

# Evaluation and management of arsenic contamination in agricultural soil and water - AgriAs

## D6.2 Project Website, Corporate design, Brochures, Leaflets & Newsletter

## D6.3 Social Media Channels

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## 1 Introduction

This report combines two AgriAs deliverables, namely: DEL6.2. Project Website, Corporate design, Brochures, Leaflets & Newsletter and DEL 6.3. Social Media Channels.

To generate high recognition value for AgriAs Project a corporate design was developed. The design comprises a recognizable logo, colors and typography that are used for all documents and publications produced within AgriAs.

AgriAs Twitter channel is the main social media channel for the communication in public and it was established at the start of the project.

## 2 AgriAs website

A public project website was designed and released publically online at the beginning of the project.

AgriAs website address is <http://projects.gtk.fi/AgriAs/> (see also Figure 1).

The published website contains information on the project, the project work packages, the objectives, news and the consortium and contact persons. From website download section selected presentations, promotional materials, public deliverables, abstracts and posters can be downloaded. In addition, the designed site includes a contact form. The website has been kept up to date during the project and the project results will be published on the website.

## 3 AgriAs corporate identity

Visual identity has been created for the project. Project logo designed by KEMAKTA is a part of the visual identity and its use is compulsory in the project materials. Project logo can be found from the Tiimeri platform and below. Project logo designed by KEMAKTA is a part of the visual identity and its use is compulsory in the project materials.



## Evaluation and management of Arsenic contamination in agricultural soil and water – AgriAs

Occurrence of arsenic (As) in the environment, its toxic effects in water ecosystems, as well as technologies for the removal of As have been widely studied over the past decades. However, several important gaps remain and AgriAs project aims to focus on these. The overall goal of AgriAs is to provide the European Union with reliable data on the existing risks of As exposure through agriculture, a complete summary of existing tools available for As remediation as well as an array of tools for ecotoxicity and bioavailability assessment.

AgriAs will build on existing knowledge by using comprehensive national and European databases, developing and testing new technologies aiming to solve problems and carry out efficient risk monitoring. A particular attention will be paid to the demonstration and dissemination phase in close cooperation with stakeholders.

The verifiable main objectives of the project are:

- To address water and soil pollution by As highlighting the needs for sustainable development and healthy food chain,
- To summarize national and European databases to assess the scale of As contamination in European agricultural soils and water,
- To develop recommendations/guidelines for sustainable management of As risk together with stakeholders,
- To demonstrate As removal technology at target sites and to assess its technological and economic feasibility,
- To apply biological tools in different contexts to assess environmental quality and to manage ecological, environmental and human risks,
- To disseminate the results of the project to stakeholders

AgriAs is co-funded by the EU and Academy of Finland, L'Agence nationale de la recherche, Bundesministerium für Ernährung und Landwirtschaft and Forskningsrådet FORMAS under the ERA-NET Cofund WaterWorks2015 Call. This ERA-NET is an integral part of the 2016 Joint Activities developed by the Water Challenges for a Changing World Joint Programme Initiative (Water JPI).



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Figure 1. Screenshot of AgriAs homepage.



Figure 2. AgriAs logo designed by KEMAKTA.

#### **4 Design templates**

A template for MS Word documents like deliverables, progress reports, and meeting minutes was created according to the developed corporate design, containing style presets for main text, headlines, bullet lists, labelling, and others, as well as general design of the document (*i.e.* title page, header and footer lines etc.). For presentations, a PowerPoint template was designed and made available for partners through the AgriAs website.

#### **5 Leaflets and posters**

Publicity material such as leaflets and posters were published during the project. Available materials for information sharing are leaflets which can be modified freely for each partner's needs and the poster which can be found in the project website. AgriAs brochures are printed in English, German and French. An example of the first and last pages of a leaflet is presented in figures 3 and 4.

# Evaluation et gestion de la contamination par l'arsenic dans les sols agricoles et les eaux



**AgriAs**

**Projet AgriAs**

1.4.2017 – 31.3.2019

<http://projects.gtk.fi/AgriAs>



*Le projet AgriAs est financé par l'ERA-NET Cofund WaterWorks 2015*

Figure 3. Front page of French leaflet.

## Kontaktinformationen

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Weitere Informationen zum Projekt AgriAs finden Sie auf der Webseite des Netzwerkes Water JPI:

<http://www.waterjpi.eu/>

[http://www.waterjpi.eu/images/Kick-Off/Presentation\\_2016/](http://www.waterjpi.eu/images/Kick-Off/Presentation_2016/)

Figure 4. Last page of German leaflet.

## 6 Social media channels

Twitter channel is the main channel for the communication in public. Especially project results, public events arranged during the project and the project in general has been introduced to the general public. AgriAs Twitter channel @AgriAs\_EU was opened already in March 2017 and can be found in this link: [https://twitter.com/AgriAs\\_EU](https://twitter.com/AgriAs_EU) . It is maintained by GTK. Screenshot from @AgriAs\_EU is presented in figure 5.



Figure 5. Screenshot from @AgriAs\_EU twitter account.