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ENRICHER hubs

Designing green tourism concepts through learning

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| Project Acronym: | ENRICHER hubs |
| Project Title: | Designing green tourism concepts through learning |
| Project No: | 101082919 |
| Funding Scheme: | ERASMUS+ |
| Coordinator: | [Haaga-Helia UAS] |
| Project Duration: | 36 months |

Deliverable 6.2 Project Identity

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DOCUMENT CONTROL SHEET

| Title of Document: Project Identity | |
|-------------------------------------|--------------------------------------|
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| Version | Date | Revision Description | Responsible Partner |
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| v.0.1 | 21/02/2024 | The first version of the document structure, done by the Lead beneficiary team for WP6 | MSU |
| v.0.2 | 22/02/2024 | The final version of the document | |
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1. CONSORTIUM MEMBERS

| Logo | Institution | Country |
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|  INNSBRUCK AUSTRIA | MCI MANAGEMENT CENTER INNSBRUCK INTERNATIONALE HOCHSCHULE GMBH | AT |
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Project identification: the Enricher hubs logo and other visual elements

The incipient dissemination of the project starts with the project visibility. To achieve maximum visibility, the project needs a personality. The project identity is linked with a graphically coherent and consistent representation of the ENRICHER hubs logo on project results and documentation. It's necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. make use of this image and be consistent with its style. An attractive graphical representation helps provide interested parties with the message that the project conveys.

As Enricher hubs is Ulysseus [European university's satellite project](#), it is utilizing the visual elements according to Ulysseus brand book to create logo, colour scheme and different templates for materials (for presentations, documents and reporting). Enricher hubs project will gain visibility also through Ulysseus -website.

The identity for the project has been discussed and decided together with all partners and will be in line with all EU visibility guidelines. EU logo will be used as recommended, to show the visibility of EU funding. Style of the pictures will be selected to identify the project's visual identity as well. It is important to select the key words and sentences, to describe the project in a nutshell, the main hashtags for social media, how to best reach and engage project's different target groups in different channels.



Project Logo

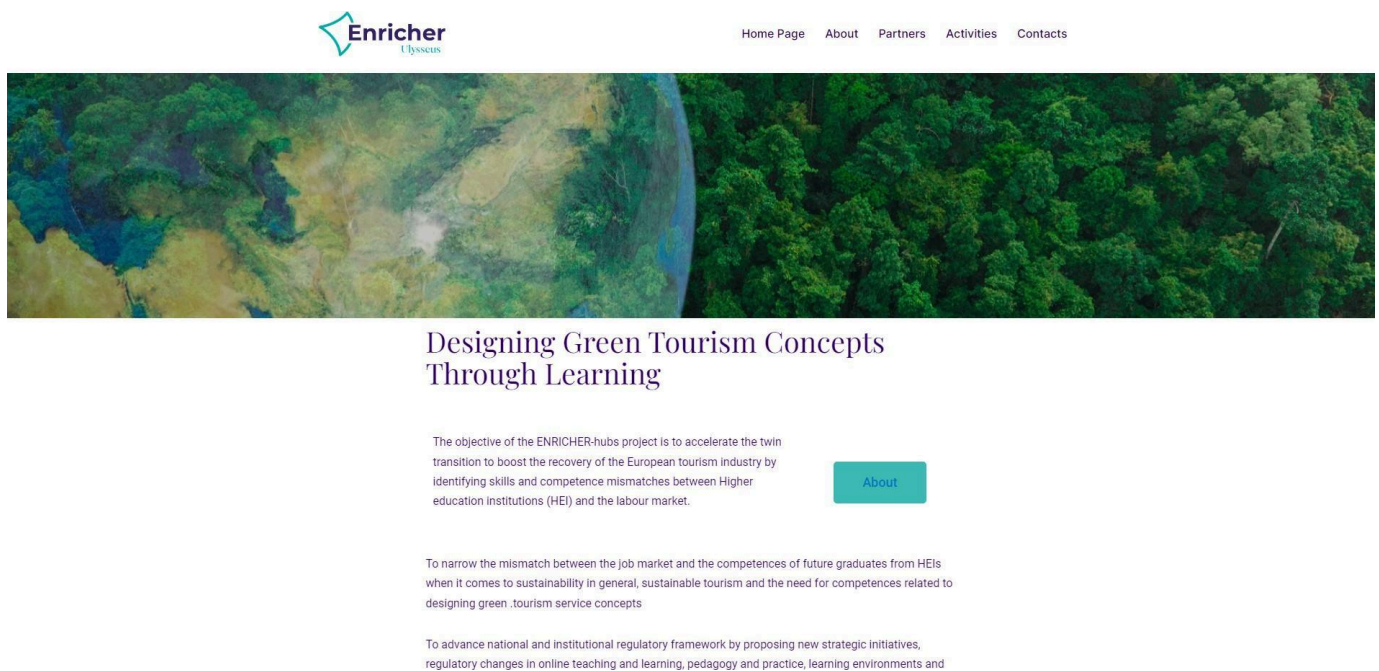


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Programme Logo

The ENRICHER hubs website

The ENRICHER hubs website (enricher.eu) plays an important role in the overall project, since it functions as an important tool for public dissemination of project results and news. The project's website will become one of the main sources of information about the activities and achievements of the project. Articles and blogs will be published in universities websites and linked to the projects website. Contact information about all members of the consortium is available on the website to facilitate communication with those who are potentially interested in the project. A minimum of 1000 visitors are expected to the project website.





Social networks

ENRICHER hubs is available on – influential social media networks. An online profile will be created, used as an information collecting point and connected to the website. The channels (Facebook, Instagram and LinkedIn) will have a minimum of 300 followers. The benefits provided by social networks include: help in developing media skills; reach new contacts and opportunities; increase awareness. During the course of ENRICHER hubs project partners will use different social networks to post local news, event photos, ideas, comments, milestones, etc.



ANNEX

| Nr. | Name | Location |
|-----|---------------------|---|
| 1. | PPT presentation |  |
| 2. | Confidential Report |  |




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Enricher hubs Public Report Template

14.02.2024



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|---------------------|--|----------|--|
| Meeting title | | Date | |
| Meeting type | | Time | |
| Meeting coordinator | | Location | |



| Attendee name | Organization |
|---------------|--------------|
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Meeting agenda

Meeting summary (with decisions taken)



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| 5. | Word Document Template | <div data-bbox="1198 212 1409 239"></div> <div data-bbox="982 310 1154 338">Title H1 (Template)</div> <div data-bbox="982 350 1360 438"><p>Europe's economic and social prosperity depends on its capacity to innovate and transform, adapting to an ever changing and more competitive environment. Universities should be key actors to provide new solutions to economic, social and environmental problems, joining forces to create the eco-systems that encourage innovation, research and development (R&D) and entrepreneurship. Accordingly, Universities should also play a leading role in local and regional development, contributing to the economic, social and cultural growth of their communities.</p></div> <div data-bbox="982 443 1360 529"><p>To this end, working together to strengthen human capital, employability and competitiveness to prepare the Highly skilled European citizens of the future is a key mission of today's Universities. It is imperative to build up an outward-looking culture of innovation and entrepreneurship, facilitating strong and durable connections between academy, government, industry, civil society, including students associations, all bounded to the environment, in order to align educational, research, and knowledge transfer outputs with the society and market needs.</p></div> |
|----|------------------------|--|