

A map of Europe is the background, with several colorful pushpins (red, yellow, green, blue) scattered across it. A red flag with the year '2024' is pinned to the map. The text 'GUK' is prominently displayed in white on the left side.

GUK

STORIES FOR BUSINESS
IN THE DIGITAL ERA

**EUROPEAN
PROJECTS PACK**

2024

EUROPEAN PROJECTS PACK

1. CONTEXT
2. GUK: YOUR PARTNER IN YOUR EUROPEAN PROJECTS
3. COMMUNICATION AND CONTENT DEVELOPMENT SOLUTIONS
4. VISUAL DESIGN SOLUTIONS
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1. CONTEXT



GUK

EUROPEAN PROJECTS PACK

With over 10 years of experience in communicating European Projects, at GUK we offer a **tailored communication services package** for each program according to the guidelines of the European Commission and the specific needs of each sector. We specialize in 4 of the 6 clusters defined by Horizon:

- Health
- Digital, Industry, and Space
- Climate, Energy, and Mobility
- Food, Bioeconomy, Natural Resources, Agriculture, and Environment

With a multidisciplinary and multilingual team (Spanish, English, French, Italian), we commit to the assigned Work Packages and work collaboratively with the consortium to **maximize the project's impact in terms of communication and dissemination.**

GUK PILLARS

- STRATEGIC APPROACH
- TEAM COLLABORATION
- PROACTIVITY
- BRAND INTEGRATION
- ALIGNMENT WITH THE PROJECT

2. GUK: YOUR PARTNER IN YOUR EUROPEAN PROJECTS



GUK

GUK SERVICES FOR EUROPEAN PROJECTS

STRATEGY

Communication and dissemination is also strategy, foresight, anticipation, planning, execution and measurement of results. Our service pack aims to become **an ally of your project** to accompany you along the way and contribute to the achievement of your objectives. If you wish, from the very definition and preparation of your project report.

CORPORATE IDENTITY

Give your project personality. We create the **graphic identity (logotype) and the corporate identity manual**, establishing the criteria for its use in different formats, its coexistence with other brands, etc., through the development and production of different media: templates for presentations, brochures, roll-ups, posters, stands, etc.

COMMUNICATION PLATFORMS

Define the vehicle that will support you on this 'journey'. We address the design and development, registration, dynamisation and maintenance of the project's website, blog and social profiles. We take care of the **creation of an internal communication and collaboration platform** for the members of the consortium to share information and documents (private access).

STYLE GUIDE

Something like a decalogue of action. We define the **criteria for action**, in terms of communication management, for the members of the project: centralisation of actions, coordination of participants, definition of spokespersons, definition of the type of content according to the channels and media, etc.

CONTENT MANAGEMENT AND PR

The corpus of your project, the story, the benefits it offers. Drafting of **informative content**: press releases, blog posts, copies on social networks, white papers, reports, interviews, organisation of meetings with the media... Preparation of **illustrations and infographics** associated with the project, videos and creation of complementary materials.

COMMUNICATION AND DISSEMINATION

The loudspeaker that disseminates your message and 'feeds' your community. **Channelling and dissemination of content** through conventional media and channels, social networks, emerging channels (Medium, etc.). Creation of a community with target audiences and opinion leaders. Generation of **qualitative impacts and greater media repercussion** in the local, national and international environment.

SEO & SEM

Communicating for humans and for the Google robot. Development of **SEO** (Search Engine Optimisation) and **SEM** (Search Engine Marketing) **strategies** for search engine positioning.

EVALUATION AND MONITORING

What is not measured does not exist. **Measurement and continuous evaluation of the results** obtained with the communication strategy. Monitoring, follow-up indicators, metrics, periodic reports, etc.

TECHNICAL SECRETARIAT AND TRAINING

The 'kitchen' of the project. **Turnkey support** in the organisation of professional workshops, work meetings, congresses. Organisation of coaching sessions for training spokespersons, communication techniques, writing of educational content for non-specialised audiences.

PARTNERSHIP

GUK offers the possibility of joining the consortium developing the European project **as a partner or as a subcontracted company**. We form teams integrating skills and capabilities to respond to the needs of the project.

