



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of the Environment, Transport,  
Energy and Communications DETEC

**Swiss Federal Office of Energy SFOE**  
Energy Research and Cleantech

## SWEET programme

# Communication guideline



Version 3: October 2023



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## 1 Introduction

This guideline has the following objectives:

1. Defining the communication channels and the responsibilities for the channels.
2. Defining the flow of information between the consortia and the SWEET Office.
3. Standardizing the visual identity that uniformly and clearly relates each consortium to the SWEET programme.
4. Regulating the acknowledgment of SWEET funding.

These guidelines must be followed in all communication and dissemination activities by consortia. This is to ensure the visibility of the SWEET programme and simplify the assessment of its outputs.

The SWEET Office reserves the right to modify this guideline at any time. Coordinators will be notified about modifications and receive the updated guideline.

## 2 Communication strategy

Each consortium is responsible for developing a communication strategy to ensure its visibility to the target groups of its work programme. The strategy should be based on the common identity and SWEET logo, and be tailored to the issues addressed by the consortium – from the planning stage, over the course and until the end of the project. It should enable to achieve the consortium's communication objectives, through use of appropriate communication channels for the various target groups.

Each consortium must define and follow an internal quality-assurance process, to ensure that the quality of publications is satisfactory (e.g., through proofreading), that the rules regarding acknowledgements (see Section 7) and involvement of the SWEET Office (see Section 4) are adhered to, and that the consortium can stand behind its publications.

Each consortium is encouraged to be active on social media, to follow the SFOE and other consortia and to share information and results on these channels. Consortia can also use the SFOE blog [energeiaplus.com](https://energeiaplus.com) to publish guest posts about their work (text, video, photo, podcast). If there is interest in such a blog via the SFOE channel, they should contact the SWEET Office with concrete ideas.

## 3 Overview of the responsibility for the communication channels

Figure 1 and Table 1 give an overview of the communication channels and who is responsible for them. In summary, all communication (including for the purpose of coordination and dissemination) about a consortium is the responsibility of the respective consortium. In contrast, the SWEET Office is responsible for the communication of the SWEET programme as a whole (new and ongoing calls for proposals, funding decisions, information relevant to the whole programme, etc.).

