



Deliverable D4.3

Communication toolkit and citizen observatories' toolkit



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Abstract of deliverable	Ground Truth 2.0 delivers the demonstration and validation of six scaled up citizen observatories in real operational conditions, both in the EU and Africa. This document describes the development of the Ground Truth 2.0 communication toolkit and the citizen observatories' toolkits, which include diverse communication materials based on an agreed Ground Truth 2.0 visual identity to help in getting a harmonised and recognizable image for the project in its dissemination and communication activities.

Versions and Contribution History

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List of abbreviations

GT2.0	Ground Truth 2.0
CO	Citizen Observatory
H2020	Horizon 2020
WP	Work Package
Gdrive	Google Drive
IP	Internet Protocol
FTP	File Transfer Protocol
SFTP	Secure File Transfer Protocol
SCP	Secure copy
GEO	Group on Earth Observations
DC	Demo Case
DCL	Demo Case Leader

Executive Summary

This Deliverable describes the Ground Truth 2.0 communication toolkit developed to provide diverse communication materials based on an agreed Ground Truth 2.0 visual identity. These materials will give the project a harmonised and recognizable image in its dissemination and communication activities. It also describes the Citizen Observatories' communication toolkit, foreseen in the Ground Truth 2.0 Communication Strategy, to ensure the corporate image and the coherence of the observatories in their own communication activities. The document is structured in two sections, the first describing the GT2.0 communication toolkit and the second related to the Citizen Observatories' communication toolkit.

The Ground Truth 2.0 communication toolkit includes the following materials:

- Logo: a logo for Ground Truth 2.0 to clearly provide an identity to the project along with a GT2.0 manual style with the visual identity for the project.
- Brochures and leaflets: an initial leaflet for the project which offers an overview of the objectives and methodologies of Ground Truth 2.0 and provides basic information about the project. New versions will be developed during the project when needed.
- Messages: the most generic messages related to the GT2.0 communication action are summarized to help users of the GT2.0 communication toolkit.
- Posters: an initial poster based on the visual identity of the project, to be used by all partners to disseminate the project at conferences, symposia or workshops. New posters will be developed during the project to update the contents to be disseminated.
- Retractable banners: one initial retractable banner showing the visual identity and the key messages, taglines and objectives of the project agreed on by all partners and developed by an external designer.
- Reusable photos: a set of relevant reusable photos that all partners can use in different communication materials or activities within the project. This set of photos is open and can be updated with new contributions from all partners during the project.
- Illustrations: a set of illustrations related to the project. For now, only the overall illustration of the project has been created, but the set can be updated during the lifetime of the project with additional illustrations.
- PowerPoint templates: a PowerPoint template to apply for a harmonized visual identity and presentation when participating in conferences or exhibition events. One introductory GT2.0 PowerPoint presentation with the basic information of the project has also been developed.

The Citizen Observatories' communication toolkit includes the following materials:

- Brochure template: a brochure template to assist the demo cases in developing their own brochure for their respective observatory.
- WordPress layout: a WordPress layout that will act as a template for creating each Ground Truth 2.0 Observatory's webpage. Instructions for its installation are provided in the Annexes.
- Guidelines to follow a standard visual identity: these guidelines are the same as for the GT2.0 brand style manual included in the GT2.0 communication toolkit.
- Guidelines to engage journalists: guidelines to be followed when trying to engage journalists.
- Guidelines to create social media: guidelines specifically developed for the creation and maintenance of the GT2.0 CO own social media accounts.

1 Introduction

1.1 Background

Ground Truth 2.0 is a three year project funded under H2020 by the European Commission. It will deliver the demonstration and validation of 6 scaled-up citizen observatories in real, operational conditions, with 4 European and 2 African demonstration cases. Ground Truth 2.0 will demonstrate the technological feasibility, the sustained use and the societal and economic benefits of such citizen observatories. The ultimate objective is the global market uptake of the concept and enabling technologies.

This is done via the following Work Packages:

- WP1 Social dimensions: co-designing citizen observatories
- WP2 Enabling technologies: customization, deployment and upscaling
- WP3 Business development to accelerate uptake
- WP4 Dissemination and communication
- WP5 Project management

The main objective of WP4 is to effectively communicate and disseminate information about the activities, progress and results of Ground Truth 2.0 to the widest possible range of key stakeholders in Africa and Europe. To achieve this, a detailed Dissemination and communication strategy has been developed (Deliverable 4.1). The strategy is driven by specific and relevant objectives to ensure the awareness raising and understanding of the activities and results of Ground Truth 2.0 among the identified target audiences and to promote action within the citizen science community.

1.2 Purpose of this document

The first main goal of the Ground Truth 2.0 Dissemination and communication strategy is to raise awareness of the Ground Truth 2.0 project in Europe and internationally. One of the foreseen ways to achieve this is by creating a recognized brand for GT2.0. This deliverable describes the Ground Truth 2.0 communication toolkit developed to provide diverse communication materials based on an agreed Ground Truth 2.0 visual identity to help in getting a harmonised and recognizable image for the project in its dissemination and communication activities.

