



# Generations and Gender Programme Preparatory Phase Project (GGP-5D) Dissemination, Exploitation and Communication Strategy

Work package 7: **Management and D-E-C**

Grant Agreement Number: 101079357

Project acronym: **GGP-5D**

Project full title: **Generations and Gender Programme Preparatory Phase Project**

Due delivery date: 31<sup>st</sup> March 2023

Actual delivery date: 30<sup>th</sup> March 2023

Organization name of lead participant for this deliverable: GGP  
Central Hub, Netherlands Interdisciplinary Demographic Institute  
(NIDI), Royal Netherlands Academy of Arts and Sciences (KNAW)

Dissemination level: Public



**Funded by  
the European Union**

## Document Control Sheet

Deliverable number:	7.1
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Work package:	7
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Document Revision History			
<i>Version</i>	<i>Date</i>	<i>Modifications Introduced</i>	
		<i>Modification reason</i>	<i>Modified by</i>
V1	30.03.2023	Deliverable 7.1	
V2			
V3			

## Executive summary

This report defines and details a comprehensive strategy for the Generations and Gender Programme Preparatory Phase Project's (GGP-5D) dissemination, exploitation and communication activities (D.E.C. strategy) for the time period between October, 2022 and September, 2026. This strategy provides detailed information on GGP-5D's target audiences and the key messages the project aims at communicating to each audience category. It also stipulates guidelines on each element of the D.E.C. strategy.

This strategy is developed as part of work package 7 of the GGP-5D project. The D.E.C. strategy will be mainly implemented by the GGP Central Coordination Team with support from the GGP-5D project partners.

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# 1. Introduction

## 1.1. The Generations and Gender Programme (GGP)

The Generations and Gender Programme (GGP) is an interdisciplinary social science research infrastructure on population and family dynamics. The GGP collects, processes, and disseminates cross nationally comparable longitudinal data. GGP data addresses numerous key scientific and societal challenges related to demographic changes, working young adults, families, gender roles, intergenerational relationships, and the life courses of men and women. For example, GGP data can be used to answer questions such as: How are young adults coping with the instability in labour markets, while facing increasing living costs? Why do people have fewer children than they intend to - is it because of an inability to combine work and family lives? How do we encourage active ageing in the increasing population of older adults?

The EU Strategic foresight report published in 2021, deemed demographic shifts to be one of the mega-trends that will affect the future and sustainability of our societies. This points to large need for solid, reliable, and consistent data on the life trajectories of individuals, gender roles, relationships between generations and the continuous evolution of our societies: GGP data can be used to respond to this need.

The core of the GGP is the Generations and Gender Survey (GGS). The GGS collects individual level data on key demographic events such as leaving parental home, union formation and dissolution, childbirths and deaths that structure individual life courses and family/kinship networks. The survey focuses on how they interrelate to each other as well as to migration and employment through family life. Moreover, relationships between generations are explored to

reveal how lives of multiple family members are interlinked in ageing populations. These processes are investigated along with the evolution of social roles of women and men, being one of the major constituents of societal transformation over recent decades. Resultingly, the GGS is unique in its longitudinal coverage of young adults and the childbearing years.

The current GGS archive includes individual-level data from more than 31 countries worldwide with more than 300,000 respondents (to present). The GGP also provides users with a Contextual Data Base which contains macro level data on the economic, social and policy-related contexts for 60 countries over last 40 years. The combined use of the GGS and the Contextual Data Base provides users with the unique opportunity to conduct empirical studies that integrates both the micro (individual, using the GGS) and macro (societal, using the Contextual Data Base) dimensions of demographic change.

The importance of the GGP data is reflected by its uptake in the research community. GGP data are open access and is provided free of charge for all non-commercial users. The GGS is currently used by close to 5,000 users, which include social scientists but also policy makers and civil society. An increasing number of research grants of FP6, FP7, and Horizon 2020 as well as ERC grants have used the GGP data. The use of GGP data has resulted in more than 1,500 publications so far.

