Flexible energy systems Leveraging the Optimal integration of EVs deployment Wave

Grant Agreement Nº: 101056730

Deliverable D8.1

FLOW project identity and communication material

Author: Federico Noris
[R2M Solution]

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Website FLOW

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List of Acronyms

Acronym	Meaning
EV	Electric Vehicle
DC	Direct Current
AC	Alternate Current
M	Month
R&D	Research and Development
WP	Work Package

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Executive Summary

This document shows the implementation of the main branding and communication tools and materials for the FLOW project, comprising the project identity (i.e., logo, templates), communication channels and communication materials, which are integral elements of the WP8 (“Dissemination and business strategies for near future marketing and exploitation”) and will ensure FLOW 's visibility and facilitate the diffusion of results. The FLOW website provides a platform for interested parties to quickly gain access to key project facts, scope and objectives. The FLOW website and social media will be continuously updated throughout the duration of the project with news, information and publications as new content, findings and results are generated by the partners in the different work packages. R2M is responsible for maintaining the website and social media channels throughout the project lifecycle, and oversee their evolution from inception to completion. The FLOW brand fulfils several purposes, most notably to allow for a unified and recognizable identity. Through the FLOW lifecycle, more and detailed communication materials (e.g., poster, brochure, newsletters, and videos) are created, targeted to different specific stakeholders.

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1. Introduction

In general terms, each R&D project could be considered as a brand, as it contains a name, acronym, symbolic language, key communication messages and values that distinguish it from other initiatives. To ensure effective communication and dissemination, it is necessary to build a strong and recognizable visual project identity that the audience can recognise and relate to as well as to guarantee its coherent utilisation. With this aim, FLOW has developed its graphic storyline represented by a logotype, colour schemes, templates and different kinds of online and offline dissemination materials. Additionally, a visual identity manual has been developed in order to establish the rules to be followed when graphically representing the FLOW brand. All the templates are accessible from the FLOW intranet.

2. FLOW Project Identity

2.1. Acronym

The word FLOW is meant to represent the seamless flow of information, data and services across different stakeholders along the value chain to deliver added values in an easy and harmonised way. The word FLOW comes from the initial letters of some of the words in the complete title:

Flexible energy systems **L**everaging the **O**ptimal integration of EVs deployment **W**ave

2.2. Logotype: icons and colours

In the markets, the main tool that brands use to differentiate and identify themselves is their logo and colours; for this reason, a strong visual identity as a brand is crucial to be able to share and transmit the values and objectives of FLOW as well as to allow stakeholders to remember and recognise the project. Based on the fact that the main element in FLOW is the electrification of is cars and vehicles, the Font Raceway was chosen for the logo. Additionally, since an EV needs to be connected to electrical grids and charging stations, the letter ''W'' represents an electrical plug.

The colour palette is briefly described as it follows:

- **Midnight green (0B5159)** recalls the concepts at the heart of FLOW: sustainability and green energy, efficiency and green mobility.

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- **Sky Blue (73D9D9)** aims to communicate the concept of speed, lightness and a solution which is easy and operative for the final user.
- **Maximum Yellow Red (F2BF5E)** aims to recall solar power, one of the main renewable energy sources integrated in the urban context and well decentralised across the transport network.
- **Orange (F26938)** recalls energy. It serves visually quite well in opposition to the midnight green, resulting in an effective communication material.