In the communication strategy, the sustainability and market uptake of the Citizen Observatories concept is also addressed. One of its main objectives is to support the sustainability of the six Citizen Observatories (CO). By giving the observatories communication and engagement tools to promote their activities to society and policy makers, their sustainability beyond the lifetime of the project is anticipated. For this purpose, the communication strategy foresees the creation of a Citizen Observatories' communication toolkit to ensure the corporate image and the coherence of the observatories in their own communication activities. This deliverable describes also this toolkit, which will in turn feed into the stakeholder engagement activities of WP1 and can be used in future observatories.

The document is structured into two sections, the first describing the GT2.0 communication toolkit and the second related to the Citizen Observatories' communication toolkit. Annexes are attached at the end of the document.

A Land Use Mapper Communication Toolkit will be developed during the second year to provide dissemination materials for the promotion of the Land Use Mapper developed within the project, which will be described in Deliverable D4.4 Land Use Mapper communication toolkit. Furthermore, a specific deliverable exists (Deliverable 4.2 Website) to describe the development and main characteristics of the Ground Truth 2.0 website, which is one of the most important channels of communication in the project.

2 Ground Truth 2.0 communication toolkit

The communication strategy of the project (Deliverable 4.1) defines the target groups and the messages to be transmitted to these different target groups to focus on positive achievements and the benefits they could bring. Ground Truth 2.0 communication requires clear agreement and careful coordination among all parties who may act as spokespersons or information sources. Based on an agreed Ground Truth 2.0 visual identity, the GT2.0 communication kit includes a logo, brochures and leaflets, messages, posters, retractable banners, project reusable photos and PowerPoint templates to be used during the lifetime of the project in either dissemination and communication activities. All these materials are described below and are available at the GDrive folder Ground Truth 2.0 > Communication & dissemination materials > GT2.0 communication toolkit. The kit will be updated periodically according to the needs of new materials during the project progress.

2.1 Logo

In the first month of the project, a logo for the Ground Truth 2.0 project was developed along with a visual identity to clearly provide an identity to the project. The development of the logo started with an online crowdsourcing process which provided some initial ideas to build on. After this, an external designer took these ideas further and improved them to evolved versions. All partners within the project were invited to give their opinion during the kick-off meeting and the process went on until a final logo was selected. The final logo for Ground Truth 2.0 is available in different varieties and in different file extensions in the GDrive subfolder Logos > GT2.0 logos.



Figure 1 Full Ground Truth 2.0 logo



Figure 2 Simplified versions of the Ground truth 2.0 logo

A GT2.0 style manual with the visual identity for the project is available also in the same GDrive subfolder and is also attached to this deliverable as Annex 2.

2.2 Brochures and leaflets

An initial leaflet for the project has been developed by an external designer and agreed upon by all the partners. It offers an overview of the objectives and methodologies of Ground Truth 2.0 and provides the basic information of the project: logo and illustration, tagline, contact information, social media accounts, partners, description, concept, architecture, outputs and identification of the Demo Cases.

Figures 3 and 4 show thumbnail versions of this initial leaflet. Two different versions of the front cover have been developed: one with an African landscape (Fig 3) and one with a European landscape. The picture used for the latter is shown in Figure 7 in the left upper corner. The format of the leaflet is a folded DINA-4 and it is available at the GDrive subfolder 'Leaflets'. New versions of it will be developed during the project when needed to include new information to be disseminated.



Figure 3 Front cover of the initial Ground Truth 2.0 leaflet

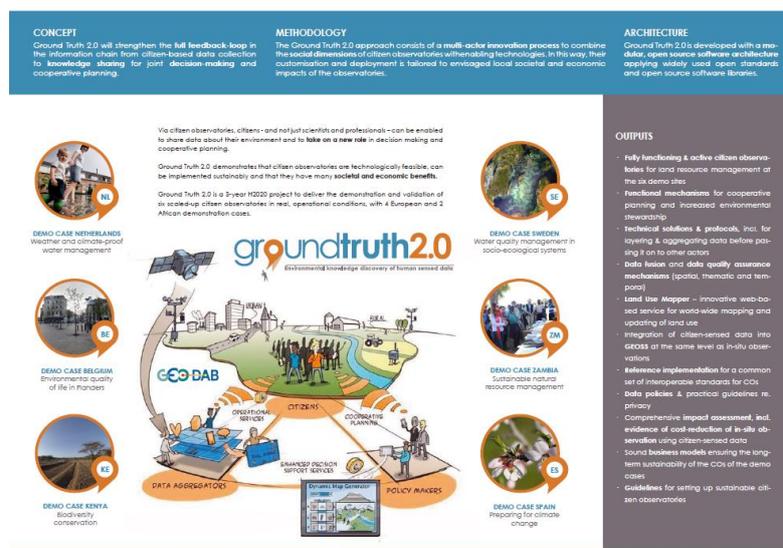


Figure 4 The inside of the initial Ground Truth 2.0 leaflet

2.3 Messages

One of the most important things when communicating are the messages to be spread. These messages need to be clearly set and be specific to the targeted audience. The GT2.0 communication strategy addressed this question in section 4 of D4.1. The most generic messages related to the GT2.0 communication action are summarized in Table 1 to help in the use of the GT2.0 communication toolkit:

