FuturHist

Promotional material

Project Overview

Principal Authors
Ewelina Pękała (the Sendzimir Foundation)

Internal reviewers
Ludovica Galeazzi, Daniel Herrera (Eurac Research)

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Project title

FuturHist – An integrated typology-based approach to guide the future development of European historic buildings towards a clean energy transition

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Executive Summary

Promotional materials, planned for production in the first year of the project duration, effectively communicate essential information about the FuturHist project. These materials clearly and engagingly outline the project's objectives, key goals, and planned activities. Additionally, they help connect with the project's target audiences.

All promotional materials are designed based on the project's visual identity, as detailed in Deliverable D7.1. This ensures a cohesive message featuring visual elements that align with the www.futurhist.eu website and the project's social media platforms, including LinkedIn and YouTube.

This document describes all the promotional materials created in the project. In the first chapter, "Templates," the templates for PowerPoint and deliverables are presented, as well as headed paper and social media cards. The second chapter, "Promotional materials," includes a presentation of the project's roll-up, factsheet, a one-pager, and a digital leaflet as well as some additional material created to serve different communication activities.

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1. Templates

Multiple templates were created to address various project needs and facilitate a smooth workflow. Since some were not mentioned in Deliverable D7.1, we present them here to comprehensively describe all the materials created as part of the project. All the materials comply with the project's visual identity, available here: https://futurhist.notion.site/FuturHist-brandbook-68ff11cbe2a14c5ea9bb9cc5d0dd94fe.

1.1 PowerPoint Template

The PowerPoint presentation template was designed to:

- present the project and its tasks successfully at conferences, meetings, or workshops,

- facilitate the preparation of the consortium members for different activities and ensure consistency of project communication.