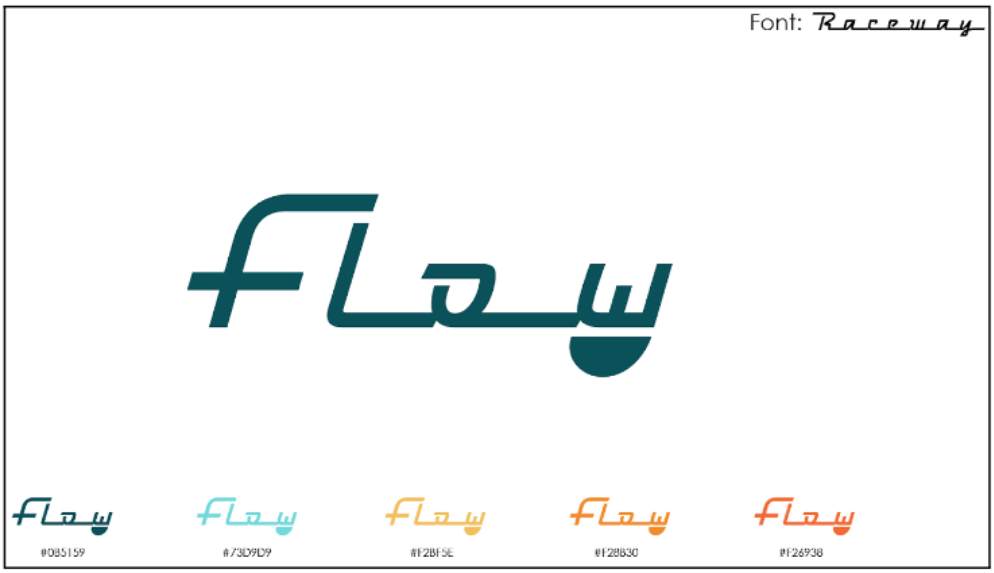

Figure 1: Logo palette

The contrast and the vibrancy of this palette is designed to catch the attention of the viewer, while the main colour (midnight green) is intended to be a non-threatening chromatic frequency. The latter is specifically apt to evoke feelings of calmness and serenity in the reader, increasing readability of texts and deliverables developed in the course of the project.

2.3. Templates

To support standardised communication, common templates were established to be used by all FLOW partners for different communication material, namely reports, presentations, newsletters, brochures and posters. The aim is to ensure consistency and coherence among the activities performed by different partners. See below the current template for the above-mentioned material.

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Template for reports

The current deliverable is also using the standard template.

