SWEET programme

Communication guideline

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1 Introduction

This guideline has the following objectives:

1. Defining the responsibilities of the various communication channels.
2. Defining the flow of information between the consortia and the SWEET Office.
3. Standardizing the visual identity that uniformly and clearly relates each consortium to the SWEET programme.
4. Regulating the acknowledgment of SWEET funding.

These guidelines must be followed in all communication and dissemination activities on behalf of the consortium.

The SWEET Office reserves the right to modify this document at any time. Coordinators will be notified of the modifications and receive an updated version of the guideline.

2 Communication strategy

Each consortium is responsible for developing a communication strategy to ensure its visibility to the different target groups of its work at different times of the project. The strategy should be based on the common identity and SWEET logo, and be tailored to the issues addressed by the consortium – from the planning stage, over the course and until the end of the project. It should enable to achieve the consortium’s communication objectives, through use of appropriate communication channels for the various target groups.

Each consortium is encouraged to be active on social media, to follow the SFOE and other consortia and to share information and results on these channels. Consortia can also use the SFOE blog energieiplus.com to publish guest posts about their work (text, video, photo, podcast). If there is interest in such a blog via the SFOE channel, they should contact the SWEET Office with concrete ideas.

3 Overview of the responsibility for the communication channels

Figure 1 and Table 1 give an overview of the communication channels and who is responsible for them. In summary, all communication (including for the purpose of coordination and dissimilation) about a consortium is the responsibility of the respective consortium. In contrast, the SWEET Office is responsible for the communication of the SWEET programme as a whole (new and ongoing calls for proposals, funding decisions, information relevant to the whole programme, etc.).
Figure 1. Overview of the responsibility for the communication channels
<table>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Purpose</th>
<th>Frequency</th>
<th>Responsible</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project management and coordination within the consortium</td>
<td>Share learnings and experience</td>
<td>Regular</td>
<td>Consortium</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Coordination between consortia</td>
<td>Share learnings and experience, avoid duplications, find synergies</td>
<td>Regular</td>
<td>Consortium</td>
<td>Meetings, workshops, etc.</td>
</tr>
<tr>
<td>3</td>
<td>Cross-call coordination</td>
<td>Share learnings and experience, avoid duplications, find synergies</td>
<td>Regular</td>
<td>Consortium</td>
<td>Meetings, workshops, etc.</td>
</tr>
<tr>
<td>4</td>
<td>Knowledge-sharing</td>
<td>Share learnings and experience, avoid duplications, perhaps inspire consortium</td>
<td>Regular</td>
<td>Consortium, SOUR project leader</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>SOUR exchange</td>
<td>Share learnings and experience, avoid duplications, find synergies</td>
<td>Regular</td>
<td>SOUR project leader</td>
<td>Only mandatory for SOUR Projects with similar content</td>
</tr>
<tr>
<td>6</td>
<td>Communication for stakeholders</td>
<td>Communicate and disseminate the results, get input on what is needed</td>
<td>Regular</td>
<td>Consortium</td>
<td>Part of KTT plan of the consortium, Conference, workshops, newsletter, etc.</td>
</tr>
<tr>
<td>7</td>
<td>Communication for administration/politics</td>
<td>Communicate and disseminate the results</td>
<td>Regular</td>
<td>Consortium</td>
<td>Part of KTT plan of the consortium, White papers, etc.</td>
</tr>
<tr>
<td>8</td>
<td>SWEET conference</td>
<td>To inform what is going on the SWEET programme as a whole</td>
<td>Probably annual</td>
<td>SWEET Office</td>
<td>Design/implementation may change from year to year, Organized by SWEET Office, consortia and SOUR project leaders participate</td>
</tr>
<tr>
<td>9</td>
<td>Political business</td>
<td>To inform politics/administration about findings that are important for legislation</td>
<td>As needed</td>
<td>SFOE/SWEET Office</td>
<td>Coordinators from selected consortia are invited to participate as needed</td>
</tr>
<tr>
<td>10</td>
<td>Social media (Twitter, YouTube, Instagram, LinkedIn…)</td>
<td>To inform the public/stakeholders</td>
<td>Irregular</td>
<td>Consortium</td>
<td>For purely technical/scientific topics the SWEET Office should be informed, For political/regulatory topics after review and approval from SWEET Office</td>
</tr>
<tr>
<td>11</td>
<td>Press (radio, TV, newspapers, incl. trade press)</td>
<td>To inform the public/stakeholders</td>
<td>Irregular</td>
<td>Consortium</td>
<td>For purely technical/scientific topics the SWEET Office should be informed, For political/regulatory topics after review and approval from SWEET Office</td>
</tr>
</tbody>
</table>
4 Flow of information

Internal SWEET programme communication activities (numbers 1-4) do not require prior review and approval by the SWEET Office. However, if consortia wish for the SWEET Office to be present at events or to receive input prior to such activities, consortia are welcome to invite the SWEET Office.

In principle, relevant external communication activities (numbers 6, 7, 10 and 11) must be submitted to the SWEET Office for review and approval with sufficient advance notice, especially if the content is politically sensitive or may be widely disseminated in the press. However, if the content is purely scientific/technical information, it is sufficient to simply inform the SWEET Office with sufficient advance notice.

