



**Accelerating Climate Action: Navigating towards a Low-Emissions,
Climate-Resilient Future**

D6.1 Project visual identity and website

WP6—Communication, dissemination and exploitation

30/06/2025



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EC Summary Requirements

1. Changes with respect to the DoA

No changes with respect to the work described in the DoA.

2. Dissemination and uptake

This deliverable outlines the ACCLIMATE project's visual identity and website as key tools for its communication and dissemination activities. It provides guidance for partners on using the same visual identity across all communication materials and supports a unified project presence.

3. Short summary of results (<250 words)

The deliverable presents the visual identity of the ACCLIMATE project, including the logo, colour palette, typography, and design templates for various formats, which is part of Task 6.1: "ACCLIMATE CDE plan and visual identity". It also documents the structure of the ACCLIMATE website, which is designed and launched as the primary hub for communication, dissemination and stakeholder engagement. The site hosts information about the project's objectives, partners, news, deliverables and events while it will later integrate interactive tools and visualisation platforms.

4. Evidence of accomplishment

This report and the project's website.



Preface

The overall objective of ACCLIMATE is to achieve enhanced integrated national and international strategies for climate-resilient, low-emission development. ACCLIMATE will contribute to improving the transparency, consistency, and clarity of GHG emission reduction commitments and create appropriate tools by developing an assessment framework for mitigation commitments. Working in a bottom-up manner with national experts within an international consortium comprising high-emitting countries from the Americas, Asia and Europe, as well as low-emitting countries from West Africa, ACCLIMATE will identify needs for improvements of NDCs and long-term strategies. A focus will be set on adequacy, fairness and feasibility, as well as on needs for improving current policies and measures to actually achieve NDCs and long-term objectives.

WUPPERTAL INSTITUT FUR KLIMA, UMWELT, ENERGIE GGMBH	WI	
FONDATION INSTITUT DE RECHERCHE POUR LE DEVELOPPEMENT DURABLE ET LES RELATIONS INTERNATIONALES	IDDRI	
VRIJE UNIVERSITEIT BRUSSEL	VUB	
AALTO KORKEAKOULUSAATIO SR	AALTO	
HOLISTIC IKE	HOL	
E3-MODELLING AE	E3M	
ETHNICON METSOVION POLYTECHNION	NTUA	
ASOCIACION BC3 BASQUE CENTRE FOR CLIMATE CHANGE - KLIMA ALDAKETA IKERGA	BC3	
KUNGLIGA TEKNISKA HOEGSKOLAN	KTH	
UNIVERSITY OF BRISTOL	UNI BRISTOL	
THE CHANCELLOR MASTERS AND SCHOLARS OF THE UNIVERSITY OF CAMBRIDGE	UCAM	
FUNDACAO COORDENACAO DE PROJETOS PESQUISAS E ESTUDOS TECNOLOGICOS COPPETEC	COPPETEC	
COUNCIL ON ENERGY, ENVIRONMENT AND WATER TRUST	CEEW	
THE UNIVERSITY OF MARYLAND FOUNDATION INC	USMF	
INSTITUT PERTANIAN BOGOR	IPB	
INSTITUT TEKNOLOGI BANDUNG	ITB-CREP	
UNIVERSITY OF PORT-HARCOURT	UNI PORT	
ENERGIE-ENVIRONNEMENT-DEVELOPPEMENT ENDA-ENERGIE	ENDA ENERGIE	
UNIVERSITY OF SIERRA LEONE	USL	
UNIVERSITE ALASSANE OUATTARA	UAO-CUAPTD	



Executive Summary

The D6.1 deliverable documents the design and publication of the ACCLIMATE project's visual identity and website, developed under Task 6.1 "ACCLIMATE CDE plan and visual identity". The ENTICE visual identity includes a logo, a project flyer, two posters (A0 and A3) and a roll-up banner for policy events, distinctive document templates as well as a PowerPoint project presentation. The ACCLIMATE website, accessible at <https://acclimate-project.eu/>, was developed with a forward-thinking, user-friendly and inviting layout. It presents the project's concept, objectives, partners and deliverables and includes regularly updated sections for news, publications and upcoming events. As a central platform for engagement, it will also provide access to tools, datasets and research results as they become available. The visual identity and website will be continuously maintained and updated to support ACCLIMATE's objectives throughout the project's duration. The website will stay operational 2 years after the project ends.