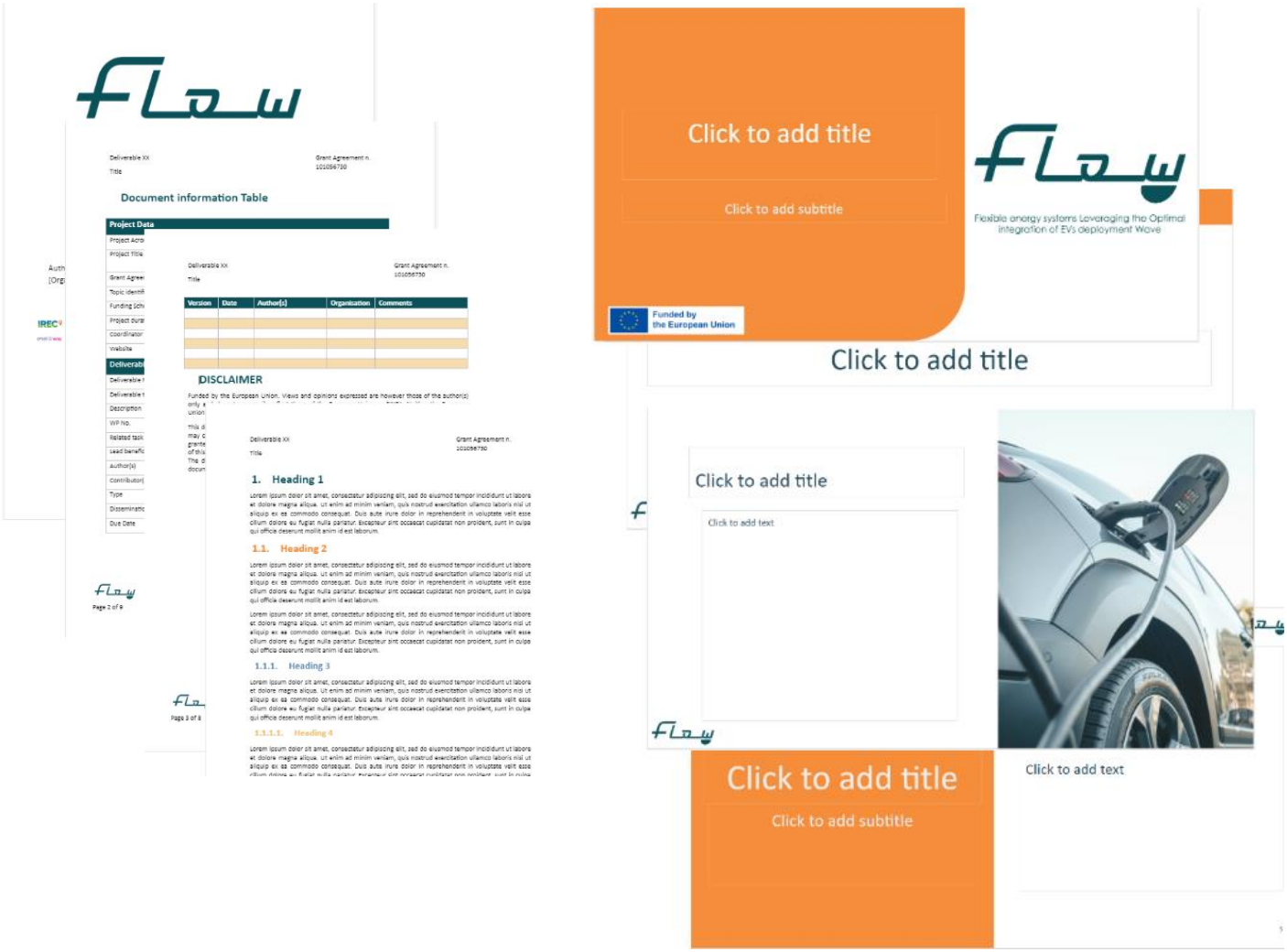

Figure 2: Report templates

Template for presentations

A standard template for powerpoint presentations has been produced.

Template for brochures

Partners use the brochure as a resource to easily disseminate FLOW in different scenarios and events. An updated brochure will be produced at a later stage.

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Figure 4: First brochure issue

Template for newsletters

Newsletters are an ideal tool, among others, for the digital dissemination of information as well as to engage and attract stakeholders and online communities. Template here. With this tool, FLOW can achieve greater impacts, since the action ratio is significantly higher than other communication channels. Newsletters will be issued with a periodicity of 6 months starting from month 12 (June 2023) with updated content focused on capturing the attention of future interested parties. A link is included in the website to sign up for receiving the newsletters directly via email.

Figure 5: Newsletter template

Template for poster

The template for the Poster has been created, size A0.

In the next figure a first draft of the poster that is used in the dissemination activities is shown. Regarding the visual aspect, it can be noticed the same colours, letter style and images that are present in the other communication material.

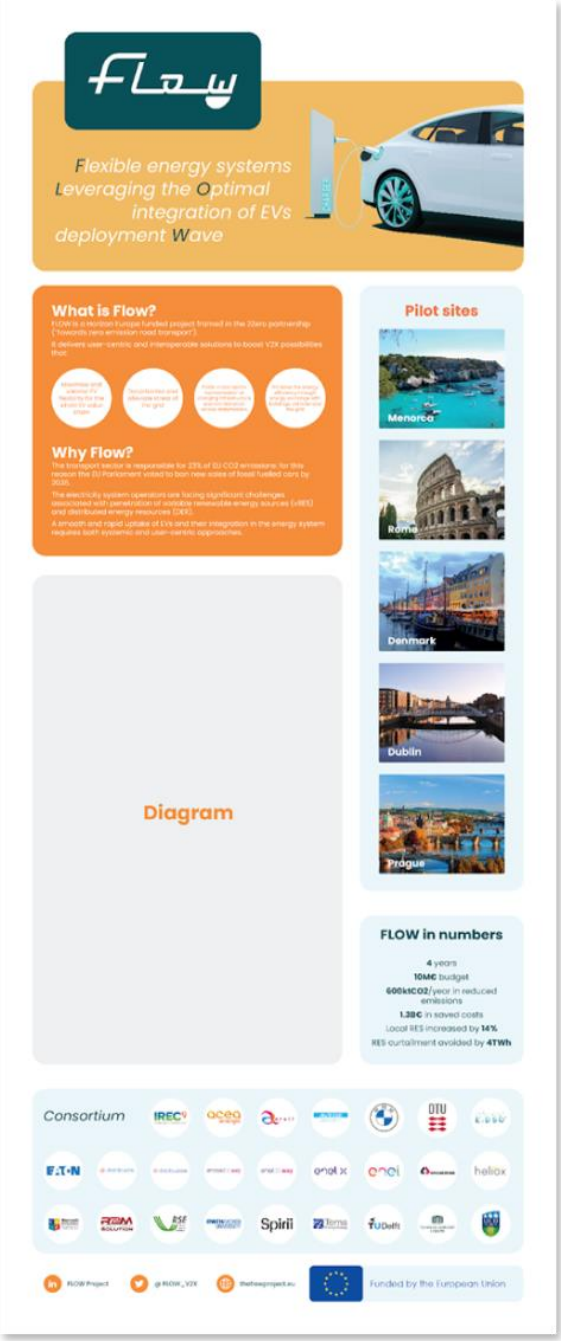

Figure 6: Poster template

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3. FLOW Communication Channels

