FULFILL

Fundamental decarbonisation
through sufficiency by lifestyle changes

Visual Identity

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GA#: 101003656

Deliverable number (relative in WP)	8.2
Deliverable name	Visual Identity
WP / WP number	8
Delivery due date	February 28, 2022
Actual date of submission	February 28, 2022
Dissemination level	Public
Lead beneficiary	JDI
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Project Partners

No	Participant name	Short Name	Country code	Partners' logos
1	**Fraunhofer Institute for Systems and Innovation Research ISI**	FH ISI	DE	Fraunhofer
2	**Wuppertal Institut für Klima, Umwelt, Energie GGMBH**	WI	DE	Wuppertal Institut
3	**Accademia Europea di Bolzano**	EURAC	IT	eurac research
4	**Notre Europe - Institut Jacques Delors**	JDI	FR	Notre Europe
5	**Association négaWatt**	NW	FR	Association négaWatt
6	**Politecnico di Milano**	POLIMI	IT	POLITECNICO MILANO 1863
7	**International Network for Sustainable Energy-Europe**	INFORSE	DK	INFORSE-EUROPE International Network for Sustainable Energy
8	**Zala Briviba Biedriba SA**	ZB	LV	Zaļā brīvība

Acknowledgement

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List of abbreviations

EU	**European Union**
NDC	**Nationally Determined Contributions**
SSH	**Social Sciences and Humanities**
MS	**Microsoft**
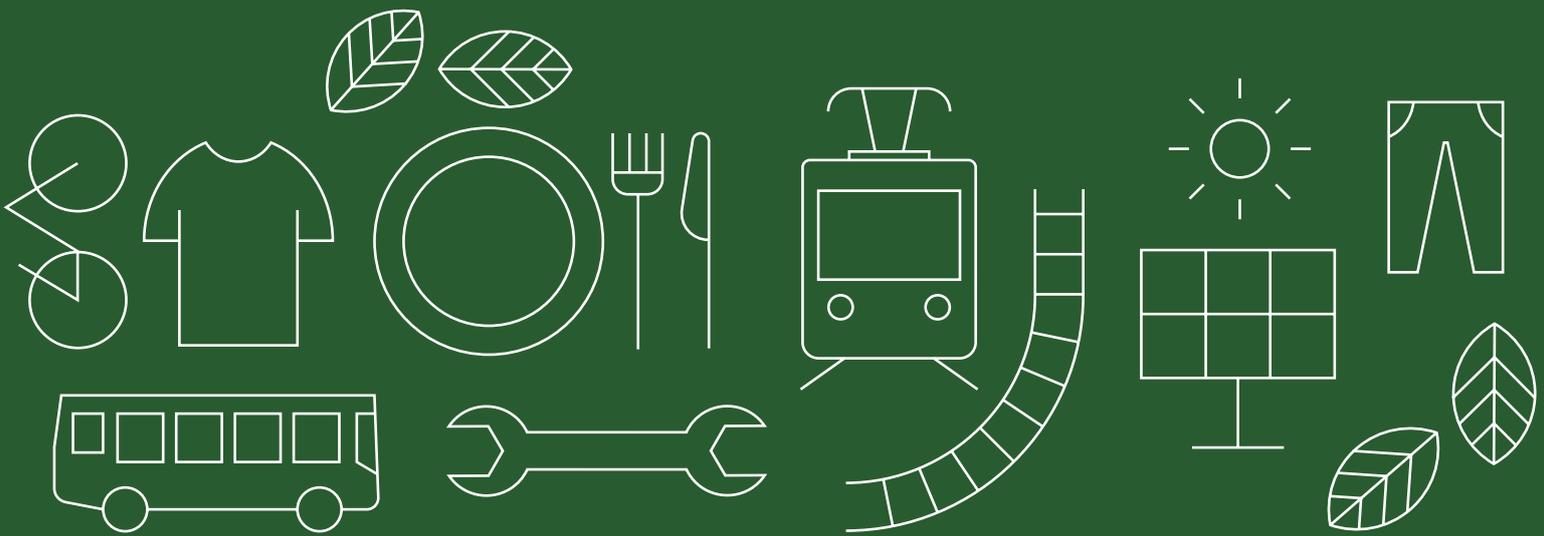
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Introduction and Project Overview

Purpose of this Document

This deliverable D 8.2 presents the visual identity for the FULFILL project. The visual identity includes a Logo, project colours and project font. Additionally, a first leaflet presenting the project, the concept of sufficiency, its methodology, and target groups is presented in this document.