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1 Project Logo

The project logo builds on and reflects the core content of the project. The capital 'A' and its design suggest movement, progress, flow and at the same time its size and bold format give off a sense of confidence, strength and authority. The overall design of the logo stands between a sense of positivity, progress, cooperation but also specialization, certainty, timelessness and boldness. There is also a secondary version of the logo, where the capital 'A' is on the forefront and can also be used on its own without the typography. The color palette—featuring a strong blue (#270BE9), a minty green (#00F058) and a charcoal gray (#414141) - also mirrors the project's commitment to the future and the power of working together.

Both versions of the logo have been made available to the partners in a jpg and svg format. There is also a black and white version available, along with a submark.



Figure 1. Project Logo



Figure 2. Secondary Project Logo



2 Visual Identity

A visual identity guide complements the logo in order to provide guidelines for its placement and usage.

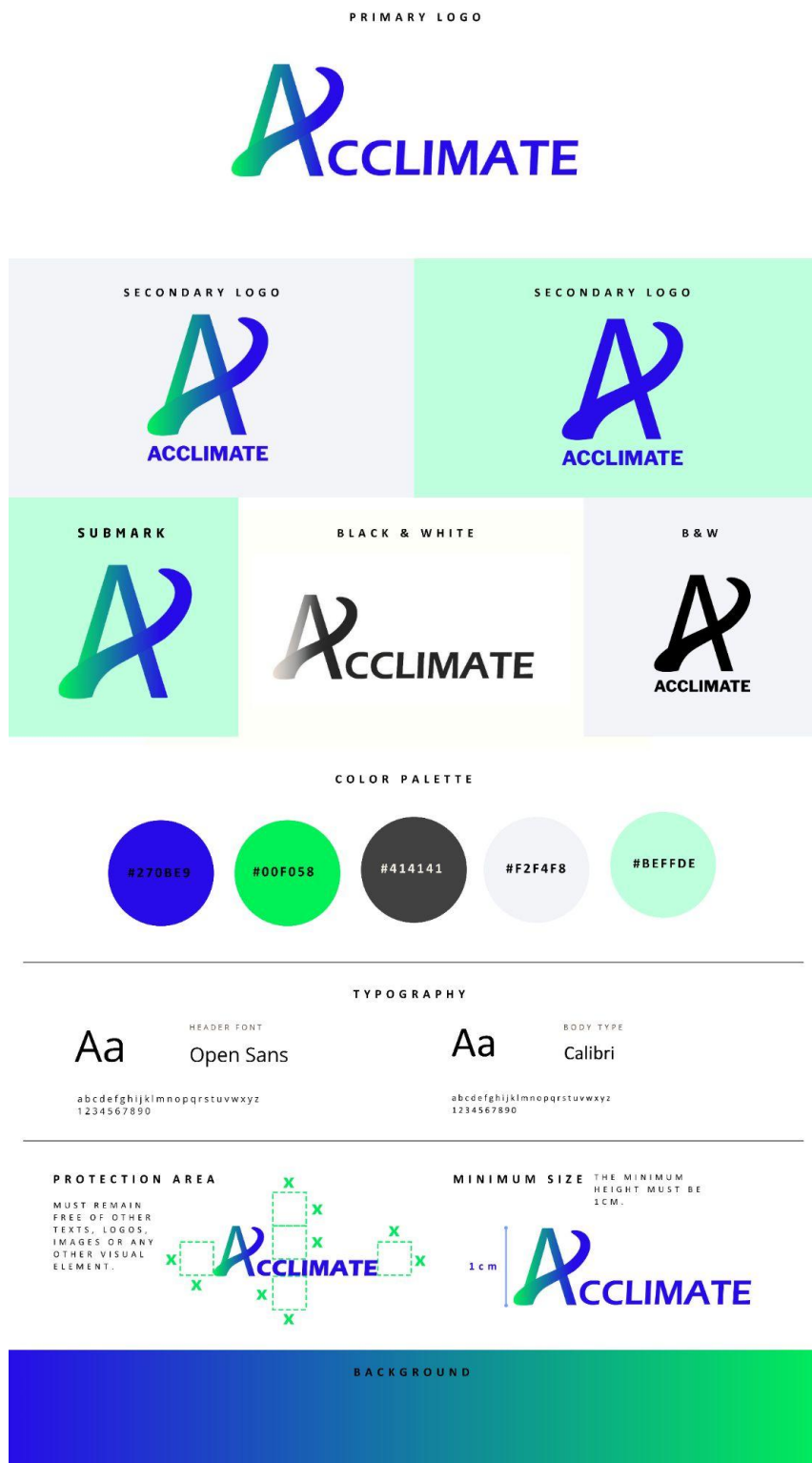


Figure 3. Secondary Project Logo

3 Project Flyer

The flyer contains general, basic information about ACCLIMATE, creating visibility about the project and all partners involved.

Project Flyer Size: A5



**Accelerating Climate Action: Navigating towards
a Low-Emissions, Climate-Resilient Future**

The Challenge

Although many countries have pledged to reach net-zero emissions, current Nationally Determined Contributions (NDCs) fall short of meeting the Paris Agreement targets. Climate impacts are intensifying, and financial support for adaptation and mitigation remains far below what is needed.

Our Vision

ACCLIMATE works towards more integrated national and international strategies that are both climate-resilient and low in emissions. By connecting science, policy, and local perspectives, we aim to support practical and ambitious pathways that align climate action with sustainable development.

KEY OBJECTIVES

- Improve NDC's clarity and transparency by developing an assessment framework and recommendations for UNFCCC processes.
- Evaluate and enhance national mitigation capacities for feasibility, adequacy, and fairness across the EU and 8 partner countries.