The PowerPoint presentation design allows for selecting slides related to one of the demo cases. The buildings' illustrations, created as part of Visual Identity, enable this possibility. The layout of different slides was designed: cover slide, title slide, slide with text only, slide with pictures, etc. Below, we present different layouts.
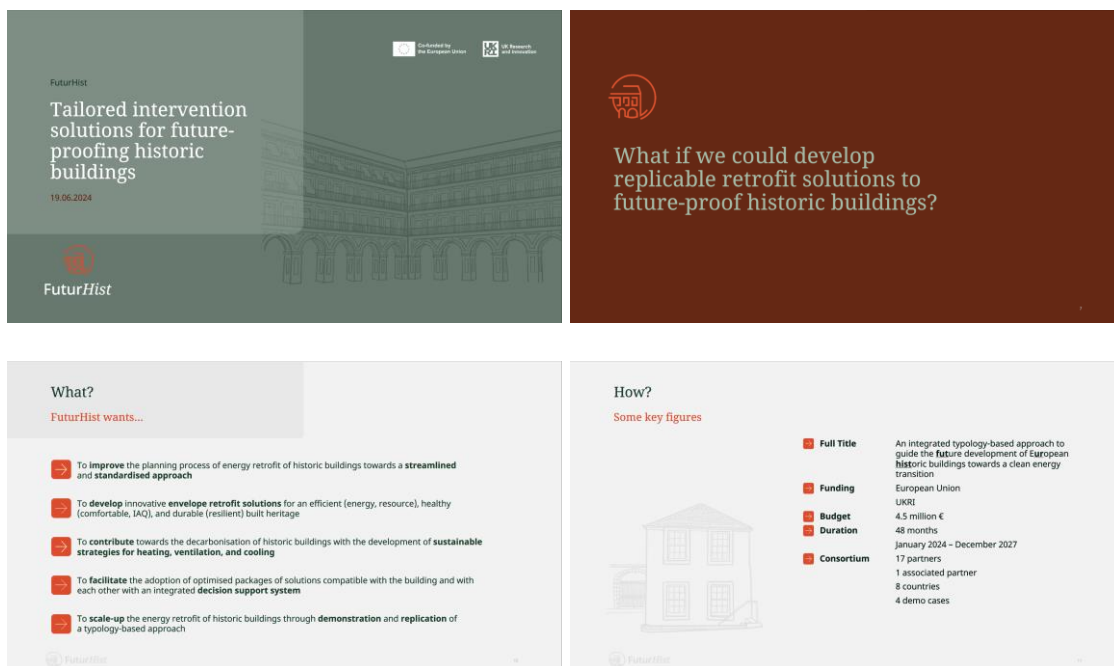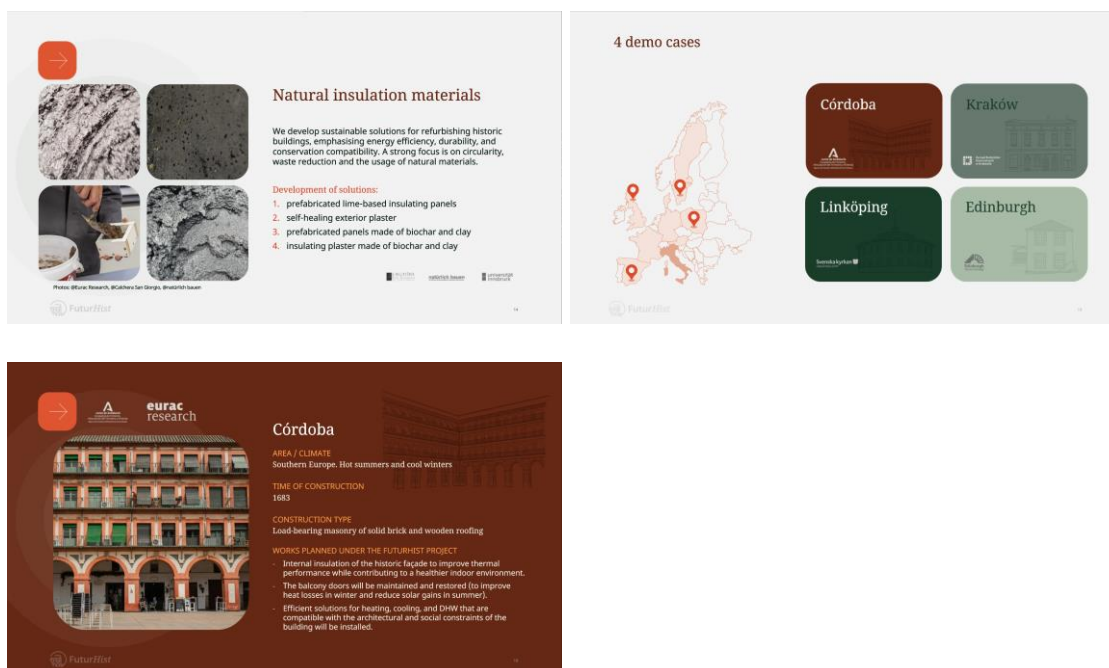
Figure 1 PowerPoint – different slide layout
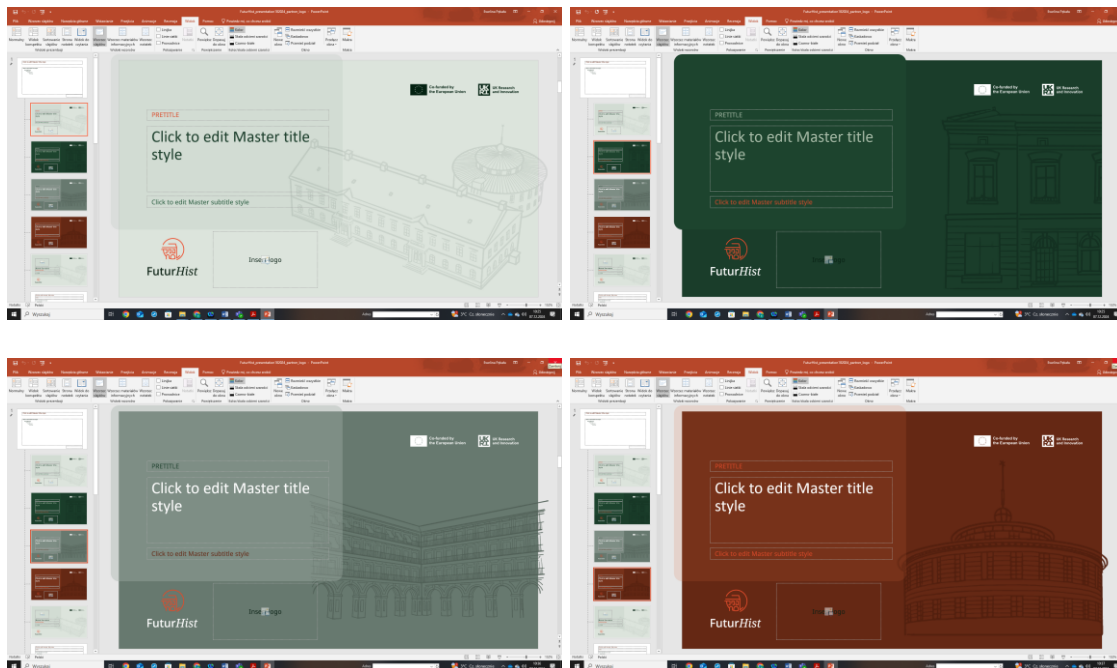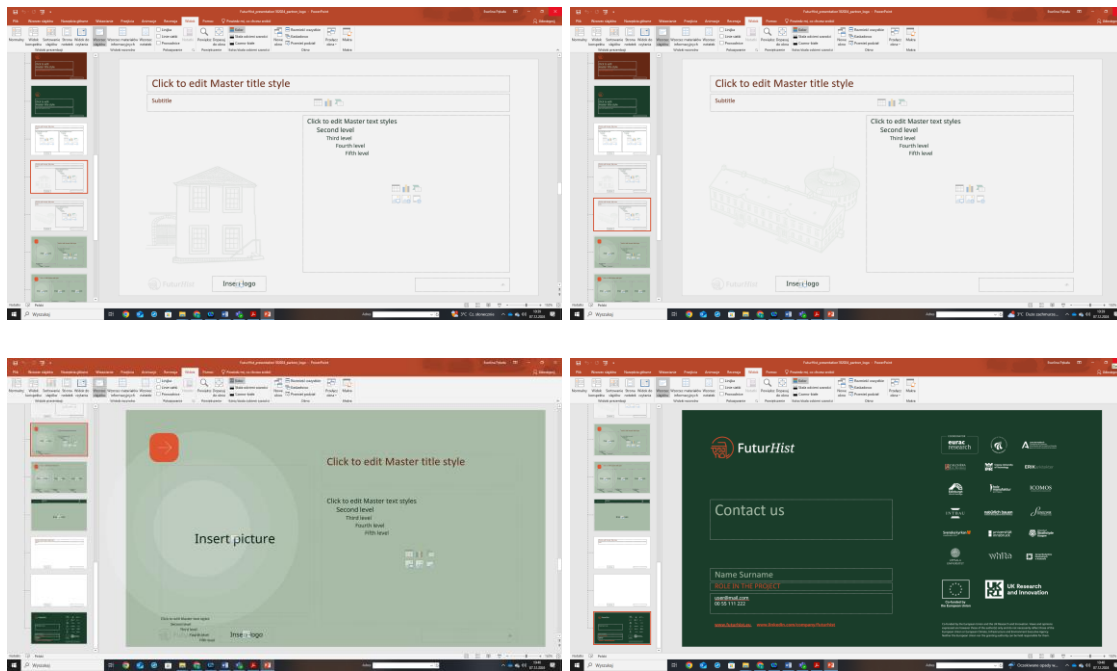
Below, we present an example of the presentation, including all the basic information about the project used at various events, including External Advisory Board meetings, etc.