3.1. Website

The URL of the FLOW website is https://www.theflowproject.eu/, which went live during M4 of the project. The website contains summary information about the project, the partners, the pilots as well as the possibility for users to get in contact with the project directly or subscribe to the newsletter. In the future when more information and findings will be available we will add additional sections on: i) Communication and Dissemination for sharing public information; ii) news for sharing relevant current activities and iii) Results for sharing information on specific Key Exploitable Results (e.g., products and software). There are several purposes for a project website, most notably to allow for a unified identity and a platform for interested parties to quickly gain access to key project facts, scope and objectives. I order to make the website a lively environment with a strong brand identity, eliciting user involvement and gathering relevant data to support the achievement of project objectives, several methodologies will be borrowed from e-marketing best practices. This expanded visibility will help to convey a holistic and accurate depiction of project goals and results while stimulating two-way communications, both internally and externally.

The website was designed and implemented by R2M, using the open source WordPress content management system (CMS). The current version of the website will change and evolve over time as project mature and relevant information become available, fostering organic growth and in full consideration of the changing demands of its users.

R2M will maintain the website throughout the project lifecycle, and will oversee its evolution from inception to completion. Supportive communication channels heavily linked within the project website will align with current digital trends, and technical standards. Some examples include, but are not limited to, Twitter, LinkedIn, email newsletter as well as a place for stakeholders and users to engage and get in contact with the project. Unifying semiotics and colour schemes, as well as effective linkage to sister platforms and partnering websites, will ease the browsing process in parallel to increasing stakeholder engagement.

3.1.1. Website content: Design and architecture

The website starts with a high-level perspective and indicates a clear path to find more technical and non-technical details as well as entries for collaborations. The website is structured in 5 sections as indicated in the figure below:

1. About
2. Pilot Sites
3. Consortium
4. Communication & Dissemination material (currently hidden)
5. Results (currently hidden)

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3.1.2. Front Page

The front page is the website home page and where users will be re-directed by clicking on the logo. Additionally, there is some high-level information about FLOW impacts, team, pilots and communication channels (i.e., social media channels, newsletter and contact email).