3. COMMUNICATION TASKS



COMMUNICATION TASKS

As an outsourced company, GUK will help the client in the content creation and production and, most specifically, in the following tasks:



- Generate diverse content types, including **blog posts, articles, videos, graphics, and social media posts** that resonate with the audience and advance client's mission.
- Provide client's audience with **valuable, relevant and shareable content** that not only educates but also inspires action.
- Craft **compelling narratives** to enhance the effectiveness of the communication strategy of the client. This involves creating tailored marketing materials for its programmes, including eye-catching banners, visually appealing social media images, dynamic animated GIFs, engaging mailings, versatile PPT templates, web design, and merchandise that align with its values.
- Offer **expert copywriting support** to complement visuals and campaign materials. This includes crafting engaging and persuasive copy that not only captures the essence of the brand but also deeply resonates with the target audience. Every word must be strategically chosen to effectively convey key messages and align with the overall branding and messaging strategy, ensuring that the communication efforts are not only visually striking but also intellectually compelling.

OTHER COMMUNICATION NEEDS

In addition, at GUK we also offer support in the following tasks:

- **Performance Analysis:** Continuously monitor and analyse the performance of communication efforts, delivering regular performance reports to the client.
- **Strategy Development:** Develop customized communication and marketing strategies aligned with the client's objectives, timelines and target audience.
- **Email Marketing Management:** Oversee email marketing campaigns, covering list management, content creation, and performance analysis.
- **Brand Integration:** Assist in integrating the brand purpose, values, promises, positioning, and identity. This includes establishing a consistent tone of voice and designing suitable content templates for digital newsletters and programme collateral, ultimately enhancing project portfolio recognition and success stories.
- **Search Engine Optimization (SEO):** Optimize content for search engines to improve visibility and rankings in search results, including a simple keyword research and identification of relevant links.



METHODOLOGY

INTEGRATED COMMUNICATION STRATEGY

GUK proposes the following methodology to establish an integrated communication strategy based on the agency's experience in Communication & PR with more than 100 brands in innovation, agrifood or entrepreneurship sectors:

PHASE 1 DIAGNOSIS & AUDIT

- Diagnosis of the situation
- Communication needs & pain points
- Audit of processes and communication dynamics
- Audit of communication channels and/or actives

PHASE 2 TARGET GROUPS AND GOALS

- Stakeholders and communication needs
- Main goals of the communication strategy
- Specific goals for audiences
- Current channels

PHASE 3 MESSAGES AND CHANNELS

- Brand story
- Force arguments
- Current protocols
- Potential risks analysis
- Current channels and possible new channels and actions

PHASE 4 SCHEDULE AND ANALYSIS

- Planning of communication actions
- Schedule of milestones
- Work protocol
- Analysis and reporting

4. VISUAL DESIGN SOLUTIONS



DESIGN TASKS

As an outsourced company, GUK will help the client in the following design tasks:

- **Design and produce visually compelling content** for various communication channels, including social media, newsletters, websites, and marketing materials. Ensure that the design aligns seamlessly with EIT Food's core values.
- **Accommodate a range of design styles**, from elaborate, creative, innovative and immersive graphic worlds that reflect brand values of EIT Food South to rapid, impactful designs suitable for tight, urgent deadlines.
- **Adapt design approaches** based on the specific project requirements and be willing to carry out graphic design and print production.
- **Design marketing collateral**, such as brochures, banners, posters, and other merchandising materials that align with EIT Food's branding guidelines and effectively convey key messages.
- Ensure that the visual content is **responsive and optimized for various platforms and devices**, maintaining a consistent and appealing appearance.
- Demonstrate **agility in meeting tight deadlines**, especially in the fast-paced communication landscape, without compromising on design quality.
- Deliver **high-quality design files** in the required formats for various marketing and communication platforms, considering editable materials as a valid file format.
- Ensure that every material is designed with the flexibility to be translated and adapted for **other European languages**, as well as accommodating diverse cultural understandings. This includes languages such as Spanish, Portuguese, Italian, Greek, Turkish, and Hebrew, with an emphasis on maintaining cultural relevance and resonance across different linguistic and cultural contexts.

METHODOLOGY

In order to accomplish the design needs of EIT Food South, GUK offers its design department. This department will be in charge of developing every material required for the activities of EIT Food South in a creative and attractive way.

GUK, in coordination with the client's communication team, will be responsible for the control of this work and will supervise the correct implementation of the visual identity of the brand and its adaptation to the requirements of each initiative or campaign.

This methodology will be established since the beginning and it will be enforced with different digital tools for the organization and management of the work and tasks:

- **Google Workspace:** This ecosystem will serve as a place to collect and maintain in a digital format all the materials done by the design team.
- **Trello:** It could be the main organizational application for GUK and the client's team.



METHODOLOGY

PRODUCTION OF GRAPHIC MATERIALS

To carry out the design and creation of any visual content, GUK will follow an agile process that allows to be as autonomous as possible.