*Figure 2 Examples of a presentation template use*

1.2 Deliverable template

The deliverable template was created to ensure consistent reporting of project progress. Based on the comments from consortium members, constant improvements are being made to present the work results in the best possible way. Below, we present the use of the template in various Deliverables finalised so far.

*Figure 3 Examples of the deliverable template use*
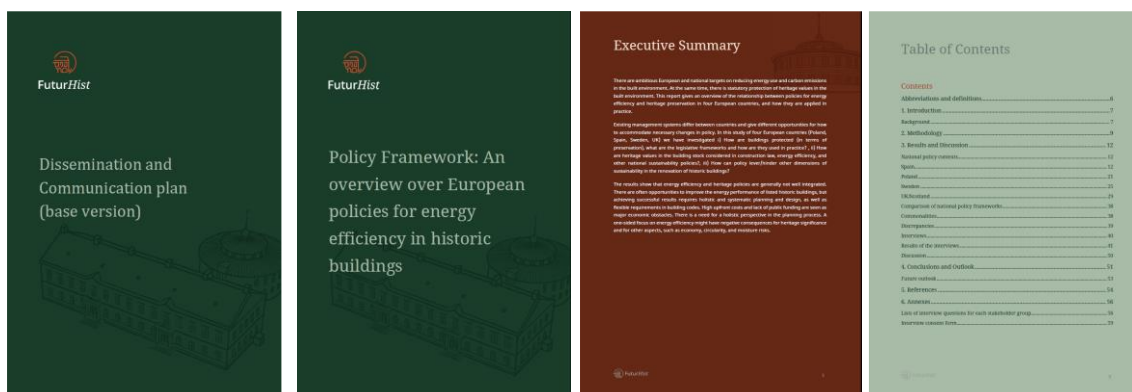
1.3 Headed paper

Two versions of the headed paper were created to enable communication with the project's stakeholders. Among other uses, the headed paper will serve as a basis for creating press releases after project milestones are achieved, like the upcoming "Typologies" milestone set for M12.

