



LEAP-SE

Long-Term Joint EU-AU Research and
Innovation Partnership on Sustainable Energy

D5.18 - Communication Guidelines for funded projects

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The LEAP-SE project has received funding from the European Union's Horizon Europe Program Cofund Action under Grant Agreement 101172838. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

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1. Introduction

1.1 Purpose of the guidelines

The purpose of this deliverable is to set the communication guidelines to be applied by all funded projects in LEAP-SE. These guidelines aim to ensure a coherent, professional, and impactful communication approach across the programme. This includes the creation of branding and visual identity standards, funding acknowledgement requirements, messaging alignment with LEAP-SE's strategic goals and guidance on using LEAP-SE's shared communication channels (e.g., website, social media, newsletter).

By following these guidelines, funded projects will contribute to the visibility, credibility, and collective impact of the LEAP-SE initiative.

1.2 Scope and applicability (who should use this document)

This document offers both strategic guidance and practical tools to support communication and dissemination activities throughout the life of each project. These guidelines are intended for all projects funded under LEAP-SE, and are especially relevant for project coordinators, communication leads, or work package leaders, researchers and project staff involved in outreach and stakeholder engagement, including any partner responsible for preparing materials (e.g., presentations, reports, publications, press releases).

1.3 Objectives of communicating within LEAP-SE

The overarching objective of communicating within LEAP-SE is to raise awareness, share knowledge, and amplify the impact of the funded projects working toward sustainable energy solutions.

All communication efforts will ensure the widespread visibility of each project's activities through the pre-existing LEAP-RE channels and audiences. By doing so, funded projects will maximise their reach and impact within and beyond the consortium. It will also support each project's results, support knowledge sharing and promote collaboration in Europe and Africa within the research and innovation ecosystem.

LEAP-SE's communication efforts will also engage diverse audiences, ranging from policymakers and researchers to the public (see *D5.17 - Communication and Dissemination Plan* for more target audiences), and ultimately contribute to the policy influence, long-term sustainability, and collective legacy of LEAP-SE.

2. Branding and visual identity

A consistent and common visual identity across all communication materials ensures that LEAP-SE and its funded projects are easily recognisable and aligned with the programme's



broader goals. These branding guidelines are designed to maintain coherence while allowing individual projects some flexibility to reflect their unique identity.

2.1 Use of the LEAP-SE logo

All funded projects must include the official LEAP-SE logo on their communication materials, including but not limited to presentations, websites, social media graphics, posters, brochures, reports, and deliverables. The logo must be displayed prominently and proportionately, with clear space around it to ensure visibility. The logo should not be distorted, recoloured, or modified in any way.



Figure 1: LEAP-SE official logo



Figure 2: LEAP-SE logo variants

2.2 Co-branding: project logos and LEAP-SE

Where a project has its own logo, both logos (LEAP-SE and project-specific) should appear together on all materials. On a Word and PowerPoint template, the LEAP-SE logo should



be placed on the first page (the cover page). On a website, the logo should be added along with the funding acknowledgement at the bottom of the project's informational page (see section 3 for the funding acknowledgement). On a rollup, banner, poster and other communication materials, the LEAP-SE logo should be placed with the funding acknowledgement. The placement shall depend on the document design and remain within the project's own freedom.

When placed next to the project logo, the LEAP-SE logo size must be equal to that of the project logo. Additional LEAP-RE or LEAP-SE partner logos (e.g. EU, funding organisations) may also be included where relevant, with proper positioning and spacing.

2.3 Visual identity guidelines (colour palette, fonts, templates, etc.)

The LEAP-SE visual identity builds on the pre-existing LEAP-RE brand. For the project's ease of use, the following colour palette and font can be used.

Colours:

- HEX#40c3da
- HEX#129b2e
- HEX#3b3b3c

Font: Verdana

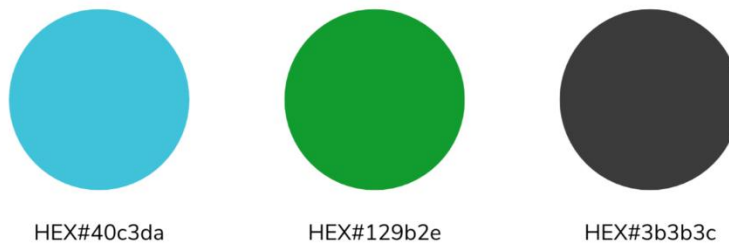


Figure 3: Visual identity (colours)





Figure 4: How to use the logo

In text, the project call should be referred to as “LEAP-SE”.

3. Funding acknowledgement guidelines

3.1 Horizon Europe funding statements

All funded projects must explicitly acknowledge support from the European Union (through Horizon Europe). This recognition must appear on all public-facing materials, including websites that are not part of the LEAP-RE website portfolio, presentations, reports, deliverables, press releases, scientific publications, and visuals created within the project scope.

