CO_2 Human Emissions

Media and Communication Plan

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che-project.eu

Co-ordinated by ECMWF

D7.4 Media and Communication Plan

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CHE: CO2 Human Emissions Project

Coordination and Support Action (CSA)
H2020-EO-3-2017 Preparation for a European capacity to monitor CO2 anthropogenic emissions

Project Coordinator: Dr Gianpaolo Balsamo (ECMWF)
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Project Duration: 39 months

Published by the CHE Consortium

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1 Executive Summary

D7.4 Media and Communication Plan provides the baseline for outreach and media work for the CHE project.

Communication activities will be developed and implemented across the life of the project, to support it, facilitate interaction and disseminate its milestones and deliverables. It is expected that project partners support the communication activities to ensure the maximum visibility within the various communities. The various annexes of this document will be updated during the lifetime of the project.

This Plan offers an overview of how and when Communications activities will help and support CHE in meeting its objectives.

The plan contains:

- The Media and Communication strategy including Objectives, Audience Mapping, and Script;
- Templates for Deliverables, Reports and Presentations;
- Brand Guidelines

This document has to be seen as a living document which will need to be responsive to the developments within the CHE project and outside.

2 Introduction

2.1 Background

CHE, as a Coordination and Support Action, is bringing together European expertise and a consolidated approach to building an operational CO_2 emission monitoring capacity. CHE partners are at the forefront of developments in the compilation of emission inventories, the observation of the carbon cycle from ground-based and satellite measurements, the process modelling of the carbon cycle, atmospheric transport modelling, and data assimilation and inversion systems. There will be four main areas of work covering: observations, emission inventories, modelling and inversion systems.

The central questions that CHE will address are:

- What does it take to have a combined bottom-up and top-down estimation system capable of distinguishing the anthropogenic part of the CO2 budget from the natural fluxes?
- How can we make the first steps towards such a system that can use the high spatial and temporal resolution of satellite observations to monitor anthropogenic emissions at the required time scales?
- And what does it take to transform a research system into a fully operational monitoring capacity?

CHE will support a large community by providing a library of realistic CO2 simulations from global to city scale to examine the capacity for monitoring future fossil fuel emissions and to adequately dimension space mission requirements.

2.2 Scope of this deliverable

2.2.1 Objectives of this deliverables

Communicating effectively and efficiently is an important factor in the impact realization for the CHE project. It helps reaching the right audience with the right message.

D7.4 describes the media and communication plan for the project, outlining the strategy, plan and evaluation metrics. It provides guidelines and templates for communication. The plan will be revised throughout project lifetime to ensure that it is responsive to the developments within the project and externally.

2.2.2 Work performed in this deliverable

As per the Description of the Action, the work performed included developing templates, guidelines as well as the communication strategy.

2.2.3 Deviations and counter measures

No deviations were encountered.

3 Media and Communication Strategy

3.1 Background

CHE is a flagship EU project aimed at preparing a European capacity to measure and monitor anthropogenic CO_2 emissions. CHE is a consortium of 22 organisations and companies, with ECMWF as lead coordinator for the project, which will run for 39 months until the end of December 2020.

Although this initial 39-months phase is essentially a coordination and support action with scientific content, its outcomes will serve to build the foundations of a wider-reaching project. Therefore, it should be treated as high profile, with a lot of pressure and authoritativeness and prestige riding on it for all involved. The topic area is one that continues to attract substantial academic, industrial and political attention, and more importantly is acknowledged to be one of the most important challenges of our time (supporting the UN Sustainable Development Goal – 13 Climate). **Communications will need to be clear, concise and compelling while not diminishing academic and scientific rigour and not overshadowing large industrial partners**. The CHE project is not a classic scientific challenge as it involves direct dialogue with the European Commission (e.g. via dedicated Task-Forces). However, all the key ingredients of a quest for an improved understanding of a complex scientific phenomenon that benefit experts and laymen alike are constituents.

CHE as a project aims at firing the ambitions of the individual, the expert teams and linking the policy-makers to cover a set of key questions

- How best to measure and monitor CO_2 emissions caused by humans? and
- How we can separate these emissions from the effect of complex natural carbon cycle emissions?

As such it is a potent project to uptake the Paris Climate Agreement ambitions that were emanated from the COP21 conference in December 2015. The project launched on the 1st of October 2017 and the three major reporting milestones are the publication of roadmap documents in June 2018 and at the end of 2019, and the final report at the end of 2020.

3.2 Communication Objectives

All stakeholders are to be kept informed of the creation and development and achievements of the project, understanding how they will benefit from it and how they can support it.

a. Strategic Communication Objectives

To clearly communicate:

- The critical importance of the project
- The urgency surrounding the undertaking
- Its challenging and compelling nature

b. Operational Communication Objectives

To bring together the relevant European (and international) expertise in a consolidated and collaborative manner to build an operational CO_2 emission monitoring capacity.

3.3 Audiences

We have seven key external audiences. Below is a grid that positions them alongside the channels we will use to reach them, the information we will communicate and the products we will produce.

Table 1: CHE Audience Mapping

	STAKEHOLDER	CHANNELS	INFORMATION	COMMUNICATION
1	Intermediaries, Task Forces, Member States, and Policy Makers CHE External Advisory Board CHE External Experts	Workshops Reports Strategic research Policy briefs CHE website CHE Twitter, LinkedIn	Scientific/technical General progress	Project news and newsletters Tailored updates on website Tweets, posts and blogs Media coverage Press releases
2	Scientific Community - Global Climate Observing System (GCOS) - World Climate Research Programme (WCRP) - European Geophysical Union	CHE data portal Workshops Bespoke roundtables Conferences Universities and research institutes CHE Twitter, Facebook, LinkedIn Private social media Media interviews Shared digital platform ResearchGate	Scientific/technical Data products General progress	Project news and newsletters Peer-reviewed scientific papers Tweets, posts, blogs Media coverage Press releases Links to/on other project/ programme websites
3	Climate Change Community - Intergovernmental Panel on Climate Change (IPCC) - National climate change government-advisory bodies (e.g. UK Climate Change Committee; Germany's Climate Service Centre Germany)	Key stakeholder meetings and events	Scientific and technical information on process, data and outputs	Project news, updates and meetings
4	Industry - World Business Council for	Bespoke roundtables Workshops/roadshows CHE website CHE Twitter, LinkedIn	Scientific/technical General progress	Project news and newsletters Targeted publication material

	Sustainable Development - World Economic Forum - Country level government departments for business	Key stakeholders' events		Tweets, posts, blogs Media coverage Press releases
5	Local and regional government, politicians + city mayors	Bespoke roundtables Workshops/roadshows CHE website 100 day launch event CHE Twitter, LinkedIn Media interviews	Scientific/technical General progress	Project news Newsletters Targeted publication material Tweets, posts, blogs Media coverage Press releases
6	Satellite Agencies and Technology Providers, to be researched and defined	Conferences and fairs CHE website CHE Twitter, LinkedIn	Scientific/technical General progress	Newsletters Targeted publication material
7	General Public (to be defined and segmented) Schools Universities and Think Tanks, to be researched and defined	Media interviews and engagement CHE website CHE Twitter, LinkedIn Workshops/roadshows	Scientific/technical General progress	Project news Newsletters Education modules (where possible) Targeted publication material Media coverage Press releases

3.4 Implementation

Guiding principles:

- We will exploit CHE's bespoke digital resources (e.g. website, social media) alongside existing assets to achieve maximum impact at minimum cost.
- We will harness the engagement, interest and enthusiasm of our stakeholders to amplify the impact of our communications.
- We will take full advantage of established activities and events (e.g. conferences, workshops) to share our message.
- We will retain a sharp focus upon the core CHE objectives.

