- IDEALFUEL -

Lignin as a feedstock for renewable marine fuels

GRANT AGREEMENT No. 883753

HORIZON 2020 PROGRAMME - TOPIC LC-SC3-RES-23-2019
"Development of next generation biofuel and alternative renewable fuel technologies for aviation and shipping"

Deliverable Report

D7.2 – Corporate Identity: Project website, Flyer, etc

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Deliverable No.	IDEALFUEL D7.2	
Related WP	WP7	
Deliverable Title	Corporate Identity: Project website, Flyer, etc	
Deliverable Date	30-04-2021	
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Written By	Irene Lamme (UNR)	22-03-2021
Checked by	Eva Bøgelund (UNR)	23-03-2021
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Approved by	Roy Hermanns (TUE) – Project Coordinator	26-04-2021
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Publishable summary

The EU H2020 project IDEALFUEL aims to develop an efficient and low-cost chemical pathway to convert lignocellulosic biomass into a Biogenic Heavy Fuel Oil (Bio-HFO) with ultra-low sulphur levels that can be used as drop-in fuel in the existing maritime fleet. This deliverable, D7.2, describes IDEALFUEL's corporate identity, which consists of the following items:

- A project logo and colour scheme;
- Templates for documents, reports, and PowerPoint to be used by the consortium;
- A project flyer/leaflet and banner created specifically for the project;
- Electronic newsletters, which will be released on a 6-monthly basis;
- The project website;
- Other communication products to generate the IDEALFUEL identity (e.g. LinkedIn).

The templates are created to support project presentations, deliverables, meeting documents and reporting requirements. For IDEALFUEL, a website and a LinkedIn page has been set up. The LinkedIn page is used to attract a broad audience and to share important and interesting information via posts, whereas the website will act as a main channel to showcase IDEALFUEL's actual results and act as a contact point for third parties who are interested in the progress and outcomes of the project.
The deliverable also explains the importance of a unique corporate identity for the project and what the items of the identity will be used for. All items addressed in this deliverable will be accompanied by visuals of each of the developed items.

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1 Introduction

This deliverable is the second deliverable for Work Package 7 – Dissemination, communication and preparative exploitation activities incl. market uptake. The overall aim of WP7 is to make certain that the achieved results and the impact of the research done during the IDEALFUEL project will be promoted to the widest possible group of potential users. To make sure it will be maximized to the fullest, the following objectives have been identified for WP7:

- To set-up and maintain adequate dissemination and external communication activities;
- To prepare a set of dissemination materials, which will include presentations, a final brochure and a flyer;
- The promotion of the utilisation of the project results inside and outside the consortium, with use of an exploitation plan;
- To set-up proper channels for knowledge protection;
- To set-up and follow-up on adequate exploitation activities;
- To focus on business development and case studies;
- To establish a sounding board for the IDEALFUEL project.

This deliverable is connected to Task 7.2.1 – Dissemination tools and materials and focusses on the necessary tools and materials to inform a broad stakeholder base. The establishment of a corporate identity, such as a project website and dissemination materials, and the planning of dissemination activities created for the identified target groups are vital. The dissemination activities include:

- Promotion tools, to be generated throughout the project;
- Online communications (the project website, and LinkedIn);
- Project animation/video;
- Networking with professionals and presentations at conferences/events;
- Press releases and articles in specialised magazines and scientific journals;
- Outcome of multiple dissemination tools (as described in this deliverable).

Dissemination of the project is an important process as it promotes and raises awareness of the project from its start till the project ends. Other projects who might be interested in the topic and in the project itself as well as a broad stakeholder base (such as professional organisations, industries, research peers, policymakers) will be able to find the project through the dissemination process.

Additionally, the following target groups will be monitored for dissemination purposes: biomass producers, renewable fuel researchers, renewable fuel producers, shipyard owners, policy makers, bio refinery owners, ship engine producers, the media and the general public.

This deliverable document for task 7.2.1 describes the creation of the IDEALFUEL logo (with colour scheme), various presentation/document templates, the creation of the project flyer and the website, which have been created for the IDEALFUEL corporate identity. The corporate identity is important for consistent and recognisable communication and dissemination by the consortium of the project. It will also generate a unique image for the project. The project identity and dissemination tools were developed by Uniresearch (UNR), with contributions from all partners.

2 Project identity

For the project IDEALFUEL, a graphical project identity has been developed with visual elements to represent the project. The graphical identity includes a project logo, an icon designed for the project, fonts, colours and templates for text documents as well as presentations (the templates are described in chapter 3).

2.1 Project logo

An exclusive logo (Figure 2-1) and icon (Figure 2-2) for the IDEALFUEL project has been created in several formats and different resolutions, so it can be used for the dissemination tools (website, templates, flyers etc.). As the logo has been designed with specific colours, a colour scheme has been established for UNR to create templates and other dissemination tools coherent with the logo as seen in Figure 2-3.

