






H2020-EeB6-2015-680450-CREATE

Compact **REtrofit Advanced Thermal Energy storage**



D 9.2 Project description, leaflet and presentations

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1 Background

The objective of CREATE is to develop and demonstrate a heat battery, i.e. an advanced thermal storage system based on Thermo-Chemical Material (TCMs), that enables economically affordable, compact and loss-free storage of heat in existing buildings.

This deliverable (D9.2) aims to describe the activities that were carried on during the first six months of the CREATE project in order to prepare and support the project dissemination material and activities.

This document was compiled by FENIX, whereas different partners within the CREATE program have shared their expertise for this document. This document has also been reviewed by TNO and by the other partners within the CREATE program before publication.

2 References

2.1 Applicable Documents

	Document	Reference	Issue
AD-01	CREATE Grant Agreement	No. 680450	
AD-02	CREATE Consortium Agreement	No. 0100289706	
AD-03			

2.2 Reference Documents

Document	Reference
RD-01	
RD-02	
RD-03	

3 Terms, definitions and abbreviated terms

RP	Report
WP	Work package
D	Deliverable



4 Executive summary

The Deliverable D9.2 is a public document of the CREATE project, delivered in the context of WP9 Dissemination and exploitation of results, Task 9.2 Communication material. The objective of WP9 is to secure the successful dissemination of the CREATE project through the implementation and deployment of an awareness and dissemination plan.

The purpose of this document is to describe the activities that were carried on during the first six months of the CREATE project in order to prepare and support the project dissemination material, in particular including project logo, project templates, project description, leaflet, poster and project presentation in English language. The document describes in detail different types of dissemination materials produced, process and players that have contributed to their preparation and serves as tangible document for delivery of D9.2.



5 Introduction

The objective of WP9 is to secure the successful dissemination through the implementation and deployment of an awareness and dissemination plan to identify and organize the activities to be performed in order to promote the commercial exploitation of the project's results and the widest dissemination of knowledge from the project.

A relevant part of the dissemination activities foreseen in the project depends on the production of high quality dissemination material able to communicate project results and activities to the target audience. For this purpose, a group of initial dissemination tools were developed to support communication and dissemination, in particular:

- Project logo
- Project templates
- Project description
- PowerPoint project presentation
- Project leaflet
- Project roll-up poster

This document describes the delivered material that has been produced during the first six months of the CREATE project.



6 Project visual identity

Objectives of the project identity are:

- To develop a design structure that would accommodate standard project identity elements, a variable visual identity in various uses, and be able to convey thematic information when needed.
- To allow an immediate recognition of the CREATE project thanks to standardized communication templates meant for external audiences.
- To develop specific guidelines and structures related to such template such as a definite set of colors and/or typography. These guidelines should be applied to templates that are easy to adapt and understand to use by the project partners.

6.1 Project logo

Initial task for the dissemination material design is logo development. The logo has been created in vector resolution at the beginning of the project in order to define a project identity, and clearly to identify any kind of internal or public document (deliverables, reports, internal communications, publications, etc.).

There are two main versions of the CREATE logo: horizontal (footer) – Figure 1 and vertical (full) – Figure 2. Both versions have been designed to allow maximum flexibility of usage. As secondary versions of CREATE logo were created a minimal logo – Figure 3 and pattern logo – Figure 4, e.g. for use in document margins.

The project logo represents the heat battery that the CREATE project is going to develop.



Figure 1 Horizontal (footer) logo



Figure 2 Minimal logo

Figure 3 Vertical (full) logo



Figure 4 Pattern logo

The corporate image of CREATE rests upon the use of five colors: Blue, Brown, Orange, Red and Green. The CREATE logo font used is Raleway Thin.






	RGB: 187/151/127 HEX: #BB977F CYMK: 27/40/50/1
	RGB: 176/197/178 HEX: #B0C5B2 CYMK: 32/12/32/0
	RGB: 246/134/60 HEX: #F6863C CYMK: 0/58/85/0
	RGB: 213/56/39 HEX: #D53827 CYMK: 11/92/100/2
	RGB: 144/174/62 HEX: #90AE3E CYMK: 49/16/100/1

Figure 5 Palette of logo colors

It is important to follow and respect the project visual identity in order to maximize the impact on the audience. For this reason a Logo manual has been prepared, outlining the visual identity guidelines (types of project logo, color, logo usage, logo clear zone, relation to other logos, typography, file formats, applications and errors to avoid). The CREATE logo manual is available on the project website.



Figure 6 Logo manual

The Project logo can be used in the following cases:

- in all documents developed under the framework of the CREATE project; in documents to be submitted to the EC (e.g. deliverables);
- in project presentations and in dissemination material to be used for communication and dissemination activities carried out by each project participant under the framework of the project;
- on the CREATE website, and on websites of the project participants with a link to the project website.