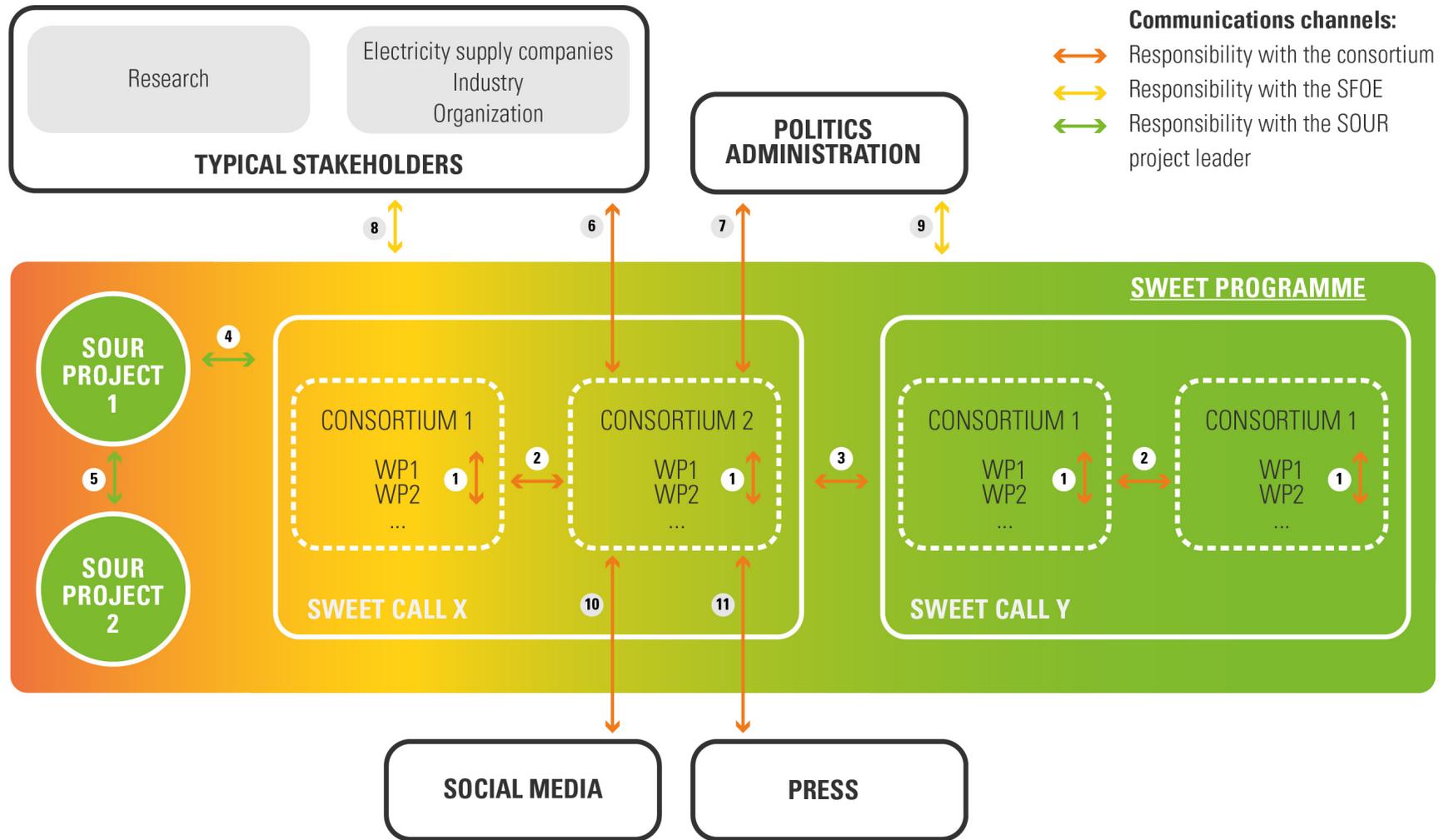


Figure 1. Overview of the responsibility for the communication channels



**Table 1: Overview of the responsibility for the communication channels**

#	Name	Purpose	Frequency	Responsible	Comment
1	Project management and coordination within the consortium	Share learnings and experience	Regular	Consortium	
2	Coordination between consortia	Share learnings and experience, avoid duplications, find synergies	Regular	Consortium	<ul style="list-style-type: none"> <li>Meetings, workshops, etc.</li> </ul>
3	Cross-call coordination	Share learnings and experience, avoid duplications, find synergies	Regular	Consortium	<ul style="list-style-type: none"> <li>Meetings, workshops, etc.</li> </ul>
4	Knowledge-sharing	Share learnings and experience, avoid duplications, perhaps inspire consortium	Regular	Consortium, SOUR project leader	
5	SOUR exchange	Share learnings and experience, avoid duplications, find synergies	Regular	SOUR project leader	<ul style="list-style-type: none"> <li>Only mandatory for SOUR Projects with similar content</li> </ul>
6	Communication for stakeholders	Communicate and disseminate the results, get input on what is needed	Regular	Consortium	<ul style="list-style-type: none"> <li>Part of KTT plan of the consortium</li> <li>Conference, workshops, newsletter, etc.</li> </ul>
7	Communication for administration/politics	Communicate and disseminate the results	Regular	Consortium	<ul style="list-style-type: none"> <li>Part of KTT plan of the consortium</li> <li>White papers, etc.</li> </ul>
8	SWEET conference	To inform what is going on the SWEET programme as a whole	Probably annual	SWEET Office	<ul style="list-style-type: none"> <li>Design/implementation may change from year to year</li> <li>Organized by SWEET Office, consortia and SOUR project leaders participate</li> </ul>
9	Political business	To inform politics/administration about findings that are important for legislation	As needed	SFOE/SWEET Office	<ul style="list-style-type: none"> <li>Coordinators from selected consortia are invited to participate as needed</li> </ul>
10	Social media (Twitter, YouTube Instagram, LinkedIn...)	To inform the public/stakeholders	Irregular	Consortium	<ul style="list-style-type: none"> <li>For purely technical/scientific topics the SWEET Office should be informed</li> <li>For political/regulatory topics after review and approval from SWEET Office</li> </ul>
11	Press (radio, TV, newspapers, incl. trade press)	To inform the public/stakeholders	Irregular	Consortium	<ul style="list-style-type: none"> <li>Press release published only after review and approval from SWEET Office</li> </ul>