- Support national policy design by modelling low-emission development pathways aligned with national priorities.
- Advance global and sectoral models to produce robust, SDG-aligned, climate-resilient transition pathways.
- Strengthen international cooperation by assessing and enhancing mechanisms such as the Global Stocktake and international cooperative initiatives.
- Foster knowledge exchange and mutual learning among researchers and stakeholders at national and international levels.

Figure 4. Flyer (front)



Stay Connected:



ACCLIMATE Project



@acclimateproject



@acclimateproject

www.acclimateproject.eu

Contact Details:

Project Coordinator

Wuppertal Institute for Climate,
Environment and Energy

Project Partners:



Wuppertal
Institut



BRUSSELS
SCHOOL OF
GOVERNANCE



Aalto University



BASQUE CENTRE FOR
CLIMATE CHANGE
Klima Aldaketa Ikergai



University of
BRISTOL



CEENRG
Cambridge Centre for Environment,
Energy and Natural Resource Governance



SCHOOL OF
PUBLIC POLICY
CENTER FOR GLOBAL
SUSTAINABILITY



IPB University
Bogor Indonesia



University of Port Harcourt



The University
of Sierra Leone



ENDA ENERGIE



INSTITUT TEKNOLOGI BANDUNG



CHAIRE UNESCO
Anticipation, Prospective
et Territoires Durables



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Figure 5. Flyer (back)



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4 Project Poster

A publicity poster for ACCLIMATE has been created, to be used as promotional material at events organised by the partners or hosted by other organisations or the European Commission. The poster may be modified and updated as needed to convey new information in line with the project progress.

Project Poster Size: The Poster has been produced in two sizes, A3 and A0, to be used according to the needs of the event, at which it will be presented.



The poster features a large ACCLIMATE logo at the top left, with the tagline "Accelerating Climate Action: Navigating towards a Low-Emissions, Climate-Resilient Future" below it. To the right is an icon of three people shaking hands. The background is a gradient of blue and green.

The Challenge
Although many countries have pledged to reach net-zero emissions, current Nationally Determined Contributions (NDCs) fall short of meeting the Paris Agreement targets. Climate impacts are intensifying, and financial support for adaptation and mitigation remains far below what is needed.

