HEPHÆSTUS
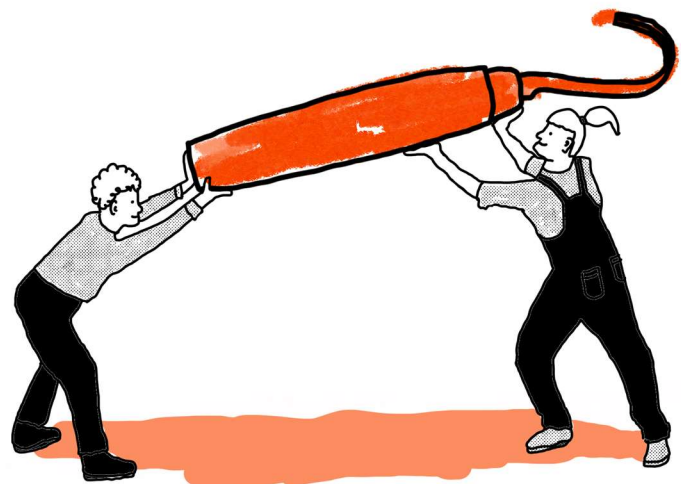
Heritage in EuroPe: New tecHnologies in crAft for prEServing and innovaTing fUtureS

Project No. 101095123

Deliverable 6.1

Visual Identity and Digital Experience of the Project

Document Control Page	
Project acronym	HEPHAESTUS
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Abstract	The Report describes the development of the project visual identity and website of the HEPHAESTUS project with the objective to guarantee an effective communication of the project messages and activities at Local, National and EU level.
Keywords	Communication; Dissemination; Craft; Research
Statement of originality	This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.
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DOCUMENT HISTORY

Version	Date (DD/MM/YYYY)	Authors, reviewers, contributors	Changes
D6.1 v0.1	03/08/2023	Silvia Cacciatore (UNIVE)	First draft
D6.1 v0.2	15/09/2023	Linda Kimeiša (WIT Berry), Guna Valtere (WIT Berry)	Second draft integrated by WIT Berry
D6.1 v1.1.	17/09/2023	Silvia Cacciatore (UNIVE)	First full document by Coordinator team (WP6)
D6.1 v1.2	27/09/2023	Silvia Cacciatore (UNIVE), Linda Kimeiša (WIT Berry), Andrea Beye (CBS), Elena Raviola (UGOT), Simone Giotto (CDBG)	Revised draft by Partners
D6.1 v1.3	29/09/2023	Silvia Cacciatore (UNIVE), Linda Kimeiša (WIT Berry)	Updated version

SCHEDULED UPDATES

The Report is a document which evolves during the lifespan of the project and registers all relevant changes in the life cycle of the HEPHAESTUS project. This document will be updated with more information about the Visual Identity and the communication and dissemination plan and strategy.

Version	Expected by project month (M)
RV1	M7
RV2	M8

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List of table and figures

1. EXECUTIVE SUMMARY

Visual identity is a crucial aspect of any EU-funded project. It serves as the project's visual representation, conveying its mission, values, and objectives to a wide audience. This document outlines the key elements of the visual identity for HEPHAESTUS project and provides detailed guidelines on how to apply them consistently and effectively for communication and dissemination activities in various channels, to various target audiences of the project.

By following the guidelines provided in this document, HEPHAESTUS project consortium partners will have a strong and consistent visual identity that effectively communicates its mission and objectives to various target groups regardless the channel, scope and involved partners. A well-defined visual identity contributes to the project's success and ensures that it leaves a lasting and positive impression on its audience.

The second part of this document outlines the plan to develop and implement effective digital experience of the project. This document envisions and outlines the overarching strategy and methodology for creating a purposeful, efficient, and captivating digital experience for the project. The ongoing development of this experience will be a collaborative effort led by our communication and dissemination partner, WIT, working closely with other consortium partners. It's important to note that this document will undergo regular updates to adapt to the project's evolution and seize new opportunities, all with the aim of enhancing the digital experience for a broader audience.

Disclaimer

This document reflects only the author's view, and the European Commission is not responsible for any use that may be made of the information it contains.

The name 'HEPHAESTUS' on the cover and header of this report is not to be considered as the official project logo. The official logo of the Hephaestus project will be developed according to the timeline on page 8 of this deliverable and finalised by M9. Following the definition of the project logo, official materials will be provided to all consortium partners for the implementation of the tasks foreseen by the communication and dissemination activities.

Acknowledgement

HEPHAESTUS project ID 101095123 is 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 Agency. Neither the European Union nor the granting authority can be held responsible for them.

2. VISUAL IDENTITY OF THE PROJECT

2.1. PURPOSE OF THE DATA GENERATION IN RELATION TO THE PROJECT OBJECTIVES

In today's dynamic and highly competitive world, establishing a compelling visual identity has become more critical than ever for projects like HEPHAESTUS. The unique blend of tradition, innovation, and artistic expression within craftmaking necessitates a carefully crafted visual identity to establish a long-lasting trust and collaboration.

Every craftmaker has a story to tell, and a well-designed visual identity serves as the canvas for these narratives through the HEPHEASTUS project. It allows for the seamless integration of cultural, historical, and artistic elements, enabling the Horizon Europe project HEPHEASTUS to convey its mission, values, and goals effectively. An appealing and cohesive visual identity not only piques interest but also invites like-minded organizations and individuals to join hands in achieving common objectives.

Essence of visual identity

The visual identity of the Hephaestus project was designed to be unique from the start. In fact, we had the pleasure of involving, thanks to the collaboration with the University of Gothenburg (UGOT), two Swedish artists (Funny Livdotter and Biba Seje) as part of the craft ecosystem.

This art-based approach ensures that the image of Hephaestus is itself perceived as artisanal, original, based on the care, the research and know-how of those who are part of it.

This report is to be considered a living document –currently a work-in-progress in collaboration and co-creation with craftmakers, in line with the ethos of Hephaestus.

Mission and Values

The mission is to develop a visual identity that is consistent with the objectives of the project, that is dynamic, colourful, based on the craft trades and at the same time reflects a vision that looks to the future, to imagine new possibilities and frontiers of development.

The visual identity of HEPHAESTUS wants to be impactful, contemporary, simple and easy to interpret. It aims to reflect the core values and characteristics of the project in an intuitive way, relying on bright, contemporary illustrations and colours. It has the aim of improving visibility and dissemination of the project, and will be create to incorporate the core values and key activities that research on craftsmanship in different European ecosystems, as the Project's mission, will bring to light.

