks covered: e.g., drought, flood, extreme events;
- Water basins considered: trans-boundary, local, regional, island.

Role in the project

- The case study sites of the RETOUCH Nexus cover different levels of application that enable analysing the direct and indirect impacts of water governance schemes and policy interventions on sectors of the economy
- The application context of the RETOUCH Nexus case studies ranges from the business park and local to regional and national levels. RETOUCH Nexus focuses on the "macro-micro linkage" framework that facilitates the assessment of various water practices and policies and their impacts within individual water-using sectors and the entire economy at any geographical level.
- The case studies will play a key role in the second work package (WP) on stakeholder engagement, WP3 (economic, financial and business models), WP4 (water governance schemes and institutional settings) and WP5 (dissemination and upscaling) represented by the case study leaders and their associated partners.
- All together, they represent the diversity of water challenges faced in Europe facilitating the development of a product that can be easily replicable in other basins in Europe - but also beyond Europe (as other regions do face similar challenges).

Stay informed Keep up with the latest on RETOUCH NEXUS and register for the newsletter.





Context Privacy policy Cookie policy Legal Notice Imprint



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1.4. The project partners

The "Project partners" page is the space on the website dedicated to presenting the members of the Consortium, their role in the project, and give users the possibility of connecting directly with them via their official websites.

This page includes:

- A general introduction of the consortium.
- One-by-one descriptions of each partner: general description of the organisation, role in the RETOUCH NEXUS project and link to their official website.
- In addition, all logos are linked to the partners' official websites, so that the user can click on them and be automatically redirected.





nce schemes and ensure their su

To support the proliferation of water governance schemes and ensure their sustainable implementation addressing technical economic, social institutional and environmental dimensions, RETOUCH Nexus will adopt a holistic approach integrating various disciplines and science areas.

RETOUCH Nexus brings together a consortium of experts and practitioners with various experiences in the field o engineering, social, political and economic sciences, as well as diverse disciplinary and national backgrounds.

The interdisciplinary foundation of the project is enhanced by the participation of consortium partners that are located and actively conduct research at the case study locations. They have an extended network of local government agencies, SMEs and civil society who have been included formally in the consortium as affiliated or associated members.

The partne





Technical University of Munich (TUN

Who are we

Founded in 1868, the Technical University of Munich (TUM) is one of Europie's to universities committed to excellence in Interdisciplinary research; inclusive teaching and active promotion of young scientists. The teaching and active promotion of young scientists in scientific institutions across the work of TUM is organized in 16 departments that provide an excellent environment for research and for the education of \$4000 studies with a total budget of EUR 1770 million euros. TUM is represented in this project through two groups the group of Production and Resource Economics and the convenient Services and the services of the services of the group of Production and Resource Economics and the convenient Services and the services of the services of the convenient Services and the services of the se

What is our role in the project?

The TMI group of Production and Resource Economic is the project coordinator and leads the WPI activitie that focus on the development of a robust monitoring filamount. Of water governance in addition, the group or Production and Resource Economics is leading WPI production and Resource Economics is leading WPI of selected with the management and coordination or Resource Economics in Section 1997, and the projects activities. The TMI group of Hydriology and leader and with the support of Regionary of Hydriology and leaders and with the support of Regionary Coordinates are expecting the water governance challenges in the Upper Main region offices are expected in the WEITE aspects, a regular scheduler communication plate the WEITE aspects, a regular scheduler communication plate the WEITE aspects a regular scheduler communication plate in the WEITE aspects are expected in dought, file coincides. Therefore, there is an urgent need to map an occorone resolution saming distinction water users, with

Maria Vrachioli Project coordinator

Markus Disse

Jingshui Huang

Johannes SAUE

Juan Pablo Henao

Nicole T. Scherer



Valencia Polytechnic University (UPV)

Who are we 1

The Hydroeconomic Modelling Croup at ILMAN_URV is a multidisciplinary team of researchers led by professor Manuel Pulldo-Velazquez focused on researching the economic valuation and improvement of water resources and environmental management, as well as the use of economic instruments to achieve sustainable use and management of water.

What is our role in the project

We are leading Work Package 3 "Economic and financial schemes of Variet systems" in the VPV we will examine the use of various tools and methods, such as pricine policies, water markets, crop insurance, and payment for environmental services, to achieve sustainable use and management of water incorporating a WEFE perspective.

