



Communication, Dissemination and Impact Plan

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Table of Content

Table of Content **4**

Executive Summary **7**

I. Main Communication and Dissemination and Impact Objectives **8**

1.1 General principles 8

1.2 Key Communication Messages 10

1.2.1 SDG 11, Sustainable Cities and Communities 10

1.2.2 Innovation and Excellence in Education and Research 11

1.2.3 Open Campus 11

1.2.4 Knowledge Hub 11

1.2.5 Governance and Orchestration 11

1.3 Alignment with Erasmus+ Programme Priorities 13

1.3.1 Inclusion and Diversity 13

1.3.2 Digital Transformation 13

1.3.3 Environment and the Fight Against Climate Change 13

1.3.4 Participation in Democratic Life, Common Values, and Civic Engagement 14

II. Main Communication and Dissemination Activities **15**

2.1 Social Media 15

2.1.1 Content Collection 16

2.1.2 Suggested Hashtags: 16

2.2 Website 17

2.2.1 Content Collection (articles and news) 18

2.2.2 The PIONEER Platform 18

2.3 Newsletter 19

2.4 Podcast 19

2.5 Promotional Materials 20

2.6 Events 20

2.6.1 PIONEER+ General Assembly 20

2.6.2 PIONEER Festival 20

2.6.3 Regular Outreach and Dissemination Events 21

2.6.4 Organizing Events 21

2.6.5 Attending Events 22

III. Communication and Dissemination of WPs output **23**

IV. PIONEER Community Platform - Whaller **25**

V. Communication on PIONEER by each Member Institutions **26**







VI. PIONEER Visual Identity 27
6.1 Logo and Graphics 27
6.2 Institutional Logos and Their Use 29
6.3 Templates 29
6.3.1 Powerpoint documents 30
6.3.2 Word /pdf documents 30
6.3.3 Templates for Project follow-up 31
6.3.4 E-mail Signature Graphics 31
6.3.5 Roll-up 33
VII. Communication and Visibility Rules for EU and Swiss Funding 35
7.1 EU Requirements 35
7.2 Swiss Requirements 36
7.3 Use of EU and Movetia Logos on Single Donor Materials 36
7.4 National or Other (Co) - funding 36
VIII. Channels and Target Groups 37
8.1 Internal Stakeholders 38
8.1.1 Engaging Internal Stakeholders 38
8.2 External Stakeholders 40
8.2.1 Engaging External Stakeholders 41
IX. Responsibilities and Timeline 43
9.1 Communication Leaders Team (WP8 delegates) 44
9.2 WP8 Leader - UNIZA and Co-leader - UTB 44
9.3 WP8 Activities Timeline 45
X. Monitoring 48
10.1 Organising Regular Focus Groups with Target Audiences 48
10.2 Monitoring the Activities of the Communication, Dissemination, and Impact Centre 49
10.2.1 KPI´s 49
10.2.1.1 Project KPIs (WP8) 49
10.2.1.2 CDIP Indicators 50
10.3 Developing a Final Synthesis Report on PIONEER Community Building and Dissemination 50
Discussion of the outcome 51
Conclusion 52
Annexes 53
1. PIONEER Corporate Identity Guide 53
2. PIONEER WP8 Task Timeline 71





Table of Figures

Figure 1 Key Communication Messages 10
Figure 2 Whaller environment 25
Figure 3 PIONEER Logo 27
Figure 4 PIONEER Theme Graphics 28
Figure 5 PIONEER PPT Template 30
Figure 6 PIONEER Word Template 31
Figure 7 PIONEER e-mail signature 1 32
Figure 8 PIONEER e-mail signature 2 32
Figure 9 PIONEER Roll-up 34
Figure 10 EU mandatory logo Co-funded by the European Union 35
Figure 11 Swiss mandatory logo - Movetia 36
Figure 12 Target Groups 37
Figure 12 Communication Scheme Workflow 43

Table of Tables

Table 3 Examples of WP outputs communication 24
Table 2 Internal Stakeholders 38
Table 3 External Stekeholders 41
Table 4 Timeline of activities 47
Table 5 Project KPIs (WP8) 49
Table 6 CDIP Indicators 50

Executive Summary

The Communication, Dissemination, and Impact Plan (CDIP) is an essential component of the PIONEER+ project, designed to ensure transparency, stakeholder engagement, knowledge sharing, and the lasting positive effects of our initiatives. Effective communication is crucial for informing PIONEER Alliance members, stakeholders, students, and the public about our project goals, progress, and outcomes. Through strategic dissemination, we aim to share our findings, results, best practices, and knowledge with relevant audiences, fostering collaboration and maximizing our reach and influence.

This plan provides a comprehensive manual for communication within and outside the PIONEER Alliance, detailing the use of graphics, social media, and other communication tools. By following this manual, we ensure consistency in our messaging and leverage joint promotional activities to create a unified and recognizable presence.

It is important to note that this plan serves only to provide guidelines for alliance communication and does not dictate communication on an institutional basis. The intention is to facilitate collaboration and consistency among alliance while respecting institutional autonomy and individual communication strategies.

While the primary responsibility for the implementation and coordination of this plan lies within the competence of Work Package 8 (WP8), the success of communication, dissemination, and impact activities is a shared responsibility of the entire PIONEER Alliance. Active contribution and engagement across all work packages and partner institutions are essential to ensure that our messages are widely disseminated and our impact fully realized.

Communication and dissemination activities are conducted through multiple channels, including social media, the PIONEER website, newsletter, podcasts, events and direct engagement with both internal and external stakeholders. A strong focus is placed on aligning dissemination efforts with the core objectives of the Erasmus+ programme, including inclusion, sustainability and digital transformation.

Key messages are an important part of the CDIP, ensuring that our vision is conveyed clearly and consistently across all channels. They guide all dissemination activities and support meaningful engagement with our target groups, as defined in the PIONEER+ Grant Agreement (GA). At the core is our unifying message: PIONEER is the European University for Future Cities—supported by five targeted messages that bring this vision to life.

Consistent use of branding, messaging, and dissemination strategies across all channels strengthens the PIONEER Alliance's identity and amplifies our collective voice. This unified approach enhances our visibility and ensures that our stakeholders receive clear and consistent information, which is crucial for building long-term relationships and achieving our goals.

By following this plan, the PIONEER Alliance strives to become the reference alliance for Sustainable Development Goal 11 - Sustainable Cities and Communities (SDG11), enabling continuous stakeholder engagement and sharing valuable insights, knowledge, results, and best practices. This approach will not only enhance the visibility of our work but also ensure the sustainability and success of our collective efforts.




I. Main Communication and Dissemination and Impact Objectives

1.1 General principles

The Communication, Dissemination, and Impact Plan (CDIP) of the PIONEER+ project is critical for ensuring that our goals, progress, and outcomes are effectively communicated to all stakeholders. This strategy part of the CDIP delineates the framework for our communication efforts, highlighting why this strategy is essential, what we intend to communicate, to whom, and how we plan to achieve our objectives. The overarching aim is establishing the PIONEER Alliance as a leading reference for Sustainable Development Goal 11 (SDG11), focusing on sustainable cities and communities.

Effective communication and dissemination are foundational to the success of the PIONEER Alliance. This strategy is pivotal because it ensures consistency, clarity, and cohesiveness in our messages, fostering a unified approach across all member institutions. By adhering to this strategy, we can build a strong, engaged, and well-informed community, both within and outside the Alliance. Consistency in our communication efforts enhances our credibility, builds trust with our stakeholders, and maximizes the impact of our promotional activities.

What We Want to Communicate

Our communication efforts aim to inform various audiences about:

- **Project Objectives and Progress:** Clear articulation of the PIONEER Alliance's goals, milestones, and ongoing activities.
- **Outcomes and Achievements:** Celebrating successes, showcasing impactful results, and sharing best practices and our open campus.
- **Engagement Opportunities:** Highlighting opportunities for involvement, such as events, workshops, and collaborative projects.
- **Value and Impact:** Demonstrating how our activities align with SDG11 and the broader impact on communities and stakeholders.

Target Audiences

The CDIP targets a diverse range of audiences, including:

- **Internal Stakeholders:** Students, researchers, staff, and associated partners within the PIONEER Alliance (target groups 1 to 3 according to the GA).
- **External Stakeholders:** The wider public like citizens, NGOs and NPOs from PIONEER ecosystems, other academic communities outside the alliance, and other alliances, policymakers at national and European levels and cities and regions associated with PIONEER, industry partners (all other target groups 4 to 8 from GA).

Communication Channels and Methods

To effectively reach and engage our target audiences, we will utilize a multi-channel approach, including:

- **Digital Media:** Regular updates on the PIONEER website, active management of social media profiles (Instagram, LinkedIn, and Facebook), and the development of engaging multimedia content such as videos, podcasts and newsletter.
- **Printed Materials:** Brochures, and promotional materials that summarize key updates and success stories.
- **Face-to-Face Interactions:** Organizing events such as the PIONEER Festival, General Assemblies, and focus groups to foster direct engagement and feedback.
- **Toolkits and Resources:** Providing communication toolkits for students and staff to ensure consistent and effective messaging across all institutions.

Objectives and Expected Outcomes

The primary communication objectives of PIONEER Alliance are:

- **Building a Thriving Community:** Supporting the creation an informed and engaged PIONEER community that actively participates in and supports our initiatives.
- **Enhancing Visibility and Reputation:** Establishing the PIONEER Alliance as a leading reference for SDG11 by consistently showcasing our achievements and contributions.
- **Fostering Collaboration:** Encouraging collaboration within the PIONEER ecosystem and with external partners to maximize the impact of our work.
- **Ensuring Sustainability:** Building long-term sustainability through continuous engagement, effective dissemination, and adaptive communication strategies.

By implementing this comprehensive communication and dissemination strategy, the PIONEER Alliance aims to enhance its visibility, build a strong and engaged community, and establish itself as a prominent reference for SDG11. Consistent and strategic communication efforts are crucial for achieving our goals, fostering collaboration, and ensuring the lasting impact of our initiatives. This plan serves as a roadmap for all communication activities, guiding us towards a unified and impactful presence in the academic and public spheres.

1.2 Key Communication Messages

The PIONEER Alliance is dedicated to advancing education, research, and community engagement across Europe through innovative and collaborative approaches. To communicate our mission, vision, and achievements effectively, we have developed key messages that align with our PIONEER Mission Statement and PIONEER+ Grant Agreement–Description of the Action (DoA). These messages shown below are designed to resonate with our diverse stakeholders, including students, staff, external partners, and the broader public. At the heart of these efforts lies our ultimate message: PIONEER is the European University for Future Cities. The five key messages that follow have been carefully crafted to support and fulfill this overarching vision, guiding all our activities and communication.



Figure 1 Key Communication Messages

1.2.1 SDG 11, Sustainable Cities and Communities

Highlight our dedication to Sustainable Development Goal 11 by promoting sustainable urban development, inclusive communities, and resilient infrastructure. This focus is rooted in the PIONEER+ Grant Agreement – Description of the Action (DoA) – part 1.1.1. A Strategic Focus on Inclusive, Safe, Resilient and Sustainable Cities.

Key Message: **"PIONEER Alliance advances inclusive, safe, resilient and sustainable cities and communities through collaborative efforts in knowledge production and transfer."**

1.2.2 Innovation and Excellence in Education and Research

Highlight our innovative teaching methods, with a strong focus on challenge-based education. Our research is driven by cutting-edge, practice-inspired approaches. Additionally, we celebrate the success stories of our students and staff.

This approach is fully aligned with the PIONEER+ Grant Agreement – Description of the Action (DoA), particularly Section 1.3.2 "Cultivating a Conducive Ecosystem for European Excellence in Education and Research." It also reflects the broader objectives outlined by the European Commission in *European Universities – A Key Pillar of the European Education Area* (2024), emphasizing the role of European Universities in fostering excellence across education and research.

Key Message: **" PIONEER Alliance advocates excellence in education and research to shape the future of European cities and communities, in close cooperation with ecosystems and key stakeholders.**

1.2.3 Open Campus

Promote Open Access to Educational and Mobility Opportunities within the PIONEER Alliance. This principle is strongly rooted in the PIONEER+ Grant Agreement – Description of the Action (DoA), particularly in Section 1.1.5 "A Substantial Leap in Quality and Competitiveness: Our Open Campus".

Key Message**: "PIONEER Alliance fosters an open campus and enhanced mobility opportunities to create a globalized, interconnected academic community that embraces diversity, sustainability, and inclusivity."**

1.2.4 Knowledge Hub

Foster the integration of education, impact-driven research, innovation, and societal engagement to create a dynamic and collaborative platform for transformative knowledge exchange. This commitment is anchored in the PIONEER+ Grant Agreement – Description of the Action (DoA), specifically Section 1.1.4 "Integrating all Four Missions of Universities: Our Knowledge Hub".

Key Message**: "The PIONEER Knowledge Hub brings together education, research, innovation, and service to society into a single integrated ecosystem offering dedicated programs. It serves as a catalyst for quality enhancement and collaborative innovation"**

1.2.5 Governance and Orchestration

Embrace an ecosystem-based orchestration model, the PIONEER Alliance fosters co-creation with diverse stakeholders across the quadruple helix—academia, industry, government, and civil society. This non-hierarchical and collaborative approach enables the alignment of interests, coordination of resources, and co-development of solutions for sustainable urban transformation. By orchestrating dynamic networks of partners, PIONEER harnesses collective intelligence to overcome systemic challenges and deliver impactful innovation. This strategic

approach is firmly grounded in the PIONEER+ Grant Agreement – Description of the Action (DoA), particularly Section 1.1.3 "A European Approach to Urban Development: Ecosystem Orchestration".