Communicating effectively and efficiently is an important factor in realising the impact of the CHE project. It will help the project to reach the right audience with the right message.

CHE communication activities will address the interaction with current stakeholders and promote the project to potential new stakeholders and the general public. **The CHE website and data portals will be the main repositories for the project documentation and related news**.

Project description, news items, listing of main events, description of results and products will all be covered through the CHE website. The website will be maintained by ECMWF with input from the consortium partners.

The target audiences identified for CHE include intermediaries, industry, task forces, satellite agencies and technology providers, the science community outside the consortium, climate community, and the general public.

Working closely with stakeholders, CHE will utilise the expert communicators of the ECMWF communications department to ensure a high visibility of the project in the sector and among the wider audience, promoting the added value of this European collaboration.

We will communicate and promote **scientific and technical results** through:

a. Scientific Publications
b. Conference Talks
c. Organised Workshops, providing updates on the project results
d. Reports to and feedback from Committees and Boards

Both the scientific and technical achievements and findings within the CHE project will be advertised and disseminated through the project website and portal, which will contain all reports and technical documentation, publications in the scientific literature, publications in conference proceedings and links to the relevant data portals.

Strong engagement with the academic sector will promote the work performed in CHE and at the same time follow the scientific developments taking place outside the consortium. This exchange of information and knowledge will be realised through attendance at scientific conferences, organising sessions devoted to CHE and related topics at international conferences such as the annual meeting of the European Geophysical Union for instance, or the UN Conference of Parties, and by the general process of CHE scientists attending and presenting seminars and engaging in discussion at universities and research institutes. A programme of events where CHE will be represented will be developed at the beginning of 2018, and annexed to this Communications Strategy.

Scientific results from CHE will also be conveyed to international programmes and bodies such as the Global Climate Observing System (GCOS) and the World Climate Research Programme (WCRP). In this regard, there is also a key role envisaged for the CHE External Advisory Board and External Experts Group, which consists of many European and international experts. Apart from providing feedback on the CHE developments, these experts will also establish links with many other international initiatives related to the future monitoring of CO_2 emissions. Progress and results will also be directly shared with the European Commission and its two Task Forces that support the Commission with planning the development of a future CO_2 emission monitoring system. This will be facilitated by the close involvement of several CHE partners in the work of such programmes and the Task Forces. This will directly and indirectly ensure that the advice resulting from the CHE project (e.g. the Strategic research agendas delivered in WP6) will inform policy makers in Europe and beyond. The close interaction with the Task Forces will also ensure that any guidance coming from these can be taken into account during the CHE project.

We will communicate and promote **the products of CHE** through dissemination of:

e. Datasets and accompanying material (e.g. descriptions, meta data)
f. Algorithms
g. Graphics and animations (especially with the visual potential of high-resolution graphs and videos)

The products of CHE will comprise reports, graphical displays, datasets and improved methods, algorithms and code. All these elements have their own important role. Reports are mostly targeted at informing the Commission and its Task Forces on assessments, innovation progress and future directions. Graphical displays, where applicable, are targeted at all users as supportive information for the various model runs, method comparisons, and input datasets.

The datasets will also target a wide user community to support them with parallel or alternative studies. Finally, improved methods, algorithms and code are meant to form the basis for follow-on development after the CHE project has finished.

Reports will be openly available from the public pages of the central CHE website. To increase its visibility, the CHE website will be linked on the websites of ECMWF, CAMS, C3S, and other partners.

All mature data products of CHE will be made publicly available to maximize the uptake by the scientific community. This also answers the requirement to provide a series of simulation scenarios that could serve to adequately dimension a space mission. It is envisaged to make use of three parallel data portals to ensure full visibility of the datasets. These data portals will be based on the ICOS Carbon portal, the Global Carbon Atlas and the Climate Data Store, which is currently under development by the Copernicus Climate Change Service (C3S)[1]. The Technical Annex of the Delegation Agreement between the European Commission and ECMWF regarding C3S explicitly mentions that its Climate Data Store must be designed to allow for the monitoring of climate impacts and climate drivers, including CO_2[2]. The steps undertaken by CHE towards building a European Platform for Monitoring CO_2 anthropogenic emissions contribute directly to this operational requirement.

We will communicate and promote **the progress of CHE** through provision of:

h. Newsletters (digital and print)

i. Public Deliverables

j. Dissemination Materials (brochures, posters, flyers)

k. The Media

l. Stakeholder Engagement

The **wider scientific community and policy makers** will be able to use the CHE website to follow the progress of the project. All deliverables that are published in the form of reports will be hosted on the website. A news slot on the website will draw attention to highlights such as new data deliveries and reports, eye-catching developments, and so forth. Our social media activity will seek to drive traffic to the website, as well as sharing our news more widely to relevant, targeted audiences.

Because CHE will use existing modelling and inversion infrastructure (after further improvement where needed) to scope and provide guidelines for a future emission monitoring system, important outputs of CHE will consist of various detailed reports, which will be made available through the site to all stakeholders and other interested parties. In addition, data sets will be created and these will be provided on data servers without any restrictions, as described above.

There may in addition be some exploitation of CHE products in the other activities undertaken by partners in the consortium operating CHE, in particular at the national level.

Broader audiences – namely, **industry, local government, and the general public** – will be targeted from the outset of the project, not only through the website, social media, events and newsletters, but also through communications specifically tailored for them.

To this end, **media coverage** should be encouraged and not restricted to scientific and trade journals but should also target international and national quality press such as The Economist, WSJ, Handelsblatt, Le Monde, El Pais, Financial Times and Forbes, as well as broadcast and digital media. Driving consistent coverage about Project CHE will underpin communications

[1] http://climate.copernicus.eu/

[2] see http://www.copernicus.eu/main/climate-change under “technical documents”.

to all stakeholder groups, and will build a sense of shared understanding and excitement that will further support the efforts of policy makers and scientists.

Engaging schools as part of an educational out-reach component, will be explored and assessed, though may have to be left to the next phase of the project.

Engaging stakeholders and their networks, we will seek to encourage them to develop and disseminate their own materials, while ensuring they remain consistent with our key messaging and meet project objectives.