Our Vision
ACCLIMATE works towards more integrated national and international strategies that are both climate-resilient and low in emissions. By connecting science, policy, and local perspectives, we aim to support practical and ambitious pathways that align climate action with sustainable development.

Key Objectives
Improve NDC's clarity and transparency by developing an assessment framework and recommendations for UNFCCC processes.
Evaluate and enhance national mitigation capacities for feasibility, adequacy, and fairness across the EU and 8 partner countries.
Support national policy design by modelling low-emission development pathways aligned with national priorities.
Advance global and sectoral models to produce robust, SDG-aligned, climate-resilient transition pathways.
Strengthen international cooperation by assessing and enhancing mechanisms such as the Global Stocktake and international cooperative initiatives.
Foster knowledge exchange and mutual learning among researchers and stakeholders at national and international levels.

Project Partners:
Wuppertal Institut, IDDRI, VUB, BRUSSELS SCHOOL OF GOVERNANCE, A! (Aalto University), HOLISTIC, E! Modelling (Energy Ecosystems Modelling), BC3 (Basque Centre for Climate Change), KTH, CEENRG (Cambridge Centre for Environment, Energy and Natural Resource Governance), COPPE (University of Rio de Janeiro), CEEW (The Council), SCHOOL OF PUBLIC POLICY (Center for Global Sustainability), IPB University, INSTITUT TEKNOLOGI BANDUNG, ENDA ENERGIE, The University of Sierra Leone.

Sectoral Analysis:
Energy, Transport, Buildings, Industry, Agriculture, forestry and other land use (AFOLU).

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ACCLIMATE Project, @acclimateproject, www.acclimateproject.eu, Contact Details: Project Coordinator, Wuppertal Institute for Climate, Environment and Energy.

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Figure 6. Poster



5 Rollup Banner

Following the same design principals as the poster, a roll-up banner for policy events was also created.

The rollup banner features a large stylized 'A' logo on the left, transitioning from blue to green. To its right, the word 'ACCLIMATE' is written in bold blue capital letters. Below this, the tagline 'Accelerating Climate Action: Navigating towards a Low-Emissions, Climate-Resilient Future' is displayed in a smaller blue font.

The Challenge
Although many countries have pledged to reach net-zero emissions, current Nationally Determined Contributions (NDCs) fall short of meeting the Paris Agreement targets. Climate impacts are intensifying, and financial support for adaptation and mitigation remains far below what is needed.

Our Vision
ACCLIMATE works towards more integrated national and international strategies that are both climate-resilient and low in emissions. By connecting science, policy, and local perspectives, we aim to support practical and ambitious pathways that align climate action with sustainable development.

Sectoral Analysis

- Energy
- Transport
- Buildings
- Industry
- Agriculture, forestry and other land use

Key Objectives

- Improve NDC's clarity and transparency by developing an assessment framework and recommendations for UNFCCC processes.
- Evaluate and enhance national mitigation capacities for feasibility, adequacy, and fairness across the EU and 8 partner countries
- Support national policy design by modelling low-emission development pathways aligned with national priorities.
- Advance global and sectoral models to produce robust, SDG-aligned, climate-resilient transition pathways.
- Strengthen international cooperation by assessing and enhancing mechanisms such as the Global Stocktake and international cooperative initiatives.
- Foster knowledge exchange and mutual learning among researchers and stakeholders at national and international levels.

Project Partners:

Logos of project partners are displayed in a grid, including: Wuppertal Institut, IDDRI, VUB, BRUSSELS SCHOOL OF GOVERNANCE, Aalto University, HOLISTIC, Modelling, KTH, BC3, BASQUE CENTRE FOR CLIMATE CHANGE, KTH, CEENRG, COPPE, UFRJ, CEEW, SCHOOL OF PUBLIC POLICY, INSTITUTE FOR CLIMATE POLICY, IPB University, ENDA ENERGIE, and The University of Sierra Leone.

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- @acclimateproject

www.acclimateproject.eu

Contact Details:
Project Coordinator
Wuppertal Institute for Climate, Environment and Energy

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Figure 7. Rollup banner



6 Document templates

A Google Docs report template and a Google Slides template have been made available for partners to download from the internal project area.

