

## D6.2 PROJECT WEBSITE, VISUAL IDENTITY AND SOCIAL MEDIA PRESENCE

### ELECTRO-INTRUSION PROJECT

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## LIST OF ABBREVIATIONS

Acronym / Short name	Meaning
CMS	Content Management System
TRL	Technology Readiness Level

## PROJECT ABSTRACT

### **– Simultaneous transformation of ambient heat and undesired vibrations into electricity via nanotriboelectrification during non-wetting liquid intrusion-extrusion into-from nanopores –**

Greenhouse gas emissions, pollution and rational energy use are civilization-scale challenges which need to be resolved urgently, in particular by the conversion of abundant waste heat and undesired vibrations into useful electricity. However, the low efficiency of existing conversion methods does not provide an attractive solution.

Electro-Intrusion project proposes a new and highly efficient method and apparatuses for the simultaneous transformation of mechanical and thermal energies into electricity by using zero-emission nanotriboelectrification during non-wetting liquid intrusion-extrusion into-from nanoporous solids.

To tackle these phenomena, Electro-Intrusion project brings together a consortium of multidisciplinary teams specializing in physics, chemistry, material science and engineering to address the project by the state-of-the-art methods of molecular dynamic simulations, high-pressure calorimetry and dielectric spectroscopy, materials synthesis and characterization, and prototype development. The FET-PROACTIVE call is a key solution to bring this early-stage multidisciplinary concept to higher TRLs, fill in the large knowledge gaps in the solid-liquid contact electrification and heat generation during intrusion-extrusion as well as enable its full impact on EU innovation leadership, competitive market and energy sector security.

The proposed method can be used for energy scavenging within a wide range of technologies, where vibrations and heat are available in excess (train, aviation, domestic devices, drilling, etc.). In particular, using European Environment Agency data, this project estimates that the use of the proposed approach only within the automobile sector can reduce the overall EU electricity consumption by 1-4% in 2050. With this regard, the final stage of the project implies regenerative shock-absorber development and field-testing for a drastic maximization of the maximum range of hybrid / electric vehicles.

Electro-Intrusion project is scheduled to run from January 1<sup>st</sup>, 2021 to December 31<sup>st</sup>, 2024, for a total duration of 48 months and has received funding from the European Union's H2020 research and innovation programme under grant agreement No. 101017858. A full list of partners and funding can be found at: <https://cordis.europa.eu/project/id/101017858/es>.

## 1. EXECUTIVE SUMMARY

In this report we summarize, as an information package, the visual identity, textual summary and online tools of the Electro-Intrusion project to be used for communication and dissemination activities (WP6).

## 2. INTRODUCTION

The website and tools to support the communication and dissemination activity (social media profiles, visual identity, etc...) have been extensively described in the Deliverable 6.1. Hence, here basic and practical information about these tools is provided, leaving for the appendices their description adapted from previous documents.

## 3. VISUAL IDENTITY

The logo of the Electro-Intrusion project is shown in Figure 1. The main color of the Electro-Intrusion project is light blue (#379FAE), which degrades to green (#3CDDAB) toward the center of the logo, with text in grey (#6C7571). The logotype uses the **Domus Titling - Regular font**, while the font for dissemination material is **Helvetica (also known as Neue Haas Grotesk)**.



Figure 1.- Logo of the Electro-Intrusion project.

## 4. COMMUNICATION AND DISSEMINATION TOOLS

The tools for communication and dissemination consists of a web site and a set of social networks, some more oriented to a general audience (e.g., Twitter), other better suited for science and technology specialists (e.g., ResearchGate and LinkedIn, respectively). Finally, we created a YouTube Channel to be used as both a repository and a dissemination tool for the video material produced in the context of the project.

### 4.1. WEBSITE

The project website is available at the URL [www.electro-intrusion.eu](http://www.electro-intrusion.eu).

The website is designed as **information meeting-point** of the project and **the hub** of the communication, dissemination and exploitation activities of Electro-Intrusion. On the website, information and updates on the progress of the Electro-Intrusion project will be published, with social media and other dissemination channels pointing to the website to complement posts with more thorough information.

The website is based on the **Content Management System (CMS) Plone**. The website consists of several pages: a homepage, “About”, “Team”, “News and Events”, “Research” and links to social media.