Our experience with clients has shown that this is the best way to work. This process consists of three fundamental stages:

- **PROJECT DEFINITION**

When the client requests the creation or design of visual content, at GUK, we will propose a **meeting to analyze the issues, identify needs, and establish objectives**. To ensure a good result, we will compile these aspects into a briefing that will serve as the basis for a personalized work plan tailored to the needs.

- **CREATION PROCESS**

Once we have the validated briefing and work plan, we will proceed to the development phase. We will present **proposals suitable for the nature of the project**, which may include banners, videos, or infographics, among others. These proposals will be submitted for client approval.

- **FEEDBACK AND IMPLEMENTATION**

Once the proposal has been approved, we will proceed with its implementation. During this phase, we will **make possible adjustments, refine details, and prepare the final versions of the artwork**, which will be reviewed and validated by the client before dissemination and use.

Under this premise, at GUK, we will work on providing assistance and support in the development and adaptation of various graphic and design solutions. From GUK, we will deploy all the necessary resources at each moment:

- **Video/GIFs:** Undoubtedly, these are the most consumable and shareable formats. Highly versatile, they fit into virtually all communication channels. At GUK, we propose the creation of short videos optimized for social media, videos covering events, informative videos, and more.
- **Images for social media:** The power of static images to convey emotions and provide information is very intense. In addition to serving as accompaniment to text, they have their own significance. At GUK, we will develop images and banners to accompany social media posts and other channels. All resources will have a coherent graphic style.
- **Infographics:** They explain complicated processes in a graphic and simple manner. They contribute significantly to the understanding of complex topics. Versatile and shareable, we believe infographics can be a valuable resource for disseminating client's messages to the public.



RESOURCES AND SERVICES



Every material designed by GUK will be responsive, easily adaptable, visually appealing and strong and suitable for the demanded channel.

In addition, GUK has other technical resources available to fulfill the design needs of our clients:

- Adobe Illustrator
- Adobe PhotoShop
- Adobe After Effects
- Adobe Premiere

Furthermore, the design services of GUK include:

- Audiovisual content production and edition
- Design of templates for presentations, newsletters, press releases, etc.
- Design of materials for events (roll ups, posters, etc.)
- Graphic designs for Social Media
- Banners designs
- Design of branded content or ebooks
- Web design

5. EXAMPLES

EXAMPLES

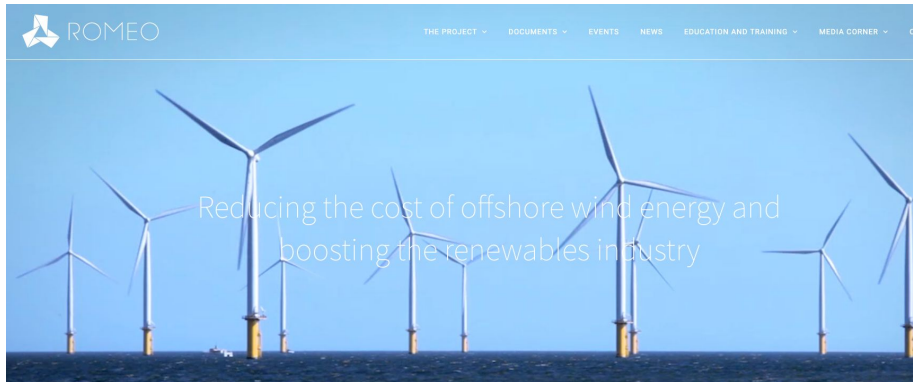
CORPORATE IDENTITY

At GUK we have extensive experience working on European projects. We define your graphic identity, the visual lines for the use of the brand, and the development of graphic applications such as stationery, templates for social media, brochures and corporate websites.



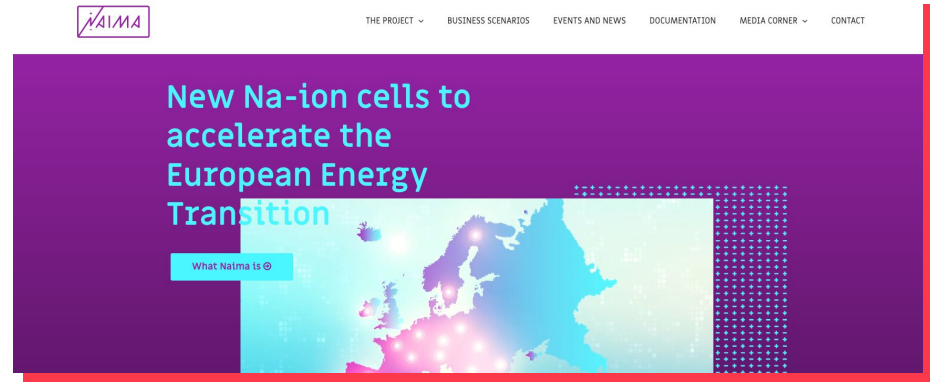
EXAMPLES WEBSITE

WEB Y BRANDING



ROMEO

[WEB](#) | [GRAPHIC RESOURCES](#) | [NEWSLETTER](#)