Table 1 Key messages in the GT2.0 communication activities

Target group	Key messages to disseminate	Proposed slogans
All groups	Ground Truth 2.0 promotes the knowledge discovery of human sensed data.	<i>From data sharing to knowledge discovery.</i>
All groups	Ground Truth 2.0 is interesting for you.	<i>Observe. Share. Discover. Change.</i>
	Ground Truth 2.0 is important for the planet.	<i>Save the environment. Get green, get involved. You have a responsibility.</i>
	Ground Truth 2.0 is the link to happier future generations.	<i>Create a better world for your children.</i>
Political group Social group Scientific group	Citizen Observatories connect policy and decisions with citizens and scientists.	<i>Make the difference with Citizen Observatories. Citizen Observatories for smart decisions. Responsible citizens and responsible politicians working together. Your involvement can influence the development of environmental policies.</i>
Social group	Citizen Observatories provide improved services for citizens.	<i>Your environment can change with the help of your knowledge. You can get better knowledge of your environment. Now there is a way to Inform your concerns related to environmental problems to politicians. Exercise your rights and responsibilities.</i>
Social group	Citizen Observatories can contribute to citizens' active empowerment in planning, decision making and governance.	<i>Prepare to live in a better place. Influence decision making in your areas of interest. Want to decide how things are planned? Participate in cooperative planning in your region. Want to have a role in cooperative planning? Improve the environmental quality of your region. Join and participate in a citizen</i>

		<i>community. Join citizen science. Become a citizen scientist.</i>
Scientific group	Citizen Observatories can strengthen environmental monitoring capabilities.	<i>Get data for your research from citizen observatories. Improve your research. Need more data? Ask the public to help you! Your research can generate a real positive change in the world.</i>
Scientific group	Citizen data is scientifically validated and sound	<i>Here's a good source of data for your research.</i>
Political group	Citizen Observatories can improve the response to monitoring requests.	<i>Get data immediately.</i>
Political group	Citizen Observatories provide improved knowledge for evidence-based policies.	<i>Get real ground data for decision making. Improve your knowledge base before taking decisions. Diversify your inputs for land management. Collaborative work keeps our environment and citizens happy.</i>
Political group	With Ground Truth 2.0 you can improve the present and create the future working hand by hand with citizens and scientists.	<i>Create a better community. Hear the concern of citizens. Enhance cooperative planning. Become a regional leader, by creating an environmental friendly community. Join citizens and scientists for improving the environment of your community. Become a regional green leader, attract more investments and generate jobs.</i>
Political group Financial group	Our Citizen Observatories are interoperable. Our Citizen Observatories follow international standards and principles of information sharing.	<i>Avoid vendor lock-in. Create opportunities for collaboration.</i>
Business group	Citizen Observatories can provide additional sources of data.	<i>Open data means business. Citizens can work for you.</i>

For more specific and targeted messages, please see section 4 Key messages of Deliverable 4.1 Dissemination and communication strategy.

2.4 Posters

When attending conferences, symposia or workshops, presentations in poster format are a common way of disseminating the project activities and results. For this reason, an initial poster has been agreed on and developed, based on the visual identity of the project, to be used by all partners to disseminate the project in this kind of events. It can be found in the GDrive subfolder 'Posters'. Figure 5 shows a

screenshot of the initial poster. New posters will be developed during the project to update the contents to be disseminated and to align with the GT2.0 website style.

groundtruth2.0
Environmental knowledge discovery of human sensed data

Ground Truth 2.0 is a 3-year H2020 project to deliver the demonstration and validation of six scaled-up citizen observatories in real, operational conditions, with 4 European and 2 African demonstration cases.

Ground Truth 2.0 will demonstrate the technological feasibility, the sustained use and the societal & economic benefits of such citizen observatories

The ultimate objective is the global market uptake of the concept & enabling technologies. The project is led by Dr. Uta Wehn, Associate Professor of Water Innovation Studies at UNESCO-IHE.

BE Demo case Belgium: Environmental quality of life in Flanders

NL Demo case the Netherlands: Water availability in disaster-proof management & planning

ES Demo case Spain: Preparing for climate change

SE Demo case Sweden: Integrated natural resource management

KE Demo case Kenya: Biodiversity conservation

ZM Demo case Zambia: Sustainable natural resource management

Concept
Ground Truth 2.0 will strengthen the full feedback-loop in the information chain from citizen-based data collection to knowledge sharing for joint decision-making and cooperative planning.

Methodology
The Ground Truth 2.0 approach consists of a multi-actor innovation process to combine the social dimensions of citizen observatories with enabling technologies so that their customisation and deployment is tailored to the envisaged societal and economic impacts of the observatories.

Architecture
Ground Truth 2.0 is developed with a modular, open source software architecture applying widely used open standards and open source software libraries.

UNESCO-IHE, CREA, Starlab, Myxrologic, vito, Ujanda, TAHMO, BAVO, DFE, etc.

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No.680744.
www.gt20.eu | GT20@unesco-ihe.org | @GroundTruth20

Figure 5 Initial poster to disseminate the GT2.0 project

2.5 Retractable banners

An initial retractable banner showing the visual identity and the key messages, taglines and objectives of the project has been agreed on by all partners and developed by an external designer. The banner will

have a size of 84x204 cm and two copies will be printed, one for UNESCO-IHE and one for Stockholm University. The printable file for the banner is available at the GDrive subfolder Banners. Partners can therefore easily produce additional banners for their own use. Figure 6 shows a screenshot of the banner.