We are also feading the Jucar River Basin case study which is an excellent case study for performin hydroeconomic analysis under a WEFE nexus lens due to the economic and environmental interdependency of it productive sectors, its complex water management system, and the vulnerability to future climate and globs scenarios. Adrià RUBIO MARTIN Main contact adrumar@upv.es

Manuel PULIDO-VELAZQUEZ

Hector MACIAN-SORRIBES

Eulalia GOMEZ MART



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1.5. About WEFE Nexus

A general presentation of the project concept, "WEFE Nexus", has been developed to help the general public better understand the project and all the dimensions it takes into account.



The word **NEXUS** refers to "a connection or series of connections linking two or more things" (Oxford Dictionary,2022). **Water, energy and food** are interconnected, comprising a system (the "nexus") characterized by complexity and interconnectedness that is further augmented by the indirect role of **ecosystem** services.



Uncertainties and concerns regarding the future security of water, energy, food and ecosystem services have drawn attention to the Water-Energy-Food-Ecosystems (WEFE) Nexus. Actions in one Nexus system can affect the other systems and bring significant economic, environmental, and social consequences. Additional challenges in cross-sectoral integration emerge through the appearance of silos, by diminishing the potential for synergies that promote resilient and effective water governance.

The WEFE Nexus recognizes these complex (spatial, temporal, institutional, jurisdictional) inter-dependencies between water, energy, food and ecosystems resilience. It presents an integrated and holistic approach to water governance and policy settings that can effectively respond to climate change.

The RETOUCH Nexus project has recognized the **need for this paradigm shift to more systematic, integrated and holistic water governance interventions** by adopting the WEFE Nexus approach.

RETOUCH Nexus aims to investigate, advocate and enhance the implementation of the WEFE Nexus solutions in Europe to promote innovative planning approaches across water-using sectors.





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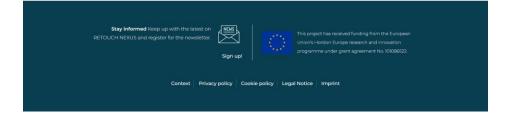
1.6. Glossary

A glossary of the main concepts and terms used has been drawn up and made available to enable the general public to gain a better understanding of the project, the issues involved and the solutions it aims to provide.





WEFE Nexus approach An approach that integrates management and governance energy, water, and ecosystems The range of social, economic, political and administrative system that are in place todevelop and manage water resources, and the delivery of water services, at different levels ofsociety and among schemes and practices Institutional settings Defined collectively by: water law, water policy, and water administration constituting all the formal and informal arrangements within which the water sectors function. Incentives designed and implemented with the purpose of adapting individual decisions Policy instruments tocollectively agreed goals. Mechanisms for public and Engagement stakeholder participation including action planning workshops,citizens' dialogues, consensus conferences, communities of practice and task Economic Economic framework/model
A set of economic tools that provides
an overview of incentives and institutions and guidesthe economic decision-making process. Pricing policies Methods that decision-making units use to set the price of a product or service based oncosts, value, Financing & business Financing & business model The summary of a decision-making unit's performance, based on benefits and costs, that provides an accurate forecast of future financial performance. Involvement of multiple water-using sectors, including agriculture, Multi-level Involvement of multiple scalars of hydrological systems and governance structures. Bring together stakeholders, such as governments, civil society, and the private sector, who may have competing interests at times, to accomplish an objective.





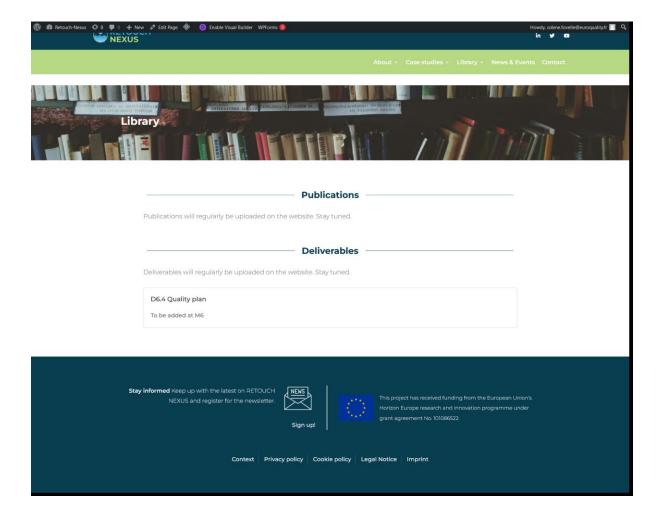
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1.7. Library