Timeline

The craftsmanship of the logo and brand image requires a different time and manner from the ordinary. We therefore envisage its development as shown in the figure 1. By the 31st of October, the definition of the new icons and colours will be completed and graphic guidelines provided, and by the 30th of November an advanced version of the visual identity should be finalised. Once complete, the website will also be implemented accordingly, which will have a coordinated image consistent with the logo and colours used.
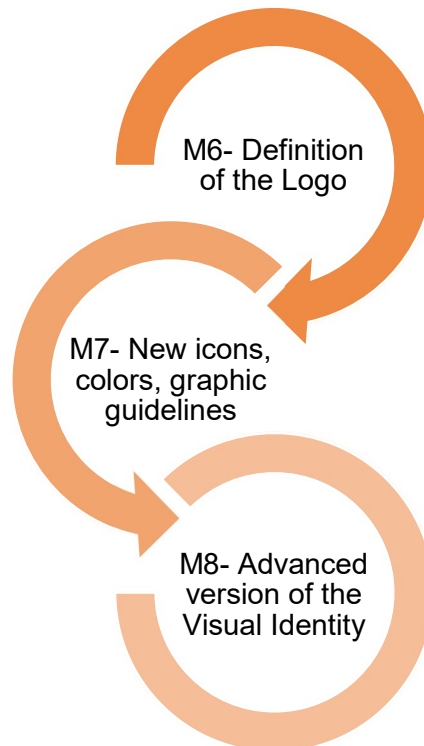

Figure 1. Planned timeline for the development of the visual identity.

Project's logo

Figure 2. The Hephaestus logo.

The logo conceived by the artists is simple yet powerful. The hand-drawn style communicates the connection with the craft theme of the project, and gives the visual a more personal and emotive stamp.

The logo may take some variations (in style and colour) depending on the context in which it is used and the idea it is intended to communicate (livelier, fresher, more traditional, etc.). It can also be combined with illustrations in different ways, and used for posters and printed materials, along with the illustrations.

In order to provide various options for communication materials the logo has several background versions provided in the figure 3.

Some examples for matching the logo and illustrations to be used in the communication is provided within the figures 4, 5, 6 and 7.

The project has already established its logo and primary visual identity theme. However, given the project's focus on creativity and craftsmanship, the consortium intends to engage with artists from diverse ecosystems. These artists will play a pivotal role in crafting unique communication elements tailored for specific events and activities. This exciting initiative presents a fresh avenue for the project consortium to collaborate with artists and showcase their talents.

While the project's core visual identity, as outlined in our current document, will serve as the foundation, it will dynamically evolve alongside research advancements and the active involvement of artists from various ecosystems. Our approach to artist involvement will be founded on the principles of fairness, ensuring an equal opportunity for every artist willing to align with the project's requirements.
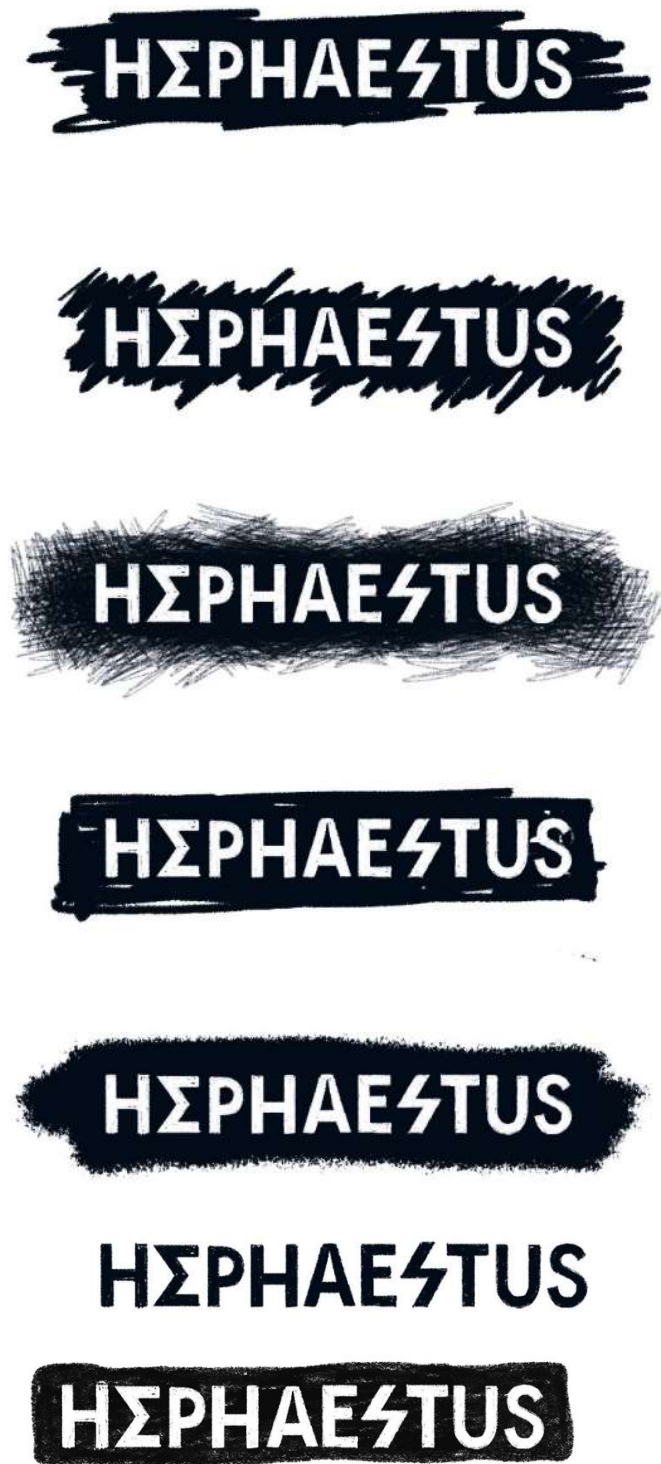
Figure 3. The type of the logo.

Figure 4. Matching the logo to the illustrations. Version 1.

Figure 5. Matching the logo to the illustrations. Version 2.

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Figure 6. Matching the logo to the illustrations. Version 3.

THE NEXT BIG THING!

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Figure 7. Poster logo application. Version 1.

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Figure 8. Poster logo application. Version 2.

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Figure 9. Poster logo application. Version 3.

Visibility of EU funding

The European Union emblem as well as acknowledgement will be used in communication materials as well as in those dissemination materials that allow such information

The European Union emblem and the funding statement will be displayed prominently on:

- All printed materials – flyers, posters, documents.
- Website – on the footer of the page to be visible on any landing page the internet users uses.
- Social media channels – on social media posts (EU emblem), on social media profile description the ID of the project as well as EU emblem on the cover image to clearly state that all the communication under this profile / page is done by the consortium that has received EU funding.
- Videos – at the end of the video.
- Presentations – first (title page) and the last page.
- A4 documents used for document circulation, press releases (on the footer).
- Newsletters – on the footer and the acknowledgement on the cover or last page.
- Other communication materials will also include the EU emblem and acknowledgement.

All the consortium partners are instructed to apply these rules whenever they communicate about the project also individually (for example, in their region / country).

Within the figure 10 the use of horizontal EU emblem is demonstrated. The use of vertical EU emblem is illustrated within the figure 11.

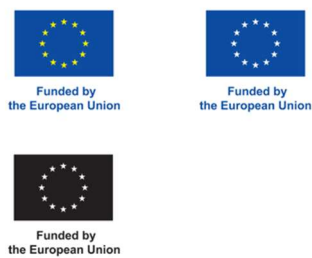*Figure 10. Use of horizontal EU emblem.*

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Figure 11. Use of vertical EU emblem.