## 4 Flow of information and approval by the SWEET Office

Internal SWEET programme communication activities (numbers 1-5) do not require prior review and approval by the SWEET Office. However, if consortia wish for the SWEET Office to be present at events or to receive input prior to such activities, consortia are welcome to invite the SWEET Office.

Relevant external communication activities (numbers 6, 7, 10 and 11) must be submitted to the SWEET Office for review and approval with sufficient advance notice, especially if the content is politically sensitive or may be disseminated in the press. The reason why the content is considered sensitive must be indicated. However, if the content is purely scientific/technical information, it is sufficient to simply inform the SWEET Office.

If the consortium decides to publish its own newsletter, the SWEET Office and the other consortia should be informed one week before the publication of each newsletter edition. This allows for coordination between the SWEET newsletter and the newsletters of the consortia to prevent simultaneous or near-simultaneous publication.

If the consortium plans to make external communication contributions that do not fit into one of the above categories, they should contact the SWEET Office.

Specific examples:

- All publications that are accompanied by a press release must be sent to the SWEET Office for approval with sufficient lead time.
- For scientific publications (without deliverables) that are not politically sensitive, the corresponding link must only be sent after publication.
- Deliverables defined as scientific publications: If there is no delay, the consortium should submit the deliverable when it is due. If it is only a manuscript at that time, then as a submitted manuscript, otherwise as a link to the published paper.
- The SWEET Office does not need to be informed about smaller, more informal social media external publications.

## 5 Website

As part of the communication and dissemination activities of the consortium, the coordinator is responsible for the creation of a website ([www.sweet-ACRNOMYM.ch](http://www.sweet-ACRNOMYM.ch)) to promote the consortium and its findings. The SWEET website will link to the consortium website. It must therefore be regularly maintained and updated.

In order to respect the visual identity of the SWEET programme, the landing page of the consortium's website must be designed as shown in Figure 2. No template is provided. Each consortium is responsible for its own domain name, with free choice of provider. Figure 3 and 4 show examples of possible design variations to accommodate specificities of different hosting platforms, if required.

Once created, the consortium website, specifically the landing page, will be reviewed and approved by the SWEET Office according to the criteria below. Subsequent changes and additions of further sub-sites do not need to be reviewed or approved by the SWEET Office.



Criteria that must be met:

- Content:
  - o Language: At least English, preferably also in one or more national languages.
  - o Written acknowledgment of funding from the Swiss Confederation and SFOE, with display of SFOE logo on the landing page.
  - o Short description of the project on the landing page.
  - o Inclusion of a disclaimer: "The content of this website reflects only the author's view. The SFOE is not responsible for any use that may be made of the information it contains." The placement of the disclaimer is determined by the consortium.
- Layout:
  - o Use of the consortium-specific SWEET Logo on the landing page and insertion of a link to SFOE's SWEET webpage.
  - o White Background.
  - o Banner picture, chosen by the consortium, on the landing page.

"Nice to have" features:

- Fonts:
  - o Text describing the consortium: Helvetica (New) Regular (18px).
  - o Menu (14px) and title (36px) **Montserrat** Regular.
  - o Claim/quote on the banner picture: **Montserrat**, between 36-48px.
- Menu items: "Home", "About" or "Overview", "Consortium", "News/Events", "Results", "Contact"
- Use of the banner picture as to forge a distinctive identity of the consortium in other communication channels.



MENU 1 | MENU 2 | MENU 3 | MENU 4 | MENU 5 | ...