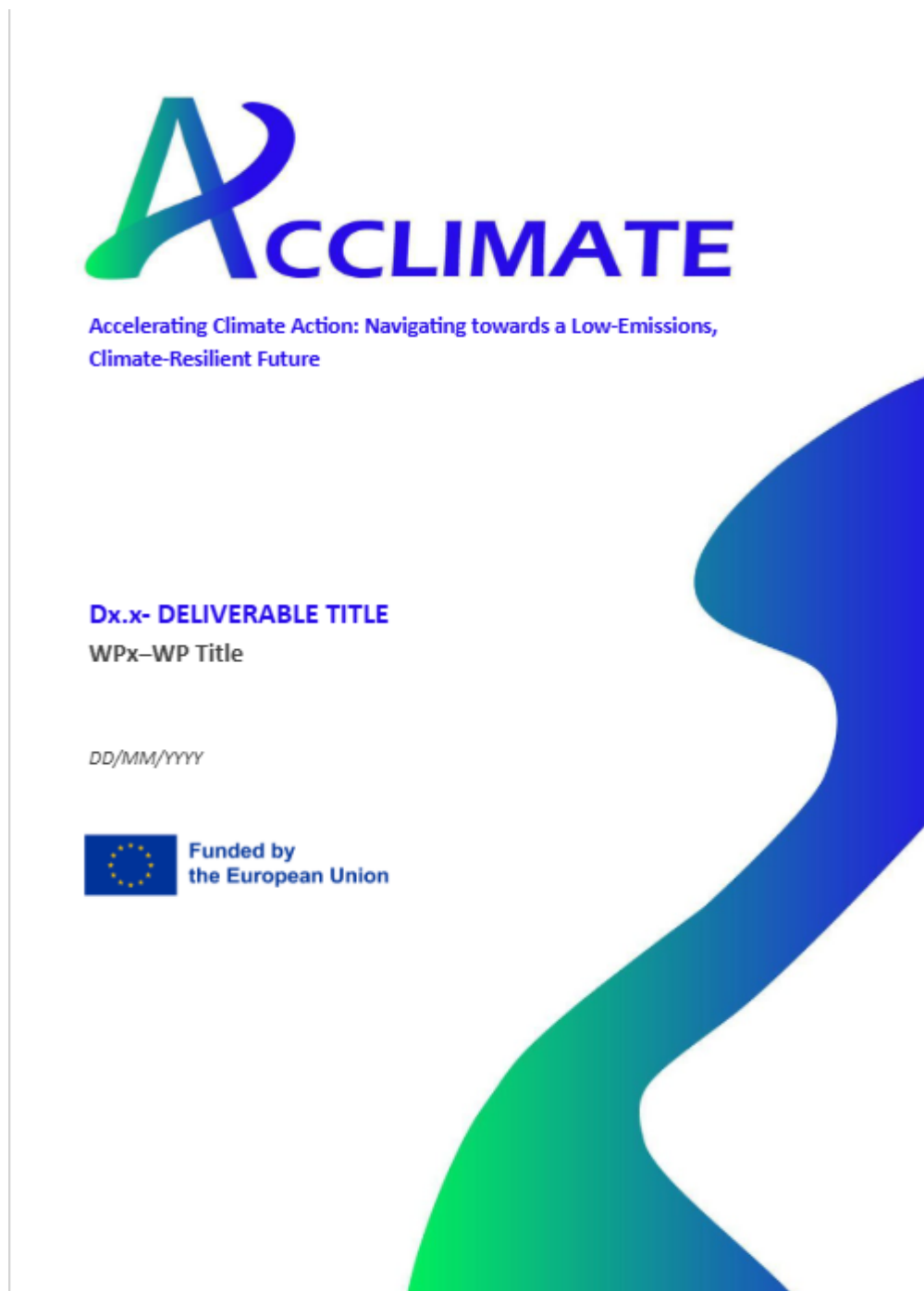


Figure 8. Google Docs report template





Accelerating Climate Action: Navigating towards a Low-Emissions, Climate-Resilient Future