Colour Palette

Primary colours
Primary colours will serve as the dominant hues in HEPHAESTUS project's visual identity. They are the cornerstone of the whole colour palette and play a crucial role in conveying the project's core values, personality, and message. The primary colours will be consistently used across all communication materials, including logos and website design. This consistency helps in project's recognition and memorability.

Primary colours often evoke specific emotions or associations; thus, they are carefully chosen to set up the emotional tone of the project.

Black #000000
Black is the strongest of the neutral colours. Black is often associated with elegance, sophistication, and timelessness. By incorporating black into the visual identity, HEPHAESTUS can convey a sense of craftsmanship and artistry that stands the test of time. It suggests that the project is focused on creating enduring and high-quality craftwork. Black serves as an excellent backdrop for other colours and elements. It provides strong contrast, making text and graphics pop. This versatility allows for creative design choices and ensures that important information is easily legible and attention-grabbing. Black can evoke a sense of mystery and creativity. It implies that there's more to discover, encouraging curiosity and engagement. HEPHAESTUS can leverage this quality to spark interest in its craft-related projects and activities. Black is often associated with traditional craftsmanship, especially in fields like blacksmithing, pottery, and woodworking. Using black in the visual identity can pay homage to these traditional crafts, highlighting their importance and relevance in a modern context. Black is a colour commonly associated with professionalism and seriousness. It conveys the idea that HEPHAESTUS is a credible and well-established entity dedicated to promoting and preserving the art of craftsmanship. This can be especially important when collaborating with artisans and craftsmen. Black's simplicity and minimalism can help the audience focus on the essential aspects of craftmaker's message and projects. It eliminates distractions and directs attention to the craft itself and the project's core values.

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White #FFFFFF
White is often associated with purity and simplicity. By using white as the primary color, HEPHAESTUS can convey a commitment to the essence of craftsmanship – simplicity, authenticity, and purity of materials and techniques. White suggests clarity and transparency, which can be seen as a commitment to openness and honesty in craft processes. It signifies that HEPHAESTUS is dedicated to showcasing the craftsperson's skills and techniques in a transparent and straightforward manner. White serves as a blank canvas that symbolizes the starting point for creation. It can represent the raw materials or the artisan's workbench before the crafting process begins. This idea aligns well with the craft-focused theme of the project. White is a versatile and adaptable colour. It pairs well with various other colours and design elements, allowing for flexibility in other communication materials. The simplicity of white can draw attention to the craft itself. It can symbolize HEPHAESTUS dedication to highlighting the beauty and skill in craftmaker work without distractions.

Light grey #ECECED
Light grey is a neutral colour that can convey a sense of inclusivity. By incorporating grey, the HEPHAESTUS project can signal that it is an inclusive and welcoming platform for craftmakers from diverse backgrounds and regions across Europe. Gray is often associated with sophistication and timelessness. Using this colour can suggest that the HEPHAESTUS project is a serious and well-established initiative dedicated to preserving and promoting the rich heritage of European craftsmanship.
Light grey is a colour that conveys professionalism and credibility. It can signify that the project is a trustworthy resource for craftmakers, artisans, and enthusiasts seeking reliable information, support, and collaboration opportunities.

Secondary Colours
Secondary colours complement primary colours and add depth to our project's visual identity. They can be used for accents, backgrounds, and to create contrast, helping important elements stand out. They can be used to differentiate sections of content, highlight secondary information, or introduce a sense of variety in project's communication materials.
While secondary colours can offer more flexibility, the project's consortium has established 4 accent colours that will be used in communication materials to ensure consistency. The role of the secondary colours is to enhance the primary colour palette rather than overshadowing it.

Orange #EE5C36
The colour orange is often associated with energy and enthusiasm. Incorporating orange can convey a sense of vibrancy and passion, suggesting that HEPHAESTUS is a dynamic and exciting initiative dedicated to celebrating craftsmanship. Orange is a colour that represents creativity and innovation. It can symbolize HEPHASTUS commitment to fostering creative approaches within the craft and artisanal community, encouraging artisans to innovate and explore new techniques. Orange is a colour that encourages action and movement. It can symbolize HEPHAESTUS proactive approach to promoting craftsmanship and driving positive change within the industry.

Green #88CB8D

Green is often associated with nature and the environment. By incorporating, HEPHAESTUS can convey a strong commitment to sustainability and eco-friendly craftsmanship, aligning with the idea of preserving the natural world. Green is a colour that represents freshness and growth. It can symbolize HEPHAESTUS dedication to fostering growth within the craft and artisanal community, encouraging artisans to thrive and innovate. Green can symbolize innovation and progress, particularly in the context of sustainable practices. It can convey that HEPHAESTUS is at the forefront of promoting innovative, environmentally friendly craft techniques and materials. Green is a colour that fosters a sense of community and collaboration. It can represent HEPHAESTUS role in bringing artisans and craft lovers together to create a supportive and collaborative network

Pink #CC3D95

Pink is a colour that signifies sensitivity and compassion. It can suggest that HEPHAESTUS is a supportive and empathetic platform that values the stories, experiences, and emotions of artisans and craft enthusiasts. Pink is a colour that transcends traditional gender associations. It can symbolize HEPHAESTUS commitment to inclusivity and diversity within the craft community, welcoming artisans of all backgrounds and identities. Pink is a colour that exudes positive energy and optimism. It can convey the idea that HEPHAESTUS is a positive force in the craft community, fostering optimism about the future of craftsmanship.

Yellow #F5CB47

Yellow is often associated with creativity and innovation. It can signify that the HEPHAESTUS project is a positive force in the craftmaking community, fostering optimism about the future of craftsmanship in Europe. Yellow can have cultural significance in various European countries. By incorporating this colour, the project promotes homage to the diverse cultural heritage of craftmaking across Europe. Yellow can evoke a sense of youthfulness and modernity. It can make the project appear approachable and engaging, especially to younger generations of craft enthusiasts who are essential for the continuation of traditional crafts.

The consortium partners have provided a mood board for the usage of the colours in relation to main associations. The main keywords, colours and feeling is provided within the figure 12.

Figure 12. Main colours associations.

Typography

Effective typography ensures that message is easily readable and accessible to a wide audience. It's crucial for conveying information clearly, whether in print or digital media.

- The consortium as a primary font has chosen Helvetica. It will be used in all the digital and printed materials when available.
- The secondary font when and if Helvetica is not available is Calibri or Arial.

The consortium aims to use one font to create documents and communication materials and highlight important information by using Bold, Italic or different font sizes. For example, larger font for Headlines.

The Underline is used only when the content provides a link to the other resource.

Images and videos

In our project, we will incorporate three distinct categories of visual content, encompassing both images and videos:

- Stock Visuals - we will include a selection of images and videos sourced from stock libraries.
- Original Creations – unique images and videos tailored to the project's specific requirements by the consortium partners during the project.
- Contributed Visuals - our project will feature contributions of images and videos from a diverse group, including craftmakers, artists, and stakeholders, materials produced before the project by consortium partners.

Each category of visual materials will be credited differently to acknowledge their respective sources and contributions.

Stock materials

Credits will be attributed according to their policy.

Contributed Visuals

Relevant credits will be attributed to these images and videos.