3.5 Messaging

The main strategic objective is **to clearly communicate the critical importance of the project, the urgency surrounding the undertaking, and its challenging and compelling nature.** Communications will therefore convey **the importance and gravitas** of Project CHE and the **excitement and pride** felt by those involved in the project, in a way that is appropriate to all stakeholders from seasoned policy makers and senior scientists to more general audiences of school children and the media.

The operational level objective of CHE is equally clear: **to bring together the relevant European expertise in a consolidated and collaborative manner to build an operational CO_2 emission monitoring capacity.** This objective includes strengthening interaction and links between expert communities, and encouraging the innovation needed to reconcile the scientific challenges implicit in building that capacity.

Both the strategic and operational objectives are core to the positioning of the project. From the beginning, both objectives should be integral in the messaging developed, ensuring that CHE is able to command respect, professional buy-in and investment of time and goodwill among specific stakeholder groups (especially scientists, industry and policy makers), while at the same time inspiring, articulating and leading the case for change.

A messaging workshop will identify, clarify and agree core messages and proof points to be used in all communications at the earliest opportunity. This workshop may take the form of an online meeting.

3.6 Measurement

Measuring progress against defined objectives will be key to providing assurance on the delivery of success, enabling corrective action where required.

We will undertake both a quantitative and qualitative approach to measuring stakeholder awareness and perception of the CHE project and review updates of the relevant data on a six-monthly basis through a **stakeholder opinion survey**.

Already, deliverable D7.1 Risk and Quality Management Plan identified targets relevant for communication and dissemination, as follows:

Table 2: Media and Communication Metrics

Metric Definition	Unit of Measure	M15	M27	M39
Visibility of the Public Project Website	Number of Website Access in per month	100/150/200	150/200/250	250/300/350
Scientific and technical presentations	Number of presentations (in scientific events, conferences,	2/4/6	2/4/6	2/4/6

	trade fairs, congresses, symposiums)			
Scientific publications	Number of peer-reviewed publications	3/4/5	6/7/8	9/10/11
Generic Communications from the project	Number of written and electronic papers / articles / publications	5/7/9	5/7/9	10/13/15
Availability of Public Relations material	Number of Project PR Material released in previous year	3/5/7	3/5/7	3/5/7
Official Press Communications from the project	Number of News Releases in previous year	3/5/7	3/5/7	5/7/9

3.7 Timeline

The timeline follows what has already been reported in D7.3 Dissemination and Exploitation Plan.

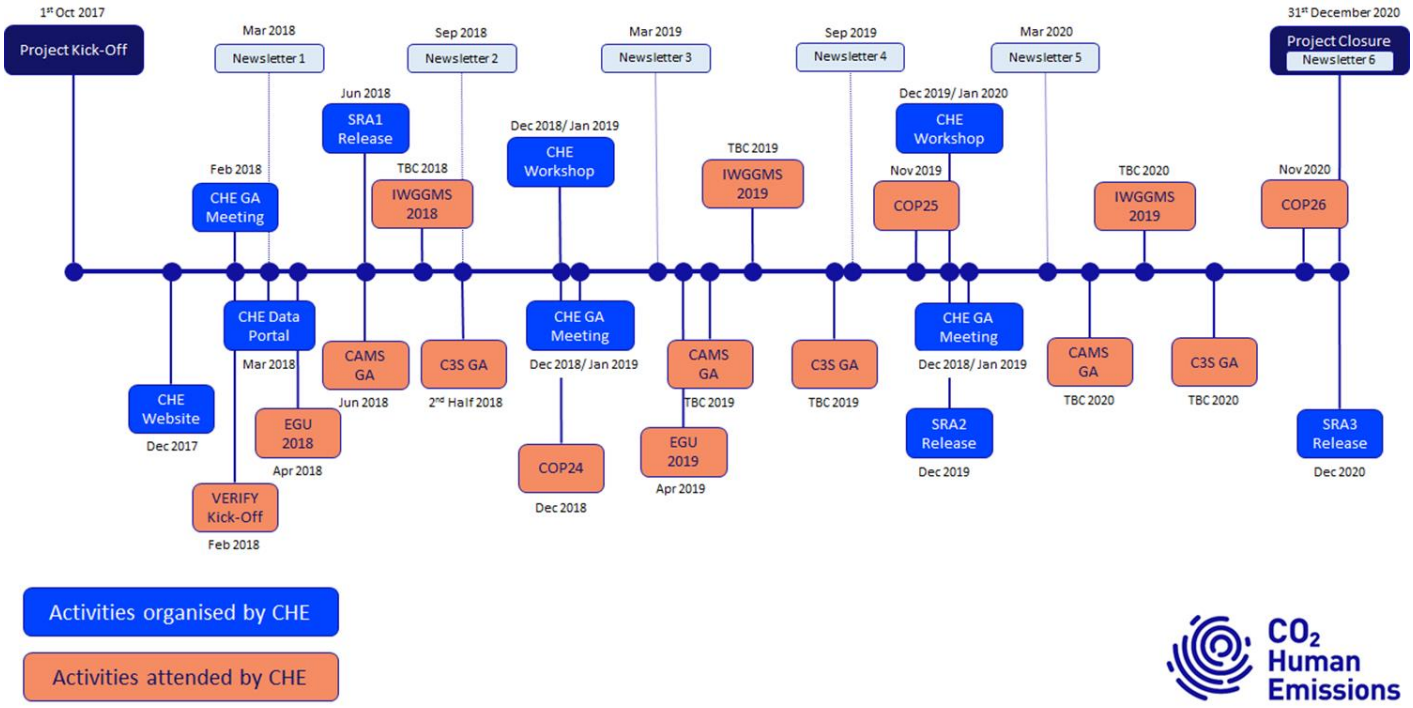


Figure 1: Timeline

(SRA - Strategic Research Agenda, GA - General Assembly, IWGGMS - International Workshop on Greenhouse Gas Measurements from Space)

3.8 Script

A core script is a tool developed to help handling communications in a range of issues. It brings together key lines to take, significant facts and background material in one document that can be used to ensure joined-up communications.

It is especially useful when working within a consortium or groups of partners, to ensure that the project is speaking with one voice and offering its stakeholders consistent and coherent messaging.

A good core script informs briefings, provides the base material for press notices and articles and gives partners preparing for interviews a clear narrative. It ensures that all those involved in handling the issue understand the shared messages and use common information.

In summary, a core script is an invaluable tool for effective communication as it ensures common understanding of a complex issue.

It is paramount to note that the script, like the Communication Plan it is part of is a living document whish needs to be updated regularly.