Project Summary

The proposed project FULFILL takes up the concept of sufficiency to study the contribution of lifestyle changes and citizen engagement in decarbonising Europe and fulfilling the goals of the Paris Agreement.

FULFILL understands the sufficiency principle as creating the social, infrastructural, and regulatory conditions for changing individual and collective lifestyles in a way that reduces energy demand and greenhouse gas emissions to an extent that they are within planetary boundaries, and simultaneously contributes to societal well-being. The choice of the sufficiency principle is justified by the increasing discussion around it underlining it as a potentially powerful opportunity to actually achieve progress in climate change mitigation. Furthermore, it enables us to go beyond strategies that focus on single behaviours or certain domains and instead to look into lifestyles in the socio-technical transition as a whole. The critical and systemic application of the sufficiency principle to lifestyle changes and the assessment of its potential contributions to decarbonisation as well as its further intended or unintended consequences are therefore at the heart of this project.

The sufficiency principle and sufficient lifestyles lie at the heart of FULFILL, and thus constitute the guiding principle of all work packages and deliverables.

Project Aim and Objectives

To achieve this overarching project aim, FULFILL has the following objectives:

- Characterise the concept of lifestyle change based on the current literature and extend this characterisation by combining it with the sufficiency concept.

- Develop a measurable and quantifiable definition of sufficiency to make it applicable as a concept to study lifestyle changes in relation to decarbonisation strategies.

- Generate a multidisciplinary systemic research approach that integrates micro-, meso-, and macro-level perspectives on lifestyle changes building on latest achievements from research into social science and humanities (SSH), i.e. psychological, sociological, economic, and political sciences, for the empirical work as well as Prospective Studies, i.e. techno-economic energy and climate research.

- Study lifestyle change mechanisms empirically through SSH research methods on the micro- (individual, household) and the meso-level (community, municipal):

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- achieve an in-depth analysis of existing and potential sufficiency lifestyles, their intended and unintended consequences (incl. rebound and spillover effects), enablers and barriers (incl. incentives and existing structures) as well as impacts (incl. on health and gender) on the micro level across diverse cultural, political, and economic conditions in Europe and in comparison to India as a country with a wide range of economic conditions and lifestyles, an history which encompasses simple-living movements, and a large potential growth of emissions.

- assess the dynamics of lifestyle change mechanisms towards sufficiency on the meso-level by looking into current activities of municipalities, selected intentional communities and initiatives as well as analysing their level of success and persisting limitations in contributing to decarbonisation.

- Integrate the findings from the micro and meso-level into a macro, i.e. national and European, level assessment of the systemic implications of sufficiency lifestyles and explore potential pathways for the further diffusion of promising sufficiency lifestyles.

- Implement a qualitative and quantitative assessment of the systemic impact of sufficiency lifestyles which in addition to a contribution to decarbonisation and economic impacts includes the analysis of further intended and unintended consequences (incl. rebound and spillover effects), enablers and barriers (incl. incentives and existing structures) as well as impacts (incl. on health and gender).

- Combine the research findings with citizen science activities to develop sound and valid policy recommendations contributing to the development of promising pathways towards lifestyle

- Generate findings that are relevant to the preparation of countries' and the EU's next NDCs and NDC updates to be submitted in 2025 and validate and disseminate these findings to the relevant stakeholders and institutions for exploitation.

- Consider the relevance and potential impacts of sufficiency lifestyles beyond the EU.

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Visual Identity of FULFILL

A consistent visual identity in all activities of outreach, be it website, a presentation or printed productsm is important for the visibility and recognition of a project. FULFILL's visual identity was designed with the support of a graphic designer. In the development process messages and relevant input collected during the kick-off meeting was taken into account. The process included feedback of consortium members on three different tracks for the design of logo and other visual elements of the project.

