This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 957752

# Smart integRation Of local energy sources and innovative storage for flexiBle, secure and cost-efficIent eNergy Supply ON industrialized islands

## D 7.3 – Public communication materials

**Lead partner: ETN**

**M3**

## Project Contractual Details

| | |
|---|---|
| **Project Title** | Smart integration of local energy sources and innovative storage for flexible, secure and cost-efficient energy supply on industrialized islands |
| **Project Acronym** | ROBINSON |
| **Grant Agreement No.** | 957752 |
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| **Website** | www.robinson-h2020.eu |

## Deliverable Details

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| 1 | 14/12/2020 | D 7.3 Public communication materials v1 | Modification |
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| | | | |

[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] Creation, modification, final version for evaluation, revised version following evaluation, final

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## Executive summary

The present document is a deliverable of the ROBINSON project, funded under the European Union's Horizon 2020 research and innovation programme (Grant Agreement No 957752).

The deliverable is structured as a detailed report, covering the creation of the public communication material developed ad hoc for the communication and the dissemination of the ROBINSON's project.

These specifically developed public communication materials (i.e. leaflet, roll-up banner and poster) will play a pivotal role in reaching the targeted audience at events and conferences. The materials will be also downloadable on Robinson's website, so that a broader public (general and specialized) can be reached and informed about the project.

The report entails of a detailed description, including features and technical specification, of ROBINSON's leaflet, roll-up banner and poster.

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# Introduction

The current deliverable (D7.3) is entitled “Public communication materials”. D 7.3 is a public report of the ROBINSON project (G.A. n. 957752) and is produced in the context of WP7, Task 7.1 “Dissemination and communication activities”.

The deliverable reports on the production of communication materials developed to promote the project, in line with the main objective of WP7, i.e. to conduct targeted, effective and high impact dissemination and communication activities.

The report describes the communication materials specifically developed for the project: a promotional project leaflet, a general project poster and a roll-up banner. These materials have been developed to support dissemination activities and to promote the project’s objectives and findings. Their design is specifically adapted to raise awareness and provide visibility to the project, appealing to the large non-specialist community, to scientific, business and regulatory stakeholders, as well as to the islands’ communities.

Last but not least, the development of a project poster and leaflet enhances the project visual identity and public image, hence allowing an easier identification by the public, ensuring visibility and recognition. The construction of a strong brand identity initiated with the public communication materials paves the path towards future exploitation activities and market uptake.

The aforementioned material will be properly displayed and distributed during conferences, exhibitions and workshops. Dissemination activities are undertaken from the beginning of the project and aim at raising interest in the proposed technology of relevant stakeholders, as well as at promoting the novel technologies that are developed/adapted throughout the project, and at speeding up their adoption and market take-up, targeting mainly potential end-users/adopters. Hence, the distribution of the communication material is foreseen as an effective solution of promoting the concept and results of ROBINSON.

All the assets will also be available for download on the project’s website, making it easier to promote the project during webinars, virtual meetings and online events.

In particular, this report aims at making the ROBINSON’s communication and dissemination promotional material available for:

- Project partners, so that they can use both the leaflet and the poster to raise awareness about ROBINSON at (scientific) conferences, fairs, webinars and other online and offline events.

- Event organisers, so that they can understand the main concept of the project and help the partners to promote it in the best way.

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# ROBINSON leaflet

Amongst the different public communication materials, an appealing and effective trifold leaflet has been developed. This leaflet will allow:

1. To promote the project.
2. To promote the technologies that will be developed within the project.
3. To convey the project's objectives and the scope in a clear and visually appealing way.
4. To have a leave-behind to be shared with interested stakeholders at conferences and other relevant events. In particular, the targeted audience is composed of public authorities, islands' representatives, the scientific and business communities.

The leaflet will be printed and distributed at fairs, conferences and other external events where ROBINSON is presented. All the partners of the consortium will receive printed copies of the leaflet to maximise outreach in different countries and at different events. The leaflet will also be downloadable from the ROBINSON's website. In this way, it will be easier to promote the project also during webinars and events that are taking place virtually.