During the past twenty years the GGP has transitioned from a network of scientists to an integrated research infrastructure. This has involved the strengthening of its Central Hub located in the Netherlands, the centralization of its data collection and processing operations, the signature of its first Consortium Agreement in 2020, and its entry on the ESFRI Roadmap in 2021.

The next step for the GGP is to establish itself as a permanent research infrastructure with its own legal entity ERIC (the European

Research Infrastructure Consortium). To do so, the GGP inaugurated the GGP-5D project in October, 2022. The following section briefly describes the aims of GGP-5D.

## 1.2. GGP-5D

GGP's path to impact starts with a need for cross-nationally comparable longitudinal data that answers scientific and societal challenges related to demographic changes. This pathway ultimately leads to three goals: 1) a broader impact on science, 2) an improved response to societal challenges, and 3) an integrated ecosystem of research infrastructures.

As a result, the aim of GGP-5D is to enhance the long-term sustainability of the GGP and to bring the GGP to a stage at which governmental stakeholders will be willing to commit and invest into it. To do so, the GGP-5D project will pursue five main objectives in the four years of project's duration, which are:

1. To enhance the technical excellence of the GGP
2. To enhance the scientific and socio-economic impact of the GGP and the engagement of stakeholders
3. To enhance the financial sustainability of the GGP
4. To develop the legal frameworks for the ERIC
5. To consolidate the strategic position of the GGP in the landscape of RIs

The main objectives of GGP-5D suggest that a significant part of the GGP-5D is about engaging a plethora of stakeholders in GGP and increasing the use of GGP products. Consequently, GGP-5D involves numerous communication, dissemination and exploitation activities as part of different WPs. The current report – the Dissemination, Exploitation and Communication Strategy – is aimed at promoting the whole GGP-5D project. In addition, the DEC strategy covers the activities in the WPs and provides a comprehensive picture of DEC



measures to be employed in the project. Among other means, existing GGP channels of communication will be used for GGP-5D.

## 2. Dissemination, exploitation and communication strategy

The D.E.C. strategy – which is developed as part of the reporting process in work package 7 of the GGP-5D proposal – ensures and maximizes the impact of the GGP-5D project. The key elements of the D.E.C. strategy are described in the following subsections.

The first subsection distinguishes between dissemination, exploitation, and communication (Subsection 2.1.). In subsection 2.2., we specify the stakeholder groups of the D.E.C. strategy and the key messages the GGP aims at communicating to each stakeholder group. Subsection 2.3. will explain measures attached to each element of the D.E.C. strategy which are designed specifically to boost GGP-5D's impact.

### 2.1. Distinguishing between dissemination, exploitation, and communication

For the purpose of this D.E.C. strategy, dissemination will refer to sharing the results of this project with potential GGP users, with other research organizations, and with other players in the scientific community to contribute towards the progress in general.

Exploitation will signify the use of GGP-5D project results for strategic planning and/or public policy making among governmental and societal stakeholders.

Communication will involve not only the communication on project results, expected outcomes, and benefits but also the GGP-5D project and development itself. The communication arm of this strategy will enable feedback on the project and its results from the end users of the GGP-5D results.

Table 1 below outlines the differences between dissemination, exploitation, and communication in GGP-5D in terms of information type (what?), target audience (to whom?), reason (why?), and timing (when?).

**Table 1. Differences between dissemination, exploitation, and communication in GGP-5D**

	Dissemination	Exploitation	Communication
What?	About results only	About results only	About the project and its results
To whom?	<b>Audiences that may use the results in their own work</b> e.g. scientific users and partners, members of other research infrastructures, professional organisations	<b>Audiences that may further benefit from the results</b> e.g. governmental and societal stakeholders (policy makers, strategic planners)	<b>Multiple audiences</b> including previously mentioned groups and the survey participants as well as the public
Why?	<b>Enable use and uptake</b> of results	<b>Enable further/secondary use</b> of results	<b>Inform, reach out to and get feedback from society</b> , show the benefits of the project
When?	When results are available	When results are available	Starts at the outset of the project

## 2.2. Stakeholder groups and key messages

Table 2 below reports stakeholder groups at which D.E.C. measures of the GGP-5D project will be aimed. The table includes general stakeholder group names, the impact the project has on stakeholders, how much influence stakeholders have over the project, what the interests of stakeholders are in the project and key messages to be broadcast.