Logo

The visual identity of FULFILL with the symbol of an open circle reflects various aspects of the project and the concept of sufficiency. Included are the two dimensions of sufficiency of an upper and lower level of "enough". This means that there is a lower threshold of needs that need to be satisfied to fulfill the conditions of living a decent life. On the other hand an upper limit symbolizes the planetary boundaries. This limit is breached by unsustainable lifestyles that cause too much emissions and resource use. The fact that the circle is not drawn with a clear line represents the variety of sufficiency lifestyles that exists. At the same time the dots can also represent the contribution of each individual for respecting the limits. The opening of the circle by the project title shows the aim of the project: to fill the research gap by identifying this variety of sufficiency lifestyles and their contribution to stay within planetary boundaries.

Colours

All products that are produced in FULFILL should use these colours. No changes may be made to Fulfill's main colours. They contribute to a strong, consistent visual identity for our communication. The references are as follows:

- Pantone® colours for printing stationery or marking objects
- RGB values for screen displays
- CMYK four-colour codes for publications and digital printing
- Hex/HTML code (#) for the web

main colours

Pantone 2736 CP
RGB 54 / 58 / 139
HEX/HTML 363A8B
CMYK 100 / 90 / 0 / 2

Pantone 317 CP
RGB 189 / 221 / 217
HEX/HTML BDDDD9
CMYK 26 / 0 / 6 / 0

Pantone 2247 CP
RGB 134 / 199 / 157
HEX/HTML 86C79D
CMYK 53 / 0 / 45 / 0

secondary colours

Pantone 460 CP
RGB 231 / 217 / 123
HEX/HTML E7D97B
CMYK 7 / 4 / 55 / 0

Pantone 348 CP
RGB 0 / 138 / 68
HEX/HTML 008844
CMYK 93 / 0 / 98 / 17

Pantone 357 CP
RGB 41 / 91 / 48
HEX/HTML 295B30
CMYK 80 / 9 / 88 / 60

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Fonts

FULFILL's fonts are Montserrat and Aktiv Grotesk.

Montserrat SemiBold has to be used for cover and chapter titles. Montserrat SemiBold (by reducing the size) has to be used for subtitles and headings. Aktiv Grotesk Light has to be used used for normal text. Aktiv Grotesk Medium is used for higlighting parts in the body of the text. Aktiv Grotesk Light Italic for captions and annotations.

This font has to be used in products dedicated to the public (e.g. leaflet, workshop programme, policy paper, project reports).

Montserrat SemiBold
→ For cover or chapter titles

Montserrat SemiBold

For subtitles and headings

Aktiv Grotesk Light	Aktiv Grotesk Medium	*Aktiv Grotesk Light Italic*
→ For body copy	→ For elements to be highlighted in the body of the text	→ For captions and annotations

Templates

This visual identity is used for all communication and dissemination activities in FULFILL. Partners should use these guidelines in presentations, events and publications. JDI developed templates for project deliverables, PowerPoint presentations, and other documents such as reports on the basis of MS Word and MS Powerpoint. These templates can be accessed by all partners on the shared project folder on owncloud (provided by Fraunhofer ISI).

The visual identity is also used on all communication material and channels presented below.

