



Deliverable 6.1

Project Website, Standard Templates, and Supporting Documents

Collaborative project within H2020-LC-SC3-2020-NZE-RES-CC

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Contributing beneficiaries	all		

Project partners:

LEITAT – NUIG – PKU – UBU – CHEM – SOCAR – ICIQ – FUNDITEC – UMICH – STRATA

¹ Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium (including the JU), **CO** = Confidential, only for members of the consortium (including the JU)

² Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

³ Creation, modification, final version for evaluation, revised version following evaluation, final



Nefertiti – D6.1 – Project Website, Standard Templates and Supporting Documents

Document history

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V4	18/01/2022	Thomas Parissis, Maria Zafiropoulou, Ioannis Kanakaris	STRATA	tp@stratagem.com.cy , mz@stratagem.com.cy , yannis.kanakaris@gmail.com	Guidance, comments and final review

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LIST OF ACRONYMS AND ABBREVIATIONS

EC:	European Commission
GA:	Grant Agreement
M:	Month (of the project)
MS:	Microsoft
WP:	Work Package
WPL(s):	Work Package Leader(s)

1. Introduction

1.1. About the project

The NEFERTITI project will develop an innovative high-efficiency photocatalytic system, developing and integrating novel heterogeneous photocatalysts and Luminescent Solar Concentrators into flow reactors sourced by sunlight energy. Using continuous flow technology, the project will avoid explosive mixture in the same reactor (H_2 and O_2), as O_2 will be continuously removed, and will also overcome irradiation issues when using batch processes.

The NEFERTITI project aims to develop an efficient photocatalytic process in a single device for the synthesis of fuels, from CO_2 and H_2O as alternative to multistep processes involving fossil fuels.

1.2. Document Purpose

This document aims to present the project's progress regarding the Communication materials development (physical and digital), the project's website and the standard templates, which will drive the project to an optimized strategy of results dissemination and market penetration. Several materials were created in digital and printed format such as website, leaflet, infographics and others. The communication materials' main aim is to support the consortium partners to increase and accelerate the awareness about the project both internally within the consortium and externally, to the targeted stakeholder groups, especially to the European and global solar fuels market and industry. The communication materials and overall strategy will be regularly updated through the whole project's lifetime to ensure the efficient and on time communication of the project's concept and support the dissemination and exploitation activities within or outside the consortium partners.

For the communication (defined as the promotion of the project and its results in a non-specialised language), the messages will concentrate on the following topics: Solar fuels, CO_2 utilization, and Photocatalysis.

The materials produced will be used in any possible event, such as face-to-face meetings, scientific conferences, workshops, other networking events.

On the other hand, the dissemination activities which are planned to be performed during the first year of the project, especially the dissemination workshop, aim at raising awareness about the project and its main objectives. These activities are also going to strongly contribute to creating new partnerships for future business activities and possible exploitation strategies. Each partner contributes to these efforts in terms



of dissemination, guided by the WPL Stratagem, and LEITAT as coordinator and task responsible.

2. Project's Website

The NEFERTITI project's website has been released and presented to the general public at M3 and it is the project's main digital communication channel. The Website presents the project's main objectives, concept and activities. It is being updated on a regular basis.

The website address is <https://projectnefertiti.eu/>. The website has been developed in the English language.

The website's main aim is to present the project's concept, objectives and impacts in both scientific and non-scientific languages, so not only scientists can extract information from it. As the activities of the project are characterized by complexity for a non-specialist, we decided to represent the main elements of the project through visually attractive depictions, such as graphics, infographics, images and others.

The home page explains the project's main context in three large blocks, accompanied by images. A button at the end of the page urges the visitor to proceed to the next page of the website, which explains in greater detail the objectives of the project. There is a staggered progression of complexity of the information, starting with simple and moving to more complex information in order for each visitor to pick the amount of information he/she is seeking for.

The "News" section is updated regularly with publications about important news related to the project such as participation in conferences, events or meetings. In the future, intermediary research results will also be published, in order to inform the stakeholders about the project's progress.

The website also gives information about the consortium partners, providing a clear redirection to the partners' corporate websites to the visitors. In addition, there is a contact page where questions and enquiries can be submitted to the coordinator and the project coordination e-mail (contact@projectnefertiti.eu).