The headed paper is available in three versions: a basic version that enables adding the partner's

logo, an extended version with the building's illustration, and a version without the building's illustration.

Figure 4 Headed paper templates
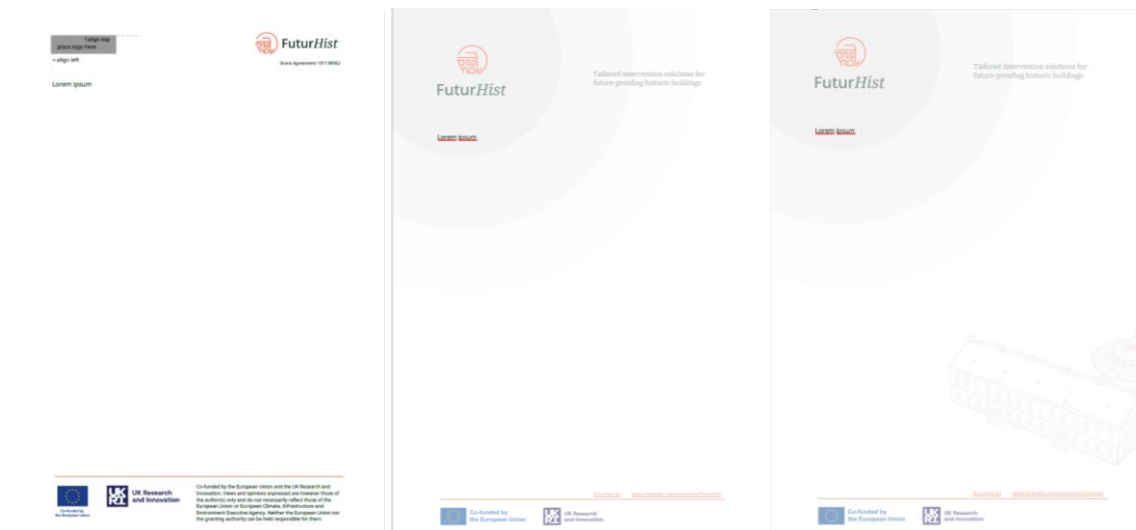
1.4 Social Media Cards

Finally, templates for the social media cards were created to communicate the project attractively on the project's LinkedIn profile. Below, we present the social card templates.
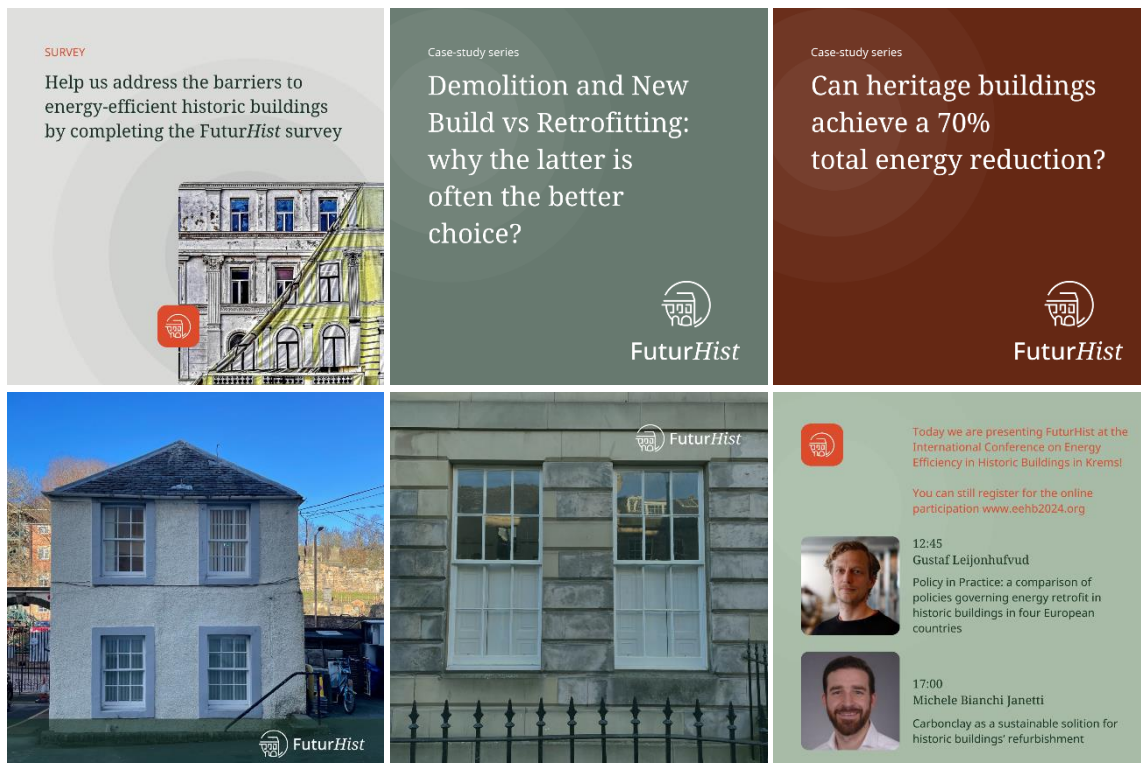
Figure 5 Examples of templates for social media cards