Figure 6 Initial retractable banner for the GT2.0 project

2.6 Reusable photos

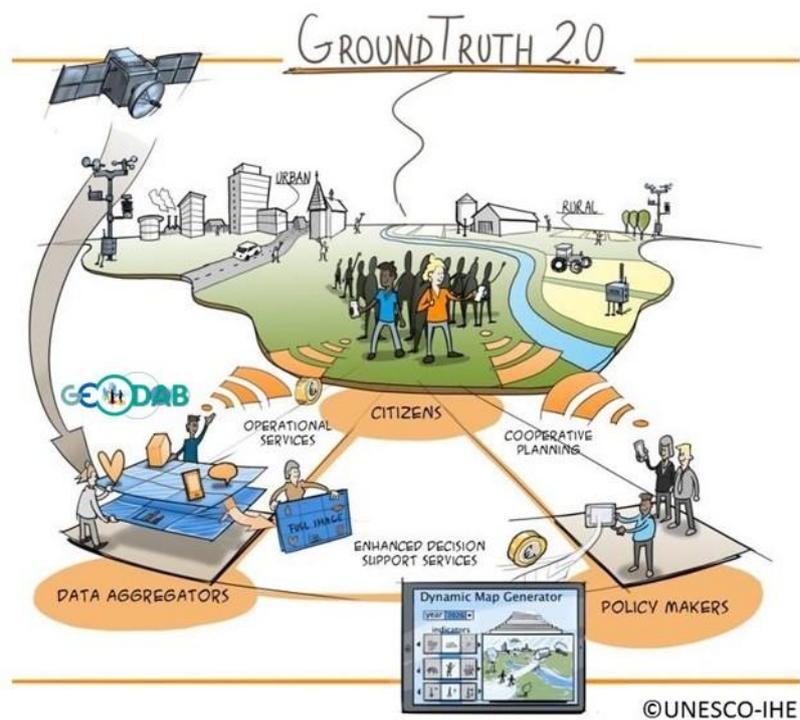
The GT2.0 communication toolkit includes a set of relevant reusable photos that all partners can use in different communication materials or activities within the project. The pictures are for general purpose and all of them are free to use and share without any copyright restriction. This set of photos is open and can be updated with new contributions from all partners during the project. It is available at the GDrive subfolder 'Photos'. Figure 7 shows a subset of the collection.



[Figure 7 Subset of the GT2.0 communication toolkit photos collection](#)

2.7 Illustrations

The GT2.0 communication toolkit includes also a set of illustrations related to the project. They are available at the GDrive subfolder Illustrations. Currently only the overall illustration of the project has been created (Figure 8), but the set can be updated during the lifetime of the project with new illustrations if necessary.



[Figure 8 Illustration of the overall GT2.0 project](#)

2.8 PowerPoint templates

In the GT2.0 communication toolkit, a PowerPoint template has been included to adopt for a harmonized visual identity and presentation when participating in conferences or exhibition events. One introductory GT2.0 PowerPoint presentation, with the basic information of the project, has also been developed to facilitate the communication of the main characteristics of the project.

The templates have been designed by UNESCO-IHE and are available at the GDrive subfolder 'Powerpoints'. Figure 9 shows a screenshot of the Powerpoint template.

 <p>[Title of presentation] [Presenters name and affiliation to Ground Truth 2.0] [Name, date & location of event]</p> <p style="text-align: right;"><small>© Ground Truth 2.0</small></p>	<p>Titles in Century Gothic, Bold, 40, grey</p> <p>Regular text in Century Gothic, 26, black</p> <p style="text-align: right;"><small>Name, date & location of event where presentation is given</small></p> 
<p>Title</p> <p>Text</p> <p style="text-align: right;"><small>Name, date & location of event where presentation is given</small></p> 	<p>Thank you</p> <p>[Add contact details of presenter]</p> <div style="text-align: center;">  </div> <p style="text-align: center;"><small>This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No. 689744.</small></p>

Figure 9 GT2.0 PowerPoint template

3 Citizen Observatories' communication toolkit

The objective of the Citizen Observatories' communication toolkit has to ensure the corporate image and the coherence of the observatories in their own communication activities. Thus this toolkit contains the basic promotional materials for the six Citizen Observatories. All these materials are described below and are available at the GDrive folder Ground Truth 2.0 > Communication & dissemination materials > CO communication toolkit. It is assumed that the communication materials of the Observatories will be written in English, but each Observatory can obviously design parallel versions in any of their local languages. The kit will be updated periodically according to the needs of new materials during the project progress.