In addition, specific use of visual materials and various scenarios on usage of the creative materials including the intellectual property are described in Data management plan of the HEPHAESTUS project.

Logo Usage Examples

The logo can be combined with fabric tote bags, alone or accompanied by the illustrations, and be printed on project t-shirts.

Figure 13. Application of logo on tote bag.

Figure 14. Application of logo and illustration on tote bag.

Figure 15. Application of logo on t-shirt.

3. THE DIGITAL EXPERIENCE OF THE PROJECT

3.1. OBJECTIVE OF THE DIGITAL EXPERIENCE OF THE PROJECT

Establish an engaging and informative digital presence of the HEPHAESTUS that effectively disseminates project updates, fosters communication with various target audiences, promote innovation, sustainable growth and business models, integration of cutting-edge technologies with traditional craft materials and concepts.

In this context digital experience of the project can play a vital role in achieving this objective by serving as a central hub for information, networking, and collaboration, as well as by providing a platform for showcasing craft histories, hosting information about conferences, workshops, trainings

and other events on craft, and facilitating a mentoring program and trainings. It can also help in the creation and diffusion of craft-related content and in the development of briefs for business transformation and policymaking. The digital experience will allow to break down physical boundaries and connect with wider audience to maximise the impact of the project.

3.2. WHAT IS DIGITAL EXPERIENCE OF THE PROJECT

Digital experience within the Horizon Europe project HEPHAESTUS refers to the overall perception and interaction that individuals (representatives of project's defined target audiences) will have when engaging with project via digital means – website, social media platforms and other digital communication and dissemination means.
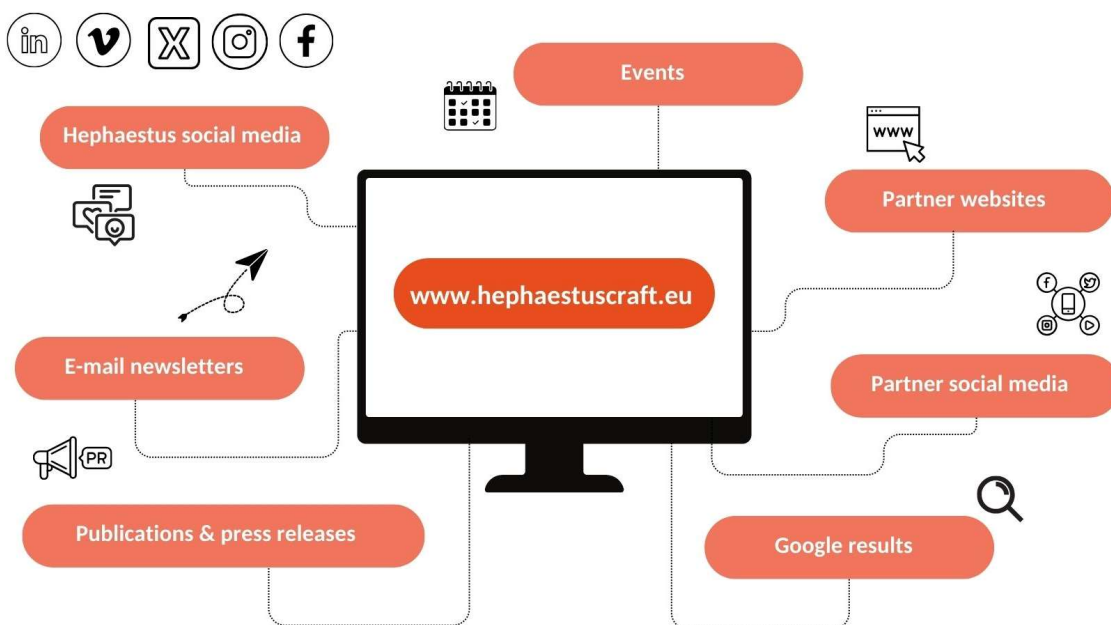
Figure 16. Digital experience of the project.

Digital experience design aims to create interactions that not only fulfil functional objectives but also leave a lasting positive impression on users. It involves a deep understanding of user needs and behaviours, iterative design processes, and a commitment to continuous improvement based on user feedback and changing technology trends. A well-crafted digital experience can have a significant impact on user satisfaction, project perception, and overall success in the digital environment. The digital experience of the project will contribute to projects specific objectives and will help to maximise the impact of the project.

Digital experience of the project will be implemented through 3 main approaches:
- Project's website
- Social media communication
- Other digital means and channels of communication

3.3. USERS – TARGET GROUPS

HEPHAESTUS consortium has identified the following target audiences:

Target audience	Craftmakers and related SMEs
Description of the group	Metal workers and foundries, glass makers and architects, textile-makers and furniture, wood workers and fixtures interested in either deploying innovations developed through HEPHAESTUS or seeing them deployed to enhance their sector.
Their interest in information gained through digital experience	• New sustainable business models for the craft sectors • Trainings • Mentoring materials • Project results • Information on Living Lab • News & Updates • Connections with other craftmakers and Ambassadors
Main channels to provide access to digital experience	• Google SEO • Social media • Dedicated events • Personal contacts of consortium partners • Craft Ambassadors • Press releases • Craft associations • E-mail newsletters
Main message	Aiming to openly inform artisans and related SMEs of the opportunity to participate in the research activities aimed at innovating craft business models with the use of digital and cutting-edge technologies. Describe the direct and indirect benefits of it (training, network, mentoring programme, valorisation of craftwork and their activity etc.) Enhance their participation in HEPHAESTUS networking events in order to build alliances with other craftmakers in Europe and relevant stakeholders.

Table 1. Craftmakers and related SMEs.

Target audience	Stakeholders within the craft ecosystem
Description of the group	Museums and heritage sites within the craft ecosystems.

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Their interest in information gained through digital experience	• Enhancement of Art and Crafts Collections • Digitisation of archives • Building a new relationship with craft communities • Information on ecosystems, artisans, artists and ambassadors, other museum and heritage realities in each Country
Main channels to provide access to digital experience	• Personal contacts of consortium partners • Craft Ambassadors • E-mail newsletters • Press releases
Main message	Construction of a network of regional craft museums, heritage institutions, research centres and universities. New opportunities arising from the digitisation of craft museum archives.

Table 2. Target audience: Stakeholders within the craft ecosystem.

Target audience	Research community
Description of the group	Research organisations, institutes, and individuals spanning related fields such as art schools, secondary educations, vocational training schools.
Their interest in information gained through digital experience	• Search results for organisational studies • Participating in craft conferences • Keeping up to date with the latest research on craft • Join an up-to-date network on the craft sector and share results and experiences • Craft education objectives • New educational curricula in the craft sector • Need analysis and changes in higher education
Main channels to provide access to digital experience	• Dedicated events • Publications • Personal contacts • Social media (LinkedIn and Twitter) • E-mail newsletters
Main message	Becoming part of one of the most important craft research communities. Contribute with your research to improve business and development opportunities in the craft sector. Filling perceived training gaps among craft producers, contributing to the design of new educational curricula to fill knowledge gaps and continuing education needs in the craft sector.