**Table 2. Stakeholder groups in GGP-5D**

<b>Stakeholder groups</b>	<b>Impact</b> How much does the project impact them? (Low, Medium, High)	<b>Influence</b> How much influence do they have over the project? (Low, Medium, High)	<b>What is important to the stakeholder?</b>	<b>Key message to the stakeholder</b>
<b>Scientific users and partners</b>	High	High	Enhancing data FAIRness (WP1)	GGP-5D will enhance scientific and technical excellence
<b>Scientists and managers involved in other RIs</b>	Medium	Medium	Maximizing complementarity between RIs while acknowledging the value	GGP-5D will consolidate GGP's strategic positioning and work as a

			of individual RIs	platform to collaborate with other social science RIs
<b>Governmental and societal stakeholders</b>	Medium	High	Understanding societies and informing policies (WP2)	GGP-5D will enhance GGP's socio-economic impact by engaging stakeholders
<b>Survey participants and the public</b>	Low	Low	Knowing why data is collected and what it means to survey participants and the public	GGP-5D will engage survey participants and the public to inform about the data use and their benefits

## 2.3. Measures for stakeholder groups in the D.E.C. strategy

In this subsection, measures developed to engage the aforementioned stakeholder groups are outlined and deliberated. The measures refer to a set of specific tools and means designed to boost the impact of the GGP-5D project. In terms of stakeholder groups, the measures described below are addressed to those mentioned earlier namely: (1) scientific users and partners, (2) scientists and managers involved in other RIs as well as (3), governmental and societal stakeholders. In addition, the D.E.C. plan also includes (4) the survey participants and the public in view of their importance in contributing to the broader impact of the RI. This is elaborated in Table 3.

**Table 3. Main means to engage the stakeholder groups in GGP-5D**

Stakeholder groups	Main means to engage the stakeholder groups
<b>Scientific users and partners</b>	<p>Measures to increase awareness and exploitation (use) of the GGP data:</p> <p>A series of teaching datasets will be created (one for entry-level statistics classes and one for more advanced ones) which will be accessible via a “one-click” procedure (WP7). This will be done while making sure that this is in line with the GGP Data Agreement with countries. In addition, there will be accompanying videos and material on the use of such datasets. This will be particularly important to reach a higher number of students and encourage them to use the GGP in their studies. Such datasets will also be useful for scientists in countries that participated in the GGP but where there is a lower level of expertise in the use of such demographic data, thus contributing to the capacity building of these countries.</p> <p>A study profile that describes the data in a highly ranked journal.</p> <p>Measures to encourage scientific partners to advocate the participation of their country in the GGP and to promote its inclusion on national roadmaps; to strengthen the role of scientific partners and to provide them with the right support, each GGP-5D partner will have</p>

<b>Stakeholder groups</b>	<b>Main means to engage the stakeholder groups</b>
	<p>access to a budget to develop specific promotional activities (as flagship activities). This help building a consensus in each country about the need for the GGP among scientists and other stakeholders.</p> <p>Monthly newsletters, website, social media, scientific conferences.</p>
<b>Scientists and managers involved in other RIs</b>	<p>Measures to increase the collaboration with other RIs:</p> <p>(1) organising joint sessions at scientific conferences where the social science RIs are represented.</p> <p>(2) There will be work done at the country level to foster collaboration between the RIs, and especially to share experiences in strategies for national roadmap inclusion and for the funding of data collection.</p> <p>GGP-Connect webinars, monthly newsletters, website, social media, scientific conferences, a study profile that describes the data in a highly ranked journal.</p>
<b>Governmental and societal stakeholders</b>	<p>Measures to increase the take-up of GGP-based empirical evidence and stakeholder involvement:</p>