The CO toolkits will be useful in the stakeholder engagement strategy process developed within WP1. The main users of the CO toolkit are the Demo Case leaders and particularly the Communication officers of each DCL, which are listed in the following Table:

Table 2 Main users of the Citizen Observatories' communication toolkit

Demo Case	Demo Case Leader/Communication officer	E-mail
Netherlands	Rianne Giesen	riane.giesen@hydrologic.com
	Bianca Dijkshoorn	bianca.dijkshoorn@hydrologic.com
Belgium	Stijn Vranckx	stijn.vranckx@vito.be
	Katrien Bultynck	katrien.bultynck@vito.be
Kenya	Hans van der Kwast	h.vanderkwast@unesco-ihe.org
	Mark de Blois	mark@upande.com
Sweden	Somya Joshi	somya@dsv.su.se
	Myrsini Glinos	myrsini@dsv.su.se
Zambia	Mwape Sichilongo	msichilongo@wwfafrica.org
	Eneya Botoman Phiri	ebphiri@wwfzam.org
Spain	Elizabeth Gil-Roldán	elizabeth.gil-roldan@starlab.es

3.1 Brochure template

Within the CO communication toolkit, a brochure template has been created for letting the Demo Cases develop their own brochure for the corresponding observatory. The leaflet template tries to offer the same visual identity for all the observatories, in line with the visual style of the GT2.0 project, and allowing each observatory to include their own headings, description texts, taglines and images. CREAM will assist the Observatories during the process of designing their own brochures. The template has been created with the Adobe InDesign software to be further edited and the format of the leaflet is DINA-5. Figure 10 offers a thumbnail of the template. It is available at the GDrive subfolder 'Leaflet template'.



Figure 10 Leaflet template in the CO communication toolkit

3.2 WordPress layout

The Citizen Observatories’ toolkit includes a WordPress layout that will act as a template for creating each Ground Truth 2.0 Observatory’s webpage. The layout has been created using WordPress as it is a simple and user-friendly platform to easily create and maintain webpages for non-professional users. Furthermore, the websites can easily be integrated into the Ground Truth 2.0 main website (www.gt20.eu) as it was also developed using WordPress.

The layout is available as a WordPress package and database in the GDrive folder ‘WordPress layout’. The CO wishing to develop its own webpage should copy these files onto a web server in its offices or onto any server site it has access to and follow the instructions provided in Annex 1. CREAM will provide further customizing instructions and will assist the Observatories during the process of designing their own webpages.

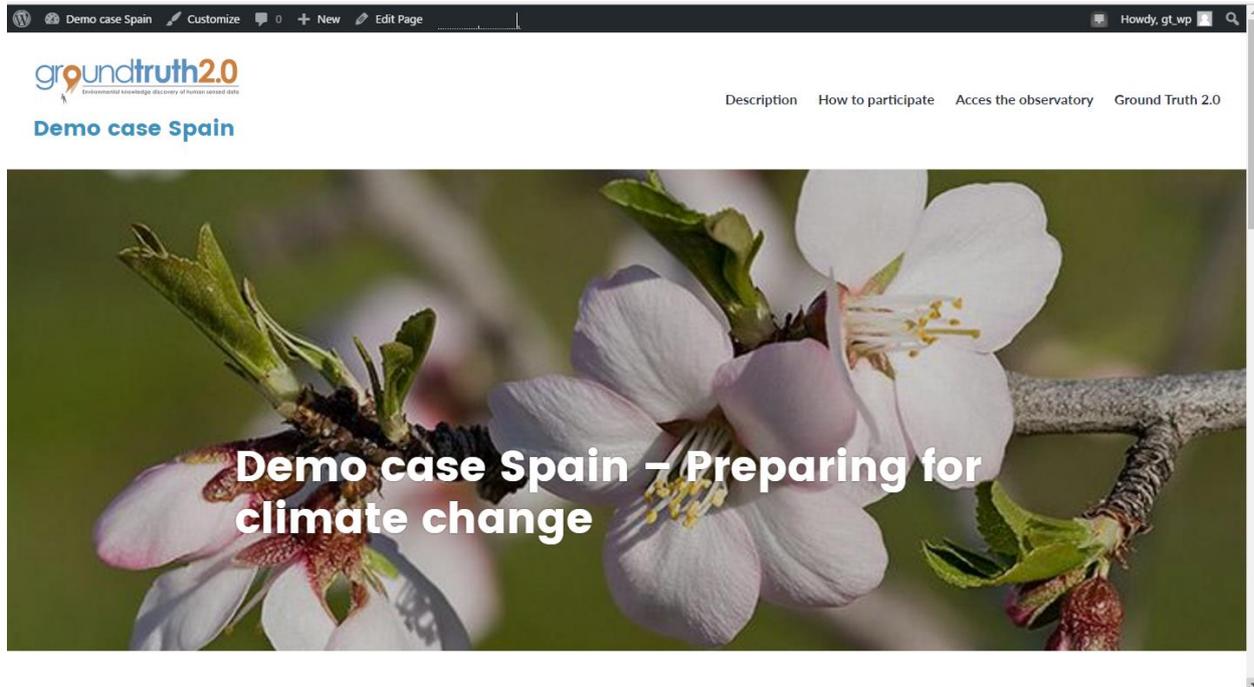


Figure 11 Home page of the Citizen Observatories' website layout

Figure 11 shows the aspect of the main page of the template. The layout includes a home page or landing page where the objectives and the basic information of the observatory are provided and then two additional pages called Description and How to participate. The first one should include broader general information about the observatory and the second one should detail the variables observed in the demo case, its geographical and thematic extension and instructions needed to participate in the CO. Two more items are provided in the top menu, one giving access to the Ground Truth 2.0 website and the second giving access to the observatory platform itself. The predefined theme used for the layout is the Shoreditch WordPress theme. Google Analytics functionalities are added to the layout in order to allow for collecting statistics on the use of the webpage.