6.2 Project Templates

Various formats of templates have been prepared (Word and PowerPoint) and developed in order to provide partners with “ready-to-be-used” documents that will comply with the corporate image.

These templates must be used by the partners whenever possible when the CREATE project is presented, for instance for press releases or presentations related to the project during events.

The font which has been selected, to be used for Word documents is Arial and for PowerPoint presentation is Calibri.



Figure 7 Template of Word document

Figure 8 Template of PowerPoint presentation



7 Dissemination material

For the first six months of the project initial dissemination material has been developed to support communication and dissemination activities of the CREATE project as part of the task T9.2 Communication material. The dissemination material was created preferably in the English language and will be updated every six months after the each project meeting following the project progression, considering the future translation to partners' mother languages. All dissemination material is available in the CREATE project Sharepoint and project website.

7.1 Project description

The two pages project description in the form of a flyer has been designed for the CREATE project by the end of month 1, describing context and concept of the project, prototype and pilot information, project objectives, and containing a website link and QR code, logos of partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Commission.



Figure 9 Project description



7.2 PowerPoint project presentation

The project presentation in PowerPoint has been designed for the CREATE project by the end of month 3 by FENIX. The project presentation describes context and concept of the project, and objectives and sub-objectives, and it gives information about work packages, prototype and piloting. Furthermore, contact information, a website link and QR code, partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Commission are given.





Figure 10 PowerPoint project presentation

7.3 Project leaflet

FENIX, who is responsible for any dissemination update related to any progress of the project, has designed and prepared the four pages leaflet (format A5, 210x147mm) for the CREATE project by the end of month 6 with a more general overview about the project.

The leaflet is describing context and concept of the project, main aims, objectives and sub-objectives of the project, prototype and pilot information. Furthermore it gives a website link and QR code, contact information, logos of partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Commission.

Following the project evolution, also a scientific leaflet is planned to be developed for the specific target audience.



Figure 11 Project leaflet

7.4 Project roll-up poster

The one page roll-up poster (format 85x200cm) has been designed for the CREATE project by the end of month 6 following the leaflet design by FENIX. The roll-up poster is describing context and concept of the project, project main aims, objectives and sub-objectives of the project, prototype and pilot information, as well as the website link and QR code, logos of partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Commission.



Compact REtrofit Advanced Thermal Energy storage

An economically affordable, compact and loss-free heat battery for existing buildings.

The main aim of CREATE is to develop and demonstrate a heat battery, i.e. an advanced thermal storage system based on Thermo-Chemical Materials (TCMs), that enables:

- Economical affordability:** For the existing building stock CREATE will reach at least a reduction of 15% of the net energy consumption with a potential Return-On-Investment shorter than 10 years.
- Compactness:** Novel high-density materials will be used in order to limit the use of the available space to a maximum of 2.5 m³ thermochemical material.
- No heat losses during storage:** This is an intrinsic material property of thermochemical storage technology, thereby enabling long-term storage.

The CREATE concept is based on advanced compact thermal storage for existing dwellings using thermochemical storage materials. The heart of the system consists of a vessel that contains a salt that is hydrated and dehydrated, which generates an energy effect. In the time between de-hydration and hydration the energy is stored in the salt. We envision two applications for the heat battery:

- 01 decentral thermal energy storage bridging supply and demand of renewable thermal energy
- 02 decentral grid-connected storage for increasing energy efficiency and introducing flexibility in the electricity grid, e.g. using a heat pump.

Schematic of the CREATE concept

CREATE is focusing the following sub-objectives:

- Stable & compact materials
- Efficient and high power energy discharge
- Long lifetime
- Safe and reliable operation
- Affordable technology
- Future value chain

PARTNERS

DEMONSTRATION

Implementation of the CREATE concept is foreseen in typical European dwellings. MOSTOSTAL will install a full scale solar TCS system delivered by the CREATE project. The system will be installed into a single family house in Warsaw, Poland, where a land climate delivers both cold winters and warm summers.

Single family DEMO house (provided by MOSTOSTAL by courtesy of the City of Warsaw)

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www.create-eu.eu

Figure 12 Project roll-up poster



8 Future work

It is currently foreseen that the following will be carried out in due course:

- Scientific leaflet creation
- Dissemination material translation to partners' language
- Continuous update of dissemination material based on the project progress
- Newsletter design
- Project promo video creation

The progress and results of these actions will be described in deliverables D9.3-D9.6.

9 Conclusion

All dissemination material – project description, leaflet, poster and project presentation – has been designed and created with the intention of updating them every 6 months following the project progress, and can be found on the project website public section – documents and on the CREATE Sharepoint. A scientific leaflet is planned to be created besides the commercial one for the specific target audience. Dissemination material has been created preferably in English language, considering future translation in partners' mother language.