The SWEET Office does not need to be informed about smaller, more informal social media contributions.

If the consortium decides to publish its own newsletter, the SWEET Office and the other consortia should be informed one week before the publication of each newsletter edition. This allows for coordination between the SWEET newsletter and the newsletters of the consortia to prevent simultaneous or near-simultaneous publication.

If the consortium plans to make external communication contributions that do not fit into one of the above categories, they should contact the SWEET Office.

5 Website

As part of the communication and dissemination activities of the consortium, the coordinator is responsible for the creation of a website (www.sweet-ACRNOMYM.ch) to promote the consortium and its findings. The SWEET website will forward to this information via links to the consortium website. It must therefore be regularly maintained and updated.

In order to respect the visual identity of the SWEET programme, the landing page of the consortium’s website must be designed as shown in Figure 2. No template is provided. Each consortium is responsible for its own domain name, with free choice of provider. Figure 3 and 4 show examples of possible design variations to accommodate specificities of different hosting platforms, if required.

Once created, the consortium website, specifically the landing page, will be reviewed and approved by the SWEET Office according to the criteria below. Subsequent changes and additions of further sub-sites do not need to be reviewed or approved by the SWEET Office.

Criteria that must be met:
- Content:
  - Language: At least English, preferably also in one or more national languages.
  - Written acknowledgment of funding from the Swiss Confederation and SFOE, with display of SFOE logo on the landing page.
  - Short description of the project on the landing page.
Inclusion of a disclaimer: “The content of this website reflects only the author’s view. The SFOE is not responsible for any use that may be made of the information it contains.” The placement of the disclaimer is determined by the consortium.

- **Layout:**
  - Use of the consortium-specific SWEET Logo on the landing page and insertion of a link to SFOE’s SWEET webpage.
  - White Background.
  - Banner picture, chosen by the consortium, on the landing page.

“Nice to have” features:

- **Fonts:**
  - Text describing the consortium: Helvetica (New) Regular (18px).
  - Menu (14px) and title (36px) Montserrat Regular.
  - Claim/quote on the banner picture: Montserrat, between 36-48px.

- **Menu items:** “Home”, “About” or “Overview”, “ Consortium”, “News/Events”, “Results”, “Contact”

- Use of the banner picture as to forge a distinctive identity of the consortium in other communication channels.

![Figure 2. Website landing page example](image-url)
Figure 3. Website landing page example; variation example n°1

Figure 4. Website landing page example, variation example n°2
6 Logos

The logos to be used are provided by the SWEET Office. No other logo is to be created or used.

6.1 Consortium-specific SWEET logo

A SWEET logo specific to each consortium is provided by the SWEET Office. This logo consists of the consortium’s acronym and the SWEET programme logo, as shown in Figure 5. The coordinator ensures its use by the consortium’s members for all communications involving the consortium.

6.2 Social media profile logo

An additional smaller version of the logo (see Figure 6) is provided to be used as a profile picture for social media channels like Twitter or YouTube. The profile logo is the same for all SWEET consortia (recognition value), the chosen profile name next to it makes it specific to each consortium.

7 Funding acknowledgment

All communication and dissemination media must include proper acknowledgment of funding from the SWEET programme, as follows:

- Written communications: “This work was sponsored by the Swiss Federal Office of Energy's SWEET programme and performed by the acronym consortium.”
- Scientific publications: “The research published in this report was carried out with the support of the Swiss Federal Office of Energy SFOE as part of the SWEET project acronym.” In addition,
10/11

scientific publications must also include a statement that the authors bear sole responsibility for the conclusions and the results.

- Website or written communications: “acronym is a research project sponsored by the Swiss Federal Office of Energy's SWEET programme and coordinated by Host Institution.”

- Visual presentations: by displaying the consortium-specific SWEET logo and separately, displaying the SFOE's logo (Figure 7). The SWEET and SFOE logos must not be placed directly next to each other¹. The use of the SFOE logo is only mandatory on the website. The use of the SFOE logo in other communication channels is only permitted with the prior agreement of the SWEET Office. The logos can be requested from the SWEET Office. Logos downloaded from the web must not be used in any communications.

![Figure 7. Logo of the Swiss Federal Office of Energy a) in portrait format and b) in landscape format.](image)

8 QR codes

QR codes directing to the SWEET webpage (in EN, IT, FR or DE) are available from the SWEET Office and can be included on posters or PowerPoint presentations (Figure 8).

![QR codes a) and b)](image)

¹ The use of the logo of the Swiss Confederation is subject to specific rules, please cf. CD-Manual (admin.ch).
Figure 8. QR codes directing to the SWEET webpage versions in a) English, b) Italian, c) French, d) German.

9 Templates

There are no SWEET PowerPoint or poster templates. Slides and posters produced by the consortium should include the consortium-specific SWEET logo and acknowledge the support of the SFOE.

10 Email Signature

It is recommended that the coordinator and members of the consortium include a link to the consortium’s website in their e-mail signature.

If desired, the consortium-specific SWEET logo can be integrated into their signature for relevant e-mail or letter communications.