3.2 Official acknowledgement text for publications and materials and EU logo.

The following standard sentence should be used across all project outputs and communication materials:

The LEAP-SE project has received funding from the European Union's Horizon Europe Program Cofund Action under Grant Agreement 101172838.



The EU flag must be displayed alongside the LEAP-SE logo and the acknowledgement text, typically in a footer section or co-branded visual block. Their position should reflect their role as funders and be visually balanced with the rest of the layout.

3.3 Disclaimer statements

Where appropriate (e.g. on websites, publications, reports), the following disclaimer must be included:

"Funded by the European Union. Views and opinions expressed are however, those of the authors only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them."

3.4 Disclaimer statements of funding organisation

LEAP-SE funding organisation might require the use of logo's and disclaimers. Each partner should make sure that the regulation of it own funding organisation is followed.

4. Use of LEAP-SE communication channels

To maximise the visibility of LEAP-SE-funded projects and ensure consistent messaging across the initiative, this section outlines how projects can leverage the communication tools and platforms managed by the LEAP-SE coordination team. Projects are encouraged to actively contribute to these shared channels to highlight progress, results, and events.

4.1 Overview of available channels

Because of the well-established LEAP-RE initiative, an audience and numerous tools are already at the consortium's disposal and will continue to be leveraged with LEAP-SE to keep promoting the funded projects.

4.1.1 LEAP-RE website pages portfolio

Each funded project under LEAP-SE will be featured on the LEAP-RE website, with a dedicated project page containing key information such as objectives, partners, duration, and news updates. Projects are responsible for providing and regularly updating content (e.g., highlights, media mentions, milestones etc.) in collaboration with the LEAP-SE communication team.

4.1.2 LEAP-RE social media

LEAP-RE maintains active social media profiles, primarily on LinkedIn and X (formerly Twitter), and has recently launched its Bluesky account, where updates from funded projects are shared with a broad stakeholder audience. Project partners can request the promotion of events, publications, and achievements by submitting content to the coordination team (see 4.2). Social media engagement helps enhance cross-project visibility and reach new audiences across Europe and Africa.

If the funded project decides to have social media platforms, they are encouraged to share their news with the LEAP-RE/LEAP-SE communication team. To ensure coherence and recognisability across social media:

- Use the hashtags #LEAPRE, #LEAPSE, and project-specific tags (if applicable).
- Tag the official accounts: @LEAP_RE on X and @LEAP-RE on LinkedIn.
- Visual content (images, graphics, infographics etc.) should respect the project's and LEAP-SE's visual identity.
- Always include the funding acknowledgement when relevant, and ensure posts reflect a professional tone and accurate messaging.

It is advised that, rather than developing a separate strategy, they promote their project through the established LEAP-RE channels.

4.1.3 LEAP-RE newsletters

Funded projects are encouraged to contribute short news items, success stories, or visuals to increase their visibility within the broader LEAP community and with external stakeholders in the LEAP-RE/LEAP-SE newsletter.

4.1.4 LEAP-RE online platform

Funded projects are strongly encouraged to utilise the LEAP-RE online platform as a hub for collaboration, knowledge sharing, and visibility. The platform provides dedicated spaces to showcase project results, connect with other initiatives, and engage with the broader AU-EU energy community. To facilitate effective use, we invite all partners to consult the *D5.2 Online Platform User Guidebook*, which offers step-by-step instructions and practical tips for navigating the platform's features. By contributing regularly, projects can enhance their outreach, foster synergies, and ensure their results are widely disseminated within and beyond the LEAP-RE network.

4.2 Guidelines for submitting content to LEAP-SE, communication between projects and LEAP-SE coordination

Funded projects are encouraged to submit communication content (e.g., event announcements, blog articles, media, or press releases) to the LEAP-SE communication team via the established contact point. To ensure timely publication:



- Submit content at least two weeks before the intended publication date.
- Provide text in English, accompanied by relevant images or visuals (with copyright clearance).
- Include suggested tags, hashtags, or any associated links (e.g., event registrations, publications etc.) for social media posting for example.
- Coordination between project communication leads and the LEAP-SE team can be arranged through regular communication touchpoints (e.g., quarterly calls or email exchanges).

5. Conclusion

The communication guidelines set in this document are designed to ensure consistency, visibility, and effective dissemination of the work being carried out by all LEAP-SE funded projects. By following these guidelines, projects will help maximise the impact of their activities, amplify their voices, and foster strong engagement with stakeholders across Europe and Africa. Clear communication, adherence to branding standards, and the proper acknowledgement of funding sources are essential in showcasing the results and outcomes of the LEAP-SE initiative.

All project teams are encouraged to actively engage with the provided communication channels and resources, ensuring the LEAP-SE network is recognised for its contributions to sustainable energy solutions.