3.3 Guidelines to follow a standard visual identity

The standard visual identity of the COs is further guaranteed by the brochure and web page templates described above. Other communication materials developed by demo cases themselves can use the GT2.0 templates included in the GT2.0 communication toolkit and described in section 2 of this deliverable. Overall, the objective is to ensure the identification of all the CO with the GT2.0 brand, so the visual identity of the demo cases should be essentially the same as the GT2.0 project and thus described in the style manual for the GT2.0 brand included in Annex 2.

3.4 Guidelines to engage journalists

In order to facilitate each CO in the GT2.0 project to disseminate their own news and activities through the media, the guidelines outlined below can be followed:

- Create its own database of journalists and use it when sending press releases or preparing press conferences. Add any journalist contacting the Observatory to the database.
- Ask the journalists to subscribe to the Observatory newsletter if there is one.
- Follow them on social media channels so that they will follow the Observatory in return.

- Send a press release whenever it is wanted that CO news reaches the media. This action does not guarantee that the news will be published, so it is needed to ensure that the news is interesting enough for the journalists. If possible, include animations, images, maps, infographics, videos, etc.
- Prepare a press conference when the news seems interesting enough for the journalists to gather. Send them a brief note with an appointment and prepare materials to be distributed to them during the conference.
- It is essential to convert titles into attractive headlines by using keywords to gain attention. Some interesting words to talk about for journalists and the media are: risks, threats, climate change, innovation and environment, innovation to mitigate climate change, contradictions, economic data, very large numbers, percentages, accelerate, loss, attractive themes, unexpected information, etc.
- Try to generate audio-visual materials to be distributed to the media. They are well accepted and nowadays most of the media channels are digital. Videos can be used as resource images in news explanation.
- Relate the news to seasonal or cyclical events or periods if prompted.
- Relate the news to external events or hot news and publish them at the same time.
- Try to get some famous people involved in the news.

The procedure of contacting and engaging journalists should develop taking into account the steps described in Section 5 of the Ground Truth 2.0 Dissemination and communication strategy (Deliverable 4.1). This procedure will ensure the general consistency of the messages coming from Ground Truth 2.0 Citizen Observatories to the media. The procedure is repeated here in Table 3.

Table 3 Steps and responsible partners in GT2.0 media promotion

Type of activities included	Procedure	Responsible partners
Articles Press releases	<ul style="list-style-type: none"> · CREAM is the responsible partner for generating and distributing GT2.0-related press releases. The content of the press releases will be previously agreed with UNESCO-IHE. · Short articles about GT2.0 and its activities can be written by any partner or Demo Case leader and published on any interested media channel (online and offline). · In case the publication is not initiated by CREAM, the responsible partner will inform CREAM and UNESCO-IHE of the publication. · As stated in the EC requirements, UNESCO-IHE will inform the EC before the distribution of articles or press releases about communication activities that are expected to have major media impact. · UNESCO-IHE will keep track and link to the online media appearances from the project website. · CREAM will monitor and evaluate these activities 	<ul style="list-style-type: none"> · CREAM (press releases, evaluation, press kit) · UNESCO-IHE (online press kit)

3.5 Guidelines to create social media accounts

Nowadays, online presence in social media channels is an imperative requirement for the communication purposes of any organization or initiative. Also for the GT2.0 CO it is recommended to have active accounts in different social media platforms in order to create communities of people around the observatory, to disseminate their objectives and activities and to keeping the interested people updated on the observatory.

The following guidelines are specifically developed for the creation and maintenance of the GT2.0 CO own social media accounts (the words in italics being customized words for each demo case):

User profile

Suggested name: *@GT20COSpain* (Twitter and Facebook) and *GT2.0COSpain* (Flickr)

Biography: *Tagline of the demo case*. Funded by European Union's Horizon 2020

Avatar: Ground Truth 2.0 avatar (icon version of the GT2.0 logo)

Image profile: to be determined among the Ground Truth 2.0 set of photos or the demo case own pictures

Objectives and actions in the initial phase (first three months)

- 1) Raise awareness of the observatory among target audiences (social, scientific, political, business, GEO, financial)
 - Initial tweets and posts describing what the observatory is and providing the GT2.0 and the CO web pages links.
 - Further Tweets and posts describing the objectives and benefits of joining the observatory.
 - Indicator: Increase in the number of followers at a rate of 10 followers/month
- 2) Establish communication networks with related organizations and initiatives
 - Identify and follow related organizations, associations, (online) groups, communities, journalists, and initiatives that provide content.
 - Retweet or share and like organizations or individuals willing to work with you.
 - In case of organizations with little activity on social media, consider to send them an email.
 - Follow influencers (journalists, newspapers, users with good impact) and share their posts.
 - Keep personal contact with relevant influencers (send welcome message, send «personal» and/or private messages with news, etc.).
 - Use the thematic lists created for each of the CO.
 - Indicator: Get the main important associations and initiatives in the demo case to follow us.