The templates shown above were applied on various occasions. Below, we present a few examples of how they were used on the FuturHist LinkedIn channel.

Figure 6 Examples of how the social media cards were used on the project's LinkedIn channel

2. Promotional materials

During the project's first year, we developed several promotional materials to facilitate communication with various stakeholders on different occasions. FuturHist is a climate-friendly initiative, so most promotional materials are available in digital format. The only exception is the printed roll-up banner. Since many conferences allow for the display of printed materials, such as posters, some resources are available in digital and print-ready formats. This gives project partners the flexibility to decide whether to print them.

2.1 Roll up

According to the Grant Agreement, roll-up is the only promotional material planned for print. It will support the project's visibility during events like conferences, project meetings, etc. The printed version is available at the WP7 headquarters in Warsaw and will be used for upcoming events.

*Figure 7 Roll-up design*

Figure 8 The printed version of roll-up

2.2 Digital one-pager

This document gathers essential information about the project, highlighting key research topics and areas for innovation and research and presenting the demo cases. It serves as a concise and organised overview of how the FuturHist project can improve historic buildings' energy efficiency.

Figure 9 Digital one-pager design
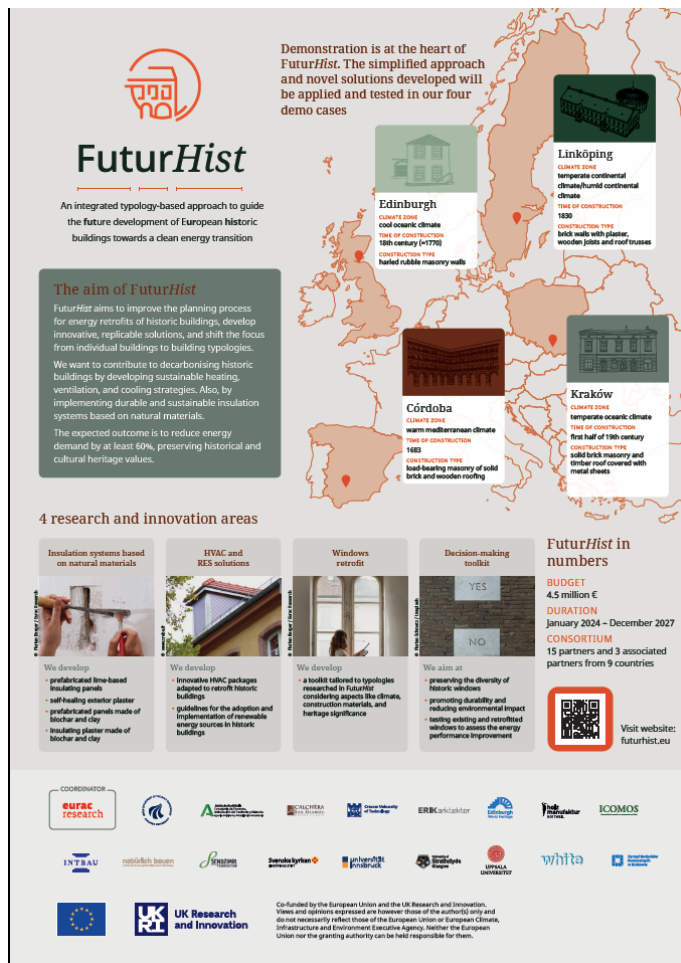
2.3 Digital leaflet

This format provides essential project information and can be used for email correspondence. It can also be printed.