Figure 2-1 IDEALFUEL logo

Figure 2-2 IDEALFUEL icon

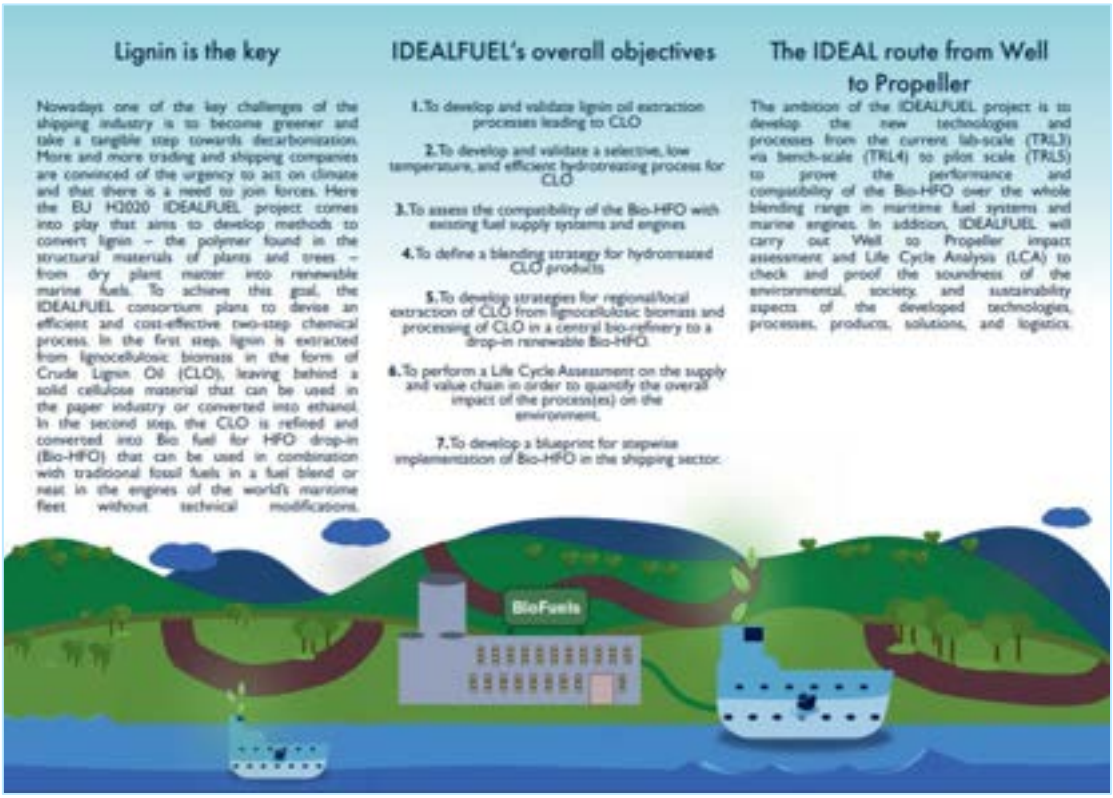
Figure 2-3 IDEALFUEL logo with colour scheme

2.2 Project flyer

A project flyer has been created for the IDEALFUEL project in February 2021. The flyer will be an important dissemination tool as it will create awareness of the project and will be used for workshops and events related to the project. The online flyer document as well as printable copies are available for the consortium partners on the website and the online sharing platform Mett (the platform is explained in chapter 4.2). The colours and graphics on the flyer match the logo to remain consistent with the project identity. The document itself contains important and easily understandable information regarding IDEALFUEL; the outside of the flyer (Figure 2-4) displays the partners, facts and figures, contact details of the project coordinator and management as well as the logo and link to the project website. The inside of the flyer (Figure 2-5) displays the objectives of the project and the impact of the project's goal, accompanied with a banner image designed for the project (explained in chapter 2.2.1).

Figure 2-4 IDEALFUEL flyer: outside

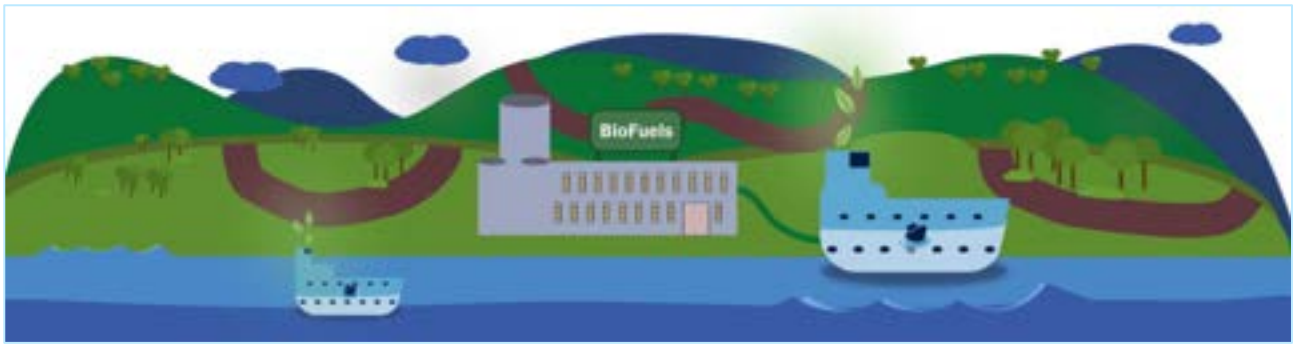
Figure 2-5 IDEALFUEL flyer: inside



2.2.1 IDEALFUEL banner

A banner image has been designed for the IDEALFUEL project. The banner displays the progress and overall goal of the project in a visual way as seen in Figure 2-6.