Objectives and actions during the project

- 3) Generate trust from the CO users
 - Answer questions from users, by “Reply” or “Cite” in case the question is useful for other participants.

- Promote the hashtag #GT2.OCOSpain. It will create a space for sharing experiences, disseminating information about the observatory and finding content for own use. A highly used hashtag can bring users to the CO.
- Indicator: use of the #GT2.OCOSpain 10 times/month

4) Become a content source related to the CO interests

- Publish content with information of related organizations and initiatives (and potential collaborators). The major terms to use are:
 - Citizen science
 - Land Use
 - Biodiversity
 - Natural resources
 - Urban planning
 - Water management
- Publish media news related to the CO terms, which may act as *influencers*.
- Create own content describing the achievements and benefits of the CO
- Indicator: get 15 retweets/week.

Objectives and actions to promote key events

5) Promote the date and means of participation of the event

- Prepare a fixed 'Coming soon' post and mention the event every 2 weeks.
- Promote the date of the event and means of participation.
- While the event is happening, send report posts with images and information on the happening.
- Once the event is finished: posts disseminating the conclusions or results of the event and expressing gratitude to the participants.
- Indicator: get the main important associations and initiatives related to the event to share our posts.

It is also recommended for each of the CO to have a Flickr account where photos or pictures of the Demo Case can be found and downloaded by everyone. This is a way to disseminate the CO's own activities and it also helps the journalists to easily find material for their news. Non-journalist people may also be interested in the pictures and may help share them.

4 References

Deliverable 4.1 Dissemination and communication strategy

www.gt20.eu

<https://interconnectit.com/products/search-and-replace-for-wordpress-databases/>

Annex 1 Configuration of the CO webpage

The CO webpage layout template is available as a WordPress package and database at GDrive folder Ground Truth 2.0 – Communication & dissemination materials – CO communication toolkit – WordPress layout. The CO wishing to develop its own webpage should copy these files onto a web server in its offices or onto any server site it has access to and customize its website following the instructions

In order to customize the installation and guarantee the functionality of the CO website template on the new server, the current name of the server (its IP address) needs to be substituted with the new server name. To do this, a downloadable script can be used that automatically replaces the old IP with the new one corresponding to the CO server (and that the person in charge of the installation needs to know). The script and detailed instructions about its use can be found here: <https://interconnectit.com/products/search-and-replace-for-wordpress-databases/>.

As described in the mentioned webpage, to use the script, it is necessary to download the zip file available and then extract the folder called search-replace-db-master. Then rename the folder and upload it via FTP, SFTP or SCP to the web server's public facing directory. Once done, navigate to that folder in the browser. The script will automatically attempt to find and populate the database field but it is necessary to check that the details are correct and that it is the database to carry out a search/replace operation on:

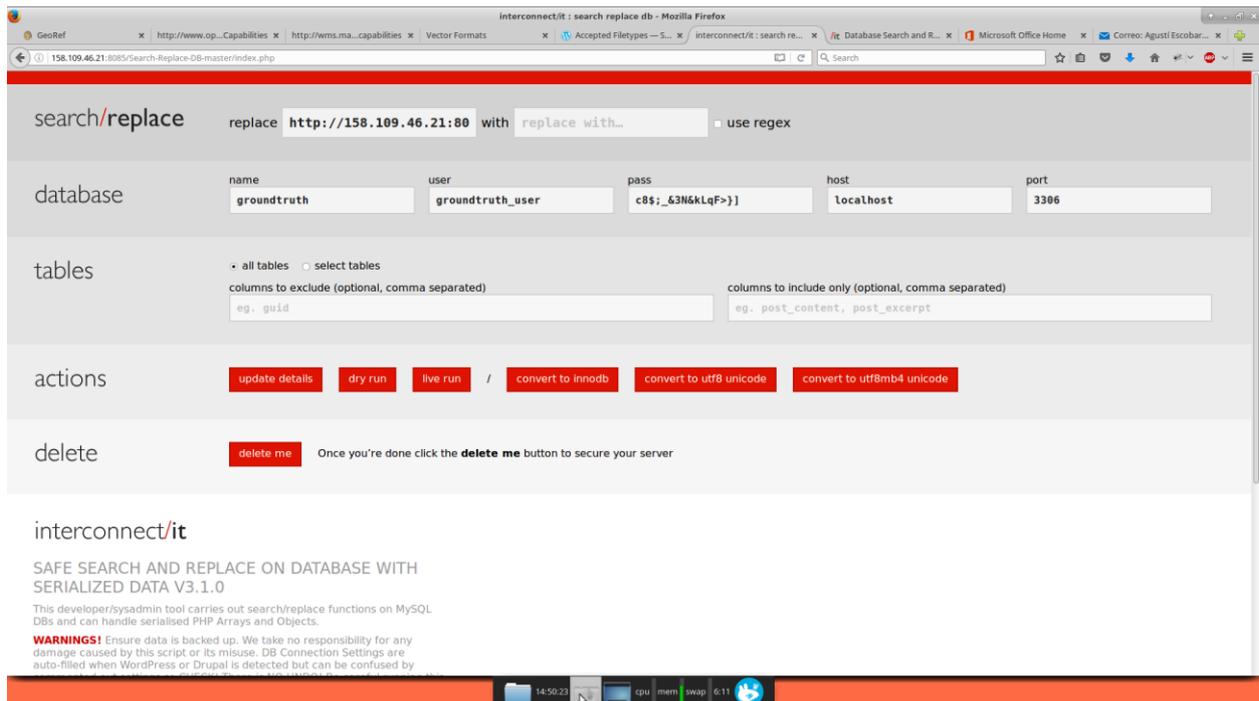


Figure 12. View of the search/replace script interface needed in the WordPress installation

In the search/replace row, the IP address of the new server has to be written in the second square.