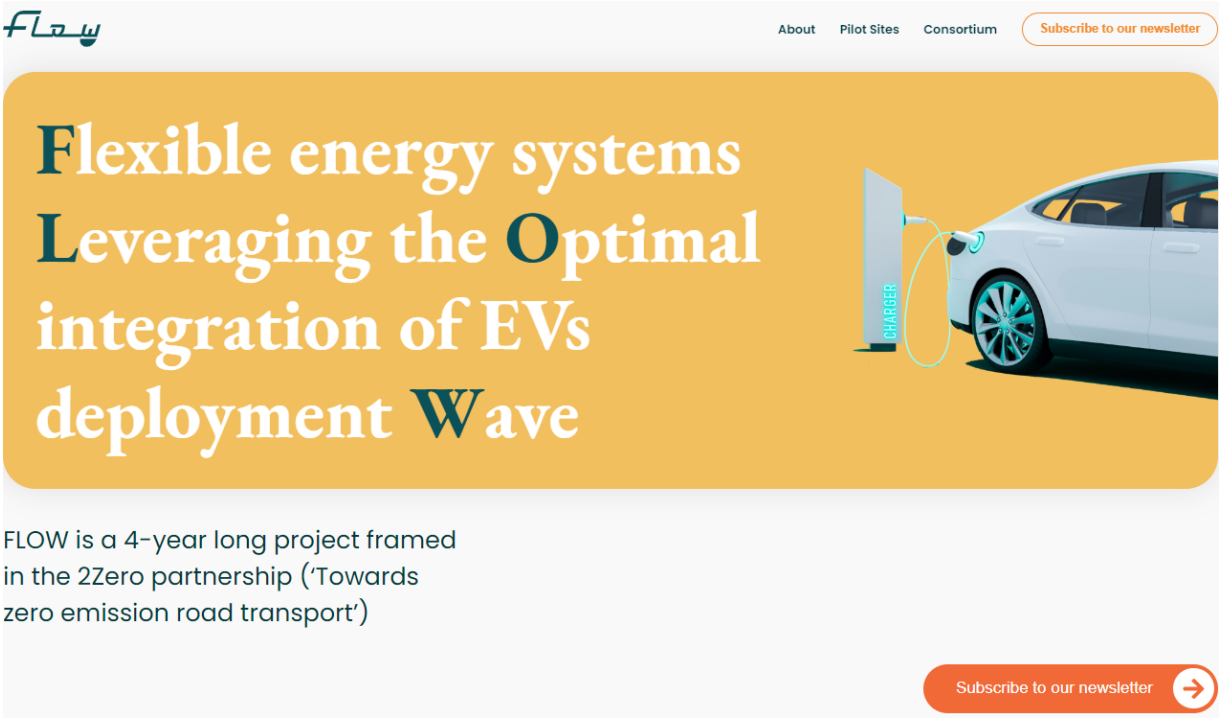

Figure 7: Website front page

3.1.3. About

This section covers the background and the motivation for the project as well some expected benefits.

3.1.3 Pilot Sites

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In this section, descriptions and images of both the Testbeds and large-scale Pilots. More information and concrete deployment, implementation, results and impacts will be included in the page as they are available.

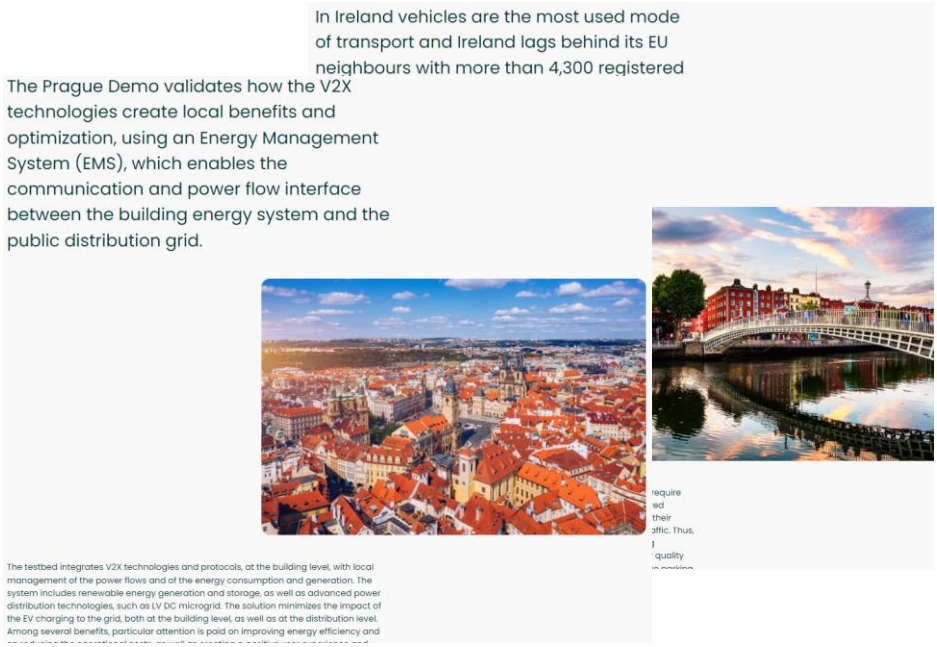

Figure 8: Website pilot sites page

3.1.4 Consortium

In this section of the website, project partners are introduced and the links to their social media channels and websites are included.