The leaflet has been designed to contain all the most relevant information, while remaining current throughout the entirety of the project. It could be updated if new developments within the project require it.

## Leaflet's front

The front of ROBINSON's leaflet (figure 1) is developed in the form of a triptych and features the main general information about the project.

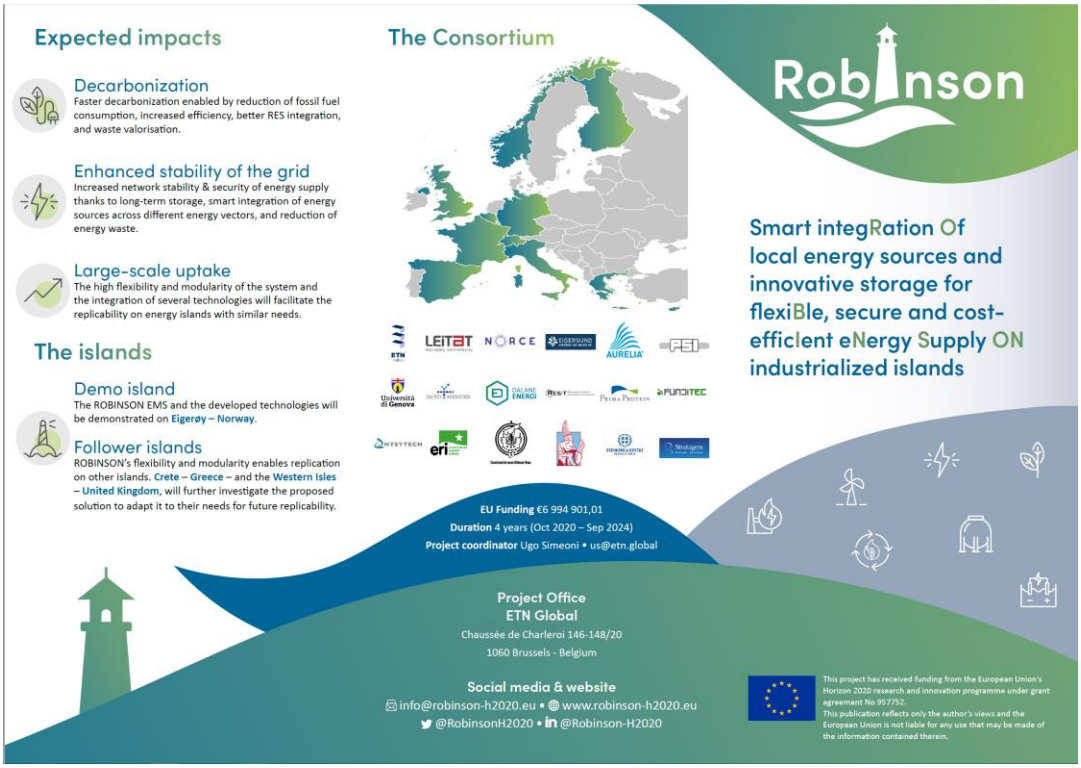


*Figure 1: ROBINSON leaflet front*

More specifically, the front of the leaflet is structured as follow:

*Left column:*

- Expected impacts of the project

    - *Decarbonization: Faster decarbonization enabled by reduction of fossil fuel consumption, increased efficiency, better RES integration, and waste valorisation.*
    - *Enhanced stability of the grid: Increased network stability & security of energy supply thanks to long-term storage, smart integration of energy sources across different energy vectors, and reduction of energy waste.*
    - *Large-scale uptake: The high flexibility and modularity of the system and the integration of several technologies will facilitate the replicability on energy islands with similar needs.*

- The islands involved in the project: the Demo island (Eigerøy – Norway), and the Follower islands (Crete – Greece, and the Western Isles – United Kingdom)

*Middle column:*

- An overview of the consortium, including a map of Europe highlighting the countries involved in the project and the logos of the partners;
- Technical information about the project: funding, duration, project coordinator;
- Contact information: physical address, social media channels, website, and email address.