This website has received a total of 74 visits so far.

Screenshots of the website's different sectors can be found in Figures 1, 2, and 3.





An innovative catalytic system



Figure 1. Website image 1: Homepage

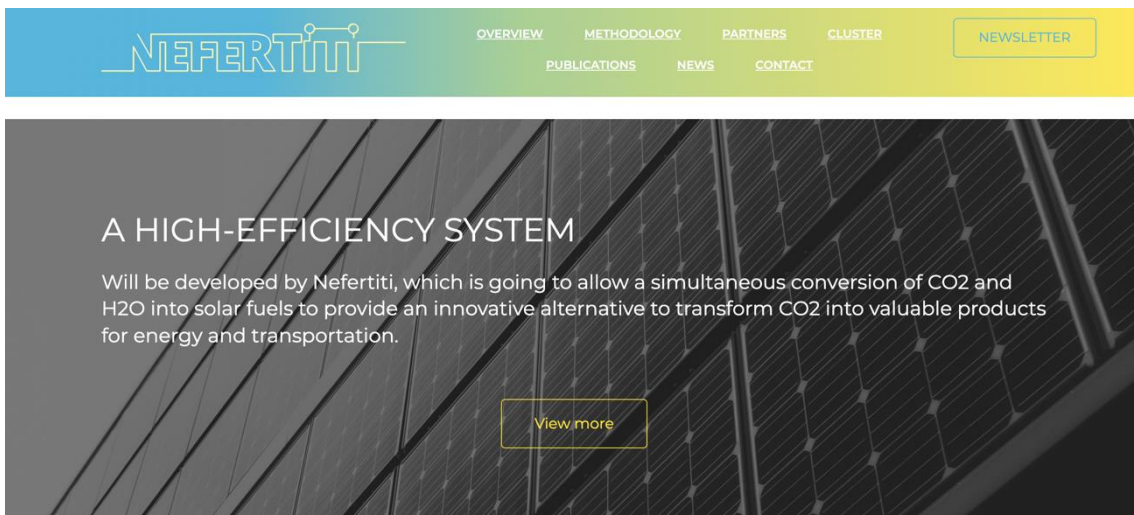


Figure 2. Website image 2: Homepage



NEFERTITI

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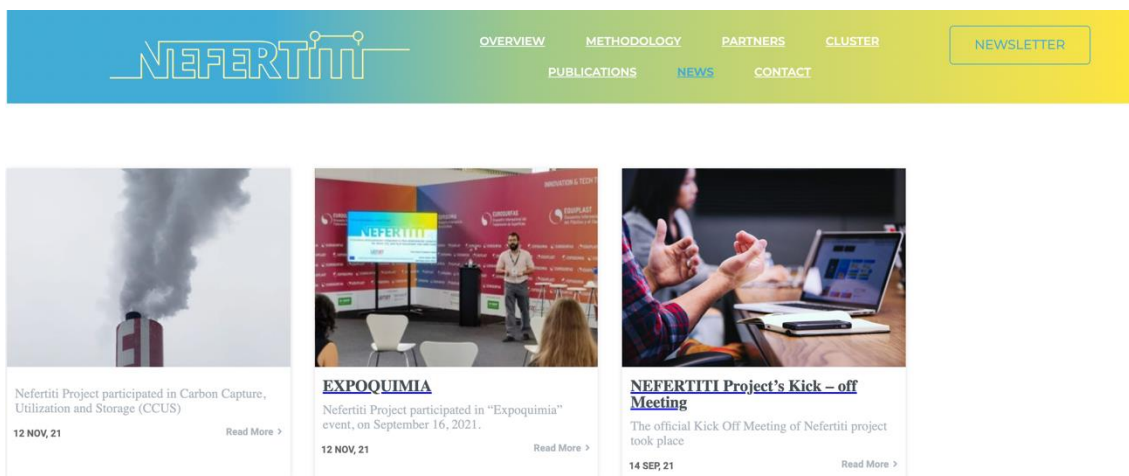


Figure 3. Website image 3: News

3. Initial Material to support communication

3.1. Logo of the project

The logo of the project is presented in Figures 4 and 5. Its purpose is to visually communicate and represent the project's content – it is the visual identity of the project. The logo also allows a direct and clear identification of the project and – for the partners of the consortium – an identification with the project and the objectives to be achieved.