Key Message: **"PIONEER Alliance champions ecosystem-based orchestration by aligning diverse actors in collaborative networks to co-create transformative solutions for sustainable urban futures."**






1.3 Alignment with Erasmus+ Programme Priorities

To ensure that the PIONEER Alliance effectively communicates its mission and engages key stakeholders, it is essential to align with the priorities of the Erasmus+ Programme. Erasmus+ provides a framework that supports inclusion, digital transformation, environmental sustainability, and civic engagement, values that closely resonate with PIONEER's Open Campus initiatives, mobility programs, challenge-based education, impact-driven research, ecosystem collaboration, and its focus on SDG11.

1.3.1 Inclusion and Diversity

Objective: Ensure equal opportunities and broad participation within the PIONEER alliance, particularly for individuals and groups facing barriers to education and mobility.

Communication Strategy:

- Targeted Messaging: Highlight stories of students and researchers from diverse backgrounds benefiting from PIONEER's initiatives.
- Engagement with Underrepresented Groups: Collaborate with Centers for students with specific needs, student organizations, and community groups to amplify reach.
- Promotion of Funding Opportunities: Clearly communicate scholarships, grants, and support services available to participants with fewer opportunities.

1.3.2 Digital Transformation

Objective: Promote digital learning, blended or virtual mobility, and the integration of technology in education and research.

Communication Strategy:

- Showcase Digital Innovations: Highlight PIONEER's digital tools, virtual or blended exchange programmes through website and social media.
- Leverage Digital Platforms: Use Whaller, PIONEER Platform and other digitial platforms to share knowledge, information and best practices and results.
- Interactive Content: Develop podcasts and video tutorials
- Promote Erasmus+ Blended Intensive Programmes: Communicate the benefits of blended mobility and digital learning for greater accessibility and engagement.

1.3.3 Environment and the Fight Against Climate Change

Objective: Encourage sustainable practices in education, mobility, and research to support the EU's Green Deal goals.

Communication Strategy:

- Sustainable Mobility Promotion: Encourage Erasmus+ green travel options through student testimonials.
- Green Campus Campaigns: Use social media challenges and events to promote sustainability initiatives within the alliance.
- Highlight Research Impact: Showcase how PIONEER research contributes to climate resilience and sustainable urban development.

- Eco-Friendly Events: Implement digital and sustainable event practices, reducing printed materials.

1.3.4 Participation in Democratic Life, Common Values, and Civic Engagement

Objective: Foster active citizenship, critical thinking, and participation in European democratic processes.

Communication Strategy:

- Student Ambassadors: Empower students to act as Erasmus+ and PIONEER ambassadors, sharing experiences and encouraging participation.
- Forums and debates: Organize debates and discussion with regional representatives.
- Collaboration with Policy Makers: Communicate research and educational outcomes to regional and EU institutions to shape policy discussions.

This strategic alignment ensures that PIONEER's communication and dissemination activities effectively advance the project's objectives, fostering inclusive participation, accelerating digital innovation, promoting sustainability, and strengthening civic engagement in accordance with Erasmus+ priorities






II. Main Communication and Dissemination Activities

This chapter outlines the key communication activities designed to enhance the project's reach and impact. From social media and the website to newsletters, podcasts, and promotional materials, these channels will ensure effective dissemination and engagement with our target audiences.

We will primarily promote activities that involve collaboration between at least two PIONEER universities (such as, but not limited to, joint study programmes, courses, research initiatives, or events) rather than activities carried out by a single university. Activities led by a single university should be promoted through that university's communication and promotional channels, in line with its individual communication strategy.

2.1 Social Media

Social media platforms play an integral role in PIONEER's communication strategy, allowing us to connect with a diverse audience and share our progress and achievements effectively. We have selected Facebook, Instagram, and LinkedIn due to their distinct user bases and the different communication needs they address.

Rationale:

- **Facebook:** Chosen for its broad reach and versatility, Facebook allows us to engage with a broad audience, including students, researchers, staff, and the general public. It is ideal for sharing detailed updates, event announcements, and multimedia content.
- **Instagram:** With its strong visual focus, Instagram is perfect for showcasing the dynamic and vibrant aspects of PIONEER's activities. It appeals especially to younger audiences, including students and early-career professionals, through engaging visuals and stories.
- **LinkedIn:** This platform is tailored for professional and academic networking. It is an excellent medium for sharing research outcomes, professional achievements, and opportunities for collaboration, targeting researchers, staff, and associated partners.

Practical Guidelines:

- **Facebook:** Use for broad updates, event announcements, and sharing success stories. Engage with followers through interactive posts, such as polls and Q&A sessions.
- **Instagram:** Focus on visual content showcasing project activities, events, and student involvement. Use Stories for behind-the-scenes looks and live updates.
- **LinkedIn:** Target professional audiences with updates on research outcomes, partnerships, and career opportunities. Share articles and professional achievements.

We agreed naming all profiles on the below-mentioned social media platforms "PIONEER Alliance" (rather than PIONEER European University Alliance, etc.). "PIONEER Alliance" is shorter and more concise than "PIONEER European University Alliance," making it easier to remember and type. Social media users tend to prefer shorter, more straightforward names. A

shorter name fits better in social media handles, bios, and posts, reducing clutter and improving readability. It also looks cleaner and more professional in profiles and marketing materials.

A concise name like "PIONEER Alliance" is more likely to stick in people's minds, facilitating quick recall. Different social media platforms have varying character limits and display formats. A shorter name like "PIONEER Alliance" is versatile and fits well across all platforms. A shorter name is easier to integrate into marketing campaigns, hashtags, and promotional materials. It allows for more creative and effective branding strategies. While the term "European" highlights the geographic focus, it may inadvertently limit the perceived inclusivity of the Alliance. "PIONEER Alliance" has a broader, more inclusive appeal, making it inviting to a global audience.

A comprehensive strategy for managing and growing the PIONEER Alliance's social media channels will be established in the PIONEER Social Media Plan, aligning with the overall communication objectives.

2.1.1 Content Collection

To ensure a structured and efficient collection of content for the PIONEER Alliance social media channels, WP8 gathers data using a dedicated online form. This approach standardizes submissions, ensures completeness, and streamlines the publication process. We will primarily publish posts that focus on activities related to the Alliance. To reflect the initiative's collaborative nature, submissions must involve at least two or more Alliance members. This ensures that the published content highlights joint efforts.

The form will include mandatory fields such as:

- Date of the event or activity
- High-quality pictures (in various formats, including landscape and portrait)
- Detailed description of the event or activity
- Key messages and relevance to the PIONEER community

The online form is available on the Whaller (for more information see chapter PIONEER Community Platform - Whaller) to facilitate easy access and submission.

2.1.2 Suggested Hashtags:

#PIONEERAlliance:

The primary hashtag that encapsulates all activities, events, and updates related to the Alliance. It should be used in every post to maintain consistency and ensure that all content is easily searchable.

#EuropeanEducation:

This hashtag highlights the Alliance's focus on education within the European context, helping to connect with a broader audience interested in European educational initiatives and collaborations.

#PIONEERFestival:

Specifically for posts related to the PIONEER Festival, this hashtag helps in organizing and tracking content about the festival, its events, and related activities.

#EuropeanValues:

This hashtag can be used to promote the values and principles that the PIONEER Alliance stands for, reinforcing its commitment to fostering a sense of unity and shared values among the European community.

#SustainableCities #ResilientCities, #SafeCities, #InclusiveCities:

Aligning with SDG 11 (Sustainable Cities and Communities), these hashtags can be used for content related to SDG11 initiatives and projects that the Alliance is involved in, highlighting its commitment to societal impact.

2.2 Website

The PIONEER Alliance website is the central hub for all project-related information, providing comprehensive insights into our activities, achievements, and impact. It will undergo a significant rebuild to include new graphics and the PIONEER platform - an interactive platform designed to enhance user engagement and accessibility for students and staff.

The specific content and structure will be developed later in collaboration with all WPs to align with their needs. The website will be created in close cooperation with stakeholders, particularly PIONEER students and staff, to ensure it meets their requirements. The PIONEER website will be in English, while institutional websites may be created or updated in national languages.

General Plans for the Website:

- **User-Friendly Design:** The website will feature a modern, intuitive interface, making it easy for visitors to find relevant information quickly.
- **Interactive Platform:** This new platform (PIONEER platform) will support tools for information exchange between member universities and for communication outside the Alliance. It will include applications for specific purposes, such as available courses to students, research outputs, call for cooperation, etc.
- **Dynamic Content:** Regular updates will include news articles, press releases, and event calendars. Multimedia content, such as videos and podcasts, will be integrated to enhance engagement.
- **Resource Hub:** The website will serve as a comprehensive resource, providing detailed insights into PIONEER's activities, achievements, and impact.

Practical Guidelines:

- Ensure regular updates with news articles, press releases, and event calendars.
- Maintain a user-friendly interface with easy navigation to key sections such as project details, partners, and resources.
- Include multimedia content, such as videos and podcasts, to enhance engagement and accessibility.

2.2.1 Content Collection (articles and news)

To ensure a structured and efficient collection of content for the PIONEER Alliance website, WP leaders will require the information below. This approach standardizes submissions, ensures completeness, and streamlines the publication process. We will primarily publish articles that focus on activities related to the Alliance. To reflect the initiative's collaborative nature, submissions must involve at least two or more Alliance members. This ensures that the published content highlights joint efforts.

Information for articles will include mandatory fields such as:

- **Title of the article:** recommended maximum of 88 characters including spaces
- **Photographs:** Must be submitted in high quality – recommended minimum width: 2,500 pixels (or full resolution from the camera). Send as separate files in JPG, TIFF, PSD, or EPS format (do not embed in Word documents).
- **Author information:** Include the author's full name and name of the institution at the end of the article. If relevant, also include contact details or a short bio (1–2 sentences).
- **Link to website, other relevant information**

Information for news - Event calendar submission will include mandatory fields such as:

- **Event Title** – Clear and concise (recommended max. 60 characters).
- **Date and Time** – Include start and end time.
- **Location** – Exact venue or online link.
- **Organizer** – Name of the organizing department or person.
- **Short Description** – What is the event about?
- **Target Audience** – Who is it intended for? (e.g. students, public, researchers...)
- **Registration Info** – Link or deadline if applicable.
- **Contact Person** – Name and email for more information.
- **Website or More Info Link**
- **Image or Poster** – in JPG or PNG format (recommended size: min. 1200 px wide).

2.2.2 The PIONEER Platform

The PIONEER Platform will be interactive digital space designed for students, staff, and external stakeholders to explore and engage with the PIONEER Alliance. It will be integrated into the Alliance's newly updated website, which will be developed in parallel to meet technical requirements and ensure a seamless user experience. The platform will showcase key initiatives, promote knowledge exchange, and highlight opportunities for involvement across education, research, and innovation. To ensure the platform meets the diverse needs of its users, a dedicated analysis will be carried out in cooperation with other work packages. This will help shape its structure, features, and content, making it a responsive and inclusive tool for cross-community engagement.

General Plans for the PIONEER Platform:

- **Interactive Educational Offer**: The platform will feature a dynamic educational section, offering a range of opportunities including mobility options, Blended Intensive Programmes (BIPs), summer Schools, degree courses, etc.
- **Call for Cooperation**: A dedicated space will invite institutions, researchers, and stakeholders to participate in collaborative projects, fostering joint initiatives across education, research, and innovation.
- **Research Outputs & Publications**: The platform will serve as a hub for sharing research findings, best practices, and academic publications from across the Alliance, increasing visibility and knowledge transfer.
- **Data and Statistics Dashboard**: Users will have access to up-to-date statistics and key performance indicators related to Alliance activities, promoting transparency and informed decision-making.
- **Stakeholder Engagement**: The platform will support active engagement with students, staff, and external partners through surveys, feedback tools, and interactive forums.

2.3 Newsletter

The PIONEER Newsletter is a key tool for regularly updating our target audiences on new opportunities, success stories, and project developments. It serves as an important vehicle for maintaining engagement and fostering a sense of community within the PIONEER Alliance.

The newsletter will be available on the website, where each edition will be published and a subscription option will be provided. The first edition of the newsletter is planned to be released at the end of October or the beginning of November 2025, following the physical meeting at UTB.

A call to action will accompany the launch to encourage subscriptions, with a target of reaching 300 subscribers by the end of December.

Practical Guidelines:

- Distribute quarterly to subscribers via email and publish online.
- Highlight major milestones, upcoming events, and notable achievements.
- Include sections for student and staff contributions to foster a sense of community.

2.4 Podcast

The PIONEER Podcast offers an engaging audio channel to explore challenge-based education and impact-driven research on SDG11 in collaboration with ecosystems (PIONEER Knowledge Hub). This innovative format fosters deeper discussions, providing context and reflection while connecting our communities and the wider public.