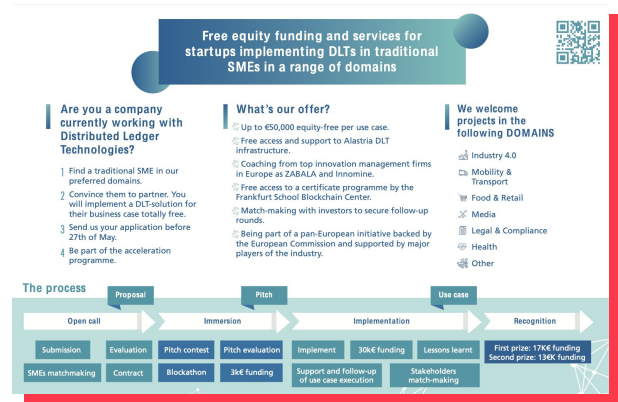
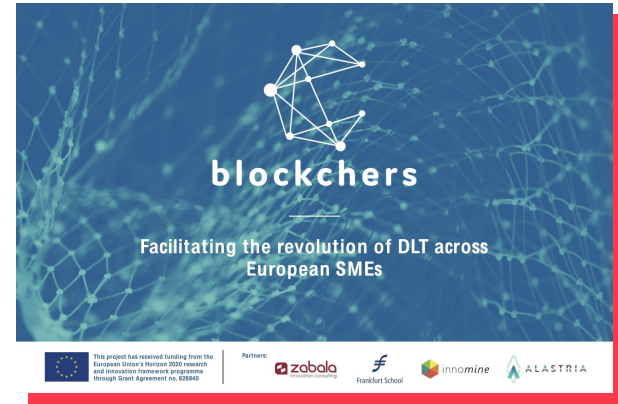
NAIMA

[WEB](#) | [GRAPHIC RESOURCES](#) | [NEWSLETTER](#)

GUK has also contributed to European projects with the definition of their visual identity, the production of the visual guidelines for the use of the designed materials and the design of their corporate websites.

EXAMPLES WEBSITE & BRANDING

WEB Y BRANDING



EXAMPLES GRAPHIC APPLICATIONS

How we will do it? Through two open calls

Up to 60 SMEs will be selected in a total of two open calls (30 BlockchERS in collaboration of at least 3 accelerator DLTs as well as us).

The complete process is defined by four stages. Here you can see how it works:

The phases for implementation will allow BlockchERS to get 30K funding. During the implementation phase at least 20 of them will be funded with 50K against objectives achievement. These will be evaluated through a set of KPIs defined at the beginning of the phase.

The ones nominated as the best use cases examples will be awarded in a dedicated ceremony (Recognition phase), getting a maximum of 50K, along the three phases.

The selected enterprises will also enjoy a broad range of services, such as free access to DLT infrastructure, coaching, technical support, free access to a certificate programme by the Frankfurt School Blockchain Center and investor match making.

BlockchERS is supported by Zabala Innovation Consulting, Frankfurt Business School, Innovime Group and Alstria.

What do we want to achieve?

Main Objective

BLOCKCHERS main objective is to facilitate the revolution of DLTs across SMEs in Europe thanks to:

- The promotion and support of DLT sub-granted use cases in multiple sectors by SMEs.
- Support on the creation of a smart regulatory framework for the EU.
- The development of policy recommendations.

But, what BLOCKCHERS project is?

BLOCKCHERS is a new Horizon 2020 initiative launched on February 2019 that facilitates the revolution of DLTs (those based on the concept of distributed ledger to validate transactions in a network) across European SMEs.

This project is in fact an accelerator that offers direct equity-free funding (up to €50,000) to promote the uptake and implementation of DLTs in end-user smart and Medium Enterprises (SMEs).

BLOCKCHERS will foster the matchmaking among traditional SMEs and potential DLT specialists to implement real use case scenarios in a variety of verticals. At least 50 SMEs will benefit thanks to this scheme during the course of the project, that will end in 2021.