Key Points

- The CO2 Human Emissions (CHE) project is a European system to monitor human activity related carbon dioxide (CO2) emissions across the world.
- ECMWF is leading the project, bringing together a consortium of 22 European partners. The project will last for over 3 years. It began on October 1, 2017.
- There is agreement that climate change represents a very serious threat. This culminated in the 2016 United Nations Paris Climate Agreement when 195 nations signed-up to limit their greenhouse gas emissions.
- A comprehensive global greenhouse gas observing system is required to enable well-informed decision making for greenhouse gas emission reductions and to monitor policy effectiveness. CHE pulls together the diverse systems and complex science to deliver the data upon which we can understand **global human emissions** and plan ahead. It aims to develop the science and to scope out the necessary architecture for a future European CO2 monitoring system.
- The initiative will act as a bridge between the European Commission and its CO2 Task Forces, space agencies and related industries, the CO2 science community, and the Copernicus Services.
- The CHE project consortium comprises 22 partners from 8 European countries (United Kingdom, Netherlands, Sweden, Norway, Germany, France, Switzerland, Italy). The project reach will be further enhanced through inclusive workshops to ensure that this initiative is truly European and relevant capacity is built in all regions of Europe.
- ECMWF is an independent intergovernmental organisation supported by 34 states. It is both a research institute and a 24/7 operational service, producing and disseminating numerical weather predictions to its Member States.

What is the science behind CHE?

In 2015, a European Commission report considered a European capacity for monitoring anthropogenic CO2 emissions and concluded that a comprehensive observing system should be based on a combination of space-borne observations and ground-based monitoring networks.

The observing system must allow us to separate the impact of anthropogenic emissions from the effect of the complex natural carbon cycle, which both affect atmospheric CO2 concentrations.

Observations from satellites, ground-based observation networks and aircraft provide CO2 information at specific times and locations, but alone do not constitute a continental response to global monitoring capacity across different time scales. Moreover, these observations

mostly measure atmospheric CO2 concentrations, which are an indirect measure of underlying carbon emissions or uptake. Therefore, the use of an Earth System modelling infrastructure is required to combine Earth observations (ground-based, aircraft and satellite) with a detailed CO2 emissions inventory data.

This is a very ambitious target, which is challenged by current limitations in observation availability, as well as in models and model-data fusion techniques. However, these are precisely the key system components needed to enhance our capacity to extract the anthropogenic contribution to rising CO2 concentrations and to enable the impact and effectiveness of policy-driven changes to be monitored.

Combining top-down and bottom-up techniques to study the carbon cycle

Studies of the carbon cycle tend to fall into two categories: 'top-down' and 'bottom-up'.

In 'top-down' or 'inverse' techniques, measurements of CO2 concentration in space and time are used to infer the large-scale uptake and release of CO2 at the surface. However, they have clear difficulties in disentangling sources and sinks at local scales, and even bigger challenges in separating fossil fuel and other human-induced emissions from natural fluxes.

On the other side, 'bottom-up' approaches using process models and inventories can provide spatially heterogeneous information based on our knowledge of emission sources and their evolution over time. They can also incorporate our knowledge of biological processes that drive the exchange of CO2 between the atmosphere and the land and ocean. However, these approaches still have significant errors and uncertainties especially when aggregated to the global scales.

A synergetic solution is therefore to be found through the combination of top-down and bottom-up approaches by merging the available knowledge from emission inventories and process models with the increasing amount of observational data for the atmosphere and the Earth's surface.

What will the CO2 Human Emissions (CHE) project achieve?

CHE brings together European expertise and a consolidated approach to building an operational CO2 emission monitoring capacity. CHE partners are at the forefront of developments in the compilation of emission inventories, the observation of the carbon cycle from ground-based and satellite measurements, the process modelling of the carbon cycle, atmospheric transport modelling, and data assimilation and inversion systems. There will be four main areas of work covering: observations, emission inventories, modelling and inversion systems.

The central questions that CHE will address are:

- What does it take to have a combined bottom-up and top-down estimation system capable of distinguishing the anthropogenic part of the CO2 budget from the natural fluxes?
- How can we make the first steps towards such a system that can use the high spatial and temporal resolution of satellite observations to monitor anthropogenic emissions at the required timescales?
- And what does it take to transform a research system into a fully operational monitoring capacity?

A mature and credible monitoring system for anthropogenic CO2 emissions requires the integration of all available information streams, which is a complex undertaking, as illustrated below.

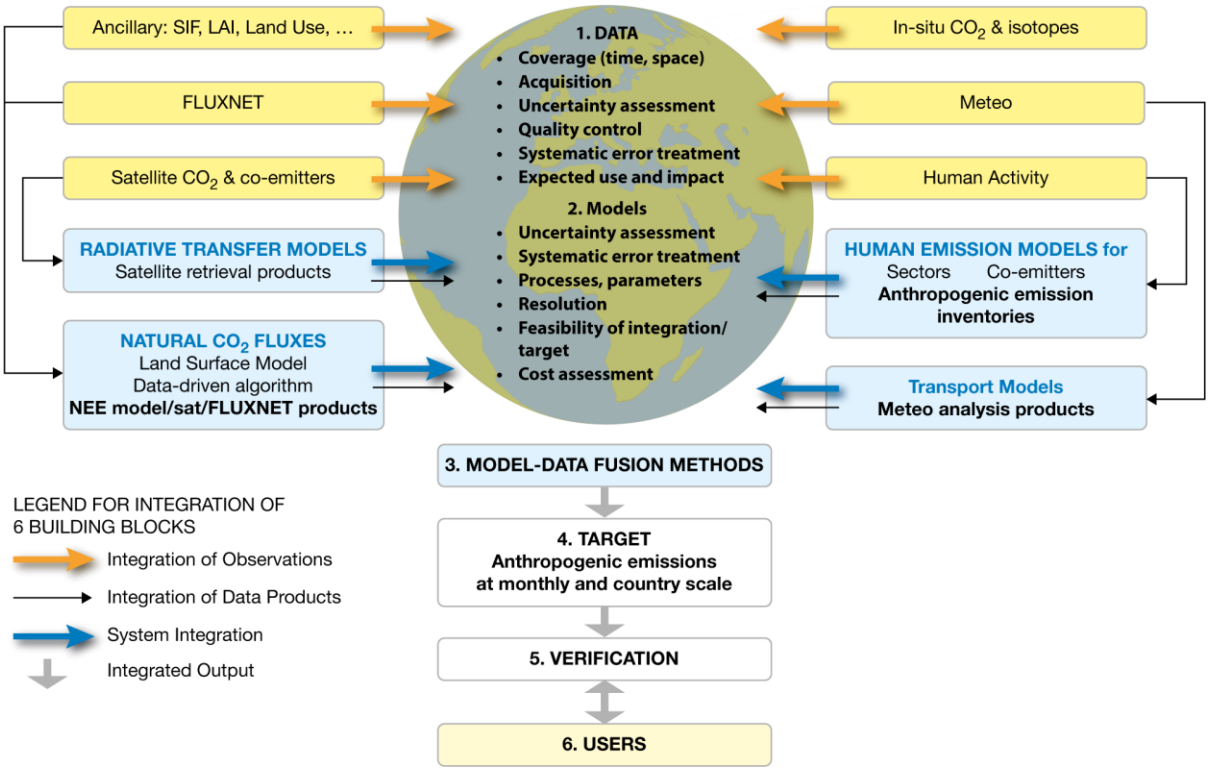


Figure 2: CHE main components

The figure identifies six main components that form the architecture of a future CO2 anthropogenic emissions monitoring system:

(1) **Input data (yellow boxes)** based on observations from many different sources

(2) **Forward and inverse models (blue boxes)** used to relate the observed quantities to CO2 emissions

(3) **Model-data fusion methods** combine information from the different data streams and models to find an optimal estimate of CO2 emissions and/or associated model parameters.