The shape of NEFERTITI's logo with the liquid drops on the right side was chosen to reflect the continuous production of synthetic, carbon based fuels. The two letters "I" and the letter "T" resemble the chemical carbon bond (C-C). In addition, the connection of both two letters "I" via their two dots seems a continuous flow reactor representing the entrance of reagents and the exit of product. The colour choice represents the resources air (CO₂), water and sunlight as well as the continuous production (colour gradient).



Figure 4. Logo of the project NEFERTITI

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Figure 5. Logo (to be used as header for documents)

3.2. Social Media

The use of Social Media platforms can empower the project’s awareness as well as to establish, maintain and further develop the engagement with the general public and with the targeted stakeholder groups. To achieve the above we have created and developed a Twitter and a LinkedIn account, directly linked to the project’s website. Through Social Media Platforms, a user is capable to receive basic information about the project and its news and updates. At the same time the visitor can also be redirected to the relevant website publication, in order to discover more detailed and specialized information.

The project’s Twitter is named @NefertitiEU (a screenshot of the project’s Twitter page can be found in Figure 6).



NEFERTITI

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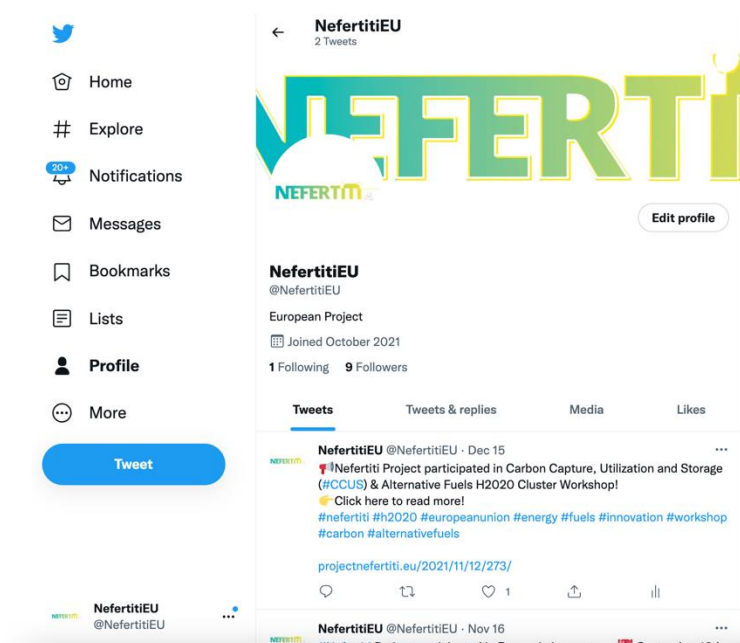


Figure 6. NEFERTITI’s Twitter page

The project’s LinkedIn page is titled “NEFERTITI” (please see Figure 7 for the corresponding screenshot of NEFERTITI’s LinkedIn page).

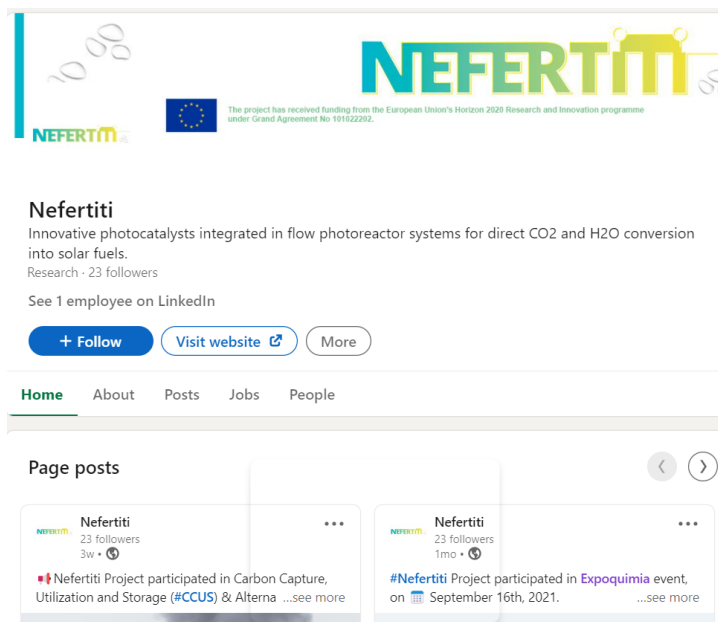


Figure 7. NEFERTITI’s LinkedIn page



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3.3. Leaflet

The second communication material of NEFERTITI project is the leaflet, which can be distributed in printed and digital format. In four pages (Diptic format), it aims to present visually and graphically, in a simple language, the main activities of the project. In the leaflet, some of the infographics developed for the website are being used, in order to ease the understanding of the project activities.