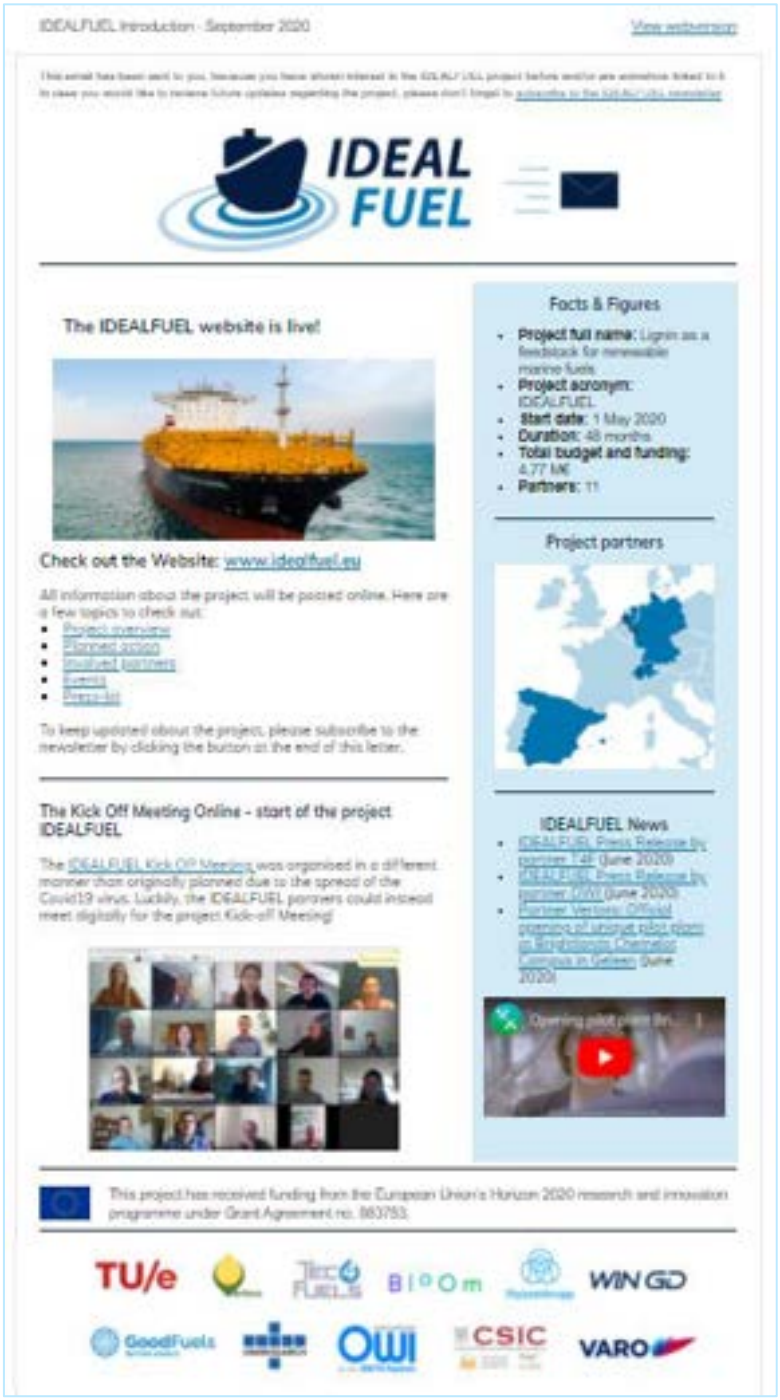
Figure 2-6 IDEALUEL banner



2.3 Project Newsletter

For IDEAUFUEL, every 6 months, an electronic newsletter will be published for the general public. The newsletter will be sent to the consortium and the newsletter subscribers. The newsletter will contain an update about the project's progress from the coordinator, results that have been achieved during the last 6 months, events that have been attended by the project partners, and other important information about IDEAFUEL and/or related items. The content of each newsletter will be: 1) non-confidential, 2) accompanied by visuals, 3) will include a sentence to acknowledge the EU funding as explained in chapter 4.1.7, and 4) will include the IDEALFUEL logo. The first introduction newsletter is displayed in Figure 2-7 and added to the website, to be found here. The second newsletter has been published here on the website.

Figure 2-7 IDEALFUEL first introduction newsletter



3 Project templates

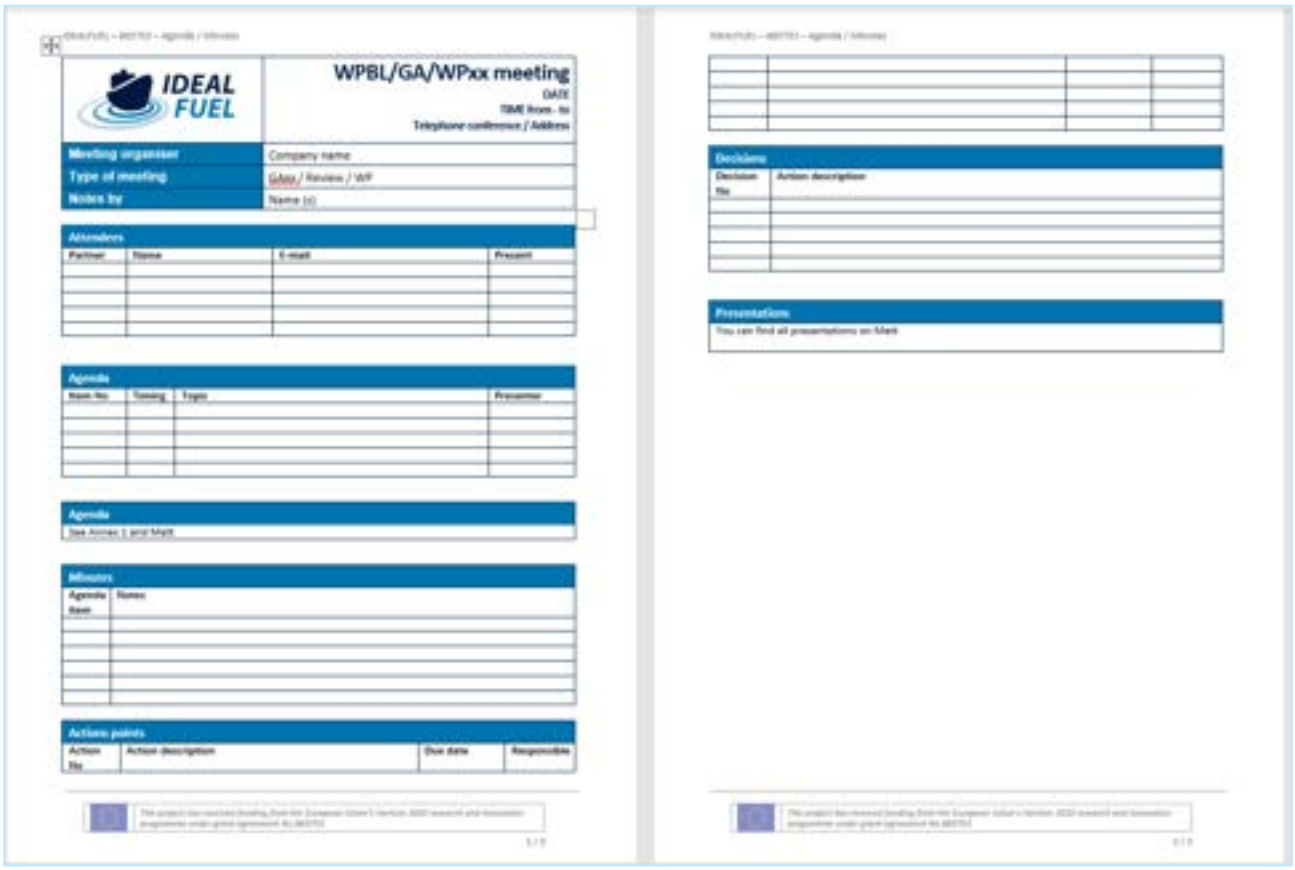
To remain consistent with the layout of documents with the correct use of IDEALFUEL's project identity, a set of templates has been developed. The templates are important for the project management and to partners as it supports them in the activities required for the project.

