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ECHO

EFFICIENT COMPACT MODULAR
THERMAL ENERGY STORAGE SYSTEM

D8.1 Communication basics (Project logo, website, brochure, poster)

Project information

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Project Website	echo-euproject.eu

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WP Leader	BEWH
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Dissemination Level

PU	Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)	**x**
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
Classified S-UE/EU-S	UE/EU-S – EU SECRET under the Commission Decision No2015/444	

Document Log

Version	Date	Description of Change
V1.0	06/04/2023	First draft
V2.0	21/04/2023	Revised document by EPHA, UFE and CNR
V3.0	26/04/2023	Final version

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1 Executive Summary

Deliverable 8.1 is a report on the Professional Communication material and tools developed at the beginning of the project to be used by the project consortium in order to have common project's graphic identity and to communicate project's objectives and expected results to a wide public.

Therefore, the main content of this document is focused on the description of the project graphic identity and the main tools already developed and in use by the Consortium.

2 Introduction

The ECHO's Professional Communication Basics consists in a series of materials that identify the project from a visual point of view, and some tools to be used for communication/dissemination purposes without asking prior advice on contents. However, project partners are always required to inform the Communication and Dissemination Manager about the specific channels where the Communication material will be used (Event, articles, conferences, meetings, social media…).

The Communication basics of ECHO project is composed by:

1. ECHO logo
2. Project website
3. Brochure
4. Poster 100X70

Additional communication material, such as an introductory project video, are being developed to support partners in dissemination and communication activities. A package of templates with a common graphic identity has been shared inside the project private area to be used for official reporting and documents.

The Project Communication basics will be published and downloadable for free from the page DOWNLOAD of the website.

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3 Project logo and graphic identity

The project logo has been developed by BEWH, with the contribution of all partners, and it will be used for all communication activities. The definition of the graphic identity started at the beginning of the project, taking as inspiration a draft logo (Figure 1) developed by CNR and EPHA during the proposal submission phase. This first draft represented the complexity of the thermal energy storage system the project will develop, using a simple and modern graphic identity. These concepts are at the basis of the development of some proposals the Project Coordinator evaluated (see Figure 2). Among these 5 alternatives, CNR chose to work on the first two proposals, making some changes in the colours. During the project kick-off meeting, BEWH presented the final four alternatives and partners were asked to select the one which better represented the project.

Figure 1: ECHO logo - first draft

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Figure 2: 5 logo proposal developed.

Figure 3: latest 4 logo proposals presented during the kick-off meeting.

The selected logo was “proposal 3” and it has been designed in two versions: a simple version with the project acronym (Figure 4) and a complete version with the project full name (Figure 5) (both coloured and white).

A manual that describes how to use the logo, the colours and the fonts to be used was developed and shared among the partners; this manual gives also advice on how to place the EU flag and the funding statement together with the project logo. It is possible to see the Logo design specification manual in Annex I.

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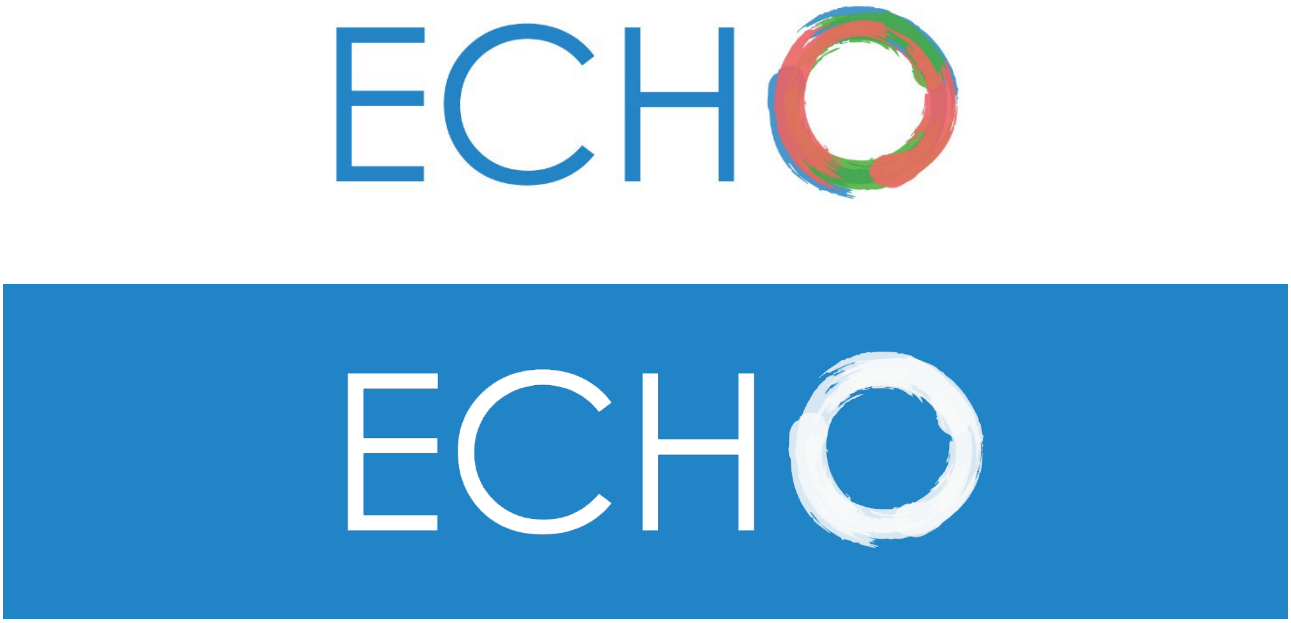