(4) **Target output** (i.e. anthropogenic emissions at monthly and country scale with associated uncertainties, and multi-year trends of country-scale emissions with uncertainties)

(5) **Verification process**

(6) **Users**

The project consortium

The CHE project consortium comprises 22 partners from 8 European countries (United Kingdom, Netherlands, Sweden, Norway, Germany, France, Switzerland, Italy). The project reach will be further enhanced through inclusive workshops to ensure that this initiative is truly European and relevant capacity is built in all regions of Europe.

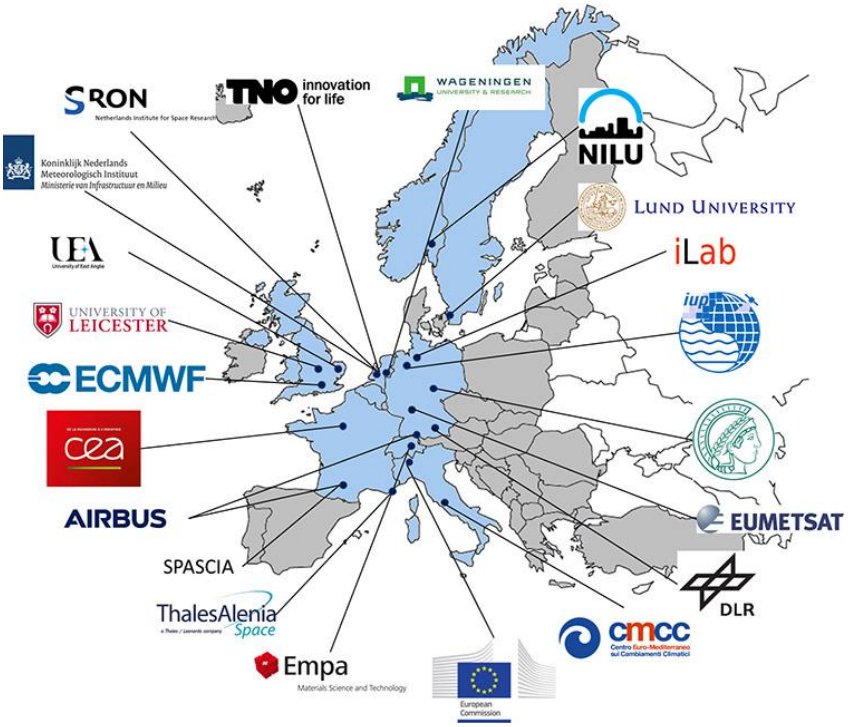
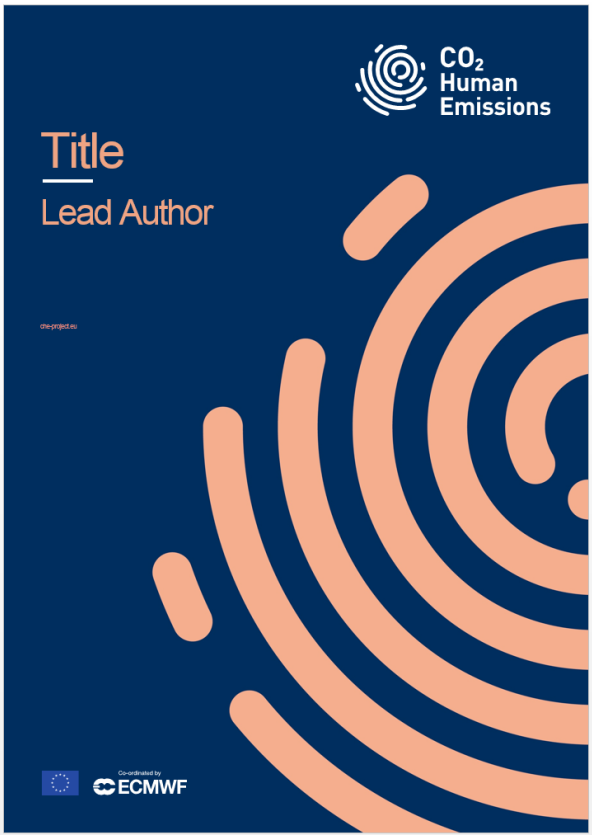


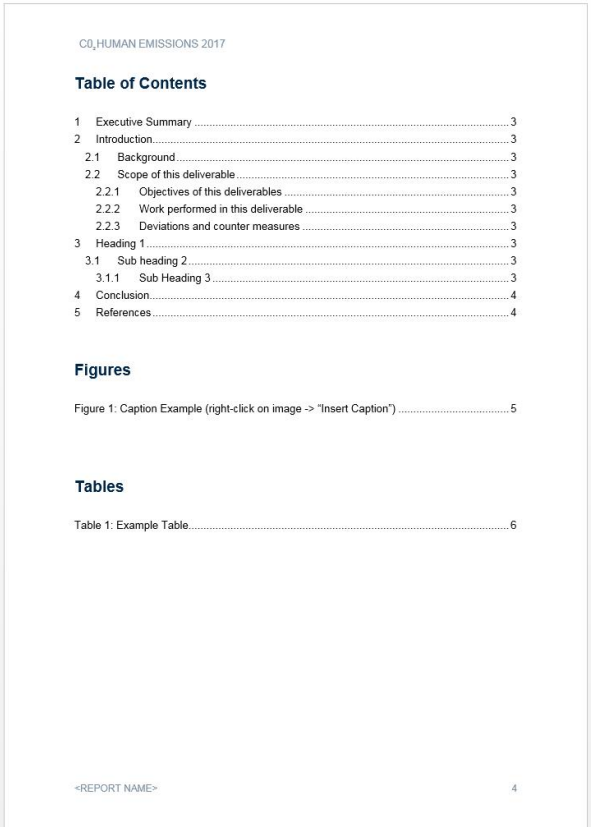
Figure 3: CHE Consortium

4 Templates

A number of templates have been developed, including Deliverable, Report and PowerPoint templates. These are available to project partners via the internal project wiki.