3.1 Document templates

Document templates have been created for a variety of activities during the project:

- **Template Agenda and Minutes for meetings**: Figure 3-1 displays the created template of the agenda and minutes for a meeting.

Figure 3-1 IDEALFUEL template Agenda and Minutes for Meetings



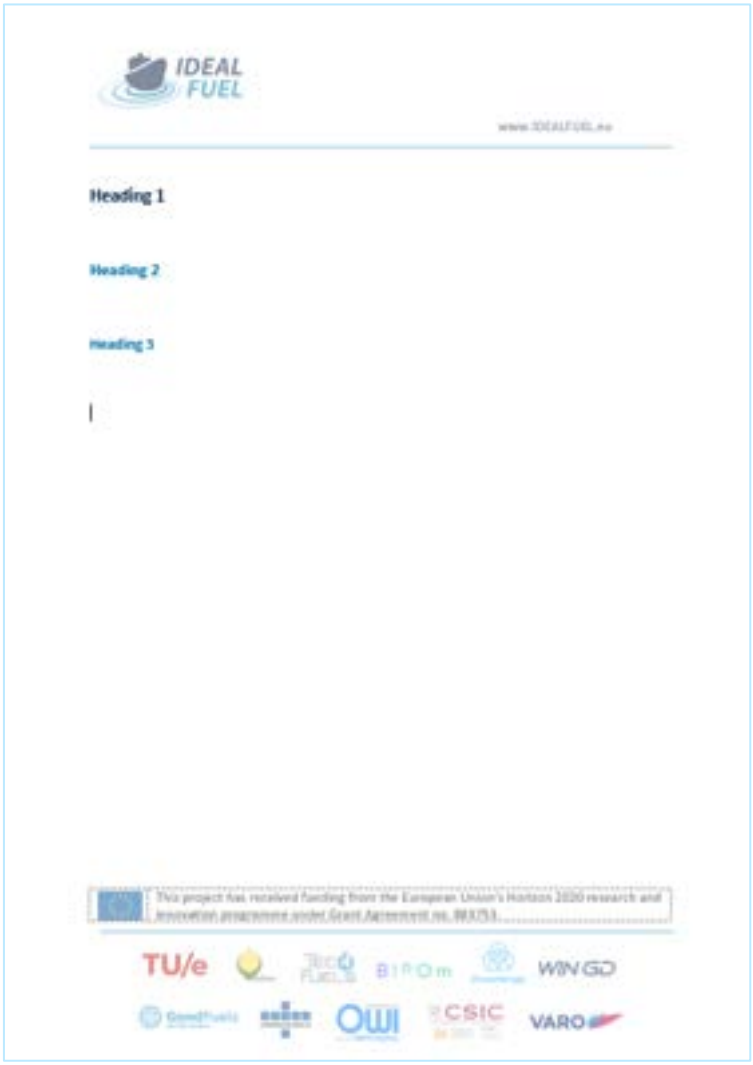
- **Deliverable and Milestone templates**: have been designed and distributed among the partners to use for the project deliverables (see Figure 3-2). All necessary parts of the reports, such as front/title page, executive publishable summary (when the document is confidential), general part of the work performed, conclusions, risk registry, and acknowledgement have been included in order for the partners to write about specific deliverables. Additionally, a template for the achieved milestones has been created (see Figure 3-3). It is a straightforward document to report what has been achieved, how it has been achieved, when, and by whom.

Figure 3-2 Deliverable template

Figure 3-3 Milestone template

- **Letterhead**: a simple document for possible letters to communicate about the project outside the consortium has been designed with a layout coherent with the other document templates (Figure 3-4).

Figure 3-4 Letterhead template



- **News item templates for results and events**: have been created for dissemination purposes. Partners are requested to use these templates to write an item on (intermediate)results that have been achieved for the project (Figure 3-5) and to write an item on an event that has been attended by a project partner to represent the project (Figure 3-6).

Figure 3-5 Results item template

IDEAL FUEL

www.IDEALFUEL.eu

The text provided in this document will be used on the IDEALFUEL website and in newsletters, so please make sure no confidential information is enclosed and that the information is understandable for a non-specialist audience.

Title of results item

Involved partners:
Please list the short names of the involved partners.

Date of achievement of result:
Month, day, year.
(Result has been achieved on day month year in month xx of the project.)

Short introduction
Summary of 1-5 lines.

Newsitem
- **Objective:** What is the objective?
- **Research:** What has been researched? And how has this been done?
- **Result:** What was the result?
- **What will it be used for:** What will the results be used for?
- **Impact:** What is the impact (in general / on the project / ...)?

Please use illustrations, graphs, pictures to make it readable/understandable.

Figure 3-6 News item template

IDEAL FUEL

www.IDEALFUEL.eu

The text provided in this document will be used on the IDEALFUEL website (and newsletter) so please make sure that no confidential information is enclosed, and that the information is easily readable / understandable.

Title of Event

Involved partners:
Please list the short names of the involved partner(s).

General event info
- Start + end date
- Location
- Host
- Event website

Short outline of event purpose/profile
Summary of 1-5 lines.

Dissemination activity/partner's role at the event
Please describe:
- How you (partner XX) will disseminate the IDEALFUEL project (oral presentation, presenting a poster, demonstration, etc...).
- Who will attend/ have attended the event from your organisation? Please include a short explanation of why you are attending/have attended the event.
- Other EU H2020 projects / projects with a similar topic that will attend / have attended the event (or other parties you are collaborating with)
- An estimation of attendees (update after event has happened).