Table 3. Target audience: Research community

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Target audience	Policy makers
Description of the group	European Commission, state level legislators
Their interest in information gained through digital experience	• Project results • News & Updates • Research Report • Policy papers
Main channels to provide access to digital experience	• Dedicated events • Publications • Personal contacts
Main message	Research contribution to the renewal of craft sector studies. Defining policy strategies for sustainable (economic, environmental, social and cultural) management of artisanal ecosystems and heritage conservation. Dissemination of New European Bauhaus principles to inform social innovation practices and to guide policy. Accurate accounting and extrapolation of data on the economic contributions of handicrafts at European level by means of a targeted study to update NACE codes.

Table 4. Target audience: Policy makers.

Target audience	Craft associations
Description of the group	Confartigianato, CNA, Danish Crafts & Design Association, the National Association of Swedish Handicraft Societies
Their interest in information gained through digital experience	• Project results • Ecosystems & Craft stories • Living lab • News & Updates
Main channels to provide access to digital experience	• Dedicated events • Publications • Personal contacts
Main message	Construction of a European network based on New European Bauhaus principles for the valorisation of craft practices and the innovation of business models. Enhancing the role of associations in building critical mass around issues relevant to the future of craft in Europe.

Table 5. Target audience: Craft associations.

Target audience	General public

Description of the group	People across Europe (mainly but not only) interested in craft heritage
Their interest in information gained through digital experience	• General information about the project • Craft stories • Craftmakers and their work • News & Updates
Main channels to provide access to digital experience	• Citizen Labs • Social media (Facebook, Instagram, YouTube) • Press releases • Stakeholder activities within the craft ecosystem
Main message	Become part of a lifelong learning platform with a focus on employability, personal development and active citizenship. Promoting a sense of belonging and celebrate the central role of craftsmanship as a driver of sustainable innovation.

Table 6. Target audience: General public.

3.4. USER JOURNEY

The user journey for the Horizon Europe project's website and social media channels is a critical aspect of ensuring a positive and engaging experience for its target audiences. The main concept of the user journey in this context involves guiding users through a seamless and informative experience as they interact with the project's online communication channels.

Here's an overview of the key elements:

1. **Awareness**

The journey often begins with users becoming aware of the Horizon Europe project through various channels, including social media, search engines, referrals, press releases, partner websites and social media posts, or recommendations.
Social media channels play a significant role in disseminating project updates, news, and events, attracting users' attention and sparking their interest.

2. **Engagement**

Once users land on the project's website or social media profiles, the content should be engaging, informative, and visually appealing. Interactive elements like videos, infographics, and live webinars can capture and retain users' interest. In order to engage with various audiences, call to actions will be used.

3. **Utilization**

Users may seek detailed information about the project, its goals, project results, organised events, information that can be used for specific purposes. The website should provide clear and easily accessible resources to answer these questions. Users may be encouraged to participate in webinars, workshops, and conferences related to the project as well as other activities – surveys for example, sharing the information etc. Users should have the opportunity to use content in such ways as:
- Watch craft stories
- Engage with artisans
- Read the project reports to exploit its results

To ensure the engagement, clear calls to action (CTAs) will be developed and integrated into website as well as other communication activities.

4. **Advocacy**

Advocacy in the context of a user journey on social media or a website refers to the stage where users become enthusiastic supporters of the project. This can include sharing referral links and sharing information on social media.

3.5. LANGUAGE AND LOCALISATION

Effective communication is essential to the success of the Horizon Europe project. In alignment with our commitment to reach a diverse audience, including craft people, SMEs, museums, stakeholders and the general public, our primary project communication language for website content, social media channels, and other digital communication channels will be English.

Our commitment to effective and inclusive communication drives us to adopt English as our primary project communication language while empowering our partners to localize content for their local communities. We recognize the significance of visual content in our digital communication strategy, enabling us to transcend linguistic barriers and engage a global audience effectively.

By combining linguistic adaptation and visual storytelling, the Horizon Europe project HEPHAESTUS aspires to make a lasting impact on artisans, SMEs, museums, and the general public across diverse regions and cultures, fostering a sense of shared understanding and collaboration.

Localization and partner empowerment

We recognize the importance of connecting with local communities, regions, and countries within the project's ecosystems. To ensure that our message resonates effectively at the grassroots level and resonates with local artisans and stakeholders, each of our consortium partners will have the opportunity to adapt and localize project content to their respective local languages.

This localization strategy empowers our partners to tailor their communication to best suit their region's cultural context and linguistic preferences. By doing so, we aim to create a more personalized and engaging experience for local audiences.

Visual content and context

In addition to linguistic adaptation, we acknowledge the power of visual content in conveying our message. Various elements of our communication, including videos and photographs, will be carefully crafted to tell a story by themselves. These visual assets will possess inherent communicative value, requiring only minimal contextual support.

This strategic use of visual content will allow us to transcend language barriers and communicate universally, ensuring that our message reaches a broader and more diverse audience.

3.6. MONITORING

Analytics tools will be used to track user behaviour, and measure the effectiveness of content and engagement strategies. Insights gained should inform ongoing improvements to the website and social media channels.

The tracking tools will include link click track, website analytics, social media insights and statistics, e-mail newsletter results as well as any other specific measures applied for specific activities during the project.

The monitoring of the progress will be done regularly – once a month. This will allow to keep track on effectiveness of communication and dissemination activities that are implemented in the context of digital experience of the project. Summary of user journey with relevant KPIs is provided below. While all the stages might apply to all the target groups, we have highlighted specific target groups the user journey specifically applies to.

	Awareness	**Engagement**	**Use / Utilization**	**Advocacy**
Main target group	All target groups	All target groups	• Research community • Craftmakers • Policy makers • Craft associations • Stakeholders	• Craftmakers • Stakeholders
KPI	Website visitors: 4000 (M48) Social media impressions: 48 000 (M48)	Website engagement rate (above 50%) starting from M12. Social media followers: 2000 (M48)	Website page views: 4500 (M48) Craft story views: 1000 (M48) Views Training, Mentoring & Resources: 1000 (M48)	Website referrals: 100 (M48) Likes & shares on social media: 1000 (M48)
Goal	Increase interest about project	Demonstrate the benefits of the project	Provide valuable, easy to access and use content	Provide positive experience that users want to share with others

Table 7. User journey with relevant KPIs.

In addition to the KPIs provided in the table, other data will be collected and analysed periodically. Results will be communicated to all consortium partners. It will include such data as:

- Technology used to visit website (which will allow to explore better usability)
- Traffic sources – to assess effectiveness of activities
- Average duration of the session on website
- And other specific targets that can be set depending on specific activity (views of the landing page to announce an event, clicks for registration to event and so on).
- Social media followers
- Social media engagement

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3.7. CREDITS AND COPYRIGHT

When featuring images of individuals and their artistic creations on a website, social media or other digital communication materials, it is imperative to provide proper attribution. This practice not only demonstrates respect for the creators' rights but also upholds transparency in our project. Given the nature of this project, which heavily relies on visual content in the form of photographs and videos, a substantial amount of information regarding these assets will be detailed in the Data Management Plan (D7.1).