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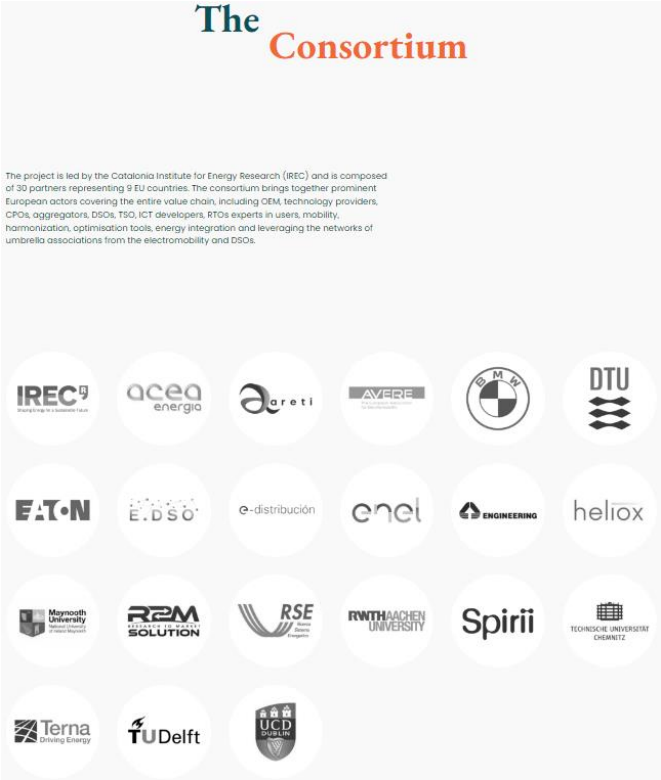

Figure 9: Website partners page

Figure 10: Website partner description page

3.2. Social Media

The selected social media platforms to promote FLOW are Twitter, for the general public, and LinkedIn, for more targeted stakeholders. Both social media accounts were created by R2M during month 1 of the project. At the website footer and on the brochure, the icons of both Twitter and LinkedIn are displayed, taking the users to FLOW social media accounts with one click. As names for the social media accounts, we have chosen FLOW Project for LinkedIn and @FLOW_V2X for Twitter to share the FLOW team's vision and technological solutions.

3.2.1. LinkedIn

A LinkedIn profile was created in order to disseminate FLOW activities, results and outcome among professionals in the energy and mobility sectors, create debates and share useful information. You can get access here. At the time of writing, the FLOW LinkedIn account has 266 followers and 17 posts/reposts. Some of the hashtags that are used include #Emobility, #smartcharging, #EnergySystem.

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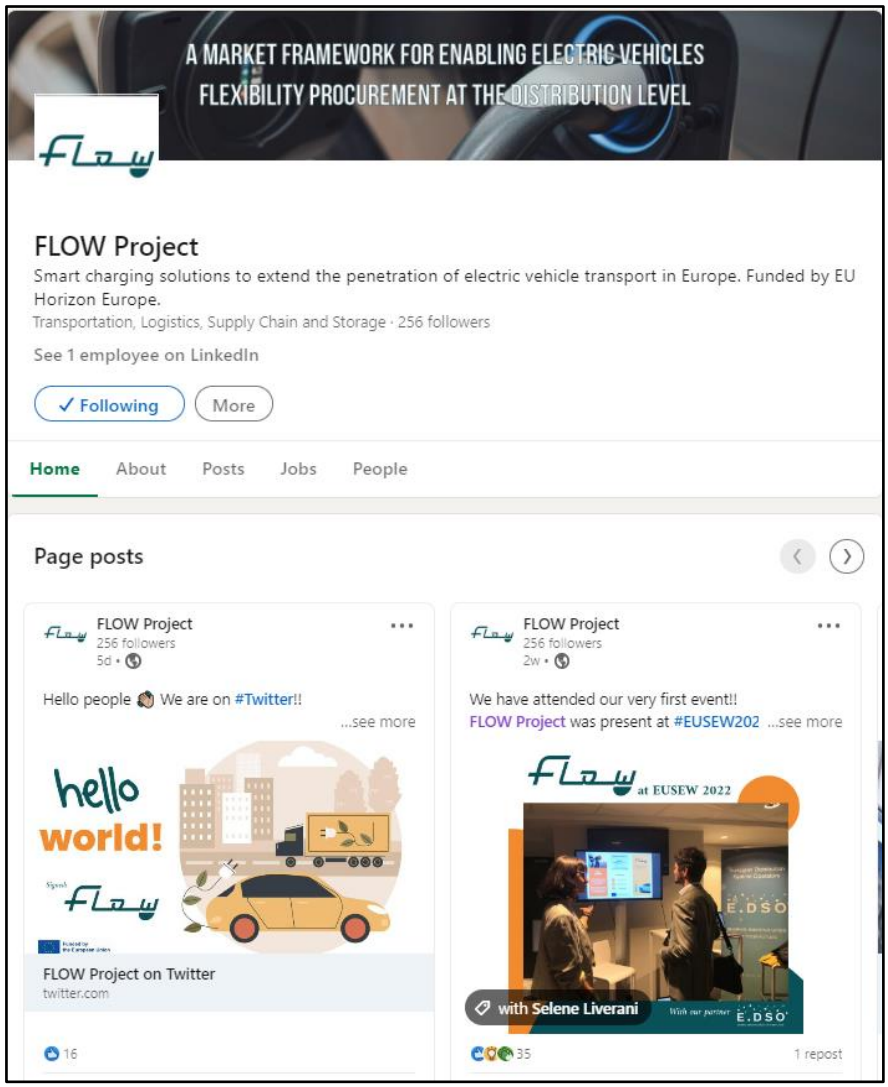