Practical Guidelines:

- Produce 6 episodes per year starting from the Y2 featuring experts, students, and city officials discussing various aspects of resiliency and community.
- Make the podcast available on the PIONEER website and major podcast platforms.
- Keep episodes up to 30 minutes to ensure they are easily consumable.

2.5 Promotional Materials

Promotional materials play a crucial role in enhancing the visibility of the PIONEER Alliance at various dissemination events and within our member institutions. These materials help to create a unified and professional image, reinforcing the Alliance's brand and message. Examples of recommended promotional items can be found in the PIONEER Corporate Identity Guide, which provides guidance on design and usage. The purchase of materials is subject to the tender procedures of each member institution, and should follow their internal rules and regulations accordingly

Practical Guidelines:

- Develop branded items and ensure materials are environmentally friendly
- Distribute materials at key events to maximize reach and impact.
- Whenever possible, we recommend purchasing materials from local NGOs or sheltered workshops, supporting socially responsible and inclusive practices

2.6 Events

PIONEER events are essential for fostering community engagement, sharing insights, and celebrating the Alliance's achievements. These events provide platforms for interaction, knowledge exchange, and the celebration of our collective efforts and successes.

2.6.1 PIONEER+ General Assembly

The General Assembly (GA) is a crucial governance event that brings together all project and Alliance bodies, staff, students, and representatives of the Associated Partners. Organized in coordination with WP1, these assemblies ensure the effective delivery of PIONEER+ within the defined budgets and timelines. The GAs are scheduled in Years 2 and 4 and conducted as blended events to allow maximum participation.

2.6.2 PIONEER Festival

The PIONEER Festival is dedicated to celebrating the success of the Alliance, recognizing outreach efforts, and acknowledging the societal impact achieved. This annual event, held in each institution, serves as a platform to share advancements, insights, and European values. The festival invites representatives from international and local partners to contribute ideas, share results, and celebrate joint achievements. This inclusive approach ensures widespread impact and embraces the diversity inherent in the PIONEER Alliance.

Guidelines for future PIONEER Festivals will be developed to ensure consistency, quality, and alignment with the project's objectives. These guidelines will be published after the completion of the first – pilot version of the festival. PIONEER Festivals might be organized together with other similar or "umbrella" events such as International Week, WP physical meetings, General Assembly, etc. to maximize the impact.

Practical Guidelines:

- Organize annual PIONEER Festivals to highlight project milestones and societal impacts during International Weeks.
- Collaborate with other work packages to align events with PIONEER's strategic goals and maximize their effectiveness.

2.6.3 Regular Outreach and Dissemination Events

These events aim to disseminate the results and findings of the project, as well as to network and share experiences with representatives of other alliances. Strategically planned to align with PIONEER+ objectives, these events ensure broad dissemination of information to stakeholders. Local events, promote engagement, collaboration, and awareness, contributing to the overall success of the PIONEER Alliance.

2.6.4 Organizing Events

When a PIONEER Alliance member institution organizes an event on its premises, it is essential to ensure proper visibility and documentation of the event. This applies in particular to key PIONEER events such as General Assemblies, Project Management Team meetings, Governing Board sessions, Advisory Board meetings, Work Package gatherings, PIONEER Festivals, and other official alliance activities. The organizing institution is required to:

- **Provide Visuals of the Event**

High-quality photographs are crucial for communication, dissemination, and reporting. The organizing institution should ensure sufficient visual material for promotional use in the PIONEER communication channels.

- **Display a PIONEER Roll-up Banner (see the chapter PIONEER visual identity)**

A branded roll-up banner should be placed in a visible location at the event venue to reinforce the PIONEER Alliance’s identity and enhance its recognition.

- **Provide Basic Promotional Materials**

The institution should ensure the availability of essential promotional materials, such as brochures, flyers, and branded giveaways, to effectively communicate the PIONEER Alliance’s mission and activities to attendees.

Practical Guidelines:

- **Social Media and Website Coverage**

Event organizers should share key highlights, photos, and outcomes on institutional communication channels and provide information to WP8 leaders to share content on PIONEER channels.

- **Press and Media**

If applicable, the institution may consider inviting local media or issuing a press release to maximize visibility.

- **Event Reporting**

A brief post-event summary, including photos and key takeaways, must be shared with the PIONEER Alliance communication team (WP8 delegates) for further dissemination.

2.6.5 Attending Events

When representing the PIONEER Alliance at external events, all participants are expected to:

- **Use Official Templates**

All presentations should follow the designated PIONEER Alliance PowerPoint templates to ensure a consistent and professional visual identity.

- **Bring Promotional Materials**

Attendees should carry basic PIONEER Alliance promotional materials (e.g., brochures, flyers) to effectively communicate the Alliance's mission and activities.

- **Use Official PIONEER Information**

Any presented content should align with official PIONEER Alliance messaging, ensuring accuracy and consistency in communication. When presenting the PIONEER+ project, the official PIONEER presentation must be used and should not be altered, although it may be shortened if necessary. The presentation is available on Whaller in the sphere dedicated to all members.

Each member institution is also encouraged to prepare and use localized versions of the presentation in their own national language for the purposes of internal communication or presentations at the national level. However, any such localized presentations must remain consistent with the official messaging, core content, and visual identity of the PIONEER Alliance.

Additionally, participants are encouraged to document key takeaways from the event and share relevant insights with the Alliance communication team for further dissemination.






III. Communication and Dissemination of WPs output

This section outlines how the activities and offerings from each work package (WP) will be communicated and disseminated to both internal and external stakeholders. It will include the promotion of key events, mobility opportunities, challenge-based education programmes, research outputs, and any relevant calls. These efforts aim to maximize visibility, engage with the right audiences, and ensure the PIONEER Alliance's activities are communicated effectively across different channels. The list is not extensive and serves only to provide practical guidelines for communication and dissemination.

Activity	Objective	Approach	Communication Channels
Project Events (All WPs)	Increase awareness, attract participants, and ensure high engagement for key PIONEER project events.	Promote events across multiple platforms to maximize visibility and engagement.	**Social Media:** LinkedIn (professional engagement), Instagram (visual storytelling)
			Website: Event pages, registration, and post-event content
			Newsletters: Quarterly updates
			Press Releases: For major events
Student and Staff Mobility (WP2)	Highlight opportunities for mobility, encourage participation, and promote mobility experiences of students and staff.	Use visual content and personal stories to convey the positive impact of mobility experiences.	**Website:** Mobility opportunities, application info, and testimonials
			Social Media: Instagram (stories, posts, reels), LinkedIn (networking, testimonials) **Newsletters input :** Mobility stories and participation calls
Transformative Leadership Outputs and Training (WP3)	Promote transformative leadership training, focusing on equity, diversity, inclusion, and sustainable growth.	Highlight the impact of training through success stories, programme benefits, and alignment with regional and European goals.	**Website:** Programme details, course structures, success stories
			Social Media: Instagram (program highlights), LinkedIn (success stories)
			Instagram/Facebook Stories: Behind-the-scenes, testimonials
			Newsletters input: Promote training sessions and success stories
Challenge-Based Education	Promote the innovative approach of challenge-based	Focus on success stories, student involvement, and	**Website:** Information about upcoming challenges, results, and participation details





Programmes (WP4)	education and attract participants from academia and industry.	challenge outcomes.	**Social Media:** LinkedIn (professional participation), Instagram (offering for students)
			Podcasts: Interviews with participants and experts
			Newsletters input: Promote challenges and share success stories
Research Offerings and Calls (WP5)	Raise awareness of research opportunities, including funding calls, collaborations, and new research initiatives.	Use targeted messaging and detailed content to engage research-oriented audiences.	**Website:** Dedicated research section with ongoing projects, funding calls
			Social Media: LinkedIn (professional research networks)
			Newsletters input: Feature research calls
			Academic Journals: Disseminate findings
Research Outputs (WP5)	Communicate key research outputs and their implications for sustainable urban development and related fields.	Share academic results and practical applications through accessible communication channels.	**Website:** Published research, findings, and real-world applications
			Social Media: LinkedIn (professional connections), Instagram (visual research results)
			Academic Journals & Conferences: Disseminate detailed findings
			Podcasts: Interviews with researchers and experts
			Press Releases: Summaries for media
Meetings with Regional Authorities and Companies (WP6)	Keep stakeholders informed about PIONEER's collaboration with regional authorities and companies and showcase project alignment with regional development strategies.	Share outcomes from meetings and collaborations through formal reports, summaries, and success stories.	**Website:** Meeting summaries, outcomes, and actions
			Social Media: LinkedIn (highlight regional partnerships)
			Press Releases: Key meetings and collaborations announcements
			Newsletters input: Updates on regional collaborations and impact

Table 1 Examples of WP outputs communication

IV. PIONEER Community Platform - Whaller

Effective communication and collaboration tools are crucial for the success of the PIONEER Alliance. During the project application stage, the PIONEER Alliance used Whaller for community engagement and communication within groups, including work packages, ensuring secure and effective collaboration. Coordinator of PIONEER+ project has subscribed to a full “Enterprise Licence”. Whaller is the only platform used for project teams and the official sharing of project documentation, making it a central tool for structured communication and file management within the alliance.

Whaller offers a unique structure of **"**spheres**"**- private, secure spaces that can be tailored to specific projects or teams. This enables the creation of dedicated environments for different work packages, promoting focused collaboration while keeping sensitive data secure.

One of Whaller’s key advantages is its ability to facilitate organized discussions within specific groups or work packages. This feature is crucial for targeted communication, ensuring that relevant information remains within the appropriate team, reducing the risk of information overload.

Whaller is fully committed to adhering to GDPR regulations (GDPR), ensuring that all personal data and project-related information shared on the platform are handled with the highest standards of security and privacy. The platform strictly complies with EU data protection laws, including the GDPR, which governs the processing and storage of personal data within the European Union.

All data stored within Whaller is fully encrypted, which means that any documents, messages, or files shared within the platform are securely protected from unauthorized access, ensuring confidentiality and data integrity at all times.

Moreover, Whaller’s servers are located within the European Union (France), guaranteeing that all data remains under the jurisdiction of EU data protection laws.

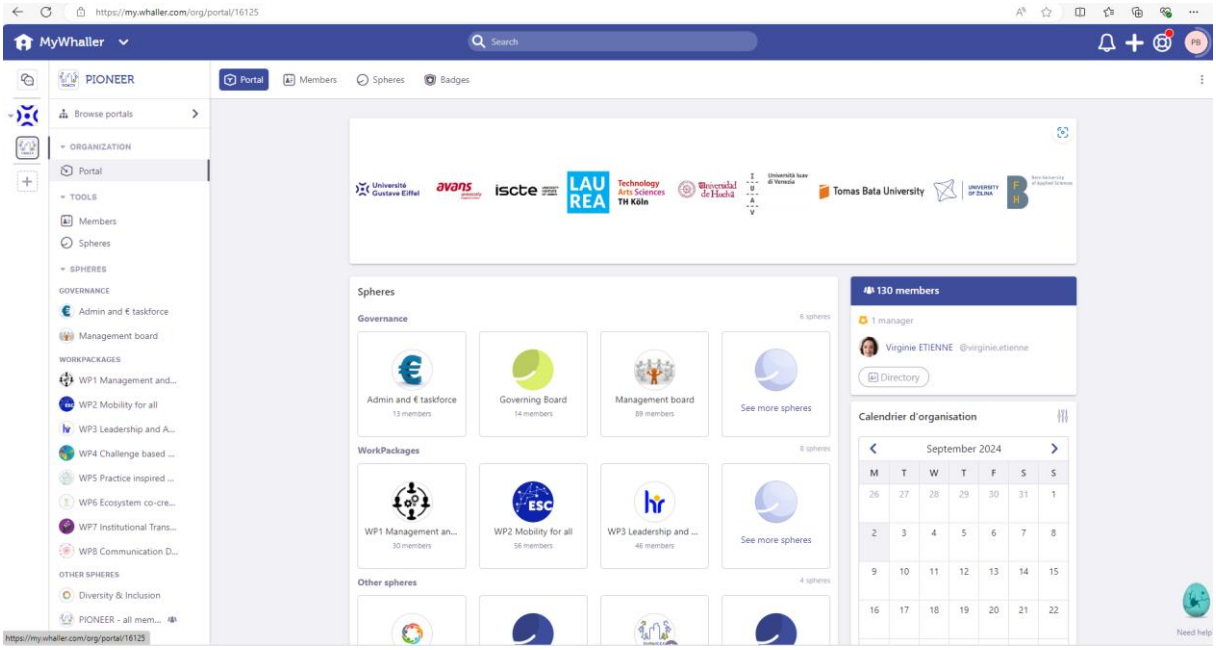


Figure 2 Whaller environment

V. Communication on PIONEER by each Member Institutions

The CDIP is primarily focused on communication at the PIONEER Alliance level, covering activities related to the PIONEER website, social media, and other joint communication channels. While the plan provides practical guidelines and suggestions, these are intended only for Pioneer-level communication and are not mandatory for institutional use although the key messages have to be considered.

Each participating institution retains full autonomy over its institutional communication strategy. The CDIP does not dictate or interfere with communication activities conducted at the institutional level. Institutions are expected to follow their own communication strategies, branding guidelines, and internal rules when disseminating information through their respective channels. The use of institutional tools (e.g., social media, newsletters, press releases, internal platforms) to promote the PIONEER Alliance is entirely up to each institution, depending on their internal policies and priorities.