For images and videos utilized on our website or social media platforms, it is crucial to obtain consent from individuals who appear in the content. Additionally, it is essential to credit the respective owners of the photographs or videos in use. This approach ensures that we both respect the privacy and intellectual property rights of all parties involved, aligning with our commitment to ethical and legal standards.

4. PROJECT'S WEBSITE

The project's website will serve as the primary information hub for HEPHAESTUS, providing detailed information about the project's objectives, goals, partners, project results and progress towards achieving the goals and maximising impact. The concept of the website will be developed to provide easy access to relevant information to all the target audiences of the project.

The information disseminated and communicated through other channels will provide links to the relevant website landing page where in-depth content on the specific topic will be available.

4.1. CONCEPT OF THE WEBSITE

Creating a digital experience for the website involves a balance between showcasing creativity of the craftmakers and providing a seamless user experience to other target audiences – interested in the work of the artisans. We have developed the concept of this website based on these principles with an aim to effectively communicate with various target audiences.

4.1.1. APPROACH TOWARDS SEARCH KEYWORD – IN ORDER TO OPTIMIZE POSSIBILITIES FOR RE-USE

Domain Hephaestus craft **https://hephaestuscraft.eu/** was chosen since such domains as Hephaestus.eu, Hephaestus-project.eu, hephaestusproject.eu and similar were already taken or for sale for a higher than standard price. The consortium took a decision to opt for a name that is relevant to the project and which purchase does not require any extra budget than standard price of the EU domain name.

4.1.2. CONTENT MANAGEMENT SYSTEM

The consortium has chosen to develop website using WordPress content management system (CMS). It is one of the world's most user-friendly and highly customizable content management system (CMS) that powers millions of websites worldwide. It provides a flexible platform for creating and managing online content. WordPress has built in search engine optimization (SEO) functionality, providing tools and plugins to optimize content for better search engine visibility. Website developed using WordPress can grow, which is essential requirement of the HEPHAESTUS digital experience. It provides various plugins and tools to add different functionalities.

WordPress is mobile-responsive, ensuring that your website looks and functions well on various devices, including smartphones and tablets. It integrates seamlessly with various third-party services and tools, such as social media platforms, analytics, and more, which was an important requirement to ensure digital experience expansion possibilities in features on the website.

4.1.3. DEVELOPMENT & TESTING

The first (Basic version) of the website containing such pages as: Home, About project, Consortium, News & Updates, Contact has been developed during the first month of the project. After development of the website and the digital experience will happen in phases. Initial stages of the development are illustrated in the Figure 17.
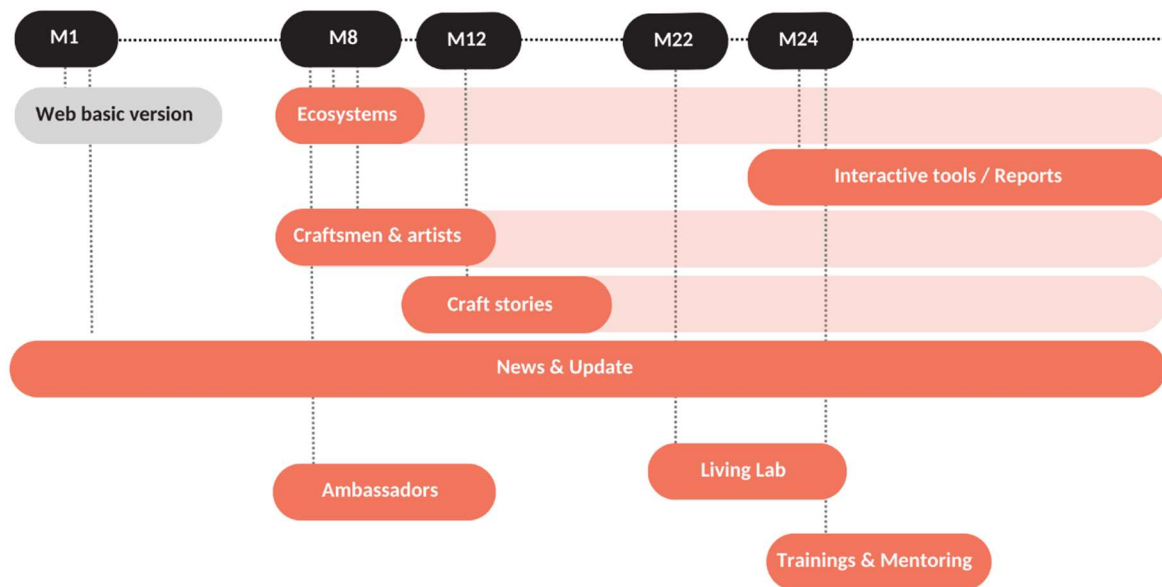
Figure 17. Project development and evolvement timeline.

However, depending on availability of information, other opportunities or needs, the plan can be adapted to ensure the most effective result for the project.

Each phase of development will end with testing of the new features and content on various devices as well as validation of the content and functionalities by the consortium partners. A specific document to report inconsistencies or errors will be created.

4.1.4. KEY ELEMENTS OF POSITIVE DIGITAL EXPERIENCE

The following sections outline the crucial components that will deliver a seamless digital experience to our diverse target audiences. Within this table, you will find the primary element, a description of what constitutes a positive user experience, and specific solutions detailing how the HEPHAESTUS project consortium plans to ensure the successful implementation of each element, thus guaranteeing an optimal user experience.

Key element	Description	Solution
Usability	Ease of use and navigation. Users should be able to achieve their goals efficiently and without frustration.	Web content strategy and website concept will be developed to ensure ease of use and navigation of the website.
Findability and accessibility	The information provided on website and social media will be accessible to any interested party, no restrictions on specific parts of content are planned.	Findability will be ensured via SEO (Search Engine Optimisation) and accessibility though providing equal access to content to all interested parties.

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		Implement SEO strategies to improve the website's visibility on search engines. This includes optimizing content, meta tags, and using relevant keywords
Performance	Fast loading, smooth interactions are essential for a positive digital experience.	The images for the website will be optimised and the videos will be stored on YouTube or/and Vimeo to ensure performance. Ensure the website is regularly maintained, including software updates, security checks, and content updates.
Content	High-quality, relevant, and engaging content is crucial. Whether it's informative articles, compelling visuals, or interactive features, content plays a significant role in shaping the digital experience.	The content will be developed in collaboration with the experts, it will be validated by them. To ensure the best experience, a specific content strategy is developed.
Design	Aesthetic appeal, intuitive layouts, and thoughtful interactions contribute to a positive digital experience.	The design of the website will have the same look and feel as the visual identity of the project. It will also ensure the consistency.
Personalization	Tailoring the experience to individual user preferences and needs can greatly enhance digital experiences.	Through content strategy and the content, itself – the website will provide a relevant content aimed at specific target audiences.
Consistency	Maintaining a consistent look, feel, and functionality across different devices and platforms (desktop, mobile, tablet) ensures that users have a cohesive experience.	The visual identity will be maintained in all communication materials, including social media, other communication and dissemination activities as well as the websites desktop, mobile and tablet versions. The website is developed to be fully responsive to different screen sizes and devices to reach a wider audience.
Security	Users need to trust that their data and information are secure when interacting with digital products.	The privacy Policy and the GDPR rules and cookies policy are applied.
Feedback and monitoring	Providing clear feedback to users, whether it's through error messages, notifications, or support channels, is vital for a smooth digital experience.	Users can provide feedback by getting in touch with the project's team. Include a contact form, email address, and links to their social media profiles. In addition, the website and social media will be regularly monitored to ensure improvements when needed in order to improve user experience. Integrate

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		analytics tools to monitor website traffic, user behaviour, and conversion rates. This data can inform future improvements.