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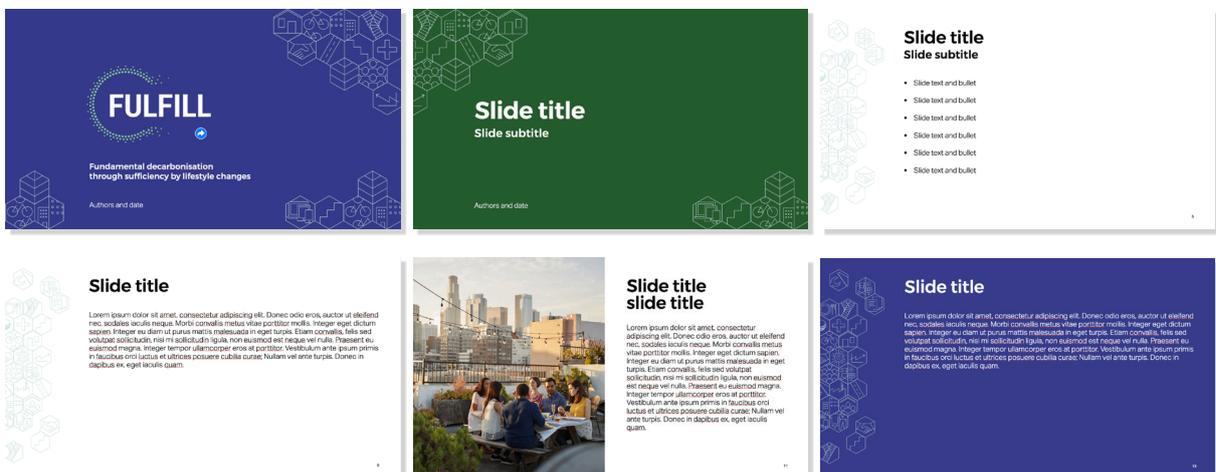
Graphical Charter

Use of the logo

→ The main logo is the preferred version for the majority of applications.

→ The alternative logo must be used near the « **Fundamental decarbonisation through sufficiency by lifestyle changes** » phrase of the document layout

The logo cannot be modified.

Protection area The logo should always be surrounded by a clear space, known as a protection area, the size of the "L" in FULFILL.

main logo

alternative logo

Unacceptable logo usage The logo's proportion, colours and composition must never be modified. The logo must remain visible in all circumstances.

- Improper proportions for the symbol or name
- Non-compliance with typeface guidelines
- Non-compliance with colour guidelines
- Deformed logo

Exhaustive list of authorized colors

- The logo in its main version is to be used only on a white background

- The logo can be used on a colored background, only with the colors included in this graphic charter and in accordance with the proposals and recommendations below

- Any use on a background of another color is prohibited
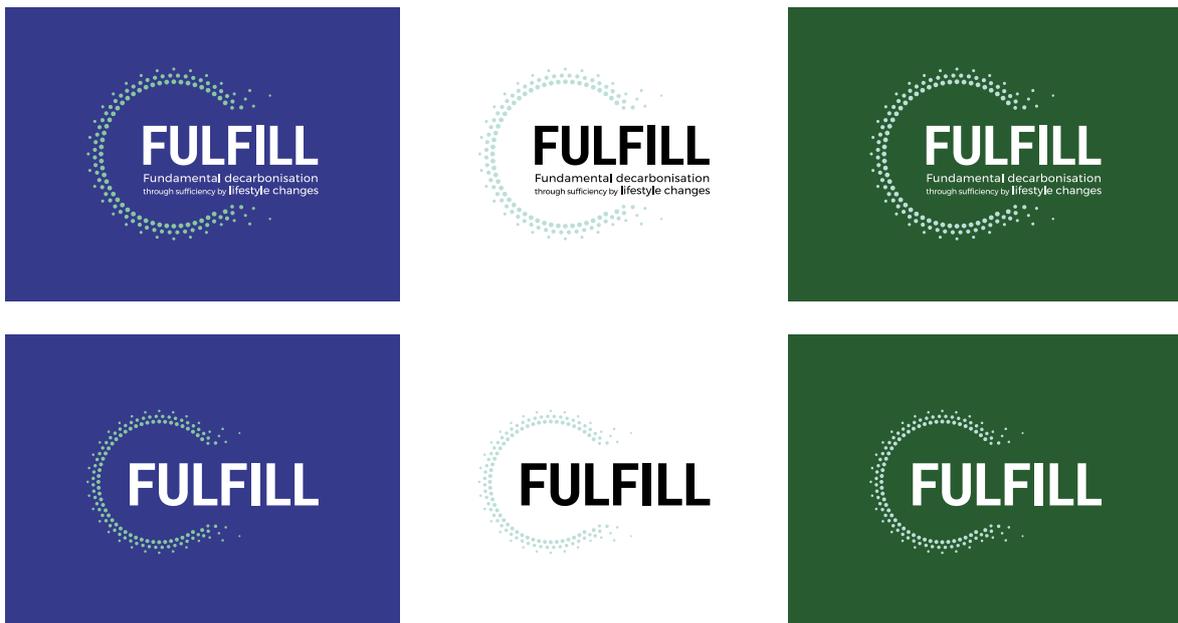
Minimum size To ensure the legibility of the logo, the minimum size is:

25 mm wide

20 mm wide

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Communication tools

Project website

The FULFILL website (www.fulfill-sufficiency.eu) is the channel to present the project (see D8.3). The website is publicly available on 28th February 2022.