The "Library" section will be the main channel for the Consortium to share reports and results with the general public. Still under development, the page will feature results by categories as presented in the project's proposal, which include:

- Publications
- Deliverables (only public deliverables as defined in the Grant Agreement, once approved by the European Commission, will be made available)



1.8. News and events

The News & Events page is the core page for the project's Communication and dissemination activities. It will feature:

 Upcoming events: where partners will have a dedicated space to be used to communicate on important events related to the project (publication of articles/press releases, participation to major events, organisation of communication events etc)



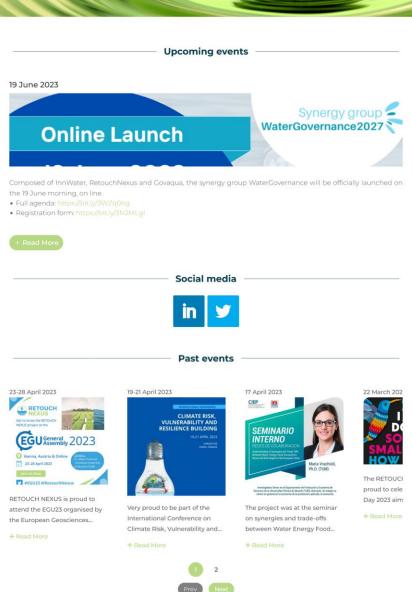


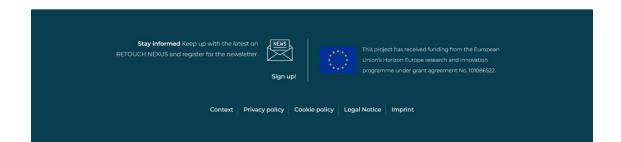
- **Social media:** this section is connected to the project's <u>LinkedIn</u> and <u>Twitter</u> accounts.
- **Press materials**: this section will feature official press material of the RETOUCH NEXUS project (*i.e.*, official logo, press releases, visuals, roll-up, flyer...).













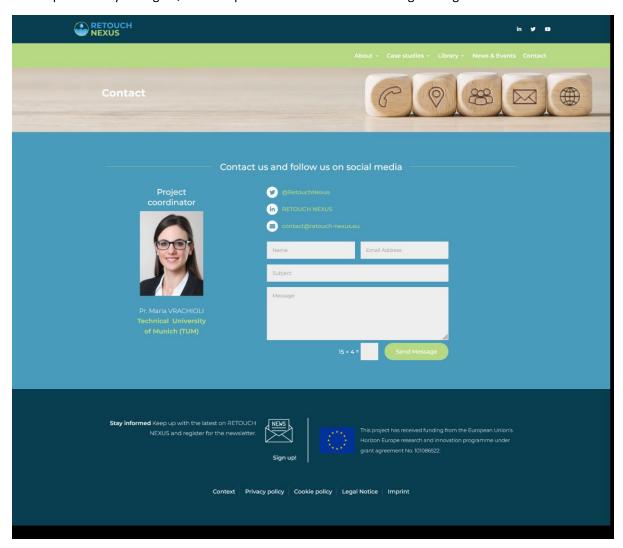
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1.9. Contact us

The "Contact Us" button on the header menu, takes the user back to the Homepage bottom, where the links to the project's social media accounts are features, and a "Contact us" for has been added to allow visitors to directly write to the project's team.

The "Contact us" form is linked to the general e-mail address contact@retouch-nexus.eu, to which access can be provided by asking EQY to add specific contacts to the receiving mailing list.



2. Visual identity

2.1. Graphic charter





Logo

Construction for a font size 50 pt



Typography: Montserrat

Montserrat is a sans serif font with a good performance on screen. Its anatomy gives it a great personality and also makes it useful for reading on screen.

What if the logo needs to be smaller than 20px?

If the logo needs to be used in small format - under 20px - it remains in one line.









Protection zone



What you cannot do with this logo







Allowed variations

No color declinaison is allowed except for white logotype on logo's colors background.







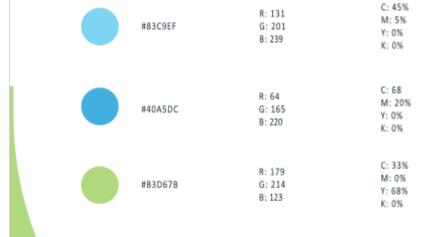




Colors

Institutional palette

For Graphics, Design & typography . Similare shades are also accepted.