Table 8. Key elements for an optimal user experience.

4.2. STRUCTURE AND CONTENT OF THE WEBSITE

The planned structure of the website is illustrated within the Figure 16. Description of the landing pages is provided below. The website will be continuously improved and updated as the project will evolve. In addition, the monitoring data will be taken into consideration to ensure better user experience.

Figure 18. Structure of the website.

Hero section on the home page and every landing page of the project website
The hero section on a website is the prominent, often large and visually appealing, area at the top of a webpage. It typically contains a key message, headline, and sometimes a call to action, serving as the first thing visitors see and engaging them with the website's content or purpose.
This section in the webpage of the Hephaestus project will be set up with:
- Engaging hero image/ video or drawing of artists showcasing craftsmanship in action.
- A concise and impactful headline that communicates the essence of the project (home page) essence of the specific landing page on other pages.
- A brief sub-headline or tagline to provide context and intrigue.

About project - Project Overview (on the Home page and About project page)
- A section that provides a high-level overview of the Horizon Europe project.
- Key objectives and goals of the project.
- Benefits, outcomes and expected impact of the project.

Ecosystems (dedicated landing pages with sub-pages for each ecosystem)
- Short description of the craft ecosystems with links to more information.
- Images or videos showcasing work of craftmanship in those ecosystems, descriptions about the craftmanship

Craft histories (dedicated landing page, also integrated into specific ecosystems or craftmaker / artist profiles)
- Short description
- Video integration with social media – Vimeo with a short teaser on YouTube

Project Highlights (Home page and About project page)
- A section highlighting key achievements and milestones of the project.
- Photos or videos of noteworthy moments or accomplishments.

Craft Ambassadors (dedicated landing page and integrated block into ecosystem pages)
- Quotes or testimonials from craft ambassadors.
- Authentic statements highlighting the impact of craftsmanship in Horizon Europe.
- Short description about the craft ambassadors and possibility to contact them.

Consortium (dedicated landing page for consortium and each partner)
- Brief information about project consortium with links to more information.
- Logos or information about organizations, institutions and companies involved in the project.
- Links to partner profiles or dedicated partnership pages.
- Possibility to contact each of the project partners.

News and Updates
- A feed or section featuring the latest news, blog posts, or updates related to the project.
- Links to in-depth articles or blog posts for those interested in more information.

Call to Action (CTA) – integrated into most of the landing pages
- Prominent CTAs encouraging users to explore the project further or get involved.
- Buttons or links to access more detailed information, contact the project team, or subscribe to updates.

Videos
- When possible, videos will be integrated in the landing pages, for example, to illustrate ecosystems, to provide information about the project and its partners, to provide information about ambassadors, artisans and so on.

Interactive Elements (integrated into relevant landing pages)
- Interactive infographics or charts showcasing project data or impact.
- Quizzes or interactive tools related to craftsmanship and the project.

Resources and Downloads (integrated into relevant landing pages)
- Downloadable PDFs, public reports, or documents related to the project.
- Links to relevant research papers or resources.
- Access to recorded trainings or materials (documents etc. from trainings)
- Access to mentoring materials

Social Media Integration (Header and Footer)
- Links to the project's social media profiles for users to follow and engage.
- Social media share buttons for users to share content from the site.

Training & Mentoring (dedicated landing page)
- Information about upcoming trainings and workshops
- Mentoring programme for craftmakers
- Links to access to materials (trainings & mentoring documents)

Contact (dedicated page, block in the ecosystem sub-pages)
- Contact information – possibility to contact Project Coordinator, communication and dissemination team as well as representatives of each ecosystem.

Future of Craft – Living lab in Bornholm (dedicated page, block in the ecosystem sub-page, dedicated bloc on home page)
- Information about the living lab
- CTA (Call to Action)

Privacy Policy & Cookies
- Information explaining how the private data has been collected, stored and used
- Information on how cookies are used to collect analytical information

4.3. DESIGN OF THE WEBSITE

The website is one of the main information showcases of the project.
Website efficiency will be assured by the criteria of:

- Usability: clear and accessible structure
- Content updating
- Accuracy in the content suitability

All partners will be requested to deliver content for the website which will provide insight into current research and current and future events in the different craft ecosystems.

The Website map has been designed to offer a complete overview of the project and an easy access to all its activities. Its design (still in the planning stage at M6) will have a simple appearance, reflecting the colours and spirit of the Visual Identity and emphasising the experiential aspect of the end user, while also providing constant updates on the progress of the Project.

4.4. SEO STRATEGY

Creating an effective SEO (Search Engine Optimization) strategy for a Horizon Europe project's website is crucial for improving its visibility, findability in search engine results, for example, Google. The SEO will contribute to the findability of the project and its various results and updates. The general SEO best practise will be applied in development and updates of the website.

SEO content
- **Page Titles** will be individually created for each page and they will include target keywords in to improve click-through rates.
- **Meta Descriptions** - will encourage users to click on the pages when they appear in search results.
- **Header Tags** will be used according to the good practise of the SEO and the content will be structured by using header tags (H1, H2, H3) that will also include keywords where relevant.
- **Keyword Optimization** the relevant keywords will be naturally integrated in body text, and image alt text, video descriptions and so on.

High-Quality Content

As described in the previous sections the website will contain various types of content aimed for various target audiences. The content will be regularly updated – new pieces of information will be added. Multimedia elements like images, videos, and infographics will be used to enhance the user experience.

Mobile optimisation

The Website will be responsive and mobile-friendly, as mobile optimization is a crucial ranking factor. The website will be tested on various types of devices (screen sizes) and internet programmes (Safari, Chrome).

Link building

Link building will be ensured by providing additional info to external information sources – publications, journals, partner websites, craft people and artist websites and more. In addition, internal links to provide simple access to relevant information. The links provided to external sources will open in new window/tab, the links provided within the website (other page in HEPHAESTUS website) will open in the same window/tab.