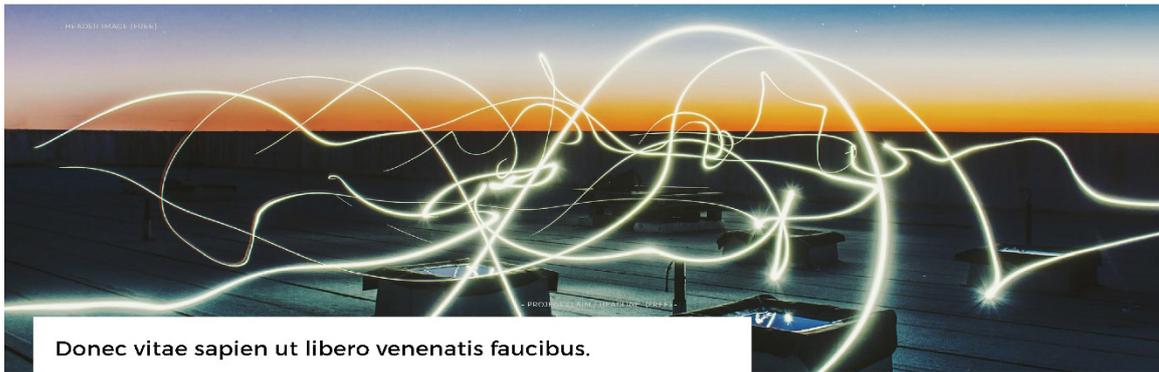
### Projekt

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Figure 2. Website landing page example

MENU 1 | MENU 2 | MENU 3 | MENU 4 | MENU 5 | ...



### Projekt

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Figure 3. Website landing page example; variation example n°1



Figure 4. Website landing page example, variation example n°2

## 6 Logos

The logos to be used are provided by the SWEET Office. No other logo is to be created or used.

### 6.1 Consortium-specific SWEET logo

A SWEET logo specific to each consortium is provided by the SWEET Office. This logo consists of the consortium’s acronym and the SWEET programme logo, as shown in Figure 5. The coordinator ensures its use by the consortium’s members for all communications involving the consortium.

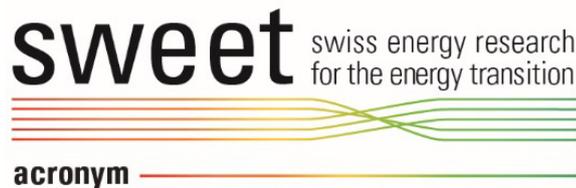


Figure 5. Consortium-specific SWEET logo



## 6.2 Social media profile logo

An additional smaller version of the logo (see Figure 6) is provided to be used as a profile picture for social media channels like Twitter or YouTube. The profile logo is the same for all SWEET consortia (recognition value), the chosen profile name next to it makes it specific to each consortium.



Figure 6. Social media SWEET logo

## 7 Funding acknowledgment

All communication and dissemination media must include proper acknowledgment of funding from the SWEET programme, as follows:

- Scientific publications: “The research published in this publication was carried out with the support of the Swiss Federal Office of Energy as part of the SWEET consortium *acronym*.” In addition, scientific publications must also include a statement that the authors bear sole responsibility for the conclusions and the results (Example: “The authors bear sole responsibility for the conclusions and the results presented in this publication.”).
- Written communications: “This *work (specify the kind of work)* was *performed* by the *acronym* consortium, which is sponsored by the Swiss Federal Office of Energy’s SWEET programme.”  
Specific examples:
  - o “This flyer was produced by the *acronym* consortium, which is sponsored by the Swiss Federal Office of Energy’s SWEET programme.”
  - o “This survey was performed by the *acronym* consortium, which is sponsored by the Swiss Federal Office of Energy’s SWEET programme.”
- Website or written communications: “*acronym* is a consortium sponsored by the Swiss Federal Office of Energy’s SWEET programme and coordinated by *Host Institution*.”
- Visual presentations: One of the preceding acknowledgements must be used in addition to the consortium-specific SWEET logo. Depending on the type of visual presentation, the acknowledgement sentence can be slightly smaller than the other elements displayed, but should still be clearly legible.
- The SFOE logo (Figure 7) should only be used in exceptional cases and is only permitted with the prior agreement of the SWEET Office (see also Section 10). Such an exceptional case is the website where the SFOE logo is mandatory. The SWEET and SFOE logos must not be placed directly next to each other<sup>1</sup>. The logos can be requested from the SWEET Office. Logos downloaded from the web must not be used in any communications.