4.1 Deliverable Template





1 Executive Summary

Executive summary providing a stand-alone overview of the document and summarising its results

2 Introduction

2.1 Background

2.2 Scope of this deliverable

2.2.1 Objectives of this deliverables

2.2.2 Work performed in this deliverable

2.2.3 Deviations and counter measures

3 Heading 1

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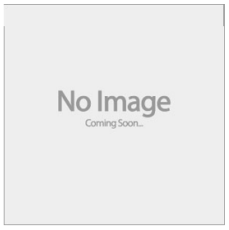


Figure 1: Caption Example (right-click on image -> "Insert Caption")

Table 1: Example Table

Table heading			
Table text			

Example Footnote[1]

4 Conclusion

Provide a summary of the document including impact of the results on future work (in CHE and outside CHE).

5 References

[1] Footnote text

Document History

Version	Author(s)	Date	Changes
	Name (Organisation)	dd/mm/yyyy	

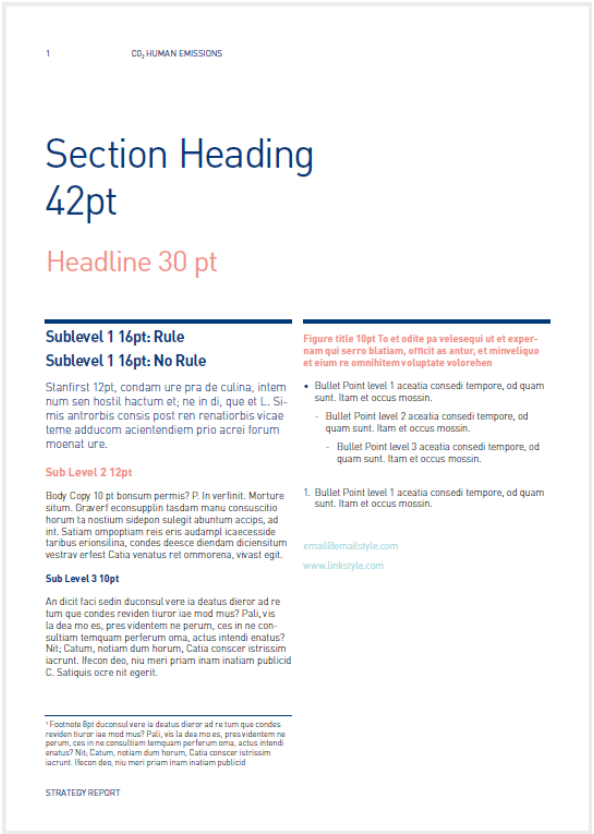
Internal Review History

Internal Reviewers	Date	Comments
Name (Organisation)	dd/mm/yyyy	

Estimated Effort Contribution per Partner

Partner	Effort
Total	0

4.2 Report Template



1 CO_2 HUMAN EMISSIONS

Section Heading 42pt

Headline 30 pt

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Sublevel 1 16pt: No Rule

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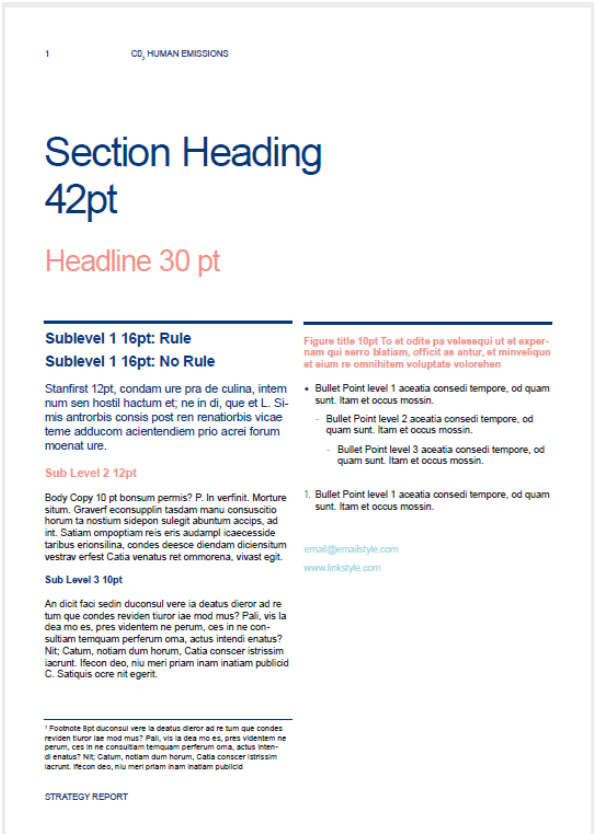
email@emailstyle.com

www.linkstyle.com

STRATEGY REPORT



1 CO_2 HUMAN EMISSIONS

Section Heading 42pt

Headline 30 pt

Sublevel 1 16pt: Rule

Sublevel 1 16pt: No Rule

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Sub Level 3 10pt

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www.linkstyle.com

STRATEGY REPORT

4.3 PowerPoint Template

BULLETED LIST

Introductory Line

- Bullet point level 1 Nequis delia voloreic temporum quiscii sciaere caborem quis ad
  - Bullet point level 2 Nequis delia voloreic temporum quiscii sciaere caborem
    - Bullet point level 3 Nequis delia voloreic temporum quiscii sciaere caborem

$C0_2$ HUMAN EMISSIONS 4

BULLETED LIST

Introductory Line

- Bullet point level 1 Nequis delia voloreic temporum quiscii sciaere caborem quis ad
  - Bullet point level 2 Nequis delia voloreic temporum quiscii sciaere caborem
    - Bullet point level 3 Nequis delia voloreic temporum quiscii sciaere caborem

$C0_2$ HUMAN EMISSIONS

DIVIDER TITLE

Subtitle line

$C0_2$ HUMAN EMISSIONS

TITLE AND IMAGE

Introductory Line

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[INSERT IMAGE]

$C0_2$ HUMAN EMISSIONS 8


CO2 Human Emissions
THANK YOU
Presenter Name
Job title or organisation
DD/MM/YY
che-project.eu

5 Conclusion

This deliverable has developed the initial media and communication plan for the CHE project, defining strategy, objectives, audiences, and script, and setting out how the success of the media and communications can be measured.

Whilst this provides a good starting point for the engagement activities of the CHE project, it nevertheless needs careful reflection and updating when appropriate to ensure that new developments (technical as well as strategy) within the CHE project and beyond are well reflected by the communication and media interactions.

6 Appendix 1 - Brand Guidelines

A dedicated CHE brand identity was developed as part of the dissemination and communication work.

SEPARATING HUMAN IMPACT FROM THE NATURAL CARBON CYCLE

A new initiative to explore the development of a European system to monitor human activity related carbon dioxide (CO_2) emissions across the world.

The CO_2 Human Emissions (CHE) project brings together a consortium of 22 European partners and will last for over 3 years.

These guidelines will help you to understand and use the CHE brand and visual identity. They will provide you with the tools to create compelling communications that further our objectives.