Stakeholder groups	Main means to engage the stakeholder groups
	<p>Encouraging the involvement of governmental and societal stakeholders through activities related to the Stakeholders Dialogue Forum (WP2). This will become the flagship measure to promote and facilitate the use of GGP-generated evidence by governmental and societal stakeholders, facilitate exchanges between scientific, governmental, and societal stakeholders and, consequently, make them more familiar with research findings and more open to using them.</p> <p>Measures to increase stakeholder participation in the GGP-5D Board of Governmental Representatives (WP5):</p> <p>To further engage the Board and get their feedback, use will be made –as a flagship measure – of an online tool to get the participants’ subjective feedback about the GGP-5D progress on each of the readiness dimensions. This will be a subjective assessment, but ultimately the Governmental representatives will be the ones taking the final decision regarding the commitment of their country to the GGP-ERIC. In addition there will be one open-end question in the tool where they will be able to provide their feedback in their own words.</p>

Stakeholder groups	Main means to engage the stakeholder groups
	<p>8 impact case studies on the use of GGP in policy debates</p> <p>8 briefs to showcase how the GGP contributes to tackling societal challenges</p>
<p><b>Survey participants and the public</b></p>	<p>Measures to increase the awareness and participation:</p> <p>An interactive tool will be added to the GGP website where the public can answer a few survey questions (drawn from the core GGS questionnaire) and compare their answers to an average person in their country (e.g., age at first union, age at first birth, number of children, whether or not has experienced a divorce, etc.). This is expected to help them better understand what the RI does and to engage them.</p>

## 2.4. Communication

Currently, the GGP-5D uses the GGP website, the newsletter, and social media (Twitter and YouTube) to promote and communicate about its activities. In GGP-5D, we will optimize the use these channels to communicate to all target audiences (from scientific users, partners, and other governmental and societal stakeholders). In addition, the plan is to conduct four other outreach and communication activities. They are all detailed in Table 4 below.

Table 4. Communication channels in GGP-5D

Communication channel	Improvements	Implemented by
Website	<p>The website will be redesigned and restructured. Changes will include:</p> <ul style="list-style-type: none"> <li>• A clearer, less densely-packed and user friendly website.</li> <li>• A separation of the data requesting platform with the content-driven sections of the website.</li> <li>• An addition of a platform for interaction between (current and future) users, partners, stakeholder and the GGP team.</li> </ul>	Month 12
Newsletter	<p>The newsletter is currently sent to a list of subscribers monthly. In GGP-5D, we aim at increasing its readership. To do so:</p> <ul style="list-style-type: none"> <li>• We will promote the newsletter in universities, high schools, ministries and non-governmental organizations across the host and partner countries.</li> <li>• Translate the newsletter to languages from key GGP partners.</li> <li>• Increase visibility of newsletter on the website, social media platforms and in events/conferences.</li> </ul>	Ongoing through GGP-5D

Social media (Twitter, YouTube)	<p>In GGP-5D, we will create a plan to habituate and automate the use of social media platforms and increase the involvement of partners in increasing GGPs social mediate presence. To do so, we will:</p> <ul style="list-style-type: none"> <li>• Ensure that we post every week. In addition to this, create content whenever there is news or an event.</li> <li>• Link all social media platforms and ensure that content is spread across all platforms.</li> <li>• Automate weekly posts.</li> <li>• Ensure that GGP-related content from GGP partners is shared: automate this process.</li> <li>• Involve partners in producing content for GGP social media.</li> </ul>	Ongoing through GGP-5D
GGP videos	To expand the awareness of the GGP-5D, two brief videos aimed at a non-expert audience will be produced to explain in a nutshell what the project does and what challenges it helps answer	<p>Video 1: Month 18</p> <p>Video 2: Month 24</p>
Short articles in wide-distribution magazines	The Consortium will submit articles to wide- distribution magazines (such as, NIDI’s DEMOS magazine and	From Month 10 to Month 48

