



DELIVERABLE D5.3

Project promotional material

DISSEMINATION LEVEL: PUBLIC

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Authors	Sara Cella (USGM), Alessandra Pezzati (USGM)		
Contributors	Luca Del Zotto (USGM)		
Reviewer(s)	Prof. Stephen McPhail (ENEA)		



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1 EXECUTIVE SUMMARY

The present deliverable D5.3 is entitled “Project promotional material”. It is a public document of the SO-FREE project, prepared in the framework of WP5 “Communication, Dissemination and Policy promotion”. The objective of WP5 is to increase the project impact by connecting research and innovation activities to the public and professional audience. The project promotional material is one of the fundamental tools that will be used throughout the entire project duration to disseminate and communicate.

2 INTRODUCTION

2.1 Objectives and scope of the document

This document intends to give an overview of the SO-FREE project promotional material, highlighting the main features that make a dissemination tool or material immediately referable to SO-FREE. Leaflet, roll-up and newsletters will be used to present SO-FREE to interested parties. The visual identity allows an easier identification by the public and it ensures better visibility. Leaflets, roll-up and newsletters are only some of the many channels used to communicate and disseminate the project. Indeed, the promotion material is part of the bigger communication strategy that is carried out in the framework of WP5.

2.2 Structure of the deliverable

The following pages present the leaflet, roll-up and newsletters, their uses, and how they were elaborated.

3 SO-FREE LEAFLET

A promotional project leaflet for the large non-specialist community as well as the community of relevant stakeholders has been developed and distributed to partners’ organisations (to be further distributed through their networks and channels) and in public events. The leaflet is one of the instruments used to communicate to a wide audience about the capacity of micro-grids and storage solutions to achieve EU’s ambitious goals.

The leaflet is an A4 size sheet, printed on both sides. The sheet can be folded in three parts to create a smart-looking brochure. The visual identity guidelines have been respected, and the project’s logo is present.

The leaflet was created by USGM with a structure explained as follows.

3.1 SO-FREE leaflet structure

The front side presents the SO-FREE logo and motto, an illustration, the Consortium logos and the project lifetime. Great importance has been given to the “Process” section through a graphic: to engage with the project, people must be able to understand the main concept behind the project. Besides, the social media and the main contacts have been added in the last page. The EU emblem is present, along with the text “This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU) under grant agreement No 101006667. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and Italy, Austria, Finland, Germany, Poland, Netherlands, United Kingdom”, as required in the Grant Agreement. The EU emblem has the appropriate prominence.

The second side presents the SO-FREE project, the activities and the main project pillars. The goals, objectives, and expected results are highlighted, and so is the dissemination package.



Figure 1. SO-FREE Leaflet/1



Figure 2. SO-FREE Leaflet/2



4 SO-FREE ROLL-UP

A general project roll-up has been developed in order to be used for events and exhibitions where SO-FREE and/or its Consortium members have some space allocated, such as booths, stands. Some examples or locations where it will be used are exhibitions, fairs, and shows. The roll-up is one-sided. The visual identity guidelines have been respected, and the project's logo and motto are present. The roll-up presents the timeline of the project, the Consortium members and the main project objectives. Although relying on a brief description of the project, the roll-up aims to convey its messages by more graphical means. Finally, the EU emblem is included and has the appropriate prominence.



Figure 3. SO-FREE Roll-up



5 SO-FREE NEWSLETTER

The SO-FREE newsletter provides regular updates on progress and results, past and upcoming events and collaboration with related projects. The newsletter is produced using the newsletter management service Mailchimp, and it is sent to its subscribers by email. To ensure compliance with the General Data Protection Regulation (GDPR), we have a two-step verification process in place. This means that people who choose to subscribe to the newsletter need to confirm their identity by clicking on a link sent to their email when they sign up. Anyone who wishes to unsubscribe can do so at any time. Email addresses are not be used for any other purpose than for newsletter distribution, nor are they stored on the SO-FREE project's web server. The first SO-FREE newsletter issue was published in May 2022. At least two issues of the newsletter will be distributed each year.

6 SO-FREE PROMOTIONAL VIDEO

ENEA will record 1 project promotional video (M36) representing project results and products to support dissemination and exploitation activities. This video will be uploaded firstly in the Horizon Results Platform, the platform provided through the Funding & Opportunities site of the EC to showcase the results of all funded projects in the most impactful way. Secondly, it will be uploaded to Youtube and linked to the project webpage and all channels available to the Consortium. It will also be provided directly to interested parties and, most importantly, used as marketing material for project partners within and beyond SO-FREE.

7 CONCLUSIONS

The aim of the present deliverable 5.3 "Project promotional material" is to give a detailed overview on the project promotional materials created to be used throughout the project. By developing a professional joint image and appearance a sound basis for further dissemination and exploitation, SO-FREE project activities will be promoted according to the strategy described in dev 5.1 and will be immediately recognisable in the eyes of the stakeholders.