*Left column:*

- ROBINSON's Logo;

*Figure 2: ROBINSON's logo*

- Full title of the project;
- EU Disclaimer.

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## Leaflet's back

The back of ROBINSON's leaflet (figure 3) is developed in the form of a triptych. It is developed in an aesthetically pleasing way to increase its effectiveness and it features more specific and detailed information about the project.


*Figure 3: ROBINSON leaflet back*

More specifically, the information featured on the leaflet's back are:

*Left column*

- A brief description of ROBINSON's concept:

  *A clean, secure and cost-effective supply of energy is often challenging for islands. ROBINSON aims to help decarbonize islands through developing an intelligent, flexible and modular Energy Management System (EMS), better integration of Renewable Energy Sources (RES), biomass and wastewater valorisation, industrial symbiosis, and the optimisation and validation of innovative technologies (e.g. anaerobic digester, energy storage via hydrogen, Combined Heat and Power (CHP), wind turbines).*
  *Thanks to its EMS, ROBINSON couples locally available energy sources, electrical and thermal networks and innovative energy and storage technologies. This ensures a reliable, cost-efficient and resilient energy supply. It reduces dependency on the mainland and decreases use of fossil fuels.*

- A list of ROBINSON's main objectives:

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- *Develop and validate a modular and flexible Energy Management System integrating different energy vectors;*
- *Optimise, validate and integrate innovative technologies for energy and heat production, and for long-term energy storage;*
- *Positive impact on human health and on the environment;*
- *Demonstrate large-scale applicability and replicability of the ROBINSON's system;*
- *Cost-competitive when bench-marked against potential alternative technologies.*

*Middle and left column*

- Schematic drawing of the ROBINSON

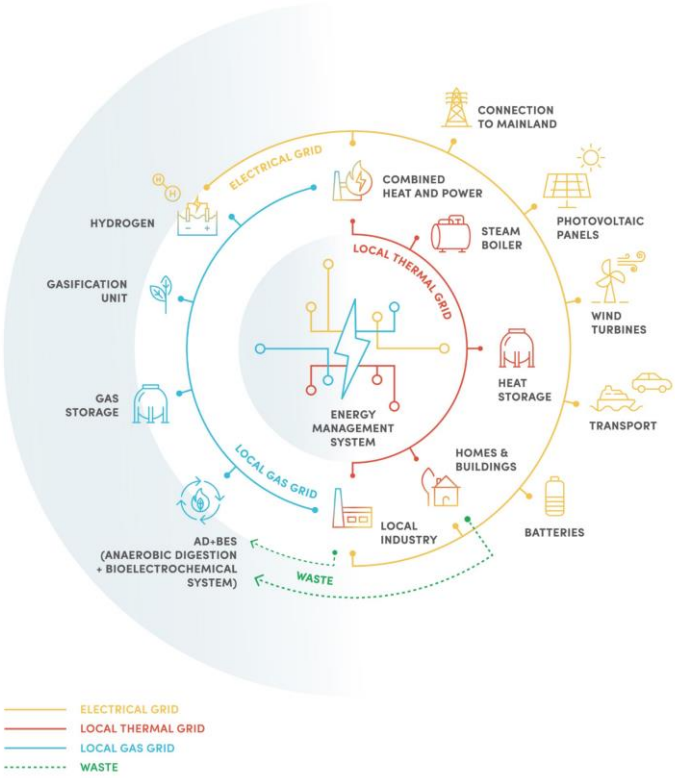


*Figure 4: ROBINSON schematic drawing*

- Section focussed on ROBINSON's technologies:

  - *The Energy Management System will integrate the existing system with new installed distributed technologies and end-users across different energy vectors (electricity, heat and gas).*
  - *The Anaerobic Digestion + Bio Electrochemical System will efficiently treat wastewater from Eigerøy island's fish industry and convert its organic matter into biomethane.*
  - *The Combined Heat and Power system will consist of an advanced gas turbine with a combustion kit upgraded to burn hydrogen and syngas.*
  - *The innovative wind turbine will be more efficient and socially acceptable.*

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- *Hydrogen will be the key energy storage vector: it will be produced by a Polymer Electrolyte Membrane (PEM) electrolyser with the surplus renewable electricity and used when the energy demand peaks.*

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## ROBINSON poster

The project poster (figure 5) is a useful communication tool that can be posted permanently at the premises of the project partners. The poster has a particular relevance since it offers a permanent and effective way to inform the local communities of the islands involved in the project. Moreover, the poster is extremely effective when displayed during public events and conferences.