However, it is highly recommended that each institution establish a dedicated sub-page on its official website related to PIONEER Alliance activities. These sub-pages may be in local languages to ensure accessibility and engagement within institutional communities. Additionally, if an institution actively uses social media, it is advisable to allocate dedicated space for PIONEER-related content to enhance visibility and outreach.

VI. PIONEER Visual Identity

The identity of the PIONEER Alliance is a cornerstone of our communication and branding strategy, shaping how we present ourselves to our stakeholders and the wider public. It encompasses our brand's visual and verbal elements, including the logo, graphics, and key messages.

Our logo and visual graphics are designed to reflect our commitment to sustainable urban development and innovation. These elements create a cohesive and recognizable brand image that supports our mission to become a leading reference Alliance for Sustainable Development Goal 11 (SDG11).

In the following sections, we will provide detailed descriptions of our logo, graphic elements, and the guidelines for their use. These resources ensure consistency and professionalism in all our communications, helping to build a solid and unified brand presence. Maintaining a clear and compelling identity enhances our visibility, reinforces our values, and effectively engages with our diverse audiences.

The visual identity and branding guidelines for the PIONEER Alliance are outlined in the PIONEER Corporate Identity Guide, ensuring a cohesive and professional look across all communication materials.

6.1 Logo and Graphics

The PIONEER Alliance logo is a powerful visual representation of our mission and values. The design (see figure below) is centered around two key elements: stars and rooftops.

- **Stars**: Positioned on either side of the logo, the stars evoke a sense of belonging to the European Union, emphasizing our commitment to European values and collaboration. They symbolize unity, ambition, and the collective effort of our member institutions working towards common goals.
- **Skyline**: The central element of the logo features interlinked rooftops, representing urban environments and communities. This imagery is a direct nod to our focus on cities and urban development, aligning with our dedication to Sustainable Development Goal 11 (SDG11). The rooftops signify connection, resilience, and the shared spaces that form the backbone of sustainable cities.

Figure 3 PIONEER Logo

This combination of stars and skyline encapsulates the essence of the PIONEER Alliance, highlighting our role in fostering inclusive, safe, resilient, and sustainable urban environments through European cooperation.

The graphic elements used across our communications are designed to further reinforce our commitment to SDG 11. These graphics include a series of pictograms that visually communicate key themes and areas of focus:

- **Green Travelling**: Pictograms related to green travelling include imagery such as bicycles, electric vehicles, and pedestrian paths. These graphics promote sustainable transportation options, encouraging environmentally friendly travel within urban areas.
- **Community**: Illustrations of people working together, community gatherings, and shared spaces emphasize the importance of social cohesion and community engagement. These graphics highlight our commitment to fostering inclusive and participatory urban environments.
- **Alternative Sources of Energy**: Icons representing solar panels, wind turbines, and other renewable energy sources underscore our dedication to sustainable energy solutions. These graphics align with our goal of promoting clean energy and reducing urban carbon footprints.
- **Smart Cities**: Pictograms featuring smart technologies, such as connected infrastructure, data analytics, and urban sensors, illustrate our focus on innovation and smart city solutions. These graphics reflect our efforts to create cities that are not only sustainable but also technologically advanced and efficient.



Figure 4 PIONEER Theme Graphics

By incorporating these elements into our communications (Figure 4), we create a visually consistent and engaging identity that resonates with our audience and reinforces our mission. These graphics are strategically used across our platforms, from social media and websites to printed materials and presentations, ensuring a unified and professional brand image that supports our goals and values.






6.2 Institutional Logos and Their Use

In all communication materials of the PIONEER Alliance, institutional logos will be used in accordance with each institution's official logo and design manuals. This ensures consistency, professionalism, and adherence to branding guidelines across all partner institutions.

For any publication that is not published using the official templates described in the Communication Plan, prior approval will be required to ensure correct logo usage. Additionally, logos should be displayed in a specific order as follows:

1. Université Gustave Eiffel
2. Avans University of Applied Sciences
3. ISCTE – University Institute of Lisbon
4. Laurea University of Applied Sciences
5. TH Köln – University of Applied Sciences
6. University of Huelva
7. Università Iuav di Venezia
8. Tomas Bata University in Zlín
9. University of Žilina
10. Bern University of Applied Sciences

Whenever possible, we prefer to use the English versions of institutional logos to maintain consistency in international communication.

6.3 Templates

Templates, such as those for Word documents, PowerPoint presentations, roll-ups, etc., with PIONEER graphics, are critical for maintaining consistency and professionalism in our communications. They ensure that all materials adhere to a unified visual style, creating a recognizable brand for the PIONEER Alliance. This consistency builds trust and credibility, making our messages more impactful and our efforts more cohesive.

Templates also streamline workflows by providing pre-designed formats that can be easily customized. This saves time and allows team members to focus on content rather than design, ensuring that essential information about the PIONEER Alliance is communicated clearly and effectively. By including standardized sections for key messages, templates help reinforce our core values and objectives consistently across all communications.

Furthermore, standardized templates facilitate better coordination and collaboration among the diverse institutions within the PIONEER Alliance. They simplify the review and approval process and enhance the visual appeal of presentations and documents, making them more engaging and memorable. Consistent and attractive templates contribute to effective marketing and promotion, helping to attract new partners, stakeholders, and participants, thereby amplifying the reach and impact of the PIONEER Alliance.

All templates are uploaded and available in Whaller (for more information about Whaller please see chapter PIONEER Community Platform - Whaller).

6.3.1 Powerpoint documents

A PIONEER-branded PowerPoint template is crucial for maintaining a consistent and professional appearance in all presentations. This consistency reinforces the PIONEER Alliance's brand identity, making it easier for audiences to recognize and associate the Alliance with quality and reliability. A unified visual style across presentations helps build trust and credibility, ensuring that the Alliance's messages are impactful and cohesive.

Additionally, using a standardized PowerPoint template facilitates better collaboration among the various institutions within the PIONEER Alliance. It enhances the visual appeal and professionalism of the presentations but also strengthens the Alliance's overall communication and dissemination efforts, supporting its mission of fostering collaboration and maximizing impact.



Figure 5 PIONEER PPT Template

6.3.2 Word /pdf documents

Using a PIONEER-branded Word template (Figure 5) enhances the professionalism and consistency of all written documents within the Alliance like reports, minutes, etc. This ensures that reports, proposals, and official communications maintain a unified visual style, reinforcing the PIONEER Alliance's brand identity.

A well-designed Word template also streamlines the workflow by providing a pre-set format that can be easily customized with specific content. This saves time and effort for team members, allowing them to focus on the substance of their work rather than on design elements. The inclusion of standardized sections for key messages ensures that essential information about the PIONEER Alliance is communicated clearly and consistently across all documents.

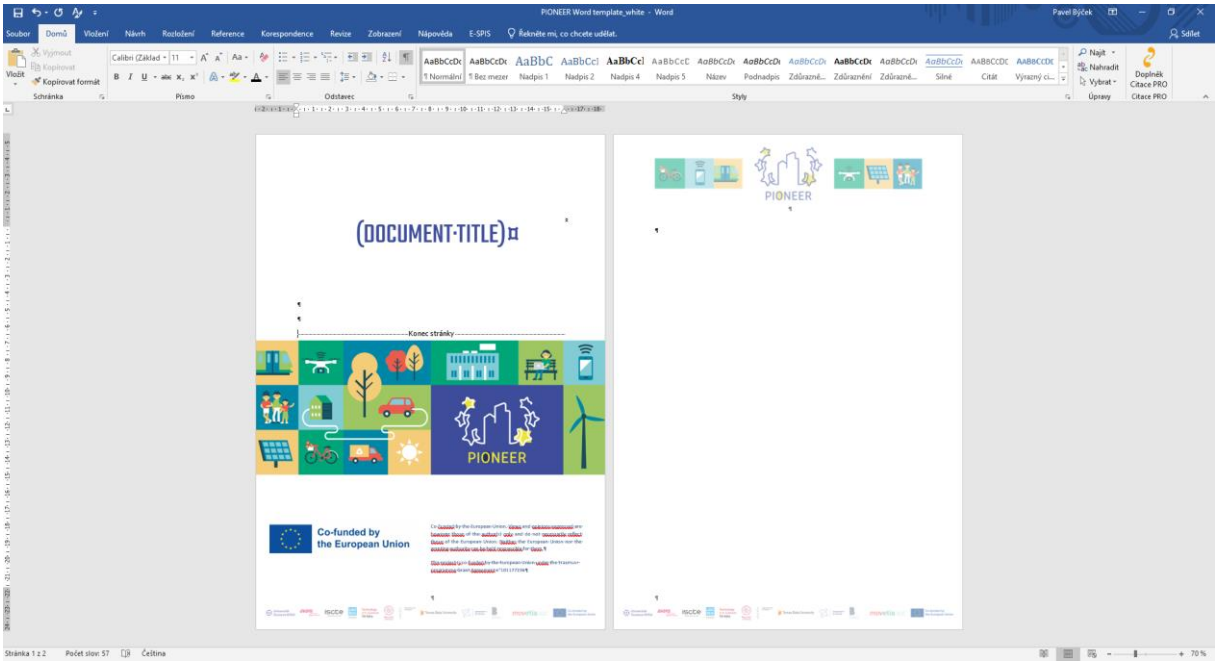


Figure 6 PIONEER Word Template

6.3.3 Templates for Project follow-up

The PIONEER Alliance provides special templates for Deliverables, Milestones, Meeting Minutes, and Agendas, which are mandatory for all members to use. These templates are available on the Whaller Sphere PIONEER - all members to access and utilize.

6.3.4 E-mail Signature Graphics

Using the PIONEER graphic in email signatures, accompanied by a link to the PIONEER website, significantly enhances the professionalism and consistency of our communications. This practice reinforces the PIONEER Alliance's brand identity, creating a unified and coherent visual presence across all email correspondence.

Incorporating the PIONEER graphic in email signatures also serves as an effective promotional tool. Each email acts as a subtle advertisement for the PIONEER Alliance, increasing visibility and recognition with every send. The included link to the PIONEER website provides recipients with a convenient way to access more information about the Alliance's initiatives, goals, and achievements, driving traffic to our website and encouraging further engagement.

Moreover, this practice facilitates networking and engagement by sparking curiosity among recipients. Those intrigued by the PIONEER brand or its mission may click the link to learn more, potentially leading to new collaborations, partnerships, or stakeholder involvement. Overall, using the PIONEER graphic in email signatures reinforces our core values, enhances our promotional efforts, and contributes to the overall communication and dissemination strategy of the PIONEER Alliance.

We suggest to use one of the two following templates (Figures 7 and 8):



International Office
Tomas Bata University in Zlín

e-mail: international@utb.cz
web: www.utb.cz I https://international.utb.cz/
address: nám. T. G. Masaryka 5555, 760 01 Zlín (building U13-161), Czech Republic
PIC Code: 999880172 **OID:** E10208974
Proud member of the PIONEER European University Alliance



Figure 7 PIONEER e-mail signature 1

Pavel Býček (Mr.)
Head of International Office
Erasmus+ Institutional Coordinator
Tomas Bata University in Zlín

tel.: +420 576 032 208
email: bycek@utb.cz
web: www.utb.cz | https://international.utb.cz
address: nám. T. G. Masaryka 5555, 760 01 Zlín, Czech Republic
PIC Code: 999880172 | OID: E10208974

Proud member of the PIONEER European University Alliance



Figure 8 PIONEER e-mail signature 2

Each university uses different templates, graphics, and colours for signatures. Therefore, each university/user can select the one which suits them best. The link to the Alliance website should be permanently attached to the graphics.

To support sustainable digital practices, please use PIONEER images in email signatures only when necessary. Appropriate use includes communication with external stakeholders, official project updates, event invitations, or formal dissemination where branding is relevant. In these cases, visuals can strengthen the PIONEER+ project's identity and credibility.

Please avoid using images in routine internal emails, brief replies, forwarded messages, or automated responses, where graphics add no value and increase the carbon footprint through larger email sizes and duplicated data. Limiting image use helps reduce energy consumption and aligns with our commitment to environmentally responsible communication.

6.3.5 Roll-up

A PIONEER-branded roll-up banner enhances the Alliance's visibility at events, conferences, and public spaces. The consistent use of branding elements in the banner design reinforces the PIONEER Alliance's visual identity, making it instantly recognizable to stakeholders, partners, and the public. This consistent visual presence helps build trust and credibility, creating a strong, professional impression.

Furthermore, the roll-up banner supports the Alliance's efforts in stakeholder engagement and community building. It provides a focal point for discussions and interactions at events, making it easier to convey the PIONEER Alliance's values and objectives.