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1. OUR BRAND

Brand overview 5

1. Our brand

BRAND OVERVIEW

Our visual identity is made up of a number of elements, shown opposite. Our core logo is supported by a colour palette, typefaces, photography and a graphic pattern.

When creating communication materials, these elements are brought together in a managed and consistent way, to raise recognition of the organisation and help build our brand (see examples on page 19).

Core logo

CO_2 Human Emissions

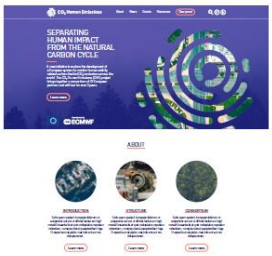
Colours

Typeface

DIN Light
DIN Regular
DIN Medium
DIN Bold

Photography

Brand examples



2. VISUAL IDENTITY

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CORE LOGO

Our logo is the central embodiment of the CO_2 Human Emissions brand.

Our core logo consists of two elements: the symbol and the name 'CO_2 Human Emissions'. These are in a fixed arrangement and must not be changed in any way.

Used correctly and supported by other graphic elements, it is the most recognisable visual element of our brand

Please do not create your own logos – only use the logo artwork files provided.

Symbol Name

2. Visual identity

LOGO ORIENTATIONS

The logo exists in two orientations. The primary orientation is the most widely used. The secondary orientation is used when height is restricted, for example on the header of the website, or on landscape format banners.

Primary orientation

Secondary orientation

2. Visual identity

LOGO VERSIONS

Core logo
The core logo must be used for stationery and other printed items with a white background.

Reversed logo
The reversed (white) version of the logo should be used when there is a dark background, or when colour is not available.

Mono logo
When colour is not available, eg. in black and white documents, or when colour reproduction is unavailable, eg. in newsprint, always use the mono (black) version.

Core logo

Reversed logo

Mono logo

2. Visual identity

EXCLUSION ZONE AND RECOMMENDED SIZES

Exclusion zone
The exclusion zone is the area of clear space around the logo into which no other graphic element can intrude. The minimum clear space is equivalent to the height of the 'H' in the logo.

Recommended sizes
The recommended size for the logo depends on the format of the material it appears on. The sizes opposite represent the recommended sizes for standard 'A' formats.

The absolute minimum size for the logo in print is 27mm wide – so the organisation name is equivalent to 10pt text.

On screen, the minimum size is XX pixels.

Using the logo smaller than these sizes will compromise legibility and affect recognition.

Exclusion zone

Minimum sizes

Recommended sizes

	Paper dimensions	Logo size
A6	105 x 148mm	39mm
A5	148 x 210mm	48mm
A4	210 x 297mm	65mm
A3	297 x 420mm	88mm

2. Visual identity

USE OF LOGO WITH OTHER LOGOS

Core logo
The CHE logo takes the lead on communications supported by a relationship of the EU flag and the ECMWF logo.

Other logos
To ensure the correct balance between the EU flag and the ECMWF logo, there is a fixed relationship that they must have. The top of the EU flag aligns with the top of the 'C' of the word 'Co-ordinated' in the logo. The base of the EU flag aligns to the base of the ECMWF symbol.

The ECMWF logo is the distance 'x' from the flag, which is equal to the height of the ECMWF symbol.

Core logo

Size relationship and landscape arrangement

2. Visual identity

CONSORTIUM PARTNER LOGOS

Consortium logos
To ensure the balanced representation of multiple consortium logos, use the black or greyscale versions arranged in a grid.

The logos are arranged on a background of CHE Stone from the secondary palette.

Consortium logos

2. Visual identity

COLOUR PALETTE

Our colour palette is a major part of our visual identity. It is versatile so you can produce impactful materials.

Colour specifications are given for:
- CMYK for full colour print
- RGB and Hex references for screen and online
- Pantone references for specialist printing.

Core colour
Our core colour is CHE Blue. It is the colour that defines the CHE brand and is used prominently throughout brand applications.

Secondary colours
Our secondary palette is used more sparingly to support the core CHE Blue. It can be used when additional depth is required in communications and will most often be used in charts, diagrams, and infographics.

CHE Blue
CMYK: 100/73/0/2
RGB: 19/17/159
HEX: #13119f
Pantone: Reflex Blue C

CHE Dark blue
CMYK: 100/68/0/54
RGB: 20/20/100
HEX: #141464
Pantone: 282C

CHE Mid blue
CMYK: 96/69/0/0
RGB: 0/66/255
HEX: #0042ff
Pantone: 2728C

CHE Pink
CMYK: 0/40/44/0
RGB: 245/140/100
HEX: #f58c64
Pantone: 170C

CHE Teal
CMYK: 43/0/24/0
RGB: 0/200/210
HEX: #00c8d2
Pantone: 3248C

CHE Grey
CMYK: 0/0/0/11
RGB: 229/236/240
HEX: #e5ecf0
Pantone: 427C

CHE Stone
CMYK: 9/15/34/0
RGB: 209/205/185
HEX: #d1cdb9
Pantone: 467C

2. Visual identity

TYPEFACES

Primary typeface
Our typeface is DIN, a modern sans serif with a geometric structure. It is used for both headlines and body copy.

Four weights of DIN are used for the CHE brand: Light, Regular, Medium and Bold. It is used for all body copy, as well as subheadings and annotations.

DIN is available to buy from www.myfonts.com

Substitute typeface
Where DIN is unavailable eg. when using Word, Excel and PowerPoint or other desktop publishing programmes, the font Arial is used as a substitute.

Primary typeface

DIN Light
DIN Regular
DIN Medium
DIN Bold

Substitute typeface

Arial

Arial Regular
Arial Bold

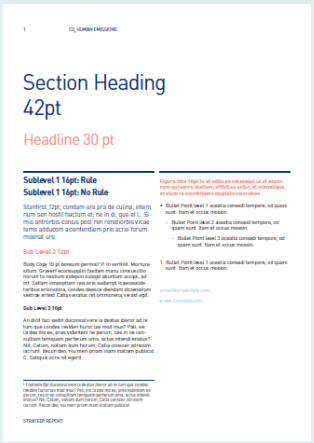
2. Visual identity

TYPOGRAPHY

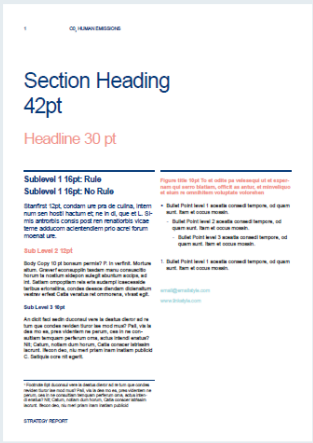
Typography for the CHE brand is simple, legible and direct. Level one and two headings are set in DIN Light, upper case. Body text is set in DIN Regular, with DIN Medium and DIN Bold for emphasis.

For internally produced materials, Arial is the font used for internally produced communications.