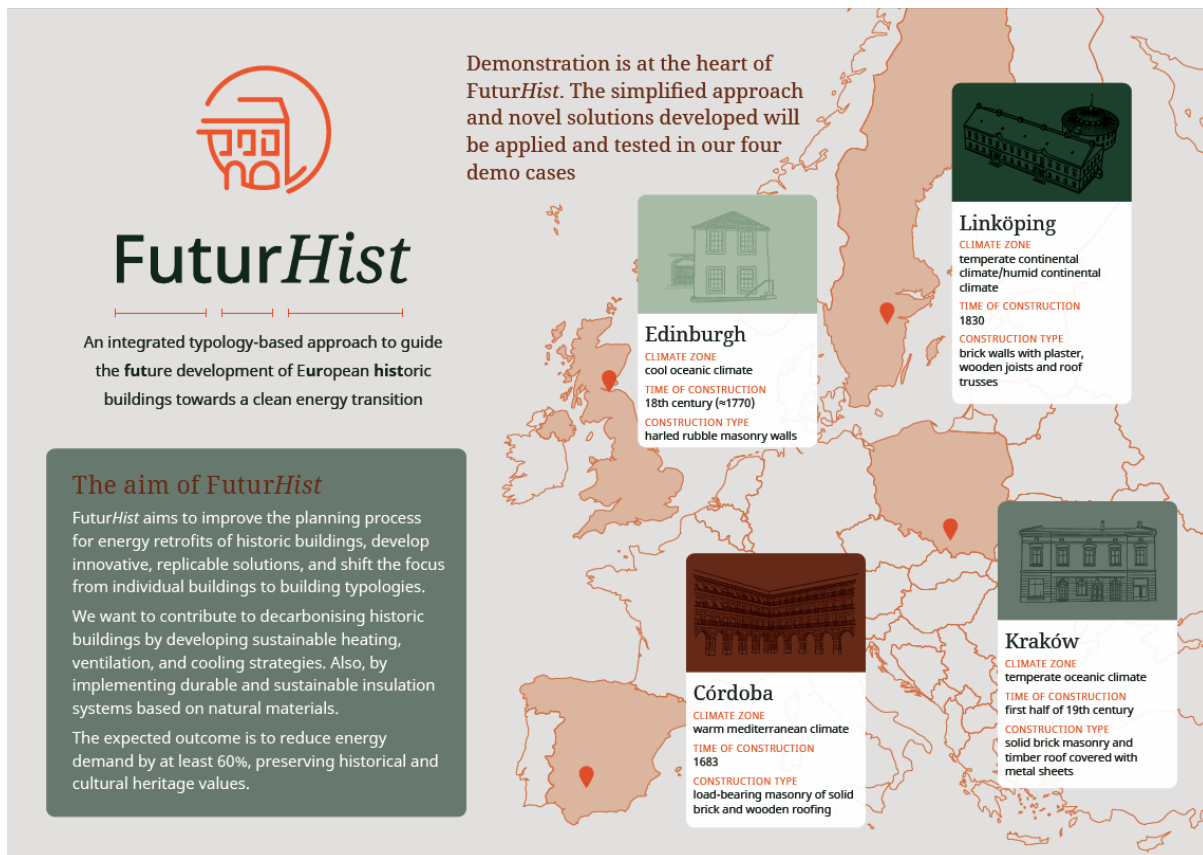*Figure 10 Digital leaflet design – version for double-sided print format A5*

Figure 11 Digital leaflet design – version digital

2.4 The factsheets

We have chosen to present one of the project's key elements, building typologies as presented Deliverable D1.2, in an attractive graphic format as factsheets. We have identified nine typologies, of which every typology will have its factsheet. Below, we introduce the example for the first typology, 'Casa de Pisos' Spanish Terraced Tenement Building. It provides essential information about typologies' characteristic features, elements to be preserved, and the energy performance of buildings within these typologies. Factsheets will be used to promote the project's first milestone, building typologies through email communication with project target groups, in the newsletter, on the project's LinkedIn channel, on the website, etc. All of the typologies will be finalised in January 2025, after the Deliverable on building typologies in submitted.