The leaflet will be mainly used to increase the project's awareness through its distribution in face-to-face meetings, public events, conferences or any other relevant occasion where the partners will have the opportunity to promote the project and inform stakeholders about it.

The project's leaflet will be regularly updated as the research progresses and research results are coming up. In Figures 8 and 9 the digital version of the leaflet can be found.



Figure 8. NEFERTITI Leaflet: Outer page



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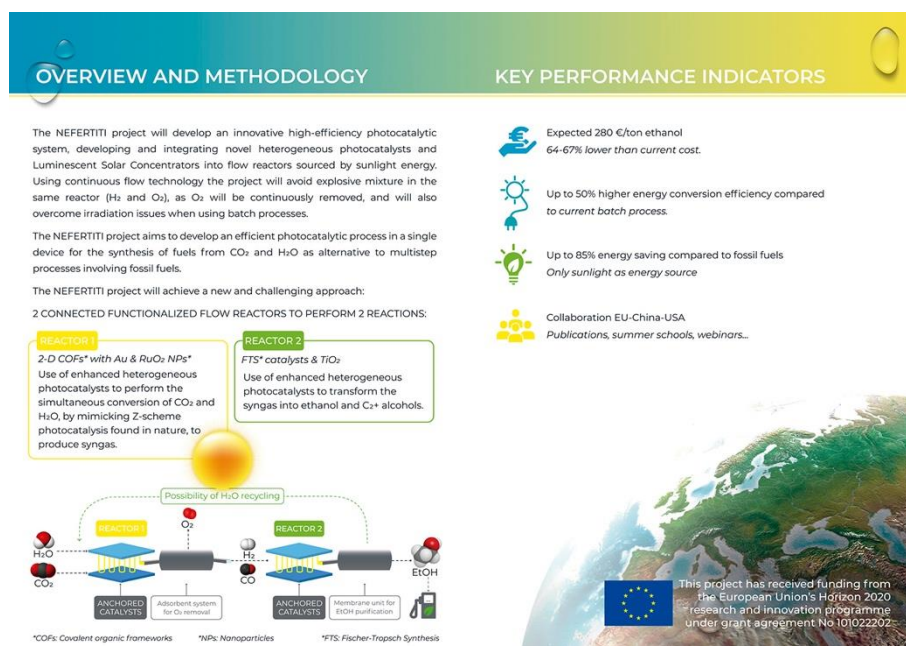


Figure 9. NEFERTITI Leaflet: Inner page

3.4. Roll Up

The project's roll up banner has also been developed. The roll up includes the most important information about the project, such as the concept, the main research procedures and the consortium partners. This roll up will be used as a communication material in conferences and other events where the NEFERTITI project will be presented, in order to increase the project's awareness and public engagement.

In Figure 10 the digital depiction of the roll up banner can be found.



NEFERTITI

Nefertiti – D6.1 – Project Website, Standard Templates and Supporting Documents

INNOVATIVE PHOTOCATALYSTS
INTEGRATED IN FLOW PHOTOREACTOR
SYSTEMS FOR DIRECT CO₂ AND H₂O
CONVERSION INTO SOLAR FUELS

NEFERTITI

The NEFERTITI project aims to develop an efficient photocatalytic process in a single device for the synthesis of fuels from CO₂ and H₂O as alternative to multistep processes involving fossil fuels. The NEFERTITI project will achieve a new and challenging approach:

2 CONNECTED FUNCTIONALIZED FLOW REACTORS
TO PERFORM 2 REACTIONS

REACTOR 1
2-D COFs* with Au & RuO₂ NPs*
Use of enhanced heterogeneous photocatalysts to perform the simultaneous conversion of CO₂ and H₂O, by mimicking Z-scheme photocatalysis found in nature, to produce syngas.
*COFs: Covalent organic frameworks
*NPs: Nanoparticles

REACTOR 2
FTS* catalysts & TiO₂
Use of enhanced heterogeneous photocatalysts to transform the syngas into ethanol and C₂+ alcohols.
*FTS: Fischer-Tropsch Synthesis

Up to 85% energy saving compared to fossil fuels
Only sunlight as energy source.

