



SOCIALRES

D6.3 Flyer

WP 6, T 6.2.1

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Acknowledgement

This report has been produced within the SocialRES project “Fostering socially innovative and inclusive strategies for empowering citizens in the renewable energy market of the future”.

Detailed information about the project is available at the website: www.socialres.eu

This report has been written by Alice De Ferrari (ICONS).

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Technical references

Project Acronym	SocialRES
Project Title	Fostering socially innovative and inclusive strategies for empowering citizens in the renewable energy market of the future
Project Coordinator	Silvia Caneva WIP - Renewable Energies silvia.caneva@wip-munich.de
Project Duration	40 months (May 2019 - August 2022)

Deliverable No.	D6.3
Dissemination level*	Public
Work Package	WP 6 Communication, dissemination & exploitation
Task	T6.2 - Project identity
Lead beneficiary	6- ICONS
Contributing beneficiary/ies	-
Due date of deliverable	31 December 2019
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*PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

v	Date	Beneficiary	Author
1.0	03/12/2019	ICONS	Alice De Ferrari
2.0	17/12/2019	WIP	Silvia Caneva



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Executive Summary

This document reports on the flyer produced for the SocialRES project. The flyer offers a concise overview of the project's approach, goals and case studies. It also lists each partner's logo and contact details.

The flyer will be distributed at events such as conferences, workshops and meetings for dissemination purposes.



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Introduction

SocialRES's flyer was developed by Fondazione iCons and validated by project's coordinator WIP.

It is compliant with the project's visual identity and provides concise, yet exhaustive information on the following aspects of SocialRES:

- Main objectives;
- Impacts;
- Key messages;
- The consortium (via the partners' logos);
- Contact details and social media channels.

The flyer addresses the community of SocialRES's stakeholders and makes use of a direct and easy-to-read writing style.

Printing features:

- Bi-fold horizontal A5 leaflet
- Matte coated paper 300g/m²
- 4+4 colours
- UV finish on the cover to create a transparent texture effect with the lightning element of the logo.



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Content

This chapter provides a brief description of the content of each flyer's page.

Page 1 - Cover

The flyer's cover consists of the SocialRES logo and payoff, *Together we make energy*.



Page 2 and 3 - Internal pages

These pages are the main presentation on the project:

- On the left side, it reports a summary of the project's overarching mission and it displays the image used on the website and the social media channels (sparks).
- On the right side, it introduces the main goals of SocialRES, its mission, objectives and impacts. It also displays 6 images from the case studies which represent the SocialRES core themes: renewables energies, citizens' involvement.



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SocialRES is a research and innovation project, funded by the EU, that will develop new inclusive strategies for the **clean energy system of the future**.

It aims at fostering **energy democracy** through social innovation and the active collaboration between energy aggregators, cooperatives and crowdfunding platforms.

OBJECTIVES

SocialRES aims at closing non-technological research gaps that impede the widespread uptake of social innovation business and service models in the European energy sector. Its key Scientific Objectives (SOs) are:

1. comparative analysis of success potential;
2. comprehensive assessment of cooperation potential;
3. decision-making support and citizens empowerment.

IMPACTS

SocialRES will encourage the uptake of social innovation and the empowerment of consumers as responsible actors in the clean energy transition. By unleashing the potential of social innovation, the project will further the goals of the Energy Union ensuring a more secure, sustainable, competitive and affordable energy system for European citizens.

Page 4 - Final page

The last page lists the contact details of the project, as well as links to follow SocialRES on the web and social media, and gives an overview of the project’s consortium by showing the partners’ logos. Finally, EU flag, the reference to the Horizon 2020 funding and SocialRES Grant Agreement number are reported at the bottom of the page.

SOCIALRES

Fostering socially innovative and inclusive strategies
for empowering citizens in the renewable energy market of the future

BE PART OF THE ENERGY REVOLUTION

socialres.eu
 info@socialres.eu
 [@SocialRESeu](https://twitter.com/SocialRESeu)

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Conclusions

The flyer will be an essential tool to support the project's dissemination activities. It was developed in line with SocialRES's visual identity and addresses a broad audience of stakeholders. To boost the project uptake, it can be translated into the languages of all the case studies involved in the SocialRES project.



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