Typography

Montserrat

Web Headings logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Regular

Headings Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Italic

Headings Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Bold

Headings Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ





2.2. Word template









REsilienT water gOvernance Under climate CHange within the WEFE NEXUS

Deliverable DX.X TITLE OF DELIVERABLE

Last name, first name (institution acronym), ...

Date (XX/XX/XXXX)



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Ministry of Agriculture and Rural Development - MARD (associated) (Slovakia) - Martin

DELIVERABLE X.X

Project Acronym	RETOUCH NEXUS
Project Title	REsilion water governance Under climate Change within the WEFE NEXUS
Project Coordinator	Maria Vrachioli
Project Duration	01.01.2023 - 31.12.2026

Nature of the deliverable		
R	Document, report (excluding the periodic and final reports)	
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, pross & media actions, videos, etc.	
OTHER	OTHER Software, tachaical diagram, etc.	

Dissemination Level			
PU	Public, fully open, e.g. web		
CO	Confidential, restricted under conditions set out in Model Grant Agreement		
CI	Classified, information as referred to in Commission Decision 2001/844/EC		

Deliverable No.	D <u>M-R</u>
Dissemination level ¹	
Work Package	WP#-WPTitle
Task	T #.# - Task Title
Lead beneficiary	Partner number (partner short name)
Contributing beneficiary(jes)	Partner number (partner short name), partner number (partner short name)
Due date of deliverable	DD Month 202Y
Actual submission date	DD Month 202Y

Quality procedure			
Date	Version	8exiewers	Compets

Acknowledgements



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Executive summary









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EC	Енгория Commission				
ES	Ecosystem Services				
EU	European Union				
XXX	XXX				

Abbreviations



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List of Figures	
Figure 1. [Title]5	









1. My first section

1.1. My first sub-section

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Table 1 – Example of table

Origin	Country	TV channel	Program	Date of broadcasting (certain or presumed)
А	2000	300K	300K	2000
	2000	xxx	2000	2000
	2000	2000	2000	<u>xxx</u>
В	2000	xxx	2000	<u>xxx</u>
	2000	<u>xxx</u>	300K	<u>x00x</u>
	2000	2000	2000	<u>xxx</u>

1.2. My second sub-section

2. My first sub-section

2.1. My first sub-section

Quisque, at sem exhique, imperdiet eros at, seelerisque rius. Mauris est eil ent turais beadreit groars. Mauris frincille ante gibb, ner frincille ante aliquet consertetur. Vivarous socitis lacus ner turais mattis, eros societis tollus varius. Nunc dui orci, tincidunt malesuada accumsan sed, vulputate ut turpis. Cras sit amet folis egot lacus molestia lobortis. Suspendisse potenti, Praesent at dui sit amet. dvi cutrum pellentesa

Figure 1 - Example of graph



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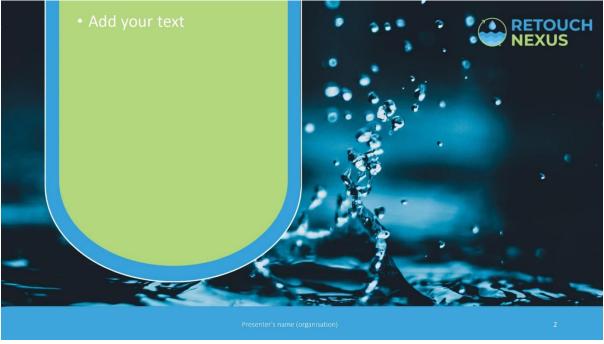