### 4.2. TWITTER

The Twitter account of the project is @electrointrusi2 URL: <https://twitter.com/electrointrusi2>.

Twitter is a social medium requiring **intense activity with frequent posting**. Its suitability for research projects, which typically produce communicable results at a slow pace, raised some concern. Nevertheless, we decided to use it for our communication and dissemination activities. The Twitter account has been setup and will be managed by UniFe. To obtain a good balance between a reasonable frequency of posting and avoiding excessive burden on the research teams, we adopt a **decentralized strategy**, with each partner expected to tweet at least once every two weeks, i.e., 3 Electro-Intrusion tweets per week.

A calendar has been prepared to automatically notify to the leader of each partner its turn to prepare a post two weeks before its publication. The post has to be sent by email to the communication team ([electro-intrusion@unife.it](mailto:electro-intrusion@unife.it)) one week before its publication.

### 4.3. LinkedIn

The LinkedIn account of the project is Electro-Intrusion available at the URL <https://www.linkedin.com/company/electro-intrusion>.

Strategic considerations based on the target audience and on the frequency of posting, led us to conclude that LinkedIn is **the ideal social media** for the Electro-Intrusion project. The LinkedIn account has been set up and will be managed by UniFe. LinkedIn posts will be prepared depending on the achievement of new scientific and technological results. In other words, publication of LinkedIn posts will be event-driven: the partners who achieved novel results worth communication on LinkedIn will notify their intension to the communication team by email ([electro-intrusion@unife.it](mailto:electro-intrusion@unife.it)), possibly providing a first draft. If necessary, the draft will be

amended before circulating it to all partners for approval. Partners have two working days to express suggestion for further improvement before the post is published.

#### 4.4. YouTube

The YouTube account of the project is <https://www.youtube.com/channel/UC8zRstGVmxqMmOr9e48MM2g/about>.

A YouTube channel of the project has been opened i) as a social media tool and ii) to act as storage of videos to be loaded and circulated on the website and other channels.

We envisage three kinds of videos: i) **non-technical videos** for communicating the objectives and results of the project, ii) **videos presenting the partners** contributing to the Electro-Intrusion project, to be incorporated in the corresponding section of the website, iii) **more technical videos to help dissemination** of scientific and technical results.

Videos presenting the partners' contribution to the Electro-Intrusion project will be individually produced by each partner following a general scheme to be agreed by all consortium members.

More technical videos to help dissemination of scientific and technical results might be produced by individual partners or thanks to the contribution of more partners. The communication team will take care of coordinating this activity and performing the editing necessary to obtain high-quality videos of look and feel consistent with the visual identity of the project.

In Table 1 we report a provisional plan for the preparation and publication of the planned videos.

Table 1.- Plan for production of video contributions.

Video	Provision date of raw material	Publication
Cartoon "Electron-Intrusion"	All the process will be managed within UniFe	30 June 2021
CICe	2 July 2021	16 July 2021
UniFe	30 July 2021	30 August 2021
USK	17 September 2021	30 September 2021
UoB	18 October 2021	29 October 2021
KPI	1 November 2021	19 November 2021
TEN	1 December 2021	17 December 2021

#### 4.5. ResearchGate

The ResearchGate URL of the project is <https://www.researchgate.net/project/Electro-Intrusion>.

ResearchGate will be used **to engage the scientific community** via this social medium devoted to science and academia. A so-called "project", a sort of **virtual repository**, has been created where partners will collect results loaded on ResearchGate. This activity is decentralized, with

any of the partners enabled to manage the *project* allowed to load Electro-Intrusion related data on the project

## 5. TEXTUAL SUMMARY OF THE PROJECT

The partners agree that having a concise and non-technical description of the project is important when participating in local, national and international communication and dissemination events. Such a summary, the abstract of the present document, has been drafted by the PI and agreed by the partners within the context of the deliverable “D1.1 Project Manual and Management Guidelines”. Partners will be responsible for the translation of this abstract in their national language to use it for local and national purposes.

The characteristics of the textual summary of Electro-Intrusion is to be short – 334 words, do not use any technical language, which makes it readable by non-specialists, and contains a limited number of acronyms and abbreviations. Despite its brevity, the abstract describes both the scientific and technological challenges to be tackled within the project, as well as the possible fields of applications of the results that will be achieved and the societal impact.