Please include visual aspects e.g. presentation screenshots/poster layout/pictures taken during the event (if possible)

3.2 PowerPoint templates

Multiple presentation templates with different headings have been designed in order for partners to create presentations for meetings and conferences. A template has been created for the IDEALFUEL General Assemblies (Figure 3-7) and for the monthly project Work Package Leader's Board meeting (WPLB) as seen in Figure 3-8.

A general PowerPoint template for the project is available for the IDEALFUEL consortium to use during workshops/conferences (Figure 3-9). Additionally, a PowerPoint presentation with an overview of the project and its main goals has been created for partners to share outside of the consortium when required (Figure 3-10).

Figure 3-7 PowerPoint template IDEALFUEL General Assemblies

Figure 3-8 PowerPoint template WPLB Meeting

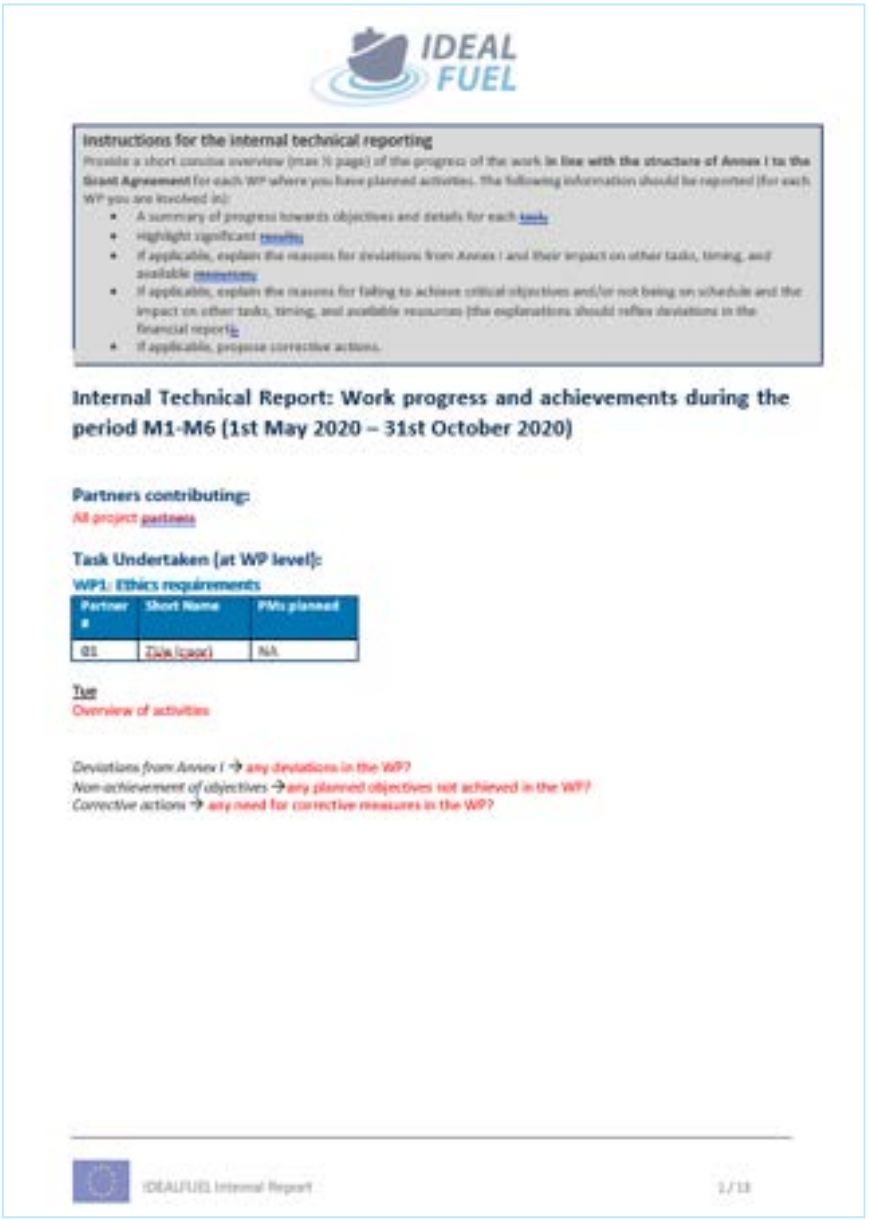
Figure 3-9 IDEALFUEL Presentation template

Figure 3-10 IDEALFUEL General Presentation

3.3 Reports

In order to monitor the financial and technical activities of partners during the project, an internal interim report procedure has been defined. With intervals of 6 months, partners will be requested to provide an update on the performed activities and effort consumed (both in terms of PM and budget). To monitor the financial activities, the project makes use of the system EU-FIN (further explained in D8.1- Project Management Plan). To monitor the technical activities, templates have been prepared by UNR for partners to report their technical activities and other important activities. The template for the internal interim report is displayed in Figure 3-11 below. Additionally, a template for the Periodic Reporting (technical part) will be set-up by UNR and distributed among the consortium with instructions 1-2 week(s) prior to the first periodic reporting (M18).

Figure 3-11 Internal technical report template



Instructions for the internal technical reporting

Provide a short concise overview (max ½ page) of the progress of the work **in line with the structure of Annex I to the Grant Agreement** for each WP where you have planned activities. The following information should be reported (for each WP you are involved in):

- A summary of progress towards objectives and details for each task
- Highlight significant results
- If applicable, explain the reasons for deviations from Annex I and their impact on other tasks, timing, and available resources
- If applicable, explain the reasons for failing to achieve critical objectives and/or not being on schedule and the impact on other tasks, timing, and available resources (the explanations should reflex deviations in the financial reports)
- If applicable, propose corrective actions.

Internal Technical Report: Work progress and achievements during the period M1-M6 (1st May 2020 – 31st October 2020)

Partners contributing:

All project partners

Task Undertaken (at WP level):

WP1: Ethics requirements

Partner #	Short Name	PMs planned
01	TUw (coor)	NA

Tue

Overview of activities

Deviations from Annex I → any deviations in the WP?
Non-achievement of objectives → any planned objectives not achieved in the WP?
Corrective actions → any need for corrective measures in the WP?