After doing this, the webpage can be accessed by typing in the web browser the address corresponding to the new IP (http://your_new_IP). To enter editing the WordPress layout, type http://your_new_IP/wp-admin/. The following credentials will be required:

- username: gt_wp
- password: sGOLKtyXTI8ZtIHrzV

The first step when starting creating the CO webpage will be to change this password in order to have a different identification access for the individual COs. In the upper right corner of the WordPress dashboard, you will find the “Edit my profile” form where at the bottom the option to change the password is available:

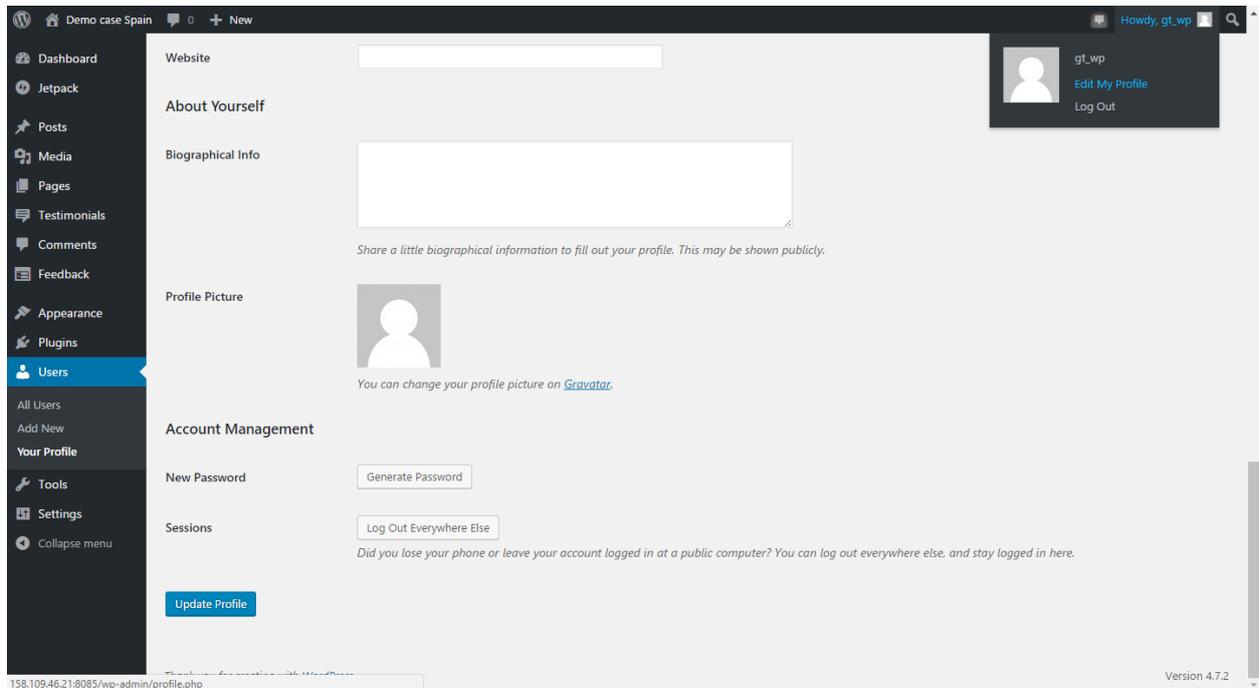


Figure 13 Changing the password of the WordPress admin access

As can be seen in Figure 12, the options to customize the webpage are available in the left menu of the dashboard. By clicking on the text in the upper left corner of the dashboard you can see the current aspect of the webpage in any moment.

Each demo case should change the appropriate texts and images through the left side menus to get the aspect of the page corresponding to its demo case. CREAM will provide a brief tutorial on how to customize the layout and will also provide support to the CO in the creation of their webpages.

Annex 2 Ground Truth 2.0 style manual



groundtruth2.0

Environmental knowledge discovery of human sensed data



Logo grilla



Isotipo grilla



Logo



Isotipo



Logo tono de grises



Isotipo tono de grises



Logo negativo



Isotipo negativo



Logo Positivo



Isotipo Positivo



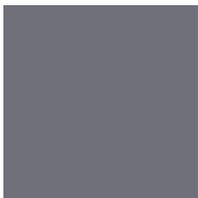
Colores



R: 59 G:146 B:190
C: 74% M: 30% Y: 10% K: 0%
3a92be



R: 226 G:132 B:57
C: 8% M: 57% Y: 83% K: 0%
e28338



R: 114 G:114 B:119
C: 59% M: 50% Y: 42% K: 11%
727176

Tipografías

Century Gothic regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Century Gothic bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Logo modificado



Reducción mínima



gt2.9