The design of the poster has been created in order to achieve three main objectives:

1. To promote the project.
2. To convey the project's objectives and scope in a clear and visually appealing way.
3. To encourage European local authorities and other potential end-users to contact the project coordinators and get involved in the project.

In light of this, the ETN team has worked closely with professional graphic designers experienced in communication and dissemination campaigns of EU funded projects in the energy sector. As a result, a project poster in the format A0 has been created. The poster follows the same reading logic as the leaflet illustrated in the section above; it features all the most relevant information to explain the project to all types of audiences.

The ROBINSON poster is structured as follow:

- Project logo and title;
- Contact details (i.e. social media, website, email address);
- Brief explanation of the concept;
- Expected impacts (Decarbonization; Enhanced stability of the grid; Large-scale uptake);
- Schematic drawing of the project;
- Overview of the islands involved in the project (Demo island: Eigerøy; Follower islands: Crete and Western Isles);
- Overview of the key technologies developed and/or specifically adapted for the project;
- Partners' logos;
- Reference to EU funding and to grant agreement number.

The design is captivating: the poster's clear structure and the appealing schematic drawing will catch the attention of potential stakeholders during the poster sessions at scientific events, increasing the exposure of ROBINSON.

As for the project leaflet, the contacts of the ROBINSON's website and social media channels are featured. This will help drive traffic to the official project channels, where the public will find more detailed information on the project.

This poster will also be printed for all partners' use at conferences, events and workshops where ROBINSON will be presented. According to the project's further developments and needs, the design may be updated by ETN into future versions, to advance new promotional campaigns. A digital version of the poster will be downloadable from the ROBINSON's website.