2.3. PPT template











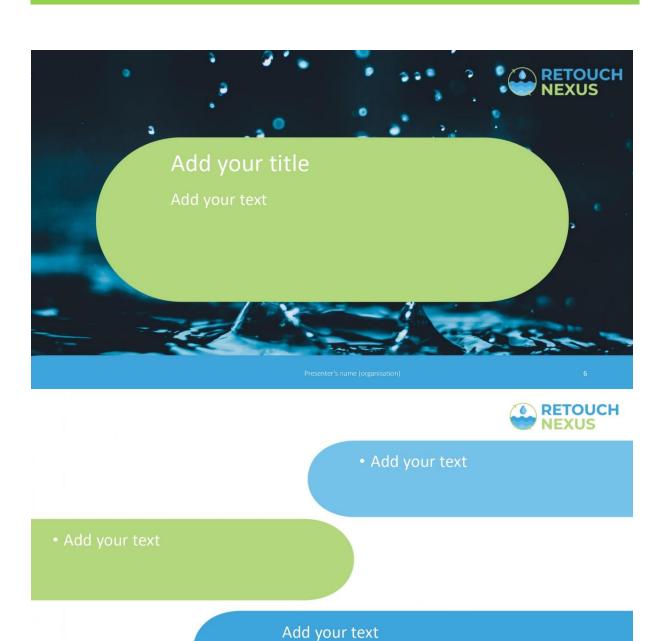










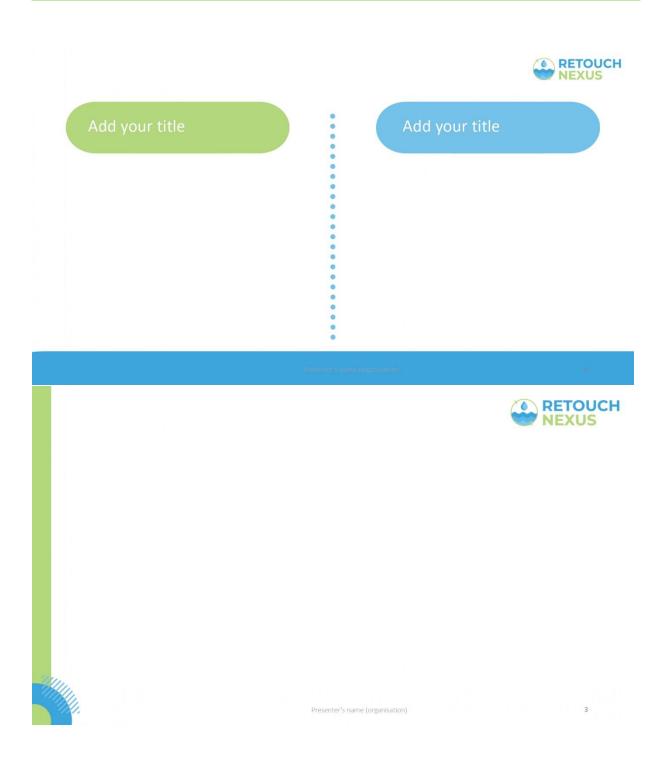




Presenter's name (organisation)



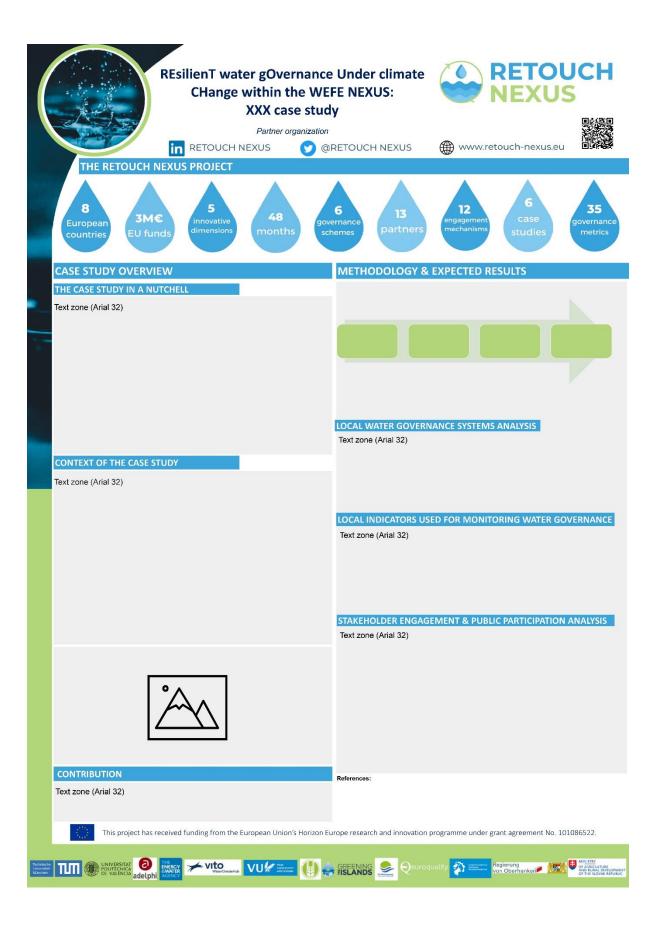




2.4. Case studies poster template











Conclusion

With its unique visual identity and website, RETOUCH NEXUS will reach a wide audience, introducing a new way of organising and planning water management.