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<sup>1</sup> The use of the logo of the Swiss Confederation is subject to specific rules, please cf. [CD-Manual \(admin.ch\)](#).



**Figure 7. Logo of the Swiss Federal Office of Energy a) in portrait format and b) in landscape format.**

## 8 Open access

The SFOE subscribes to the notion of Open Science and expects that results and data generated by funded projects are publicly accessible.

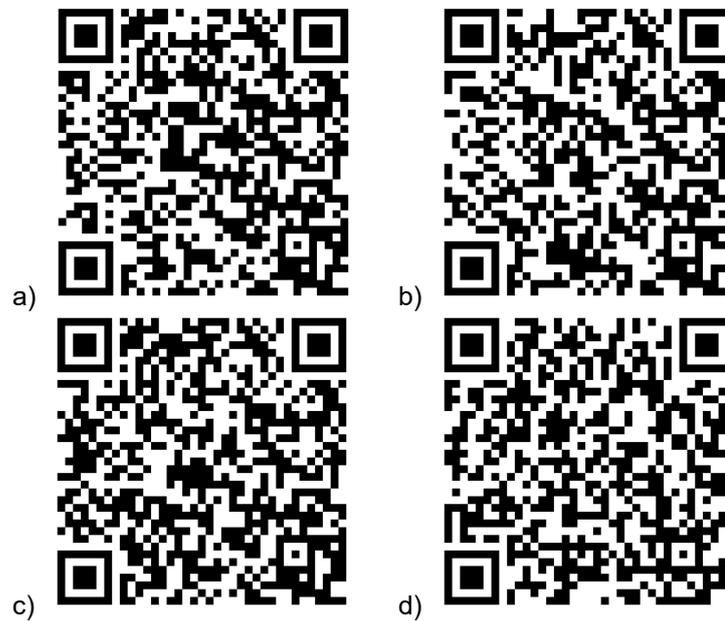
This means that consortia should ensure open access to scientific publications which result from the consortium's work:

- If, in certain cases, institutions themselves do not provide funding for open access, the publication costs can be covered with SWEET funds.
- If the consortium plans to submit a paper to a journal without immediately open access, then they should ensure that the paper is open access immediately after the banning period. In such a case, the consortium should also inform the SWEET Office when notifying of the publication (see Section 4) that it is not (yet) open access, why not and when an open access version will be available.

The consortia should also ensure open access to data which results from the consortium's work. Should legal restrictions prevent open access to the data as originally generated, consortia are expected to create a publicly accessible version through aggregation, anonymization, or normalization.

## 9 QR codes

QR codes directing to the SWEET webpage (in EN, IT, FR or DE) are available from the SWEET Office and can be included on posters or PowerPoint presentations (Figure 8).



*Figure 8. QR codes directing to the SWEET webpage versions in a) English, b) Italian, c) French, d) German.*

## 10 Templates

There are no SWEET PowerPoint or poster templates. Slides and posters produced by the consortium should include the consortium-specific SWEET logo and acknowledge the support of the SFOE.

Templates provided by the SWEET Office for reports (e.g., templates for annual reports, highlight reports or deliverable reports) may only be used for this purpose, as they contain the SFOE logo and the Swiss coat of arms. They may be used for publications by the SWEET Office on Aramis, but may not be used for other publications.

## 11 Email Signature

It is recommended that the coordinator and members of the consortium include a link to the consortium's website in their e-mail signature.

If desired, the consortium-specific SWEET logo can be integrated into their signature for relevant e-mail or letter communications.