Professionally produced (InDesign, DIN)



Internally produced (Word, Arial)



2. Visual identity

PHOTOGRAPHY

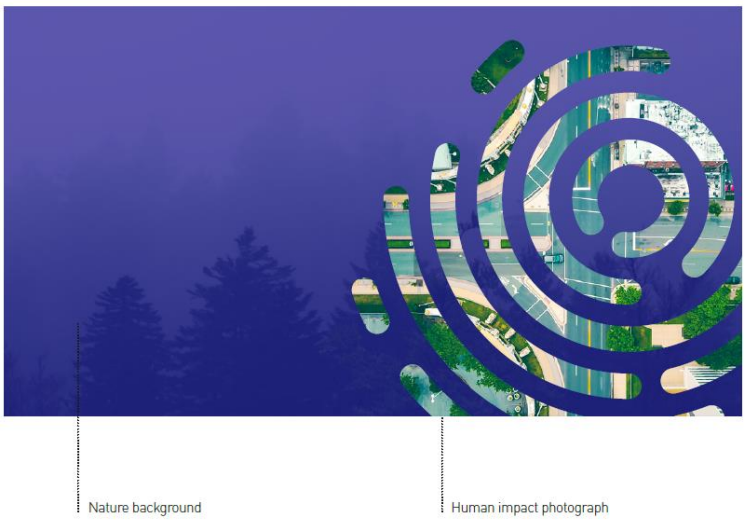
The function of photography for the CHE brand is to visually express the central theme of 'separating human impact from the natural carbon cycle'.

Expressing the central theme is achieved by juxtaposing satellite images of human activity (eg. cityscapes, buildings, road intersections) with images of nature (eg. trees and other natural landscapes).

2. Visual identity

THE SYMBOL AS A GRAPHIC ELEMENT

The symbol is used to contain the 'human impact' photography. This is overlaid onto a 'nature' background.



2. Visual identity

ICONS

Icons for CHE use a line treatment and secondary colours to maintain a coherent visual language.

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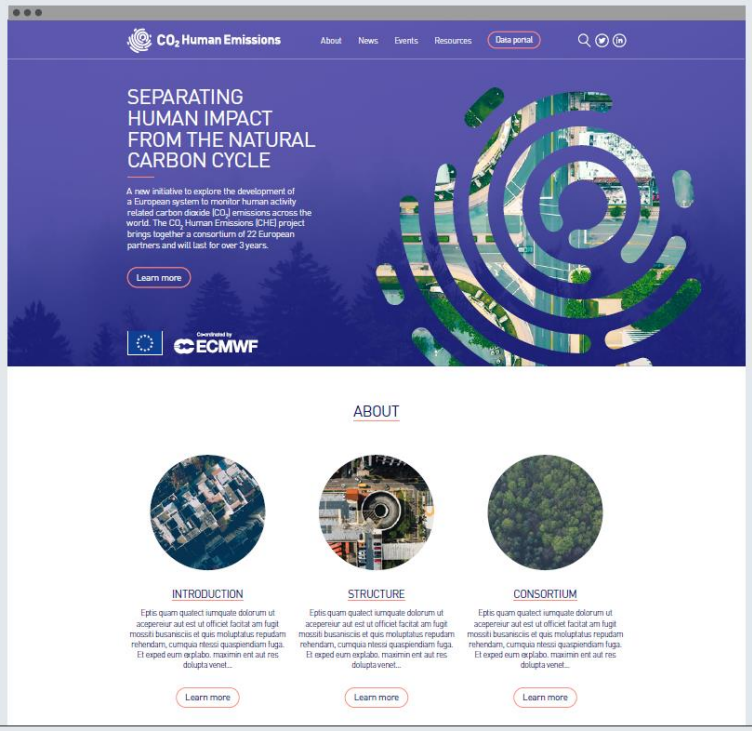
3. Brand examples

WEBSITE

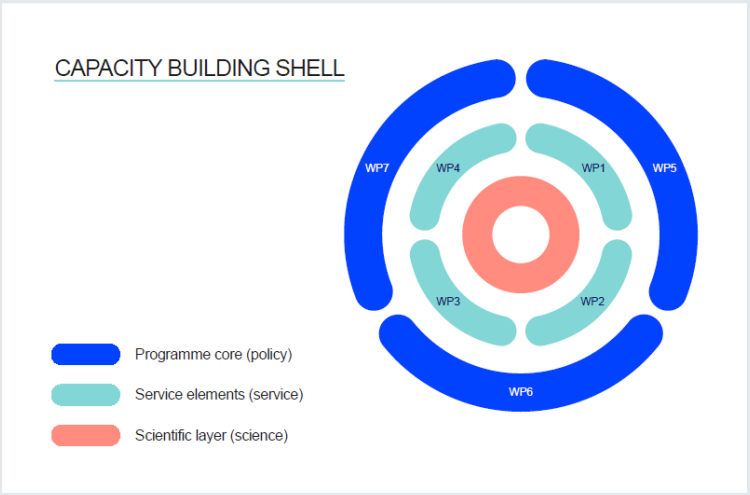


3. Brand examples

INFOGRAPHICS

Infographics use the visual language of the CHE brand. They are used in a variety of contexts including social media, exhibition stands and marketing material.

Internally produced



3. Brand examples

REPORT COVERS

Photographic covers
For flagship reports, ie. external reports, photography is used in the way described on page 16.

Graphic covers
For other reports, eg. internal or interim reports and publications, a simpler, graphic treatment is used. Covers use combinations of CHE Blue and one of the secondary colours.

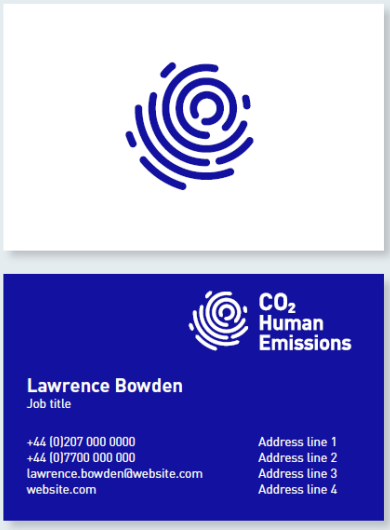
Photographic covers (professionally produced)

Graphic covers (internally produced)

3. Brand examples

BUSINESS CARDS

Business cards are printed in a single colour to two sides, using the symbol on the reverse for impact.



3. Brand examples

POWERPOINT

A set of PowerPoint templates has been developed. These are comprised of title, bullet point list, divider, title and image pages.

Document History

Version	Author(s)	Date	Changes
0.1	Daniel Thiemert (ECMWF)	15/01/2018	Initial version for internal review
1.0	Daniel Thiemert (ECMWF)	30/01/2018	Final version

Internal Review History

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Ronald van der A (KNMI)	29/01/2018	Approved with comments
Penelope Pickers and Corinne Le Quéré (UEA)	23/01/2018	Approved with comments

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Partner	Effort
ECMWF	0.2
Total	**0.2**