Up to 50% higher energy conversion efficiency compared to current batch processes.

Expected 280 €/ton ethanol
64-67% lower than current CO₂

Collaboration EU-China-USA
Publications, summer schools, webinars...

Global coordinator: LEITAT
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Partners: NHI Göttingen, CHEMTRIX, FUNDITEC, SOCAR, M, UNIVERSIDAD DE BURGOS, ICIQ, Stratagem

Figure 10. NEFERTITI roll up banner



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3.5. Templates

MS Word and MS Power Point templates have been designed. More specifically, one MS Word template for the project’s deliverables and two MS PowerPoint templates for presentations (16:9 format) and for posters (A0 format) have been developed. The templates are important tools to strengthen the brand recognition and unify the communication across the partners. Also, it eases the work of the members of the consortium as they do not have to design these documents by themselves and all are aligned in terms of design. Corresponding screenshots of selected templates can be found in Figures 11 and 12.



Figure 11. MS Word Template



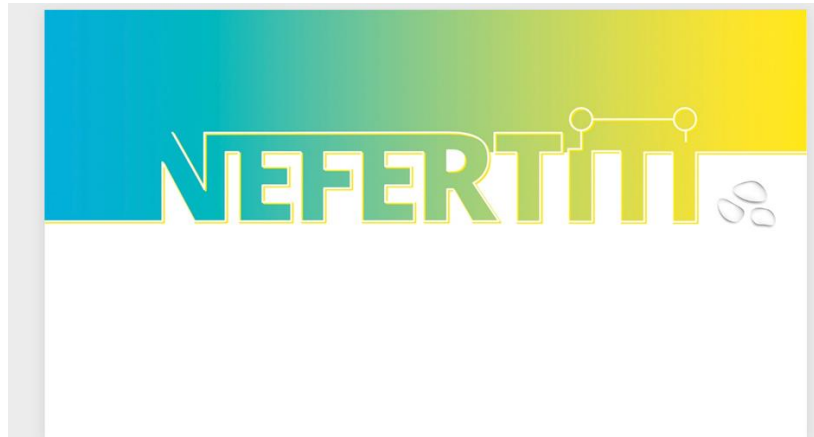


Figure 12. MS PowerPoint Template

3.6. Material to support internal communication

In order to strengthen internal communication within the consortium partners, the consortium have also developed a communication data entry MS Excel file, stored in the project's common MS Teams folder. This MS Excel file aims to present an integrated picture of all the communication and dissemination activities which have already been executed or are planned to take place in the following period. This file provides to the reader certain information about each activity, including the type of the activity (e.g. website publication, peer reviewed publication, social media post etc.), the current status (e.g. published or to be published etc.), the date, the relevant title, the objective of the activity, including a short description of it, the type and the approximate size of the audience reached (or planned to be reached), the place where the activity took place (e.g. Belgium, online etc.) and all the relevant links which will provide more information about the activity to those who are interested in. These links can be a website link or a link of a social media post (e.g. a link of a conference's website which describes its topics, or a link of relevant post publication on NEFERTITI's website etc.). This file aims to assist all the partners to be constantly up to date with all the project's communication and dissemination activities, provide them more information about external activities of the project, and empower their morale and motivation related to the project, by realizing its public exposure, acceptance and engagement with stakeholders. All the consortium partners are responsible for updating this file, in collaboration with Stratagem which is WP6 Leader and LEITAT as the coordinator.



4. Conclusion

The communication materials developed for NEFERTITI are ready and will be a great help for all the consortium members during the project's duration. It will facilitate the promotion of a common image using high quality materials and thus improving the quality of the message, both for digital and physical communication. The materials will be updated on a regular basis whenever it is considered necessary, in order to make sure that the content is aligned with the current state of the project and the communication and dissemination strategy of the consortium.

