

WRENCH

Whispers of Time

Heritage as Narratives of Climate Change

D1.5 Communication Plan

*How to Write and Distribute
WRENCH Press Releases
(WRENCH PR)*

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A Belmont Forum Project

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How to communicate about WRENCH

Brief Summary of the project

(Baseline for WRENCH PR - template)

WRENCH is an inter-university project based at the Institute for History of Science of the Autonomous University of Barcelona. WRENCH aims to address the effects of climate change on tangible and intangible heritage. It also aims to widen the mainstream understanding of the term heritage to include storytelling, narratives and ephemeral legacies. Even more than ruination, abandonment, or major disruption, it is when it becomes silent that heritage is lost forever. **WRENCH envisions heritage as both something at risk and something able to tell a story about that risk.**



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To know more

<https://webs.uab.cat/wrench/>

Contact us: wrench.coord@gmail.com

Visual Identity

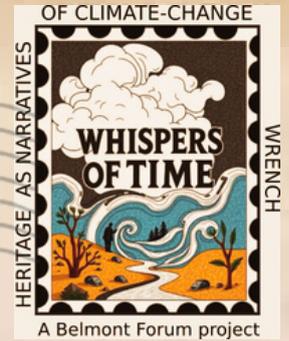
Postcard

To be used for

- graphics for press release

but also

- presentations
- invitations
- covers
- etc.



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Font: Lora

Funders' and partners' logos



MINISTERIO DE CIENCIA, INNOVACIÓN Y UNIVERSIDADES



PCI2024-153536

UAB Universitat Autònoma de Barcelona

Institut d'Història de la Ciència



ORTA DOĞU TEKNİK ÜNİVERSİTESİ
MIDDLE EAST TECHNICAL UNIVERSITY



The **postcard with a stamp** evokes the idea of collecting memories and narratives shaped by the past, while simultaneously articulating possibilities for the future. Its format—accessible, both visually and textually—is intended to reach as wide a public as possible. The postcard also symbolises the transnational links among different sites and the collaborative work with communities. Within WRENCH, heritage is understood not only in its physical dimension but also through its ephemeral legacies, evoked by the stamp. The stamp further recalls the project's acronym, WRENCH, conceived as a set of practical tools that support communities in caring for living heritage in the face of climate change.

Project's logo



Guidelines for PR

Overall Approach

- Present the project as a joint initiative
- Mention all partners involved
- Ensure all partners agree on the key message

Structure of the Press Release

A. **Headline:** Highlight the project or achievement- Keep it concise and impact-driven.

B. **Subheadline (optional):** Add context: funding source, scale, or expected impact.

C. **Lead Paragraph.** Include the essential facts:

- What is being announced
- Who is involved
- Why it matters
- When and where it is happening
- This paragraph should stand alone as a summary.

D. **Project Description**

- Explain the project's goals, scope, and activities.
- Mention the funding body and required acknowledgements.

E. **Impact and Benefits.** Describe:

- Who benefits (students, researchers, communities, policy-makers, etc.)
- How the project contributes to innovation, education, or societal challenges
- Expected long-term outcomes

F. **About the Partners.** Provide short, consistent institutional profiles:

- Mission
- Strengths
- Relevant expertise
- Keep tone and length uniform across partners

Media Contacts. Include:

- Contact person for the lead institution
- Website or project page
- Optional: contacts for other partners

Check List



Logos and Visuals

- Use correct funders' and partners' logos, following each institution's brand guidelines.
- Ensure all visuals are high-resolution and rights-cleared.

Approval and Verification

Before publishing:

- Verify all facts with each partner involved
- Confirm funding acknowledgements follow mandatory wording.
- Check that no confidential or unpublished research is disclosed.
- Proofread for clarity and consistency

Final Check

Content

- Clear headline
- Strong lead paragraph (who/what/when/where/why)
- Project goals and scope explained
- Funding source acknowledged correctly
- Impact and beneficiaries described
- Partner profiles added
- Clear call to action or link

Branding

- Correct logos for funders and partners
- High-quality images included

Accuracy

- All facts verified
- No confidential information
- GDPR-compliant use of names/images/quotes (if any)

Style

- No unexplained jargon
- Consistent formatting
- Proofread and approved by all partners

PUBLISH A PRESS
RELEASE ANY
TIME WRENCH
REACHES A
MILESTONE WITH
MEANINGFUL
SOCIETAL IMPACT

DISTRIBUTE IT
WIDELY TO ALL
YOUR MEDIA
CONTACTS, AND
REACH OUT TO
NATIONAL OR
INTERNATIONAL
PRESS IF POSSIBLE.

LET THE
COORDINATING
TEAM AT UAB
KNOW,
SINCE THE TEAM
IS KEEPING TRACK
OF THE PRESS
REVIEW

WRENCH

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