Figure 12 Factsheet design
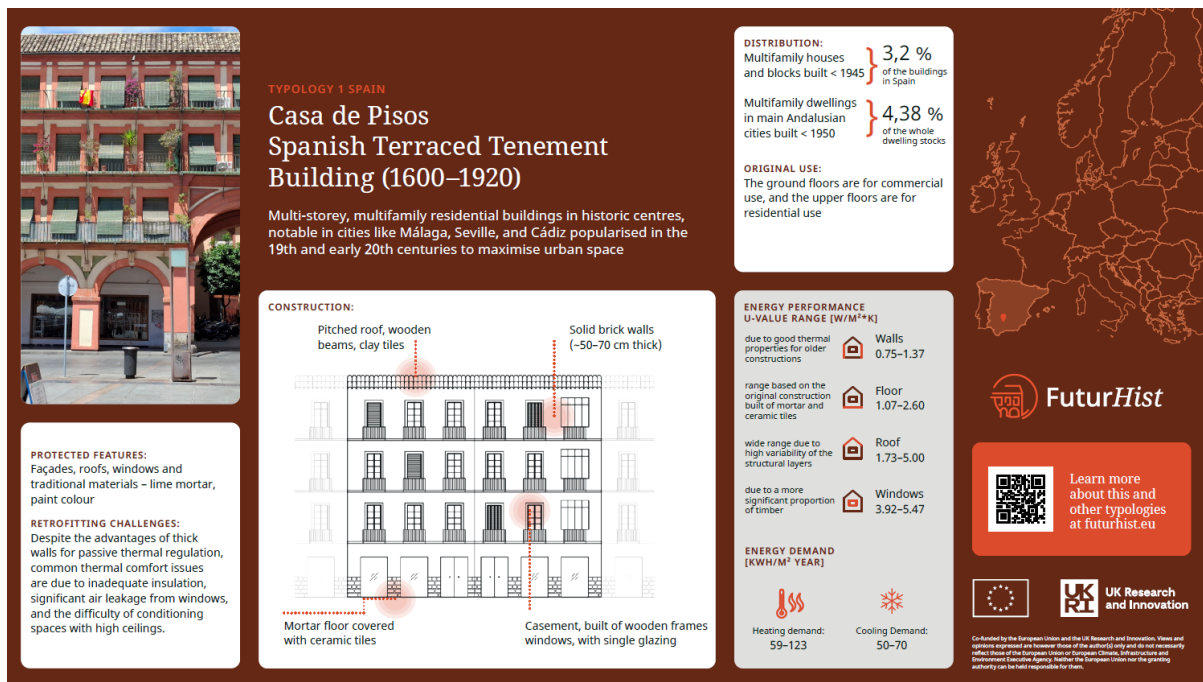
2.5 Posters in four languages

In addition to the materials mentioned above, posters in four languages were created to provide the demo-case leaders with the material in their local language. Therefore, posters are available in English, Spanish, Swedish, and Polish. The posters might be presented in the headquarters of the demo-case leaders to inform visitors about the projects.

Figure 13 Poster design

2.6 Quotations cards

Additionally, we created quotation cards to showcase the members of the External Advisory Board, highlighting their motivations for joining the project and the potential contributions they can make to its objectives. Below, we present examples of quotes from External Advisory Board members Pieter Rickaby, Angela Ranea Palma, and Monika Bogdanowska. As additional members of the External Advisory Board are presented to the FuturHist audience, more cards will be introduced.

Figure 14 Quotations cards examples
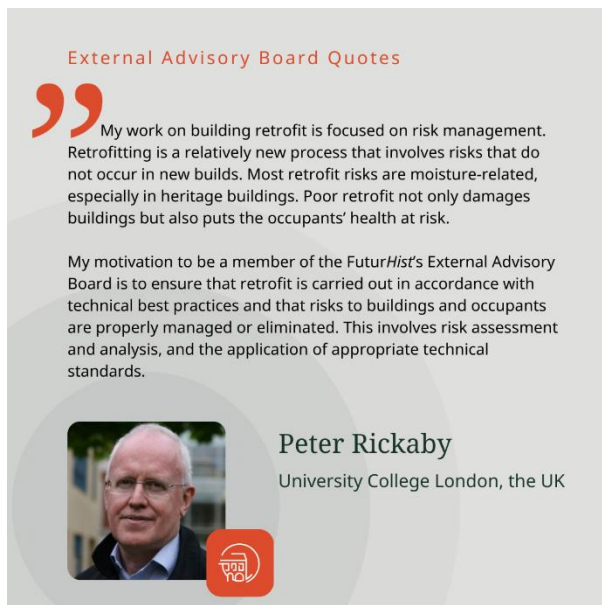
External Advisory Board Quotes

"As an EU sustainability expert shaping Green Public Procurement for buildings, I'm thrilled to support a project that reimagines Europe's heritage buildings, blending history with sustainability.