## 6. CONCLUSIONS

In this report we provided information on the website, visual identity, textual summary and social media prepared of the Electro-Intrusion project. We provided the address/username of each account and, when relevant, a description of the structure of the tool, as well as the strategy/organization to publish content on each medium.

## 7. APPENDIX

### 7.1. VISUAL IDENTITY

In the present times, it is of paramount importance to associate an image to a project. The image, and the other ingredients of the visual identity (colors, fonts of the text, etc.), must at the same time **transmit the vision** of the project and make it easy to **identify the initiative**.

The visual identity realized for the project, described in detail below, will be adopted at all levels of communication, offering a **consistent visual profile to our communication tools**.

A short manual and templates for documents, slides, posters, etc. will be prepared to help the partners to gain the maximum advantage from the visual identity of the Electro-Intrusion project. This material is made available to the partners in the OneDrive repository of the project.

### 7.2. BASIC CONCEPTS

#### 7.2.1. LOGO

The logo of Electro-Intrusion, a hexagon inscribing circles of various sizes, is inspired by the key aspects of the project: porous materials, vibrations, energy harvesting. The logo aims at visually communicating the main objective of the project: **converting dispersed energy into electric current through liquid intrusion into porous materials**. The colors selected for the project help transmitting this message.

The pictogram of the Electro-Intrusion logo will also serve as favicon of the website.

#### 7.2.1. COLORS

Colors are important to support and enhance the message conveyed by the logo. The main color of the Electro-Intrusion project is light blue (#379FAE), which degrades to green (#3CDDAB) toward the center of the logo, with text in grey (#6C7571). Light blue is prioritized and is used, for example, for the footer and some graphic elements of the web site. Degradation of light blue into green helps to give depth to the logo, to recall liquid intrusion into the pores. Moreover, light blue and green are colors associated with nature, which helps recalling the basic messages of Electro-Intrusion: **give new life to unusable energy to help sustainability**.

#### 7.2.1. FONTS

The **Domus Titling - Regular font** has been selected for the logotype of the project. **The Domus Titling** is a regular and clean font perfectly in line with the regular shape of the pictogram of the logo, providing a sense of solidity and determination to achieve the objectives of the project. Text for dissemination material is **Helvetica (also known as Neue Haas Grotesk)**.

### 7.3. SELECTION PROCESS

The logo of the Electro-Intrusion project has been selected by choosing among **FIVE options** prepared by UniFe. To make it easier for the partners to express their preference, several formats of each logo (size, colors, position of the text) and renderings were prepared illustrating the look and feel of the visual identity within the context of the website of the project and homepage of selected social media. In the next section, we report the visual identity chosen by the members of the consortium. A selection of the material provided to the partners for the selection is reported in the appendix of this document.

#### 7.4. PICTOGRAM, LOGOTYPE AND COLORS

Pictogram, the position of the logotype, and background colors combinations of the approved logo are reported below (Figures 2-4). Since the visual identity must be applied in different contexts - webpage, social media, documents, slides, etc - to help selecting the visual identity among the various options, rendering of the logo on the (provisional) webpage of the project and (provisional) homepages of selected social media were prepared and provided to the partners for their evaluation (Figures 5-6).