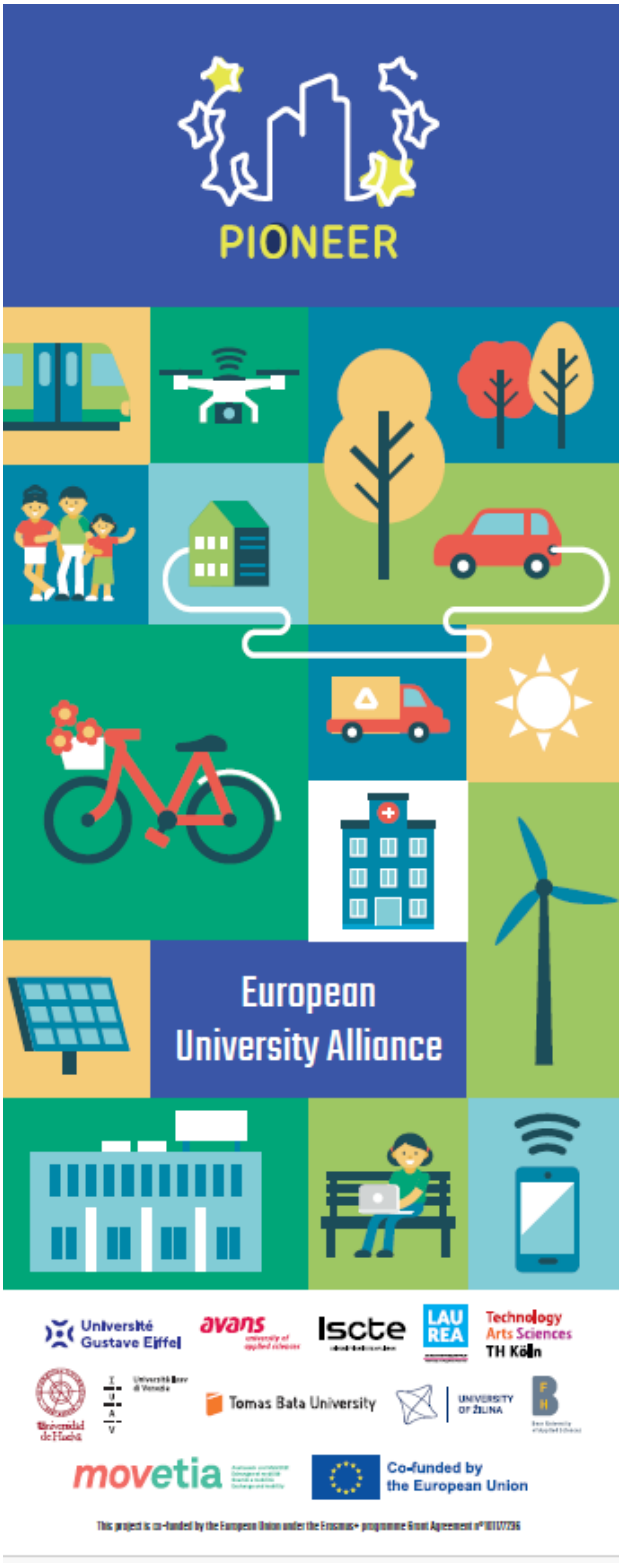


Figure 9 PIONEER Roll-up

VII. Communication and Visibility Rules for EU and Swiss Funding

This chapter outlines the key requirements, including mandatory logos and branding guidelines, to ensure compliance with funding regulations. Adhering to these rules enhances transparency and recognition of the project's support.

7.1 EU Requirements

The PIONEER+ project as recipient of EU and Erasmus+ funding must accruing to the Grant Agreement acknowledge the source and ensure the visibility of the funding received. The primary visual brand for this purpose is the EU emblem (Figure 10), which should not be altered or combined with other graphic elements or text. No other logos or visual identities should be used to signify EU support. When other logos are displayed alongside the EU emblem, the EU emblem must be at least as large as the largest of these logos. The statement "**Funded by the European Union" or "Co-funded by the European Union" should always be included in full next to the emblem.** For more details, visit the EU's guidelines on communicating and raising visibility.

More information is available on the website of European Commission in the Section dedicated to communicating and raising the visibility.



Figure 10 EU mandatory logo Co-funded by the European Union

Due to the co-financing from national resources, PIONEER Alliance agreed to use the version with Co-funded statement.

Moreover, PIONEER Alliance will use official and relevant sources and EU websites when sharing information about the EU. In addition, information about PIONEER+ project needs to be factually correct and not misleading.

In all PIONEER documents and presentations the official disclaimer and statement will be systematically added.

Disclaimer: "Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them."

Statement: "This project is co-funded by the European Union under the Erasmus+ programme Grant Agreement n°101177236."

7.2 Swiss Requirements

In addition to the EU visibility guidelines, the Swiss co-financing requirements mandate that the Movetia logo must be included alongside the EU emblem below on all promotional materials for the PIONEER+ project. This includes but is not limited to, leaflets, presentations, roll-ups, brochures, and the project website. The Movetia logo must appear at least as prominently as the EU emblem, ensuring equal visibility. For specific guidance on using the Movetia logo, please refer to Movetia's branding guidelines available on the website of Movetia.

movetia Austausch und Mobilität Echanges et mobilité Scambi e mobilità Exchange and mobility

Figure 11 Swiss mandatory logo - Movetia

7.3 Use of EU and Movetia Logos on Single Donor Materials

For promotional materials funded exclusively by one donor, such as giveaways or merchandise, only the logo of the respective funding agency should be used:

- Use only the EU logo (with the appropriate statement) on items solely funded by the European Union
- Use only the Movetia logo on items funded exclusively by the Swiss agency Movetia

This approach ensures clarity of funding attribution and adheres to each donor's specific visibility requirements. All materials must comply with the branding guidelines set by the European Commission and Movetia. These guidelines include rules on logo size, placement, and use of standard statements and disclaimers. All materials must include the proper logo of PIONEER Alliance.

7.4 National or Other (Co) - funding

In cases of national co-funding or funding, the communication must comply with the requirements set by the relevant ministry or funding agency. Nevertheless, both the PIONEER logo and the EU co-funding logo (in case of EU partners) must also be used.

VIII. Channels and Target Groups

Effective engagement and dissemination within the PIONEER Alliance necessitate a tailored approach to address the diverse needs and interests of our various stakeholders. By crafting specific messages and employing appropriate communication channels, we can ensure our objectives are met and our impact maximized. These target groups are clearly defined in the PIONEER+ Grant Agreement - Description of the Action (DoA) (particularly in section 3.1 Impact and ambition).



Figure 12 Target Groups






8.1 Internal Stakeholders

Who	Objectives	Communication channels
TG1 Students including lifelong learners, of PIONEER Alliance	Foster a sense of belonging and active participation in PIONEER initiatives. Inform about mobility opportunities, challenge-based education, and leadership programs. Encourage feedback and input on project activities.	Social media platforms (especially Instagram) University websites and intranets. Newsletters and email updates. PIONEER podcast Student forums and focus groups. PIONEER website and platform
TG2 Lecturers and Researchers of PIONEER Alliance	Promote interdisciplinary collaboration and impact-driven research. Highlight funding opportunities and research outcomes. Foster a community of practice around SDG11.	Research collaboration platforms. Newsletters and email updates. Internal workshops and seminars. PIONEER podcast PIONEER website and platform
TG3 Staff of PIONEER Alliance	Ensure understanding of PIONEER's goals and activities. Promote professional development and leadership opportunities. Encourage participation in mobility and exchange programs.	Internal newsletters and email updates. Staff meetings and workshops. Intranet and internal communication platforms. PIONEER podcast PIONEER website and platform

Table 2 Internal Stakeholders

8.1.1 Engaging Internal Stakeholders

Effectively communicating the benefits of collaboration with the PIONEER Alliance is essential for fostering engagement and maximizing impact. Each stakeholder group has unique interests and motivations, and clearly articulating the value of their involvement helps build strong partnerships, drive participation, and enhance knowledge exchange. By tailoring our messaging to highlight specific opportunities and advantages, we ensure that students, researchers, staff, policymakers, industry partners, and the wider community recognize the importance of working together toward sustainable and inclusive cities.

Students benefits

1. Exclusive Learning Opportunities**:** Gain access to challenge-based education, interdisciplinary projects, and leadership programs.
2. Mobility & Networking**:** Benefit from exchange programs, international collaboration, and connections with peers across Europe.
3. Career & Skill Development**:** Enhance employability through hands-on experience, innovation training, and engagement in real-world problem-solving.

Lecturers and Researchers benefits

1. Interdisciplinary and International Collaboration: Work with experts from various fields and geographical contexts to address SDG11 challenges.
2. Funding & Research Opportunities: Access grants, joint research projects, and high-impact publishing possibilities.
3. Expanded Research Impact: Leverage PIONEER's network to increase visibility, policy influence, and societal impact.

Staff benefits

1. Professional Growth: Participate in training, leadership programs, and exchange opportunities.
2. **I**nstitutional Networking: Engage with colleagues across universities to share best practices and co-develop initiatives.
3. Support for Teaching & Administration: Benefit from innovative teaching methodologies and streamlined collaboration tools.




8.2 External Stakeholders

Who	Goals	Communication channels
TG4 Academic Communities outside the PIONEER Alliance	Foster inter-university collaboration and knowledge exchange. Share best practices and innovative approaches. Promote joint research and educational initiatives.	Academic conferences and workshops. Joint publications and collaborative platforms. Networking events and forums. PIONEER podcast News on the PIONEER Website
TG5 Public Authorities, Cities, Regions associated with PIONEER	Support the integration of PIONEER outcomes into urban and regional development strategies. Promote collaboration on sustainable, inclusive, and resilient city planning. Showcase pilot initiatives and best practices co-developed within the PIONEER Alliance.	Local and regional policy forums and working groups. PIONEER and partner university websites, especially dedicated sections for cities and regions. Webinars and workshops co-hosted with municipal/regional offices. PIONEER podcast News on the PIONEER Website
TG6 Businesses, industries and start-ups	Foster collaboration on practical, impact-driven projects. Promote the adoption of sustainable practices in industry. Highlight opportunities for innovation and partnership.	Industry conferences and trade shows. Collaborative research and development projects. Newsletters and case studies PIONEER podcast News on the PIONEER Website
TG7 Citizens, NGOs, NPOs from PIONEER Ecosystems	Raise awareness about PIONEER's contributions to SDG11. Promote public engagement in sustainability initiatives. Share success stories and impact of PIONEER activities. Engage local communities in PIONEER initiatives. Share the benefits of PIONEER's work on urban sustainability	Social media platforms and PIONEER and university or public websites. Press releases and media coverage. Community events and public lectures. News on the PIONEER Website Collaborative community projects. Community meetings and workshops.

		PIONEER podcast Local media and newsletters.
TG8 Policy makers at national and EU levels	Inform about PIONEER's contributions to policy objectives (such as green deal, digitalization etc.). Advocate for supportive policies and funding. Highlight the role of universities in achieving SDG11.	Policy briefs and reports. Meetings and consultations. Public policy forums and roundtables. Social media platforms (such as LinkedIn) PIONEER podcast News on the PIONEER Website

Table 3 External Stekeholders

In summary, effective engagement and dissemination require tailored strategies for different audiences. By understanding and addressing the unique needs of each stakeholder group, within the Knowledge Hub and the Open Campus, the PIONEER Alliance can ensure that its communication efforts are relevant, impactful, and supportive of its overarching goals, particularly in becoming the reference alliance for SDG11.

8.2.1 Engaging External Stakeholders

Effectively communicating the benefits of collaboration with the PIONEER Alliance is essential for fostering engagement and maximizing impact. Each stakeholder group has unique interests and motivations, and clearly articulating the value of their involvement helps build strong partnerships, drive participation, and enhance knowledge exchange. By tailoring our messaging to highlight specific opportunities and advantages, we ensure that students, researchers, staff, policymakers, industry partners, and the wider community recognize the importance of working together toward sustainable and inclusive cities.

Benefits for Academic Communities outside the PIONEER Alliance

1. Stronger Academic Cooperation: Build joint research projects and exchange best practices in higher education.
2. Cross-Institutional Learning: Share expertise on innovation, sustainability, and 41nternationalization strategies.
3. Expanded Research & Mobility Networks: Enhance student and faculty exchange programs for mutual benefit.

Benefits for Public Authorities, Cities, Regions associated with PIONEER

1. Innovative Urban Solutions: Collaborate with universities to co-develop and pilot innovative approaches to sustainable, inclusive, safe and smart city development.
2. Informed Decision-Making: Access research-driven insights and data to support strategic urban planning, climate resilience, and digital transformation at the local level.

3. Local Impact Through Collaboration: Benefit from partnerships with higher education institutions that are deeply embedded in local ecosystems and committed to SDG11 implementation.

Benefits for Businesses, industries and start-ups

1. Access to Research & Innovation: Collaborate on cutting-edge projects addressing sustainability and urban challenges.
2. Talent Pipeline & Workforce Development: Connect with skilled graduates trained in innovation and challenge-based education.
3. Sustainability & Business Growth: Develop responsible and future-oriented business practices through joint initiatives.

Benefits for Citizens, NGOs, NPOs from PIONEER Ecosystems

1. Access to Knowledge & Innovation: Learn about sustainable urban development and community-driven solutions.
2. Opportunities for Civic Engagement: Participate in events, workshops, and initiatives that shape local environments.
3. Real-World Impact: See how PIONEER projects contribute to sustainability, inclusivity, and better urban living.

Benefits for Policy makers at national and EU levels

1. Evidence-Based Policy Support: Leverage academic expertise to inform policies on urban sustainability and digital transformation.
2. Collaboration on Strategic Initiatives**:** Align university research with EU priorities like the Green Deal and digitalization.
3. Strengthened University-Policy Links: Position universities as key contributors to sustainable development and policymaking.