	<p>Population Europe's PopDigest) to increase awareness of the GGP.</p> <p>This will also be done in GGP partner countries, where partners will write articles in their own languages to publish in wide-distribution magazines.</p> <p>We aim to publish at least 5 short articles within GGP-5D.</p>	
Open Science Days	<p>Specially, to reach out and promote the GGP among the public, we will partake in activities and events related to open science, such as Open Science Days and Open Science Fairs.</p> <p>We will aim at participating in open science initiatives in at least 5 countries within GGP-5D.</p>	Month 7 to month 46
Citizen Science Initiatives	<p>Call for user modules in the GGS-II wave 2 questionnaire (WP2)</p> <p>Interactive tool for public (WP7)</p>	<p>Month 1-10</p> <p>Month 28-36</p>
Scientific conferences	<p>GGP User Conferences 2023, 2025</p> <p>European Population Conference 2024, 2026</p>	<p>Month 12, 36</p> <p>Month 21-22, 45-46</p>

	International Population Conference 2025	Month 34
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## 2.5. Partners' involvement

NIDI, WP leader for WP7 "Management and D-E-C", is responsible for the definition of the D.E.C. strategy of the GGP-5D and its updates, together with the development of the communication tools.

NIDI will be in continuous contact with all project partners, equally supporting on tasks under its responsibility and engaged in other tasks under WP7. Detailed roles and responsibilities connected to the D.E.C. strategy under WP7 are listed in Table 5 below.

**Table 5. D.E.C. tasks in WP7 (lead institution highlighted)**

Task Number	Task Description	Responsible Partner
T7.1	Data management and D-E-C plans	<b>NIDI</b>
T7.3.	Coordination and implementation of the D-E-C measures	<b>NIDI</b> , HDRS

However, D.E.C. strategy relevant efforts are not limited to WP7. Indeed, D.E.C. measures aimed at broadening and strengthening the impact of the GGP-5D are to be found in WP1, WP2, WP5 and WP6. This is reported in Table 6.

**Table 6. D.E.C. related tasks in other WPs (lead institution highlighted)**

<b>Task number</b>	<b>Task description</b>	<b>Responsible partner</b>
T1.1	FAIR data	<b>INED</b> , NIDI, CESSDA-ERIC
T2.1	KPIs, impact tracking and showcasing	<b>SGH</b> , NIDI, CESSDA-ERIC
T2.2	Users-suggested module	<b>SGH</b> , NIDI
T2.3	Stakeholders Dialogue Forum	<b>SGH</b>
T5.1	Synergies with other RIs	<b>HDRI</b> , NIDI
T5.2	Position paper on the GGP	<b>HDRI</b> , NIDI
T5.3	Strategies for national roadmap inclusion	<b>HDRI</b> , NIDI, <b>SGH</b> , BIB, UB, CESSDA
T5.4	Future enlargement of the GGP membership	<b>HDRI</b> , NIDI, UB

T6.1	Launch of the Board and regular meetings	<b>UB</b> , all partners
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### 3. Reporting on, monitoring and evaluating D.E.C.

To ensure constant monitoring and tracking of the dissemination, exploitation and communication activities carried out by the GGP-5D project partners, a Dissemination activities reporting template has been created, to be filled in within ten working days after the realisation of the dissemination activity, accompanied by the presented dissemination, exploitation or communication material (brief, presentation, video etc.).

The activities that have been performed during the GGP-5D project implementation are to be listed in Table 7 below (examples of communication activities carried out by NIDI as of March 2023).

Yearly evaluation of the D.E.C. strategy will take place in March throughout the duration of the GGP-5D (October 2022 – September 2026).