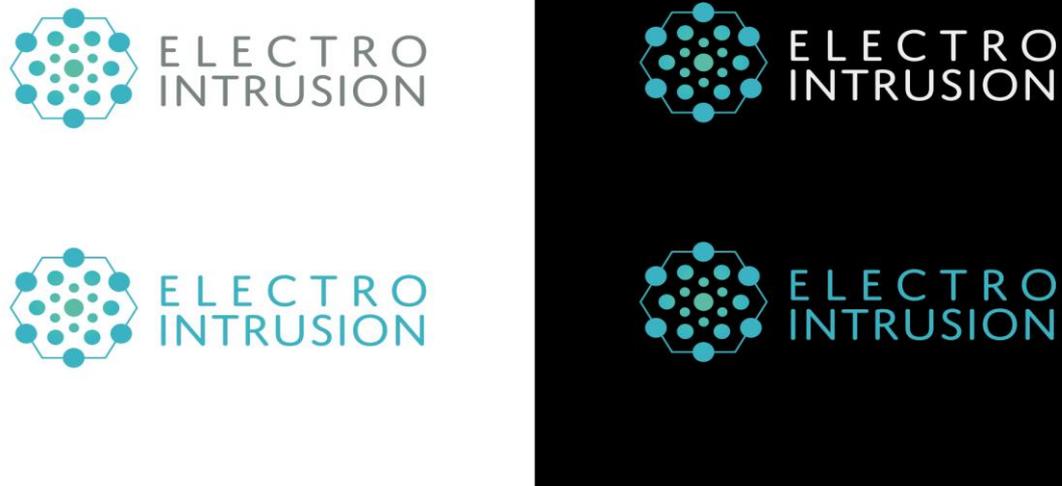


Figure 2.- Logo of the Electro-Intrusion project with several coloring schemes to be used depending on the context.

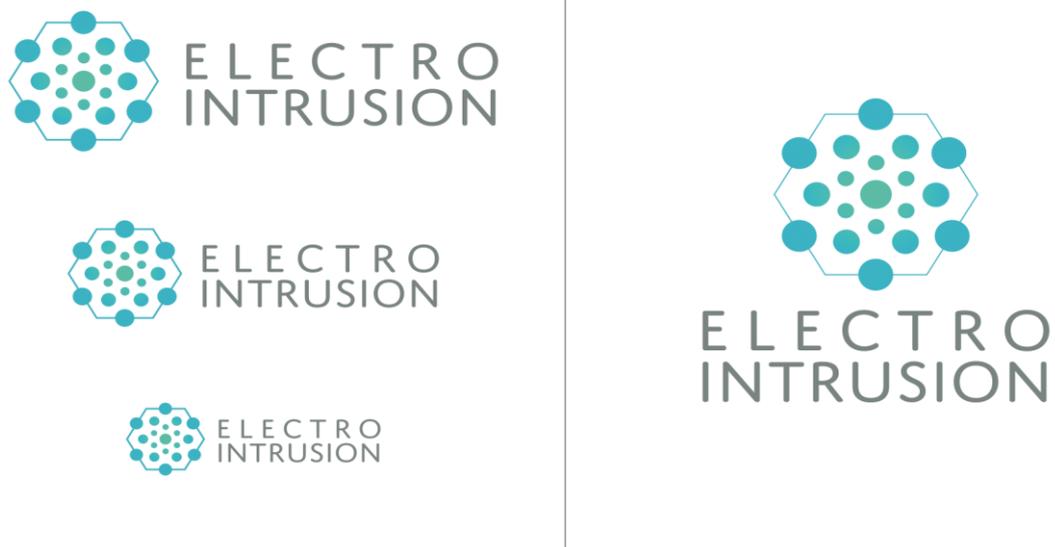


Figure 3.- Logo of the Electro-Intrusion project in several sizes and positioning of the name to be used depending on the context.