IX. Responsibilities and Timeline

The successful implementation of the PIONEER Communication, Dissemination, and Impact Plan relies on the collaborative efforts of designated WP8 delegates - communication leaders from each PIONEER institution. These delegates form the Communication Leaders Team, a crucial component of Work Package 8 (WP8). This chapter outlines the responsibilities of the Communication Leaders Team and the WP8 team, led by the University of Žilina (UNIZA) and Tomas Bata University (UTB).

The communication process within the PIONEER Alliance follows a structured approach to ensure consistency, visibility, and strategic alignment.

- **Publication Channels:**

Website – Managed and published by UNIZA

Social Media – Managed and published by UTB

- **Content Collection & Approval:**

WP8 Delegates – Responsible for gathering content for regular updates.

Steering Committee – Oversees and decides on communication in specific cases, particularly for strategic decisions.

This scheme ensures a clear workflow, allowing efficient content dissemination. See the following accompanying graphic for details.

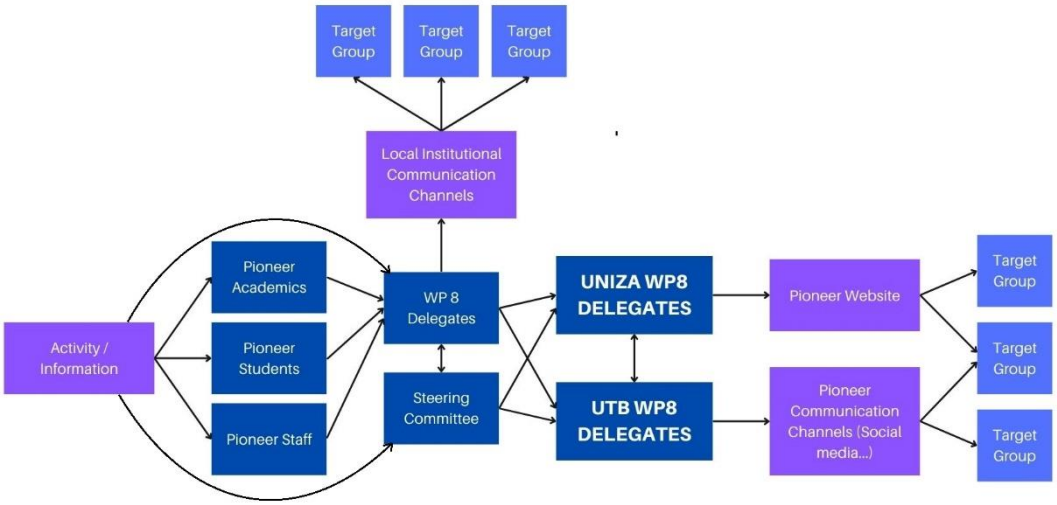


Figure 13 Communication Scheme Workflow

9.1 Communication Leaders Team (WP8 delegates)

To ensure a cohesive and effective communication strategy, each PIONEER institution will identify a communication leader, who will be part of the PIONEER Office at their university. These leaders will meet monthly online and once a year in person to coordinate efforts and share best practices. Their primary responsibilities include:

- **Content Generation**: Ensuring a continuous flow of engaging content for website articles, social media updates, and press releases, highlighting the diverse and impactful activities of the PIONEER Alliance.
- **Local Awareness and Engagement**: Leading communication activities within their respective institutions to build awareness and foster engagement with the PIONEER+ project.
- **Support of Project Teams**: Partnering with local project teams to provide communication guidance and support, enabling the effective delivery and dissemination of project outputs and initiatives.
- **Relationship Building**: Developing strong working relationships with colleagues within the local PIONEER ecosystem to anticipate and plan for communication needs effectively.
- **Material Creation and Dissemination**: Managing the creation and distribution of materials that support project outputs and other initiatives.
- **Collaboration with University Functions**: Engaging with the university's communications and marketing teams to further work on PIONEER's objectives and ensure consistency in messaging.
- **Brand Championing**: Acting as PIONEER brand champions, ensuring that the PIONEER brand and tone of voice are upheld in all activities delivered locally, in collaboration with marketing and communications colleagues from their respective universities.
- **Alliance-wide Coordination**: Collaborating with WP8 leaders and other communication leaders to plan and coordinate Alliance-wide communication activities, such as news articles, press releases, and social media content.

9.2 WP8 Leader - UNIZA and Co-leader - UTB

The WP8 team, led by UNIZA and UTB, is responsible for managing the overarching communication and dissemination activities of the PIONEER Alliance. Their key responsibilities include:

- **Strategic Oversight**: Overseeing the implementation of the Communication, Dissemination, and Impact Plan.
- **Support and Coordination**: Providing support and coordination for the Communication Leaders Team, ensuring alignment with the overall strategy and goals of the PIONEER project.
- **Content Management**: Ensuring a steady flow of content for the PIONEER website, social media, and other communication channels.

- **Monitoring and Evaluation**: Monitoring the effectiveness of communication efforts and making necessary adjustments to strategies and tactics to enhance impact.

9.3 WP8 Activities Timeline

Moreover, during the project preparation the following responsibilities and timeline were approved:

Activity	Responsible institution	Starting date	Ending date	Delivery
Create a Communication, Dissemination and Impact Plan	Tomas Bata University	M1	M07	Communication, Dissemination and Impact Plan delivered M07 Deliverable D8.1
Create student and staff communication toolkits	Tomas Bata University	M1	M48	Published toolkits based on needs of PIONEER students and staff
Co-design the requirements for the PIONEER website and the PIONEER platform and build the beta version	University of Žilina	M1	M16	Beta version of the PIONEER website with platform online
Manage the PIONEER social media	Tomas Bata University	M6	M48	Active and attractive social media PIONEER profiles (Facebook, Instagram and LinkedIn)
Operate and manage the PIONEER Alliance Website	University of Žilina	M6	M48	Well-functioning and user friendly PIONEER website with attractive design. Milestone MS27, Beta version of website M16
Operate and manage the PIONEER Platform	Tomas Bata University	M6	M48	Interactive and up-to-date platform functioning on the PIONEER website
Develop and disseminate the PIONEER Podcast	IUAV Venezia	M12	M48	Published podcasts - 4 editions of the Podcast until M45 Milestone MS31 M45






Develop a set of videos to further position the PIONEER brand as a reference for SDG11	University of Žilina	M6	M48	Published videos (YouTube, website, social media), at least 3 videos are published until M45 Milestone MS31 M45
Develop and distribute PIONEER Newsletter	University of Žilina	M6	M48	The newsletter is quarterly sent to subscribers and published online on the website /in English 300 subscribers are reached – M12, Milestone MS26
Develop and distribute promotional materials	Tomas Bata University	M6	M48	Promotional materials designed, created and distributed
Organize a PIONEER General Assembly	University of Huelva	M6	M48	Two GA organized (University of Gustave Eiffel and University of Huelva) Milestones MS29 and MS30 M29 (the first one) and M41 (the second one)
Organize the PIONEER Festival	All institutions	M6	M48	PIONEER festivals at each partner university. Photo documentation and articles from festivals. Milestone MS28 M18 - the first festival organized + guidelines
Organize regular outreach and dissemination events	All institutions	M6	M48	Organizing or attending outreach and dissemination events (i.e. EAIE. NAFSA etc.)

Organize regular focus groups with target audiences	University of Žilina	M12	M48	Regular focus groups organized
Monitoring the activities of the Communication, Dissemination and Impact Centre	Tomas Bata University	M12	M48	Measurements of the effectiveness and impact of the PIONEER Alliance
Develop a final synthesis report on PIONEER community building and dissemination	University of Žilina	M12	M42	Final report Communication, Dissemination and Impact M42 Deliverable D8.2

Table 4 Timeline of activities

By clearly defining these roles and responsibilities, PIONEER aims to create a robust and effective communication framework that supports the project's goals and amplifies its impact across all participating institutions. The WP8 Task Timeline has been added as an amendment to this plan to provide a clear overview of upcoming activities and responsibilities.

X. Monitoring

Effective monitoring and evaluation are crucial for the success of any comprehensive communication and dissemination strategy. In the context of the PIONEER Alliance, the monitoring task aims to assess and enhance the effectiveness of community-building, communication, and dissemination efforts over the project period. By systematically capturing lessons learned and making timely adjustments, PIONEER can ensure that its objectives are met and its impact is maximised.

The monitoring efforts focus on engaging various target audiences, evaluating communication strategies, and synthesising the project's outcomes into a final comprehensive report. This approach ensures accountability and fosters continuous improvement and adaptation, which is vital for the dynamic nature of the PIONEER Alliance.

10.1 Organising Regular Focus Groups with Target Audiences

Regular focus groups will be organised with PIONEER target groups, prioritising students, staff, and city representatives. These sessions are designed to facilitate effective communication and collaboration, essential for the success of PIONEER Alliance activities. Focus groups provide a dynamic platform for information exchange, feedback, and collective decision-making, fostering a collaborative and engaged community.

Engaging directly with target audiences allows for real-time feedback and insights, ensuring that the communication strategies remain relevant and effective. By prioritising students, staff, and city representatives, PIONEER can address the needs and concerns of its primary stakeholders, promoting active participation and support.

At each institution, it is recommended to organise focus groups with students and staff at least twice during the duration of the project (the first one after the first year, the second one after the third year of the project duration). The same applies to alliance-wide focus groups, which should also be held at least twice over the course of the project. These focus groups aim to assess whether communication is effective and clearly understood across all levels. Based on the feedback gathered, additional meetings may be organised if necessary to improve clarity and engagement.

Practical Guidelines:

- Schedule focus groups at regular intervals to maintain continuous engagement and gather ongoing feedback.
- Incorporate diverse perspectives by including participants from various departments and roles within the PIONEER community.
- Use the insights gathered from these focus groups to refine communication strategies and address any emerging issues promptly.

10.2 Monitoring the Activities of the Communication, Dissemination, and Impact Centre

This task involves systematically assessing the effectiveness and impact of the PIONEER Alliance's community-building, outreach, and dissemination efforts. WP8 Key Performance Indicators (KPIs) will be used to measure the attractiveness and competitiveness of the PIONEER Alliance.

Continuous monitoring ensures that the communication strategies are achieving their desired outcomes. By measuring against KPIs, PIONEER can quantitatively evaluate its success and make data-driven decisions to enhance its outreach and impact.

Practical Guidelines:

- Regularly review and analyse KPI data to identify trends and areas for improvement.
- Use monitoring insights to adapt communication strategies and optimise long-term success and impact.

10.2.1 KPI´s

Key Performance Indicators (KPIs) are essential for monitoring and evaluating the effectiveness of PIONEER Alliance's communication efforts. By setting clear, measurable goals, KPIs help track progress, identify areas for improvement, and ensure that communication activities align with the project's objectives and impact. Some of these communication KPIs are provided by the Grant Agreement, while others are defined by the Communication and Dissemination Implementation Plan (CDIP) to ensure the efficiency of our efforts. In addition to KPIs, we will utilize statistics provided by social media platforms and employ Google Analytics to monitor website visitors, gaining deeper insights into our audience's engagement and reach.

10.2.1.1 Project KPIs (WP8)

These KPIs focus on a selection of key metrics that specifically measure the impact and effectiveness of communication efforts within the PIONEER+ project. They represent a focused subset of the overall project KPIs related to communication, dissemination, and impact, and were defined in the Grant Agreement.

Name	Unit	Baseline value	Target value (Y4)
Events (co)organised with ecosystems specifically for local or regional audiences namely promoting European values and SDG 11	Nb of participants in these events	NA	900
General assembly participation	Number of participants to the PIONEER GA	NA	>300
Visibility of the PIONEER quarterly newsletter	Number of subscribers to the PIONEER newsletter	NA	1000

Table 5 Project KPIs (WP8)

10.2.1.2 CDIP Indicators

The CDIP indicators are specific to the CDIP and have been developed to measure the efficiency and effectiveness of our communication efforts. These indicators will be monitored and assessed regularly to ensure our communication strategy achieves its intended goals.

Name	Unit	Baseline value	Target value (Y4)
PIONEER festival	Number of Festivals	0	40
Website	News (articles) published	0	48
LinkedIn	Number of followers	0	1 000
Facebook	Number of followers	0	500
Instagram	Number of followers	0	1 000
Podcast	Number of podcasts	0	18
Videos	Number of videos	0	5
Newsletter	Number of subscribers	0	500
Press articles	Number of articles	0	30

Table 6 CDIP Indicators

10.3 Developing a Final Synthesis Report on PIONEER Community Building and Dissemination

This task involves collecting and publishing the results, achievements, and outcomes of PIONEER+ under the umbrella of WP8. The final report will be comprehensive, visually appealing, and focused on readability, incorporating infographics and other visual elements to engage a wider audience.

A final synthesis report serves as a documented legacy of the project's achievements and insights. It provides a valuable resource for stakeholders and future initiatives, showcasing the collective efforts and impact of the PIONEER Alliance.

Practical Guidelines:

- Ensure the final report is accessible and engaging by incorporating visual elements such as infographics, charts, and images.
- Highlight key achievements and lessons learned to provide a clear and compelling narrative of the project's impact.
- Disseminate the final report widely to reach a broad audience, including all stakeholders and partners involved in the PIONEER Alliance.