IDEALFUEL Internal Report 1/13

4 Project website

4.1 External public website

In M5 of the project, the IDEALFUEL public website has been launched under the domain: www.IDEALFUEL.eu. The website has been designed by partner UNR with input from the project partners. It will act as a platform to showcase IDEALFUEL's results and as a contact point for third parties who are interested in the progress and outcomes of the project. All information displayed on the project website is and will be updated and maintained on a regular basis. Additionally, an internal document sharing platform (Mett) is used among the IDEALFUEL consortium to exchange documents in a restricted and safe (online) environment (further explained in chapter 4.2 and D8.1-Project Management Plan).

4.1.1 Website structure

The public website structure includes information about IDEALFUEL and its objectives, planned actions from the Work Packages and impact. The website layout needs to be straightforward and easy to navigate to allow visitors to understand the project without having to click through many pages. To achieve this, the website is divided into a homepage with four main subpages: Project, Results, News & Events, and Partners. The subpages of each main page is displayed in figure 4-1.

Figure 4-1 IDEALFUEL website structure

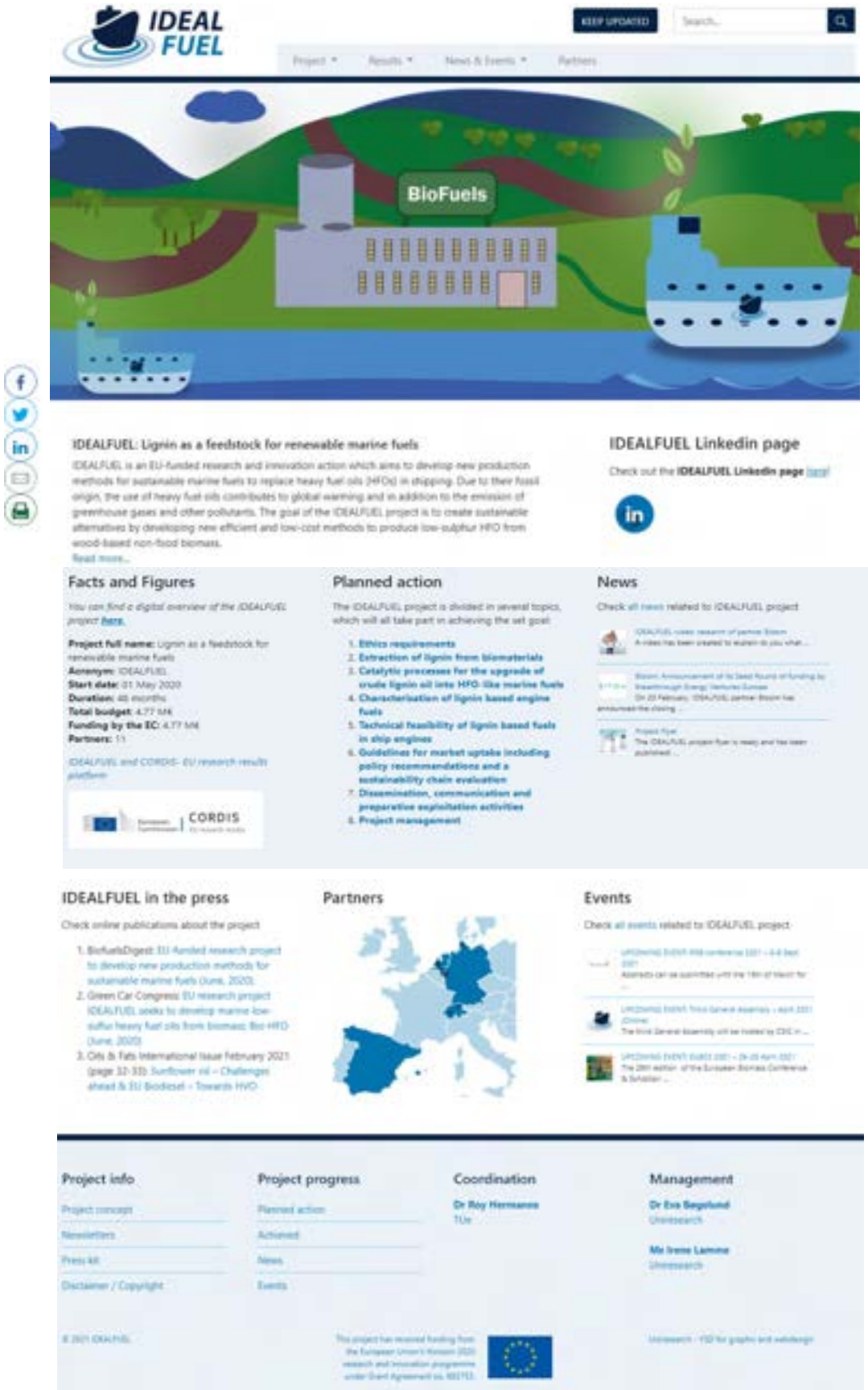
4.1.2 Website homepage

The homepage layout and topic sections will allow visitors to go through the main aspects of the project by scrolling down through the page. The main aspects on the homepage are:

1. The IDEALDUEL banner as homepage picture;
2. A short introduction of IDEALFUEL, in which the EU is mentioned, with a link to the project introduction;
3. A link to the IDEALFUEL LinkedIn page;
4. Facts and Figures of the project with a link to the CORDIS platform of the EU;
5. The planned actions of the project with a link to the individual Work Packages;
6. Links and items for news;
7. Press items in which IDEALFUEL is mentioned;
8. A map with the location of the project partners;
9. Links and items for events;
10. Contact information of the project coordinator and management.

The website has an attractive format supported by a considerable number of hyperlinks. On the left side of the page, direct links to social media (Facebook, twitter, LinkedIn) are available allowing visitors to easily share the website content on these platforms. Figure 4-2 displays a screenshot of the website homepage.