[event name]

[event date]

[Presentation title]

[Presenter] (organisation)



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Figure 9. Google Slides report template

7 Website

Our website (<https://acclimate-project.eu>) was designed in order to reflect our project's core values: collaboration, knowledge-sharing, accessibility and efficient communication. Based on the visual design of the ACCLIMATE project, we followed the same guidelines of a minimalist, contemporary format, accentuated with interactive, interesting elements, like a map of all the countries involved. The website features a clear and clean interface, with pastel and gray backgrounds that make it readable and eye-pleasing. With a fully, responsive layout, the ACCLIMATE website responds to the user's behaviour and environment (desktop, tablet, or mobile), ensuring consistent accessibility and functionality across platforms. Screenshots of the website are presented in the following figures:

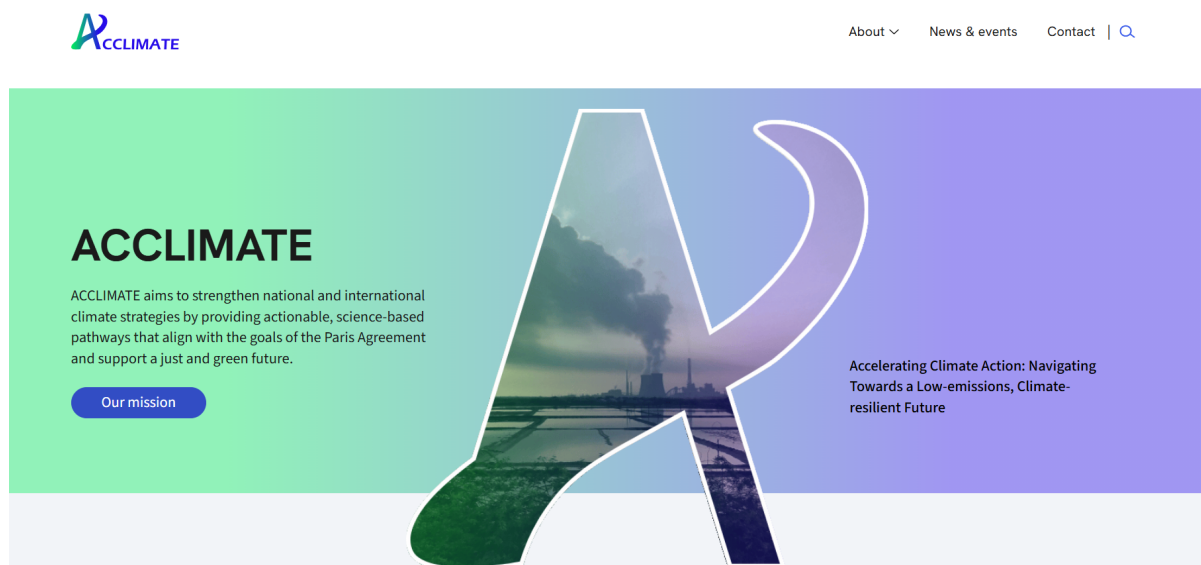


Figure 10. Homepage

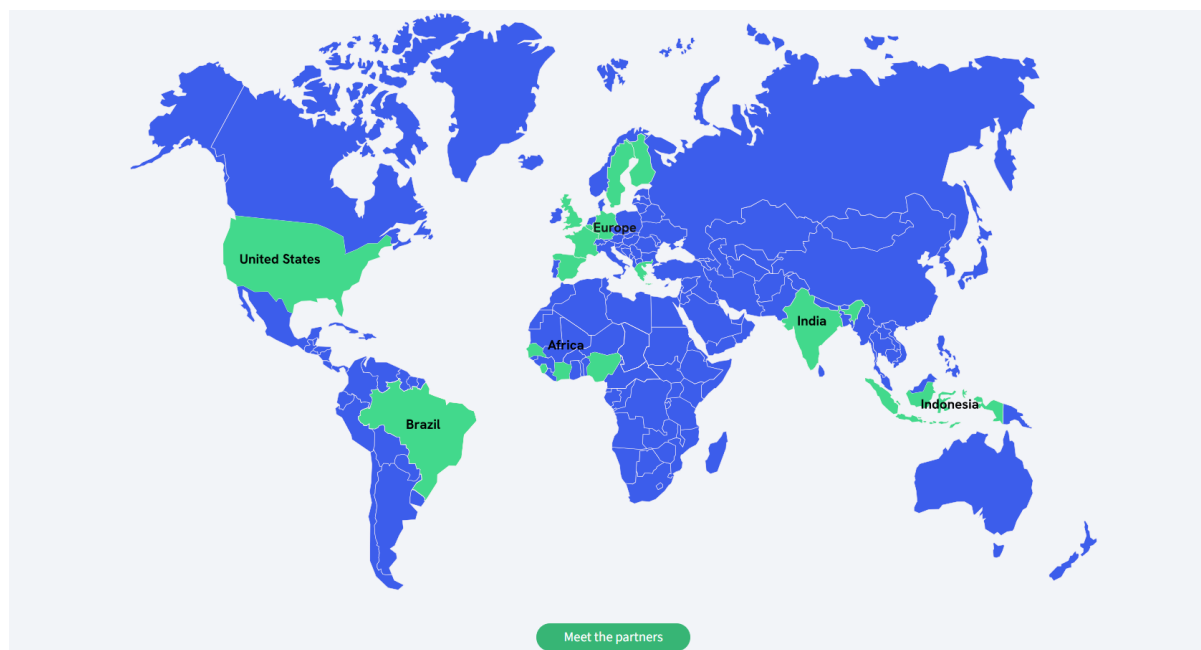


Figure 11. Interactive Map



Figure 12. Objectives

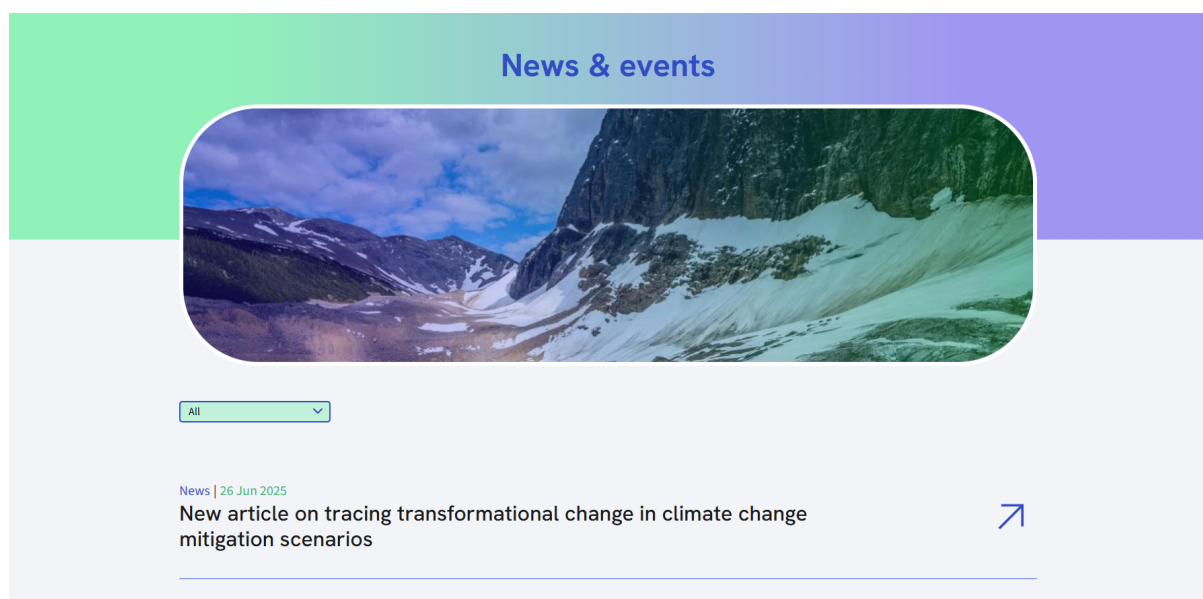


Figure 13. News & Events