5. SOCIAL MEDIA

Social media platforms have billions of active users worldwide. Utilizing these platforms will allow the Horizon Europe project to reach a global audience, thereby increasing visibility and engagement. A fundamental element of the digital experience is the adept utilization of social media platforms, which serves as a dynamic conduit for conveying project information, fostering engagement, and amplifying the project's reach to a broad and diverse audience. Social media communication is thus important part of the digital experience of the project. An overview on how social media communication is integrated into digital experience is demonstrated in the Figure 16. Figure 19 demonstrates and overview on the connections between various target groups and their experience with HEPHAESTUS social media channels.
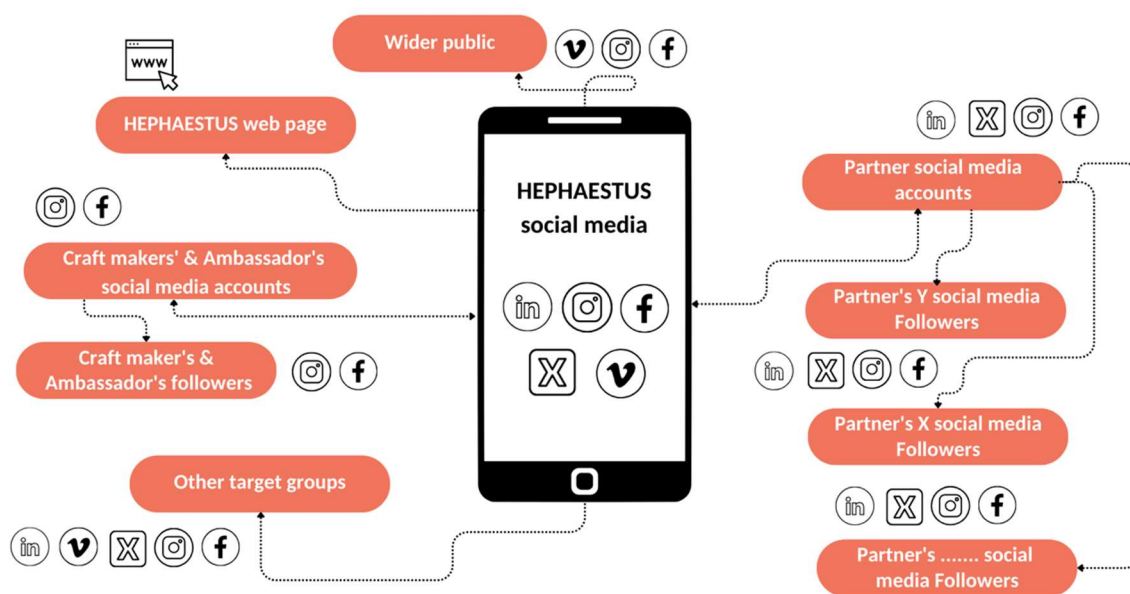

Figure 19. Digital experience via social media.

Social media channels will be used to share projects experience, events and updates to wider public on timely basis. Often, they contain links to the project's website where wider information is provided. As an integral component of our digital engagement strategy, the utilization of social media channels will significantly augment our communication efforts. Social media platforms will play a pivotal role in disseminating critical project information to our target audiences effectively. Furthermore, these platforms will facilitate the reciprocal sharing of content, wherein project partners may repost pertinent project-related updates, and conversely, our project may repost content from our esteemed partners. This reciprocal engagement approach will exponentially broaden our reach, enabling us to engage with a more extensive and diverse audience base. The results from these efforts will be regularly monitored and analysed to adjust the content and ensure continuous improvements. Following social media are used to ensure digital experience:

- Twitter / X – mainly aimed at policy-makers and stakeholders

- LinkedIn – aimed at policy-makers, stakeholders, research community, craft associations
- Facebook – craftmakers and related SMEs, craft associations, general public
- Instagram – craftmakers and related SMEs, craft associations, general public
- YouTube – general public
- Vimeo – all

The communication partner WIT who will mainly ensure social media communication activities will tag consortium partners as it serves several valuable purposes. It ensures that partners are aware of project's posts and updates, which ensures increasing visibility of HEPHAESTUS content among their followers as well. Additionally, it fosters a sense of collaboration and teamwork, reinforcing the idea that the project is a joint effort.

The partners will be tagged whenever it is relevant – event organised by the partner, partner participates in event, partner shares an achievement or results etc. Also, partner tagging will be used when highlighting collaborative efforts, including joint publications, research findings, or project-related activities.

To tag consortium partners, use the '@' symbol followed by their social media handle (e.g., @PartnerName) in project's post or comment.

5.1. MESSAGE AND FORM OF CONTENT

Our approach to digital experience on social media is anchored in delivering the most pertinent and compelling messages to our target audience, while carefully adapting the form of content to align with the specific social media platform and the overarching goals of our project. This approach ensures that our digital presence remains user-centric, maximizes project impact, and ultimately attains our stated objectives.

Audience-Centric Message

The messages communicated on social media are meticulously crafted to resonate with the unique interests, needs, and preferences of our target audience on each social media platform. We recognize that what resonates on one platform may differ from another, and our content reflects this understanding.

Targeted social media strategies

Some examples of the possible social media content forms and strategies are outlined in this document. During the project the communication and dissemination team together with researchers, craftmakers and craft ambassadors will try to establish the most effective forms and strategies as well as new ones.

- Craft tutorials: when possible, craftmaking tutorials and techniques.
- Success stories: success stories of artisans who have benefitted from the project's initiatives and results.
- New collaboration opportunities for craft people and stakeholders in the ecosystems of the project and beyond.
- Networking events, webinars, workshops, exhibitions and other events.
- Project results – access to training materials, findings, new business models.
- Historical and educational content related to crafts.

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- Collaboration Announcements between artisans, museums, craft associations and other stakeholders.
- Awareness campaigns about the project's goals and impact.

Content Adaptation

The form and format of our content are tailored to suit the specific preferences of our audience, the characteristics of each social media platform, and the overarching project objectives.

We leverage a diverse range of content types, including stories, image galleries, videos, events, and infographics, to effectively convey our message and create a multi-dimensional digital experience.

As much as it is possible the consortium will aim to ensure visual storytelling. Stories, galleries and videos provide a dynamic and visually engaging medium for conveying complex project information and research findings.

We utilize these formats to create compelling narratives that captivate our audience's attention and facilitate a deeper understanding of our project's goals and outcomes. In addition, nature of this project – close collaboration with artists, artisans, craft ambassadors, stakeholders in ecosystems allow consortium obtain various types of visual materials – photos and videos.

Data Visualization

Infographics play a crucial role in simplifying intricate research data and conveying it in an easily digestible format. We employ visually appealing infographics to enhance comprehension and drive engagement with our project's key findings.

Our tailored social media strategy is underpinned by the principle of delivering the right message, in the right format, on the right platform, and at the right time. This user-centric approach ensures that our Horizon Europe project's HEPHAESTUS digital experience remains both meaningful and impactful, resonating with our audience and ultimately contributing to reaching our project's objectives.

6. OTHER DIGITAL MEANS AND CHANNELS OF COMMUNICATION

The digital landscape offers diverse opportunities to engage with our target audiences effectively. While websites and social media remain pivotal, the HEPHAESTUS project acknowledges the importance of extending our digital footprint to create a richer and more immersive digital experience to maximise the impact of the project and reach the goals of the project.

- Webinars and other online events that, includes expert panels, workshops, and Q&A sessions and are aimed to craftmakers, craft ambassadors as well as stakeholders in ecosystems.
- Online surveys and feedback mechanisms to gather artisans, ambassador and stakeholder inputs.
- E-mail newsletters to provide summary of achievements and evolvement of the project.

The results and effectives of these activities will be also measured in terms of quality, number of participants, e-main newsletters delivered and so on. These activities will also be promoted through social media and website to ensure well-functioning digital ecosystem and digital experience of the project.