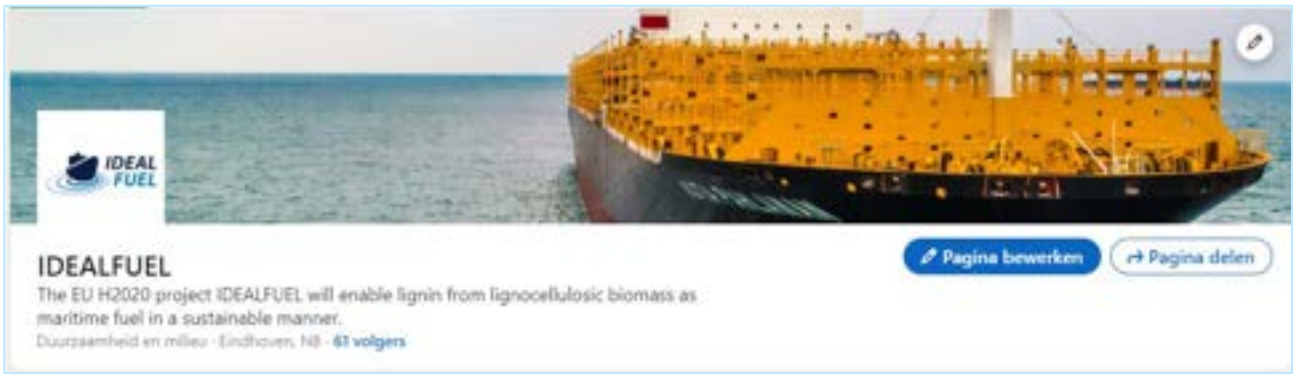
Figure 4-2 Website homepage



4.1.3 LinkedIn

The IDEALFUEL LinkedIn page (www.linkedin.com/company/idealfuel) can be reached by clicking on the LinkedIn logo on the website homepage. On the LinkedIn page, the visitor can reach the website homepage. The project coordinator (TUE) and management team (UNR) have set-up this page and will be updating it on a regular basis with items related to the project and the consortium partners.

Figure 4-3 IDEALFUEL LinkedIn page

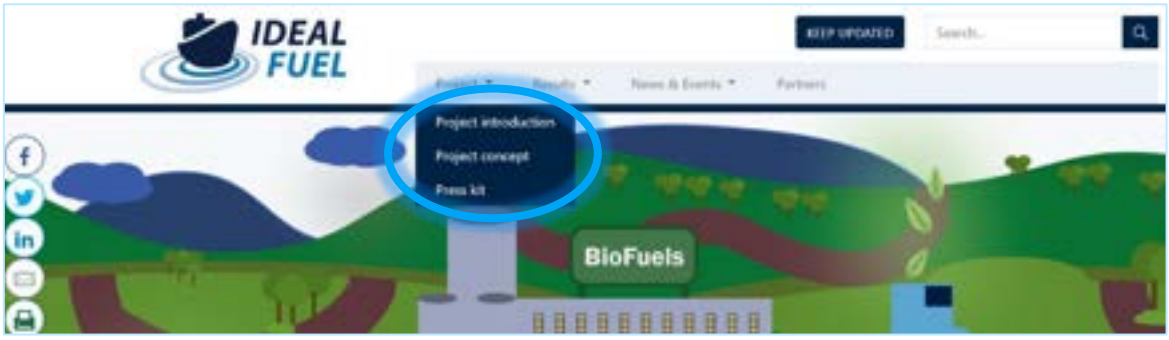


4.1.4 Website sections

4.1.4.1 Project

The main section “Project” is divided into three subsections: “Project introduction”, “Project concept”, and “Press kit”. These subsections will appear after clicking on “Project” as seen in figure 4-4.

Figure 4-4 Website section: Project



In the subsection “Project introduction”, the goal of the project is explained as well as why the research is vital and which steps will be taken during the research activities.

In the subsection “Project concept”, an interactive overview of the project is given in the form of a Microsoft Sway, which can be used as the project’s fact sheet. When scrolling through the Sway, the main project objectives, consortium partners, and other information about the project appears.

In the subsection “Press kit”, the following is displayed:

1. A short explanation of IDEALFUEL’s mission;
2. Large, high-resolution images of the project’s logo, bullet and of the IDEALFUEL flyer;
3. Press releases from partners (OWI and T4F);
4. Online publications about the project;
5. Facts and Figures;
6. Contact information for the press.

4.1.4.2 Results

The section “Results” is divided into two subsections: “Planned action” and “Achieved”. This section is vital for IDEALFUEL as it shows the progress of the project to the visitors.

The subsection “Planned action” provides an overview of the eight Work Packages (named ‘results’ on the website). Each Work Package has its own page on which the main objectives and deliverables (named ‘reports’ on the website) are listed. Once a deliverable has been accepted by the European Commission, a link to the document will become available on this page. If a deliverable is marked as confidential, a public summary will become available instead on the entire document. An example of Work Package 2 and its page can be seen in Figure 4-5. The list of deliverables associated to this WP can be seen in the box on the right. Deliverable links will be updated when available throughout the project lifetime.

Figure 4-5 IDEALFUEL Work Package 2 example

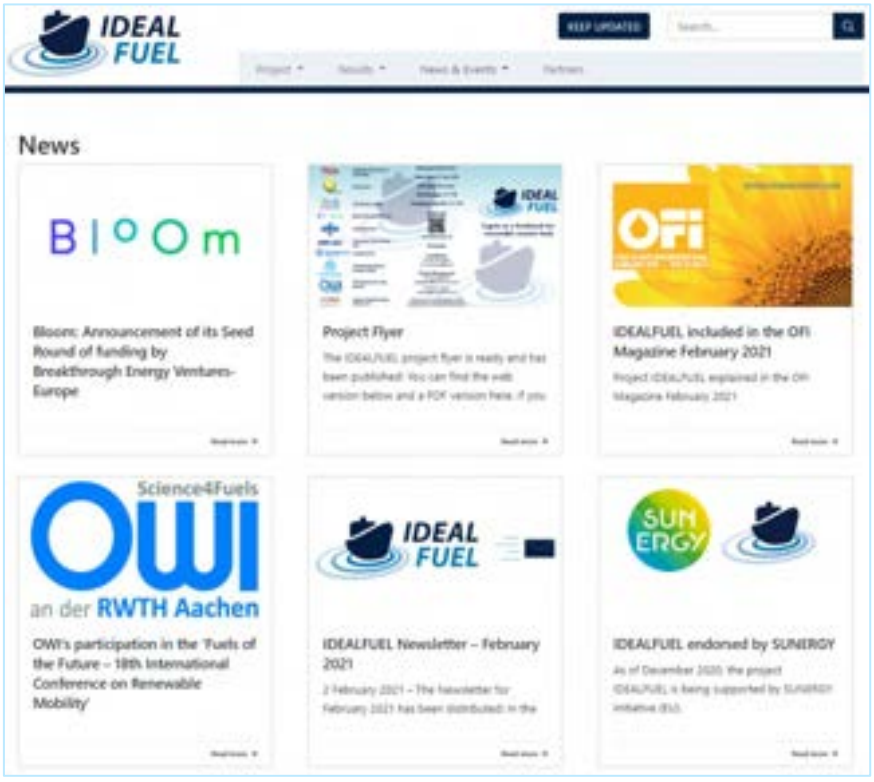
In subsection “Achieved”, the achieved results of the IDEALFUEL project are displayed on a timeline as seen in Figure 4-6. Results are ordered by month from the project start in May 2020 (month 1) to the project completion in April 2024 (month 48). The results on this timeline will be linked to the deliverables and milestones listed under each Work Package.