But also BLOCKCHERS has specific targets

- Choose the BLOCKCHERS selected SMEs working with DLTs through a couple of competitive open calls for proposals.
- Support the ideas: Help the selected BLOCKCHERS from the ideas to implementation with funding (up to €50K) and services.
- Help policy making: Create a dialogue around the DLT to facilitate a "smart" regulatory framework for the EU.
- Spread the word: Disseminate and communicate.
- Match-make with SMEs: Join start-ups and SMEs working in traditional sectors.

EXAMPLES OTHERS



ROLL UP CARDIOPATCH PROJECT



POSTER CARDIOPATCH PROJECT

EXAMPLES OTHERS




REZBUILD

Advanced refurbishment
technologies to achieve Near
Zero Energy Building (NZEB)
in European housing sector



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 768623. The dissemination of results herein reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

EXAMPLES OTHERS

GUK has also contributed to European projects with the development of their presentation videos:



EXAMPLES OTHERS



CLAIMS AND GRAPHIC APPLICATION **PUERTO DE PASAIA**

EXAMPLES SOCIAL MEDIA



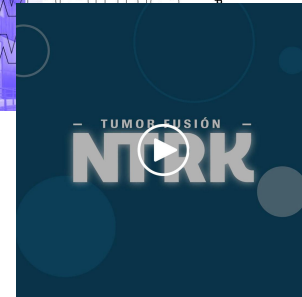
SOCIAL MEDIA **FINSA**



SOCIAL MEDIA **WEETBE**



SOCIAL MEDIA **BCBL**



MOTION GRAPHICS **ROCHE PLUS**



6. ABOUT GUK



ABOUT GUK

GUK is a **hybrid agency of communication and marketing** located in Bilbao with more than 14 years of experience offering solutions of Communication and Public Relations, Digital Marketing, Social Media, Paid Media, Graphic Design and Paid Media with the aim of helping its clients to set the bases for their digital communication strategies, for optimizing their value proposal and for increasing their brand projection in the digital scenery through personalized solutions and techniques.

In order to do that, GUK has a **multidisciplinary work team** integrated by professionals of accredited experience in different fields that will work in closely and transparently with the teams and people involved in EIT Food South with the mission of giving a precise coverage to the concrete needs.



COMMUNICATION AND DIGITAL MARKETING PROJECTS

GUK has a huge experience in the communication and marketing digital management with **nearly 100 reference brands in different sectors**. Here there are some examples of brands that GUK has collaborated with or is collaborating nowadays:

AGRIFOOD:

San Miguel - Mahou
Tutti Food Group
KAIKU
AZTI
NEIKER
Basque Culinary Center

R&D/TECHNOLOGY:

IK4 Alliance
BRTA Alliance
TEKNIKER
IKERLAN
CIDETEC
IDEKO
CEIT
Ibermática Industria
Puntueus Fundazioa
Dominion
VERSIA Group

SCIENCE:

CIC bioGUNE
CIC biomaGUNE
CIC microGUNE
Fundación Biofísica
Bizkaia
BC3
BCAM
BCBL
Cátedra de Cultura
Científica de la
UPV/EHU
Walk on Project (WOP)

CONSULTORY:

K2K emocionando
Manahmana

CONSTRUCTION:

Egoin
Finsa

INNOVATION:

Denokinn
Hiriko
Euskampus

PUBLIC ADMINISTRATION:

SPRI
IHOBE
URA
IZFE

HEALTH AND AGING:

Policlínica Gipuzkoa
Fundación Matia
IMQ
DalecandELA

EUROPEAN PROJECTS:

Rezbuild
Romeo
EcoGate
Naima
Cardiopatch

CULTURAL ENTITIES:

Eusko Ikaskuntza
Guggenheim Museum

COMMERCIAL CENTERS:

URBIL

PHARMA & MEDICINE:

Roche Pharma
Daiichi Sankyo
OWL

BANKING FOUNDATIONS:

Kutxa Fundazioa
BBK Fundazioa
Universia (Banco
Santander)

CLUSTERS:

Energy Cluster
Aclima Cluster
Cluster Habic
Basque Health Cluster

UNIVERSITY:

University of Mondragon

LOGISTICS & TRANSPORTATION:

Pasaia Port

INDUSTRY:

Ner Group
Irizar
ULMA Group
DanobatGroup
Gestamp
Mercedes Benz
Createch Medical
Atten2
Rotobasque
Walter Pack
Idelt
Surdry
Gosan
Ingeteam
Agui
Veka

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