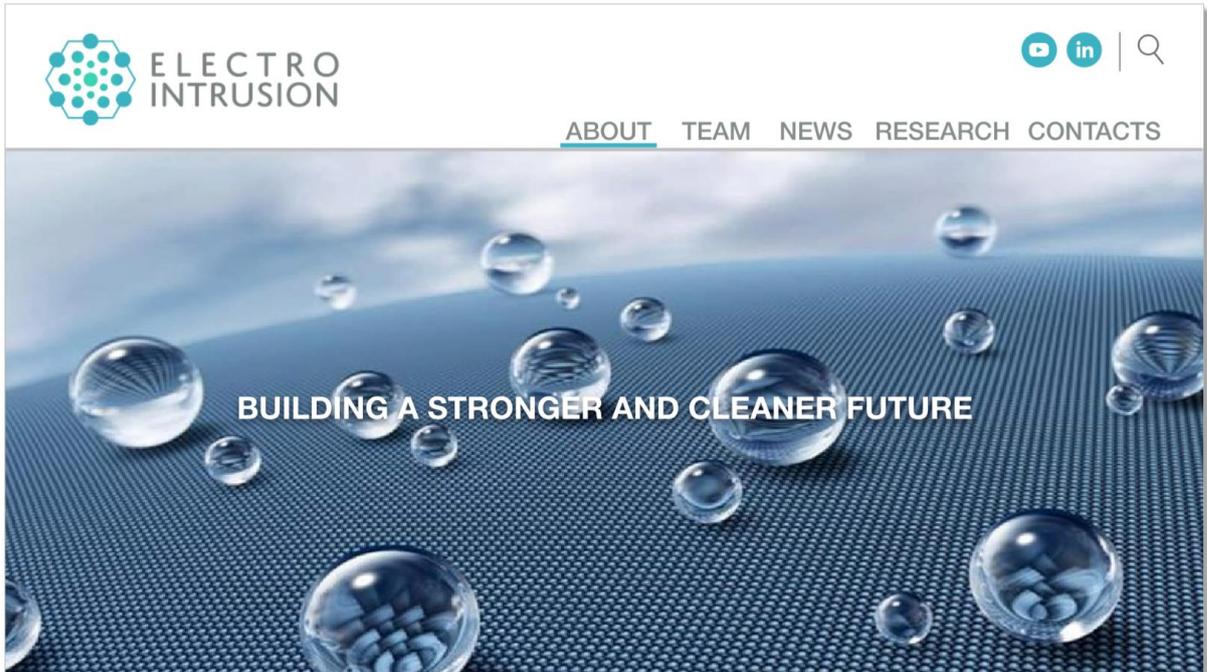


Figure 4.- Logo of the Electro-Intrusion project in a rendering of the webpage of the project. This rendering was prepared before selecting the payoff of the project, which is not reflected in the one shown in the figure.

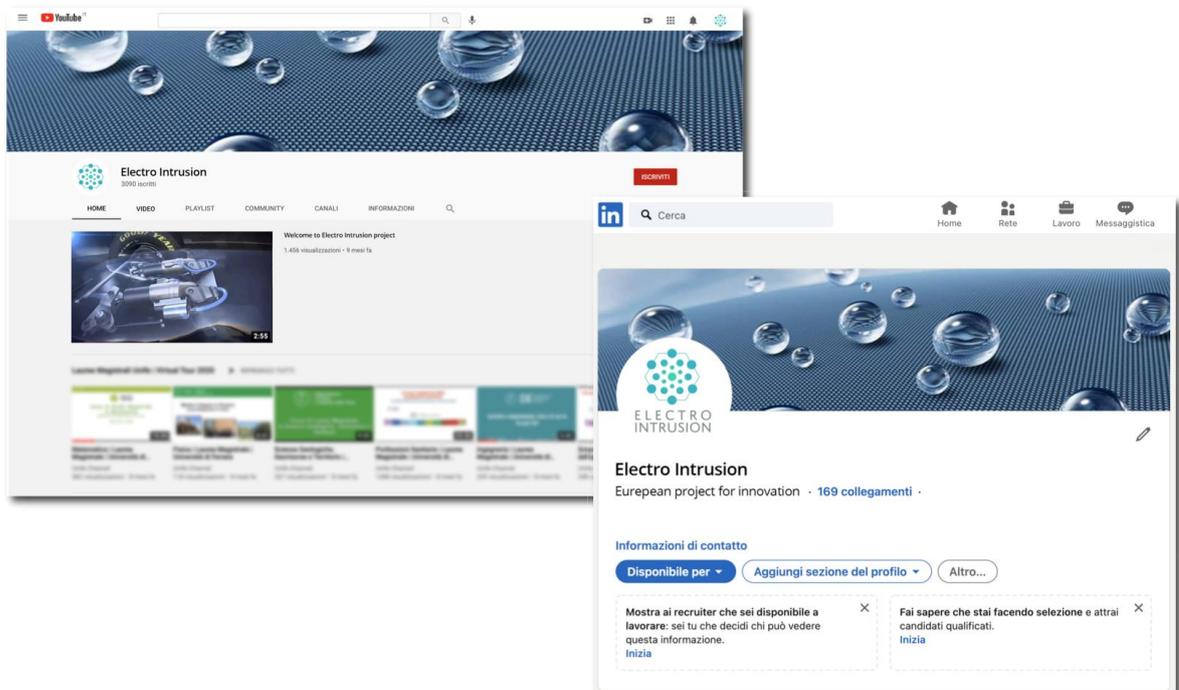


Figure 5.- Logo of the Electro-Intrusion project in a rendering of social media homepages (YouTube and LinkedIn).



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