**Table 7. D.E.C. activities carried out by NIDI as of March 2023  
(example of D.E.C reporting and monitoring)**

<b>Conferences</b>
N/A
<b>Publications</b>
N/A
<b>Other activities</b>
<p>GGP newsletter (October 2022 – February 2023):  <a href="https://www.ggp-i.org/wp-content/uploads/2022/11/GGP-Newsletter-No.-82-October-2022.pdf">https://www.ggp-i.org/wp-content/uploads/2022/11/GGP-Newsletter-No.-82-October-2022.pdf</a>  <a href="https://www.ggp-i.org/wp-content/uploads/2022/12/GGP-Newsletter-No.-83-November-2022.pdf">https://www.ggp-i.org/wp-content/uploads/2022/12/GGP-Newsletter-No.-83-November-2022.pdf</a>  <a href="https://www.ggp-i.org/wp-content/uploads/2023/02/GGP-Newsletter-No.-84-December-2022-January-2023.pdf">https://www.ggp-i.org/wp-content/uploads/2023/02/GGP-Newsletter-No.-84-December-2022-January-2023.pdf</a>  <a href="https://www.ggp-i.org/wp-content/uploads/2023/03/GGP-Newsletter-No.-85-February-2023.pdf">https://www.ggp-i.org/wp-content/uploads/2023/03/GGP-Newsletter-No.-85-February-2023.pdf</a></p> <p>Call for user modules (WP2): <a href="https://www.ggp-i.org/wp-content/uploads/2023/03/GGP-Newsletter-No.-85-February-2023.pdf">https://www.ggp-i.org/wp-content/uploads/2023/03/GGP-Newsletter-No.-85-February-2023.pdf</a></p> <p>GGP-5D project kick-off meeting (WP7): <a href="https://www.ggp-i.org/wp-content/uploads/2022/11/GGP-Newsletter-No.-82-October-2022.pdf">https://www.ggp-i.org/wp-content/uploads/2022/11/GGP-Newsletter-No.-82-October-2022.pdf</a></p> <p>Twitter activity:  30 original tweets starting from the kick-off meeting on 24<sup>th</sup> October 2022 until 30<sup>th</sup> March 2023 resulting in 28,409 impressions.</p>

<b>Media presence/outreach</b>
<u>ARTICLES IN PRINT/ONLINE MEDIA, RADIO &amp; TV</u> N/A <u>WEB PRESENCE</u> <a href="https://www.ggp-i.org/ggp-5d/">https://www.ggp-i.org/ggp-5d/</a>
<b>Project meetings</b>
Kick-off meeting, The Hague and online (hybrid), 24-25 October 2022.

## 4. Annexes

The GGP house style is composed of logos, colour schemes, fonts and series of images that are employed consistently across different products and channels to enhance GGP's brand recognition.

In this section, the details and location of these elements are provided for quick reference.

### 4.1. Logos

The image files of the logos can be found on Basecamp, under the documents sharing platform within the folder of Work Package 7.





## 4.2. Funding acknowledgements and disclaimers

The following funding acknowledgements must be included in all and any publication, output or deliverable of the GGP and GGP-5D project. The image files of the acknowledgements can be found on Basecamp, under the documents sharing platform within the folder of Work Package 7.



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*Disclaimer GA art. 17.3 must be added in any publication/output related to GGP-5D:*

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect

those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

### 4.3. Color scheme

The standard accent colours used in GGP’s communication products are as follows:

#### GGP Green

Dark green: RGB: 0 | 125 | 129 / HSL: 129 | 255 | 65

Light green: RGB: 0 | 180 | 184 / HSL: 129 | 255 | 92

#### GGP Orange

Dark orange: RGB: 245 | 130 | 32 / HSL: 19 | 233 | 139

Light orange: RGB: 246 | 190 | 153 / HSL: 17 | 214 | 199

### 4.4. Font style

The main font used for GGP products is a family of fonts known as PF DinText Pro. Other fonts, such as Calibri or Avenir are also acceptable.

#### *Advice for those within NIDI:*

With help from the NIDI or KNAW ICT services, the PF DinText Pro font may be added to the Font options here: C:\Windows\Fonts

Once installed, the font will be available for use in all Microsoft Office applications including Excel, PowerPoint, Word, etc.

## 4.5. Templates for deliverables and reports

We have chosen to use one template for all deliverables and reports of GGP-5D. It can be found in Basecamp under the document sharing platform within the Work Package 7 folder, using the following link: <https://3.basecamp.com/5402085/buckets/29874513/uploads/5994048980>