FuturHist has immense potential to transform Europe's historic buildings into beacons of green innovation, and help Europe achieve climate neutrality by 2050.

I bring expertise in lifecycle thinking, circularity approach and climate proof projects with ambitious EU standards. I'm eager to help FuturHist proving that preserving the past can also pave the way for a sustainable future.

Angela Ranea Palma

Joint Reseach Center of the European Commission

External Advisory Board Quotes

"Today, when we encounter the negative impact of climate change on our lives, we may overlook its impact on built heritage. This is a complex topic which encompasses numerous issues. Still, we can note that an increase in average temperature enables the attack of woodboring beetles, which devastate timber roof trusses and that lowering the groundwater table negatively influences the stability of built structures. Various hacks introduced by ancient builders had to reduce the negative impact of climate and weather.

The Futur*Hist* project recognises these historic hacks and proposes proper modernization of old buildings to not deplete their historic values, not to alter the atmosphere of their interiors, but improve the comfort of living and reduce energy bills. That being said, I am very intrigued to see how these concepts will be put into practice.

Monika Bogdanowska

Cracow University of Technology Poland

2.7 Boards for video logs

The last promotional material format created in the project is an editable set of boards organising the content presented in the projects' videos (both video logs and promotional videos). It consists of a title, subtitle, and end board. These elements help identify the videos with the rest of the project's resources.

FuturHist

Figure 15 Examples of boards for video logs and promotional videos
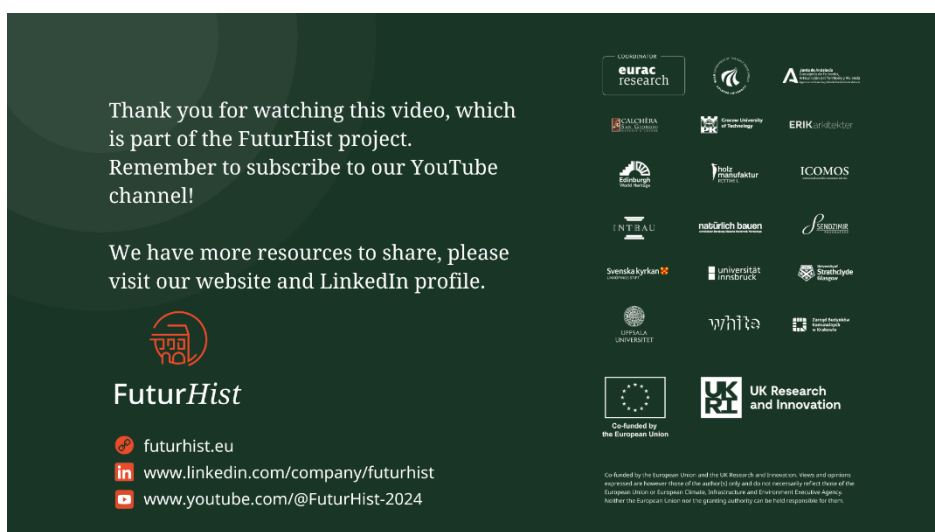
3. Conclusion

The promotional materials presented here were designed to enhance the project's visibility. This effort is supported by a consistent graphic design across all project materials. Templates are available to all consortium members on a shared disk, allowing them to incorporate these designs into their communication and dissemination activities. Additionally, promotional materials will be accessible for download on the project's website and available to anyone in the project's target groups. These materials feature an attractive graphic format that clearly and engagingly presents the project's objectives and initial results.

FuturHist

Tailored intervention solutions for future-proofing historic buildings

At FuturHist, we research and test energy-efficient retrofit interventions tailored to historic building typologies. We implement these solutions in real-life demonstration cases in Poland, Spain, Sweden and the UK. We focus on innovative solutions such as bio-based materials, internal insulation systems, window retrofits, HVAC, and RES integration.

DURATION OF THE PROJECT: JANUARY 2024 – DECEMBER 2027

COORDINATOR

eurac research

BUILD DEPARTMENT OF THE BUILT ENVIRONMENT — AALBORG UNIVERSITY

Junta de Andalucía
Consejería de Fomento, Articulación del Territorio y Vivienda
Agencia de Vivienda y Rehabilitación de Andalucía

CALCHÈRA SAN GIORGIO
MATERIA E COLORE

Cracow University of Technology — PK

ERIKarkitekter

Edinburgh World Heritage

holz manufaktur ROTTWEIL

ICOMOS
international council on monuments and sites

INTBAU

natürlich bauen
Architektur Beratung Material Handwerk Workshops

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