Figure 11: LinkedIn profile

3.2.2. Twitter

A Twitter account is useful to spread information about the project to a wider audience, as well as sharing the developments and resources of FLOW along the course of the project's life cycle. You can get access here. At the time of writing, the FLOW Twitter account has 16 followers and we had 5 Tweets. Some of the hashtags that are used include #smartcharing, #electricvehicle.

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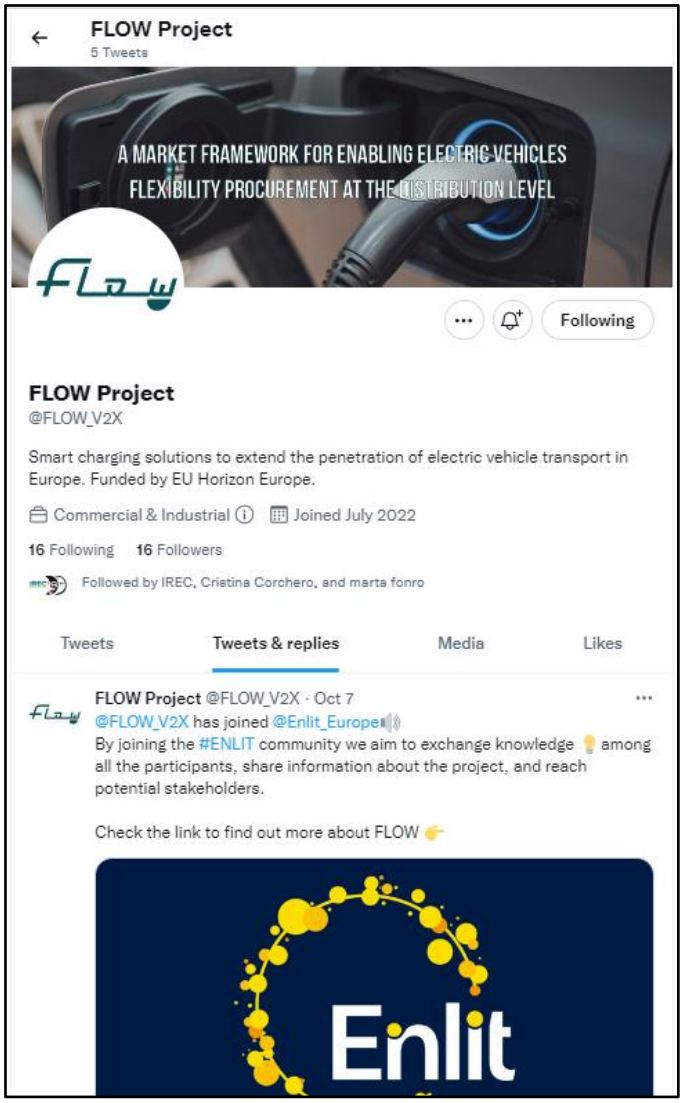

Figure 12: Twitter profile

4. Conclusions

The current deliverable presents the communication handbook, which is basically the set of tools and resources that the FLOW partners will leverage along the project to reach stakeholders and the general audience. These include the logo, templates for different communication materials (e.g., brochure, newsletter, posters), website and social media. These materials provide a basic set of information about the project and will be regularly updated with scientific results, findings and achievements. It is important to highlight the role of the website since through it the general public will have quick and easy access to relevant updated information about FLOW. The information contained on the FLOW website is likely to be valuable even after the project has finished, allowing higher impacts of the final results of the project. Therefore, R2M aims to maintain the website after the project implementation period has finished.

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