Figure 4-6 Website: Achieved timeline

4.1.4.3 News & Events

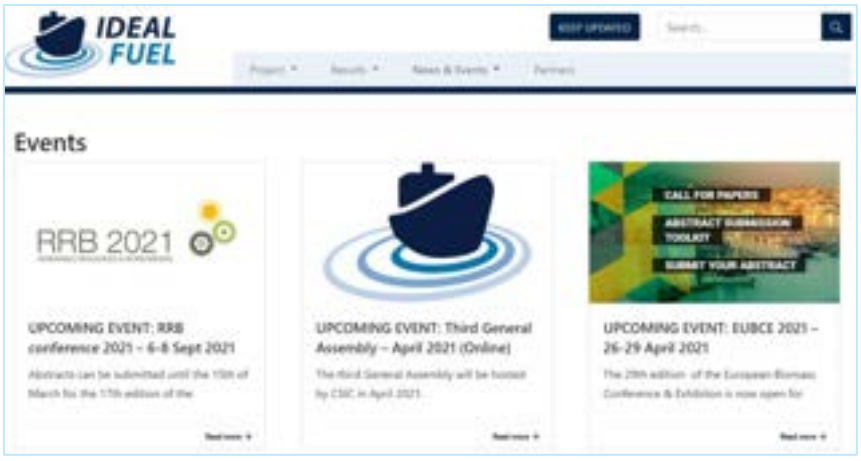
This section has been divided into two subsections: “News” and “Events”. Under the subsection “News”, items related to the project or its partners will be added on a regular basis. Examples of News items include press releases, participations in workshops, conferences and other meetings, updates on intermediate results, and any other initiatives related to the project from the consortium partners (see figure 4-7).

Figure 4-7 Website section: "News"



Subsection “Events” will be regularly updated with upcoming (online) conferences, workshops, IDEALFUEL General Assemblies, and any other interesting events which are directly or indirectly related to the project and which project partners will attend. Events which have already taken place in which partners have participated will also be listed on the Event page (see figure 4-8).

Figure 4-8 Website subsection "Events"



4.1.4.4 Partners

This section provides information on each of the partners of the IDEALFUEL project. The section provides a list of the partners, the geographical location of the partners is shown in a map, and the partner logos are displayed. An overview of the content and style of the Partner page is given in Figure 4-9.

Figure 4-9 Website subsection: Partners

Visitors can click on a logo and bring up a short description of the organisation, an explanation of their role in the project, and a link to their company website (as seen in Figure 4-10).

Figure 4-10 Example partner description

4.1.5 Website acknowledgements

The project's acknowledgment on the EU funding is found on the bottom of every page and section of the website as seen in Figure 4-11. The acknowledgement consists of the European Union Flag and the text "This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 883753".

Additionally, a disclaimer/copyright page has been included on the website, which indicates that the provider of the IDEALFUEL website (UNR) is not responsible for the accuracy or content of information contained in these sites.

Figure 4-11 Website and project acknowledgement

4.2 Internal document sharing platform - Mett

Deliverable D8.1 - Project Management Plan explains the online document sharing platform Mett, which is being used by the IDEALFUEL consortium to exchange project-related documents in an online (private) environment. Mett is not connected to the public website and functions as intranet and repository for the partners.

Two groups of users have been created on Mett; a group for 'All Members' which includes all partners, and a 'Coordination Group' which includes the coordinator and project management team. The group 'All Members' has more restrictions in terms of permissions, for example the rights to add/delete documents. The coordination group has no restrictions and will ensure that the document exchange platform remains well-organised.

The IDEALFUEL Mett platform has been divided into special pages for different topics related to the project (e.g. contracts, contact list, Work Packages, deliverables, templates, and more) as seen in Figure 4-12.

Figure 4-12 IDEALFUEL Mett overview

5 Risk Register

No risks were identified for Deliverable 7.2.

Risk No.	What is the risk	Probability of risk occurrence[1]	Effect of risk[1]	Solutions to overcome the risk
WP7	N/A			

[1)] Probability risk will occur: 1 = high, 2 = medium, 3 = Low

Acknowledgement

The author(s) would like to thank the partners in the project for their valuable comments on previous drafts and for performing the review.

#	Partner short name	Partner Full Name
1	TUE	Technische Universiteit Eindhoven
2	VERT	Vertoro BV
3	T4F	Tec4Fuels
4	BLOOM	Bloom Biorenewables Ltd
5	UNR	Uniresearch B.V.
6	WinGD	Winterthur Gas & Diesel AG
7		(Formerly SeaNRG, is now GOODFUELS #12)
8	TKMS	Thyssenkrupp Marine Systems GMBH
9	OWI	OWI – Science for Fuels gGmbH
10	CSIC	Agencia Estatal Consejo Superior De Investigaciones Cientificas
11	VARO	Varo Energy Netherlands BV
12	GOOD	GoodFuels B.V.

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