By implementing these monitoring tasks and following the suggested approaches, the PIONEER Alliance can ensure that its communication and dissemination strategies are effective and contribute to the success and sustainability of the project.

Discussion of the outcome

Our communication, dissemination and impact strategy is both internal and external:

1. **Involve the relevant stakeholders to ensure success of the project and planned activities**
   i. Create a thriving PIONEER community of informed and engaged staff, students and external stakeholders.
   ii. Convey enthusiasm and pride in our accomplishments to incentivise our community to further engage.

2. **Disseminate the outputs and the lessons learned during and after the project to ensure a wide impact of PIONEER+ is shared with all target groups and the broader society.**
   i. Disseminate the output of the PIONEER knowledge hub and build the reputation of the PIONEER Alliance as a reference for SDG 11: Sustainable Cities and Communities
   iii. Share the PIONEER model of a European Alliance connecting impact-driven universities orchestrating their ecosystems.

Our PIONEER Communication, Dissemination and Impact (CDI) Network has translated this strategy into the PIONEER CDI Plan during this first year (T.8.1), whereas to ensure its effectiveness for all our target audiences, we will monitor its implementation throughout the project (T8.4).

The processes linked to the PIONEER activities and communication rules presented in this deliverable are fully aligned with the objectives and commitments outlined in the Description of the Action (DOA) of the Grant Agreement instillating the spirit of PIONEER to connect and engage communities.

All actions have been implemented in accordance with the agreed timelines and strategies. Consequently, no mitigation measures have been necessary.

Conclusion

The PIONEER Communication, Dissemination, and Impact Plan is an invaluable tool and guide for fostering clear, transparent, and consistent communication across all levels of the PIONEER Alliance. By creating a unified communication strategy, the plan streamlines how key messages and project outcomes are disseminated to both internal and external stakeholders. The added value of this plan lies in its ability to enhance visibility, credibility, and engagement across diverse groups, ensuring that the PIONEER Alliance's efforts are not only recognized but also adopted and implemented beyond the immediate scope of the PIONEER+ project.

The results of the dissemination efforts, such as best practices, education innovation, research cooperation, ecosystems co-creation and practical solutions found to connect and engage the communities, will be actively shared through targeted communication channels like social media, newsletters, events, and the PIONEER website.

The clear and consistent dissemination strategy supports the PIONEER Alliance’s long-term goal of becoming the reference network for Sustainable Development Goal 11 (SDG11), particularly in the areas of sustainable, resilient and safe cities and communities.

Annexes

1. ***PIONEER Corporate Identity Guide***

(Available also as a separate PDF)









PIONEER logotype definition



The PIONEER logotype is the core visual element of the brand identity.
It symbolizes progress, innovation, and the spirit of europian collaboration — values that define the PIONEER initiative.

Logo Composition
The PIONEER Alliance logo is a powerful visual representation of our mission and values. The design is centred around two key elements: stars and rooftops.

Stars: Positioned on either side of the logo, the stars evoke a sense of belonging to the European Union, emphasizing our commitment to European values and collaboration. They symbolize unity, ambition, and the collective effort of our member institutions working towards common goals.
Skyline: The central element of the logo features interlinked rooftops, representing urban environments and communities. This imagery is a direct nod to our focus on cities and urban development, aligning with our dedication to Sustainable Development Goal 11 (SDG11). The rooftops signify connection, resilience, and the shared spaces that form the backbone of sustainable cities

This combination of stars and skyline encapsulates the essence of the PIONEER Alliance, highlighting our role in fostering inclusive, safe, resilient, and sustainable urban environments through European cooperation.

Color Scheme
The primary logo uses:
Deep Blue as the background, conveying trust, professionalism, and stability.
Bright Yellow for stars and the wordmark, expressing energy, visibility, and aspiration.
White outlines to ensure clarity and balance within the composition.
These colors are also in alignment with the EU flag colors and are intended to represent the organization's alignment with European Union values as well as its commitment to the goals and spirit of the European University Initiative.

Logo Role
This logotype serves as the foundation for all visual communications.
It must be used consistently and with care to maintain the integrity and recognizability of the PIONEER brand across all platforms and materials.

Primary colored version





Primary colored version on the primary blue background

Background: Solid blue
Shape: Rectangle 9:8
Elements: White outline of city buildings and stars
Stars: Filled with yellow
Text: PIONEER in yellow, the letter "O" in dark blue background

Ideal for use on light-colored backgrounds or where the brand's primary color scheme is needed prominently.

Positive transparent version on the white background

Background: Transparent
Logo clear space: Rectangle 9:8
Elements: Blue outline of buildings and stars
Stars: Filled with yellow
Text: PIONEER in blue with the letter "O" in yellow

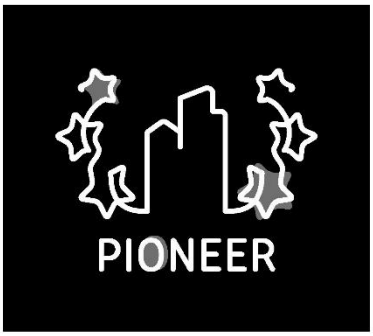
Suitable for light or white backgrounds where color Wand clarity are essential.







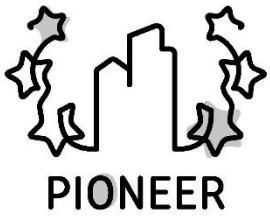
Black and white version



Negative black and white version

Background: Black
Shape: Rectangle 9:8
Elements: White outline of buildings and stars
Stars: Filled with grey halftone
Text: PIONEER in white, the letter "O" in grey background

Designed for black and white print or complicated fuzzy backgrounds to ensure visibility and contrast.



Black and white version on the transparent background

Background: Transparent or white
Logo clear space: Rectangle 9:8
Elements: Black outline of buildings and stars
Stars: Filled with grey
Text: "PIONEER" in black the letter "O" in grey background

Designed for monochrome applications such as print, stamps, or when color use is limited.

Minimum print size





To maintain legibility and visual clarity, the PIONEER logo must not be reproduced smaller than the minimum size shown below.

The minimum height of the full logo, including the symbol and wordmark, is 14 mm.

This ensures that all elements, especially the star details and typography, remain clear and recognizable across all media and materials.

Avoid using the full logo below this size, as it may compromise readability and brand integrity.

Simplified logo (typographic version)





In exceptional cases, where the full logo cannot be used due to size or technical limitations, a simplified typographic version of the PIONEER logo is permitted.

This version consists only of the PIONEER wordmark.

It retains the brand's distinctiveness while improving legibility in constrained formats.

Examples of acceptable use include small promotional items, icons, and digital applications where space is extremely limited.

Never use the typographic version of the logotype when the primary logo is available!

Always ensure appropriate contrast and clarity when using the simplified version.





Online use and digital display



To ensure optimal legibility and consistent brand presence across all digital environments (including websites, mobile applications, and online media), the PIONEER logo must maintain a minimum visual size.

Minimum Width
The minimum width for the text part of the logotype ("PIONEER") is 40 pixels.

For the full symbol (icon + text), the logo should not be displayed smaller than 64 x 64 pixels in square formats.

Application guidelines
Never scale the logo below the defined minimum width. Doing so compromises readability, especially on high-density (Retina) screens.

When using the full-color version, ensure sufficient contrast against the background.

Visual Integrity
Always maintain a clear space (safe zone) around the logo equal to the height of the letter "E" in "PIONEER" to avoid interference from surrounding elements.

Do not modify proportions, colors or arrangement of logo components under any circumstances.

Favicon usage (16 x 16 px / 32 x 32 px)



A favicon (short for "favorite icon") is a small icon that represents a website visually in places like browser tabs, bookmarks, and address bars. Favicons help users quickly identify websites and improve branding consistency.

The 16 x 16 pixels favicon is the original and most universally supported size. It is primarily used in browser tabs and address bars where space is limited. Due to its small size, favicon designs is very simple and clear to remain recognizable.

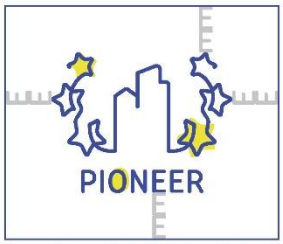
The 32 x 32 pixels size offers better clarity and detail than 16 x 16 px. It's commonly used in browser bookmarks, Windows taskbar shortcuts, and other places where slightly larger icons are needed.

This size also looks better on high-resolution (Retina) displays and modern UI elements.

Always ensure appropriate contrast and clarity when using the simplified version.

Logo clear space





Exact Measurements and Boundaries
Definition and Measurement

The protective zone—also referred to as *clear space*—around the PIONEER logo defines the minimum area that must remain free of any other graphic elements, text, or imagery. This ensures the logo remains clear, legible, and visually impactful in every application.

The exact clear space is determined by the height of the letter "E" in the word "PIONEER." This height serves as the unit of measurement for spacing. A distance equal to two times the "E" height must be maintained on all four sides of the logo—from the outermost edges of both the symbol and the wordmark to the nearest edge of any other element or layout boundary.

How to Apply the Clear Space

Measure the height of the "E" in the "PIONEER" logotype.

Apply this measurement twice to create a buffer zone on all sides of the logo.

Ensure this zone remains completely free of:

- Text
- Images
- Lines
- Other logos or graphic elements

This clear space must be respected regardless of the logo's size or background.

It should never be reduced, even in compact or constrained layouts.

Do not position the logo so close to the edge of a page or screen that the clear space is compromised.

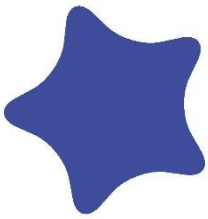
Visual Reference

The attached image illustrates the proper application of the clear space. The marked boundary around the logo—shown with measurement indicators—highlights the minimum required distance that must remain unobstructed.

Brand colours

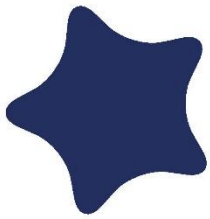
CMYK
13 / 0 / 84 / 0

RGB
236 / 228 / 58



CMYK
84 / 74 / 0 / 0

RGB
62 / 77 / 156



CMYK
100 / 90 / 33 / 22

RGB
35 / 47 / 94

Core palette



CMYK
82 / 30 / 25 / 0

RGB
0 / 135 / 169

CMYK
50 / 0 / 18 / 0

RGB
131 / 203 / 214

CMYK
0 / 22 / 60 / 0

RGB
244 / 205 / 121

CMYK
45 / 0 / 74 / 0

RGB
158 / 198 / 99

CMYK
79 / 4 / 65 / 0

RGB
0 / 166 / 121

Primary typeface

The Teko font is recommended for use in PDF brochures, print advertisement or online aplications.

Teko font family

Designed by Indian Type Foundry

Light 300

Quick zephyrs blow, vexing daft bots with jammed eco-hubs in lazy, green towns.

Regular 400

Just fix brave, quiet zones with glowing eco-paths and maximize hybrid transport quickly.

Medium 500

Pack my glowing bike with zero-junk, fast, quiet eco-driven supplies.

SemiBold 600

Eco-justice thrives when quirky bugs maximize zero-waste plant growth.

Bold 700

Hybrid taxis buzz quietly as green zones fix complex jumpy walkways.

Fallback typeface

The Arial font should be used for Word and PowerPoint purposes.
Allways try to download and install TEKO font family on your computer.

Arial

Regular

Quick zephyrs blow, vexing daft bots with jammed eco-hubs in lazy, green towns

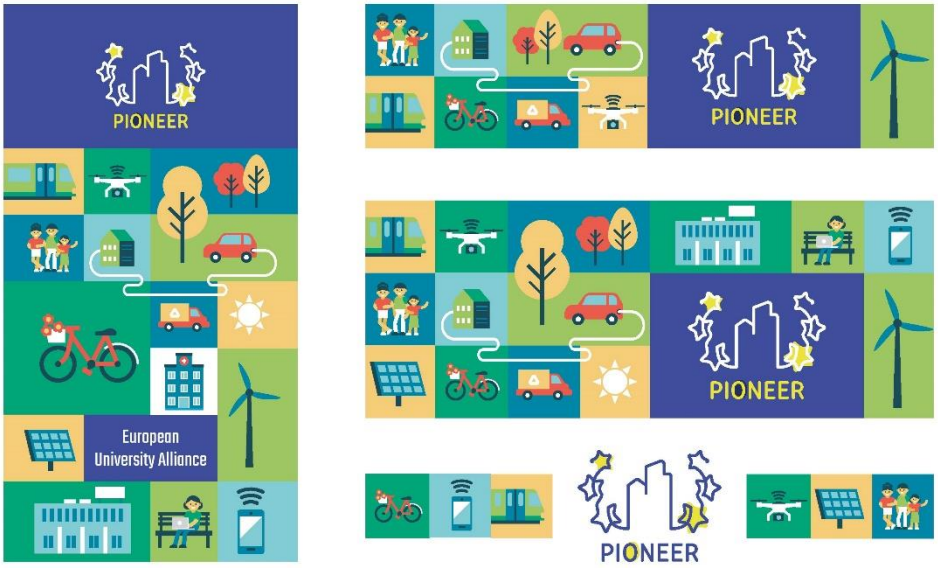
Bold

Pack my glowing bike with zero-junk, fast, quiet eco-driven supplies.