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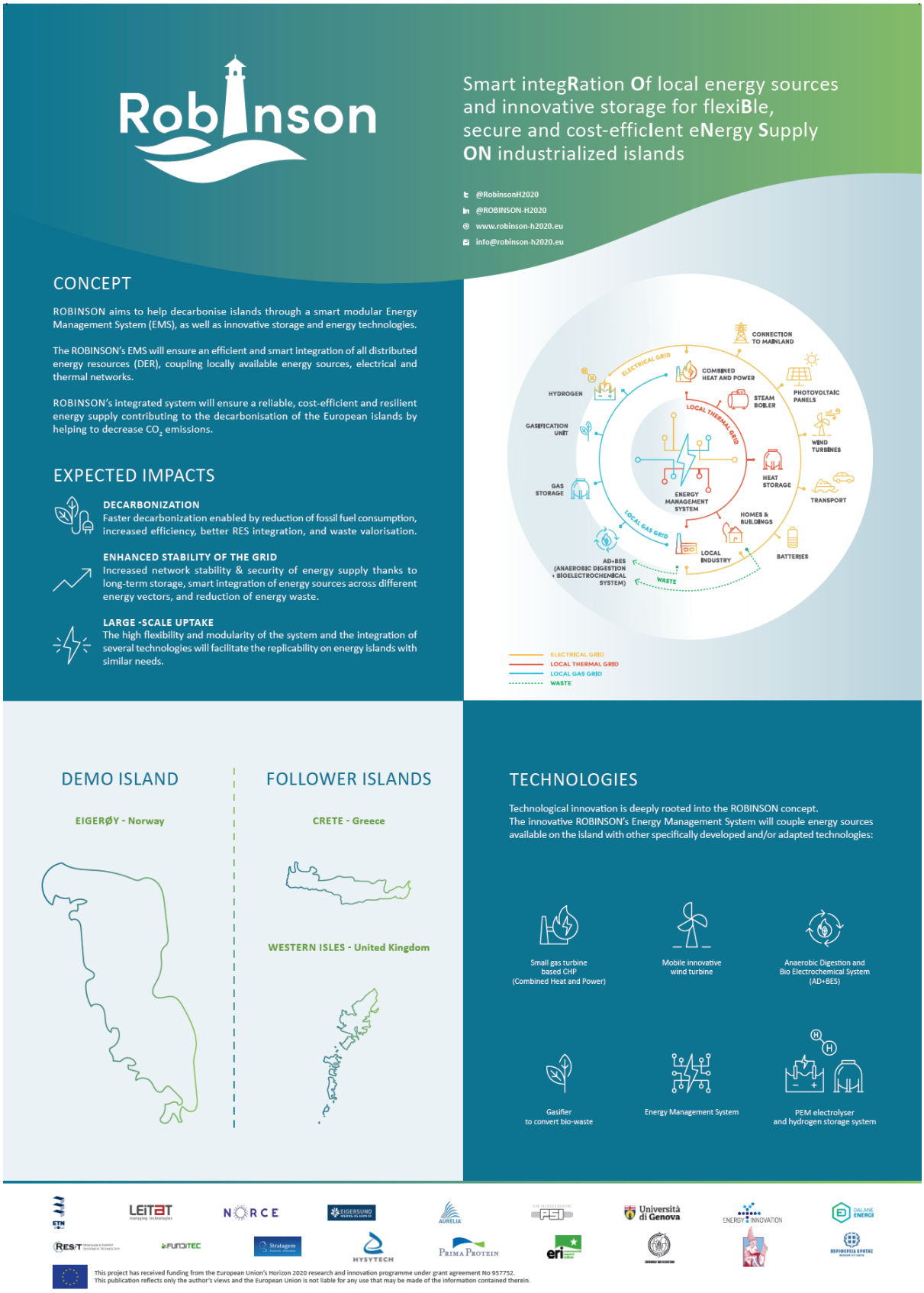


*Figure 5: ROBINSON poster*

## ROBINSON roll-up banner

A highly graphic roll-up banner (figure 6) has been developed to be displayed at public events, conferences and fairs. The attractive design of the roll-up banner will draw people's attention to booths and stands where ROBINSON is featured, increasing altogether the dissemination of the project. Its main purpose is to provide initial basic information to the public, while increasing curiosity around the project and its goals.

The ROBINSON roll-up banner is structured as follow:

- Logo and title of the project;
- Contact information (i.e. website, social media channels, email address) ;
- Key high-level information on the project (duration, partners and countries involved, EU funding);
- Schematic drawing of the project;
- Islands involved in the project (Demo island: Eigerøy; Follower islands: Crete and Western Isles);
- Partners' logos;
- EU disclaimer.


*Figure 6: ROBINSON roll-up banner*

## Conclusions

In accordance with the other deliverables defining the project dissemination strategy, this deliverable provides the project leaflet, poster and roll-up of the ROBINSON project which will be used by the consortium as means of raising general awareness of the large non-specialist community, as well as the community of relevant stakeholders and towards the islands' communities in which the ROBINSON project is operating.

With all these measures, including a graphically appealing, easy text formats and well-structured contents, ETN and the other Consortium partners have laid the ground for an appealing dissemination campaign that attracts many visitors and will redirect to the main communication channels (website/social media).

The structure of the printed material is similar and effectively connected to the main concepts that the project would like to promote.

All the material has been created to be informative and exhaustive. The leaflet, the poster, and the roll-up banner feature the most relevant and updated information and have been structured to remain current throughout the entirety of the project. However, ETN will further update the contents of the communication materials if needs were to arise and under the feedback received by the other partners.

All the partners involved in the project will receive physical and digital copies of the communication assets so to maximise the communication and dissemination efforts, while strengthening the brand recognition of ROBINSON ahead of future market uptake.

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