Twitter (@FULFILLeu) is used by FULFILL in order to address policy makers, politicians, journalists, think tanks and scientists and the general public on the project. Furthermore, there is a large H2020 community on Twitter. Project partner organizations have in total over 63.130 followers on their Twitter accounts so that project tweets can reach a large pool of stakeholders. Twitter can be largely be used to present in a few words our main ideas, findings and products with visuals and keywords to catch users' attention.

LinkedIn (FULFILL – Fundamental Decarbonisation Through Sufficiency By Lifestyle Changes), on the other hand, can be used as a professional networking platform. FULFILL's page aims to form a network with and inform interested civil society organizations, local/regional governments, think tank employees, scientists and policy advisors.

Leaflet

A first leaflet (printed and online, in several EU languages, including English, French, German, Italian, Danish and Latvian) presents the project and its objectives (see ANNEX). The leaflet introduces the concept of sufficiency to the reader, describes the project and expected results, the target groups and why its relevant for them and the project consortium via logos of participating institutions.

The digital version of the leaflet will be made available on the project website (deliverable D8.3). The printed version can be used by consortium members to present the project in events such as scientific conferences or for example when conducting interviews. With the aim to implement sufficiency as a principle also in the project itself, consortium members should only print as much leaflets as necessary in order to minimize the environmental impact.

Annex I: Leaflet

FULFILL
Fundamental decarbonisation through sufficiency by lifestyle changes

The FULFILL project investigates how lifestyle changes towards sufficiency can contribute to climate change mitigation and which policies are needed to enable and facilitate low carbon lifestyles.

Who we are

@FULFILLeu

www.fulfill-sufficiency.eu

Fraunhofer

ASSOCIATION négaWatt

NOTRE EUROPE — Jacques Delors Institute

eurac research

Wuppertal Institut

POLITECNICO MILANO 1863

INFORSE-EUROPE — International Network for Sustainable Energy

Zaļā brīvība

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003656

What is sufficiency, why is it important?

The sufficiency principle reconsiders how we satisfy our needs. It favours options that are intrinsically low in emissions and resource use.

Sufficiency means for example:

- switching from car and flights to public transport and to bike
- plant-based diets
- repairing and sharing goods
- reconsidering our consumption demands

Lifestyles are embedded within societal structures. Changes in social, infrastructural and regulatory conditions are needed for sufficiency lifestyles.

They are important because they:

- facilitate the transition through a lower energy demand
- increase wellbeing for example health improvements through reduced meat consumption or switch from car to bicycle or e-bike
- can reduce the costs for the transition

How do we investigate sufficiency?

FULFILL combines multidisciplinary research and multi-level policy design to foster sufficiency lifestyles.

- Which options for sufficiency lifestyles can be adopted today?
- Which barriers exist?
- How could adoption be facilitated?

The project studies lifestyle change mechanisms through **social sciences and humanities methods** as well as a macroeconomic assessment of implications and pathways for the diffusion of sufficiency lifestyles.

We analyse empirically sufficiency on the:

- **micro level** individuals and households
- **meso level** municipalities and communities
- **macro level** national and European

Citizens and experts will identify promising changes and co-create policy recommendations to upscale the diffusion of sufficiency lifestyles in Europe.

For whom are our project results relevant?

Policy makers, individuals and households, initiatives and municipalities, and academics

The project will provide:

Concrete proposals for policy makers that foster lifestyle changes with the largest potential of emission reductions.

Empowerment for households through information about the most effective lifestyle changes and for demanding policy changes on various levels.

Exchange and best-practices for initiatives and municipalities to learn from each other's experiences, to spread the motivation and to be inspired

New insights on lifestyle changes and sufficiency for academics by the conducted research.

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