Italic

Eco-justice thrives when quirky bugs maximize zero-waste plant growth.

Visual elements – pictograms & icons



Rollup



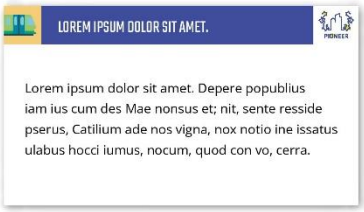
Presentation design











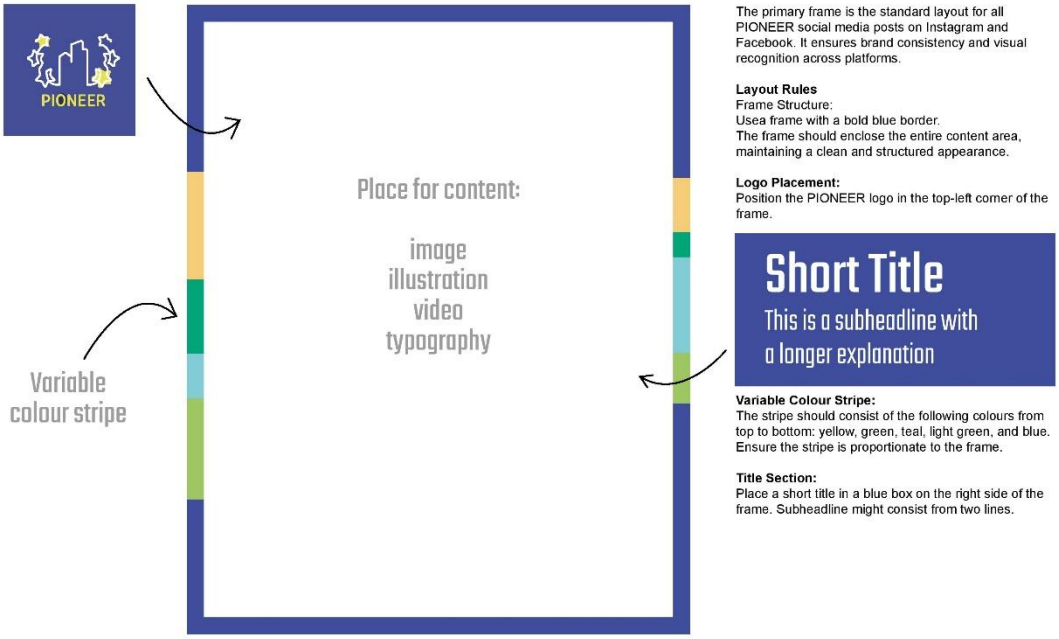
Letterhead design







Social media guidlines – primary frame



The primary frame is the standard layout for all PIONEER social media posts on Instagram and Facebook. It ensures brand consistency and visual recognition across platforms.

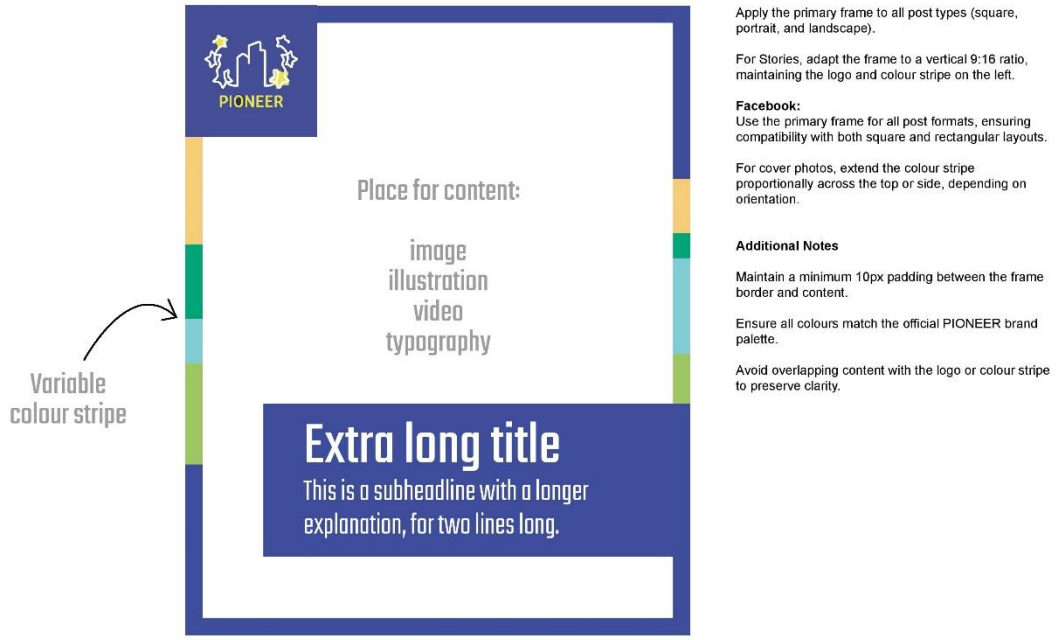
Layout Rules
Frame Structure:
Usea frame with a bold blue border.
The frame should enclose the entire content area, maintaining a clean and structured appearance.

Logo Placement:
Position the PIONEER logo in the top-left comer of the frame.

Variable Colour Stripe:
The stripe should consist of the following colours from top to bottom: yellow, green, teal, light green, and blue. Ensure the stripe is proportionate to the frame.

Title Section:
Place a short title in a blue box on the right side of the frame. Subheadline might consist from two lines.

Social media guidlines – primary frame



Apply the primary frame to all post types (square, portrait, and landscape).

For Stories, adapt the frame to a vertical 9:16 ratio, maintaining the logo and colour stripe on the left.

Facebook:
Use the primary frame for all post formats, ensuring compatibility with both square and rectangular layouts.

For cover photos, extend the colour stripe proportionally across the top or side, depending on orientation.

Additional Notes

Maintain a minimum 10px padding between the frame border and content.

Ensure all colours match the official PIONEER brand palette.

Avoid overlapping content with the logo or colour stripe to preserve clarity.

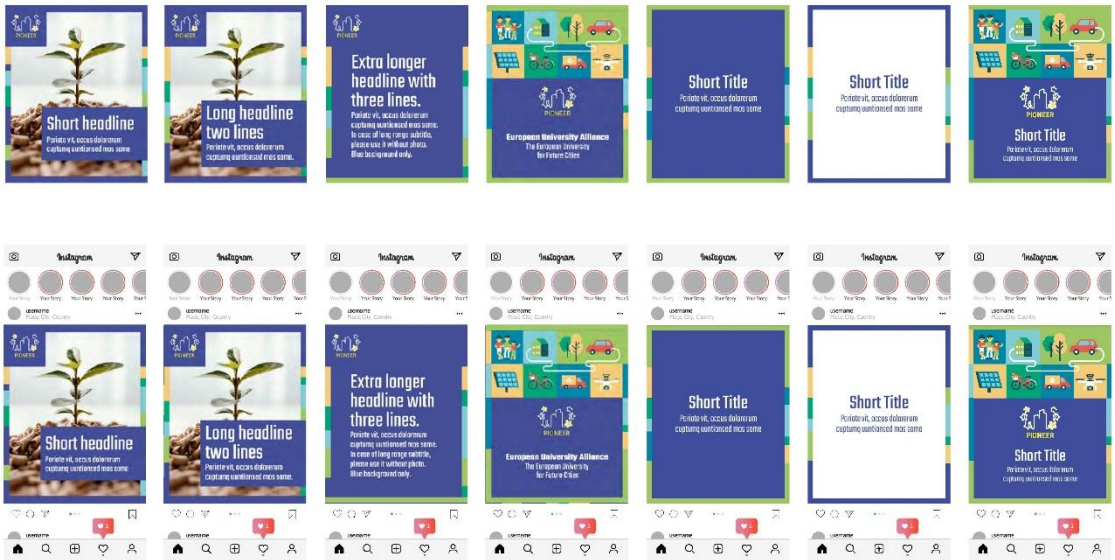
Social media guidelines – Instagram reels/stories

Ratio 9:16



Social media guidelines – Instagram posts

Ratio 4:5



Social media guidlines – logo board





Facebook cover page

820 × 360 pixels



LinkedIN cover page

1128 × 191 pixels



For LinkedIn business accounts in 2025, the recommended banner image size is 1128 x 191 pixels. Ensure the image is a PNG or JPG and keeps important elements centered to avoid cropping on different devices. The maximum file size is 3MB.

Key Details:
Size: 1128 x 191 pixels.
File Type: PNG or JPG.
File Size: Maximum of 3MB.
Aspect Ratio: The aspect ratio is 1128:191

Safe Zone: Keep important text and EU logo within the center of the banner to avoid being cropped on different screen sizes.

The banner should be visually appealing and representative of PIONEER brand.

Keep it Updated: Regularly update your banner to reflect your current goals and activities.

Mobile Optimization: Always test the banner on different devices to ensure it displays correctly.

Logo placement guide – partners logo usage



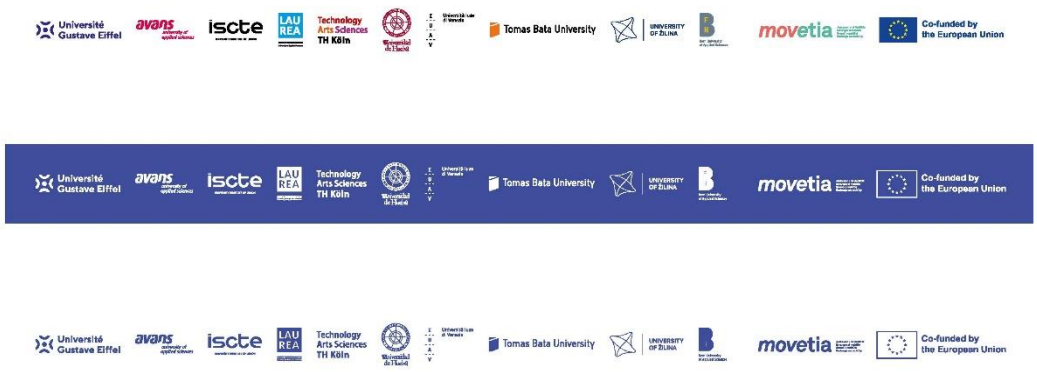
When displaying partner logos together, select the most suitable layout variant according to the intended application: print materials, web, Word documents, posters, or presentations.
Always maintain clear space around each logo and ensure consistent sizing for visual balance.

Stacked Block Layout

Best for: Posters, flyers, or web pages with vertical space.
Logos are arranged in a centered block, stacked in multiple rows, ensuring each logo is clearly visible and equally spaced.

Always ensure appropriate contrast and clarity when using the simplified version.

Logo placement guide – single row layout



Single Row Layout

Best for: Website footers, headers, or horizontal banners in print and digital materials. All logos are placed in a single horizontal line, maintaining equal height and clear space between each logo.

Inverse/Colored Background Layout

Best for: Presentation slides, banners, or sections requiring high contrast. Logos are placed on a solid colored background (e.g., dark blue), with all logos in white or monochrome for optimal legibility and a unified appearance.

General Guidelines:

Always respect the minimum clear space around each logo. Align logos visually for a balanced and professional look. Do not alter, distort, or recolor partner logos except when using the approved monochrome version for colored backgrounds. Choose the layout that best fits the format and ensures all logos are clearly visible.

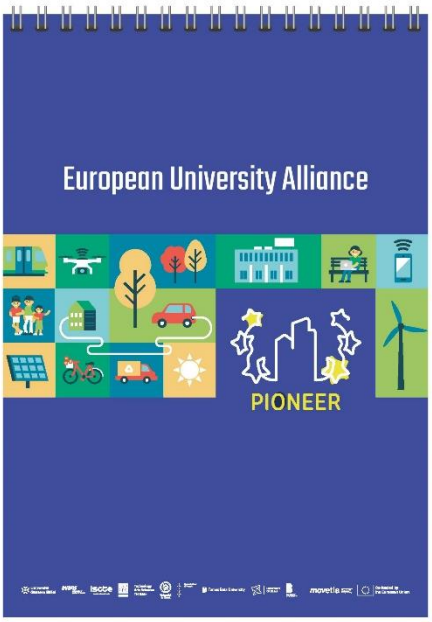
Merchandise

Presentation Folders A4+



Merchandise

Notebook A4



Merchandise

Cotton tote bag





Merchandise

T-shirt



Merchandise

Socks



Merchandise

Ballpoint pen



Merchandise

Lanyard



Merchandise

Water bottle



Merchandise

Button badge




PIONEER
PIONEER
The PIONEER logomanual provides comprehensive guidelines for the consistent and professional use of the PIONEER brand identity. It covers all aspects of logo usage, including composition, color variants, minimum sizes, clear space, and digital applications.
The manual also defines the brand's color palette, typography, and visual elements, ensuring a unified and recognizable image across all platforms and materials. By following these guidelines, all stakeholders contribute to maintaining the integrity, clarity, and impact of the PIONEER brand in every context.
Co-funded by the European Union
Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.
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2. ***PIONEER WP8 Task Timeline***

(Available also as a separate PDF)