Figure 4: Project logo - simple version

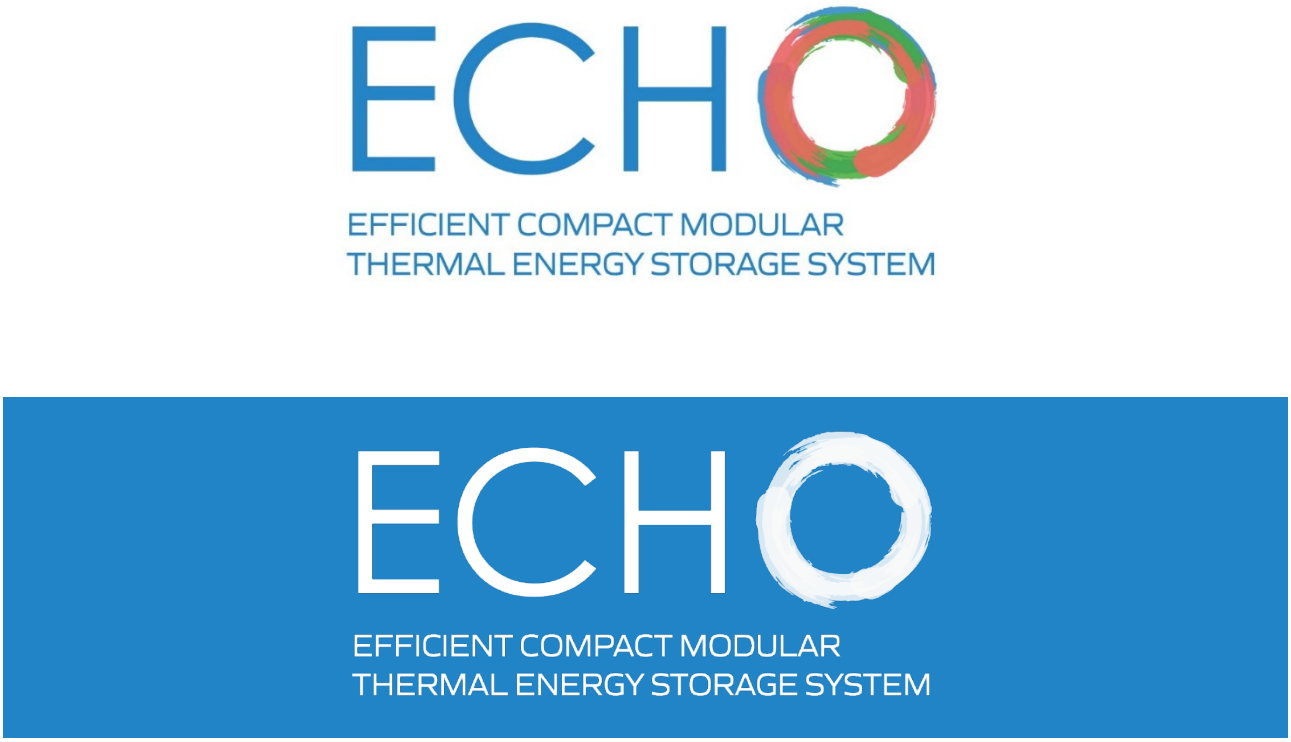

Figure 5: Project logo - full version

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4 Project website

To ensure maximum visibility to the ECHO objectives and results, BEWH set up a project website registered in the "eu" domain and with intuitive URLs to increase hit rates: https://echo-euproject.eu/.

ECHO website provides:

- A brief overview of the project and further details about its objectives, structure and expected impacts.
- The composition of the project consortium, the links to the partners' websites and the contacts of the Project Coordinator and the Dissemination Manager.
- Access to the project public deliverables and to the dissemination material prepared (e.g., brochures, posters, press release and presentations).
- Information about ECHO news and events, such as ECHO meetings and workshops, as well as conferences and external events where the project will have an active role (e.g., presentation of paper(s), organisation of sessions, stands with demos, etc.).

The public website has several sections and sub sections devoted to present the project to external visitors, all accessible from the home page and described into details in the following paragraphs.

In each section, at the bottom of the pages, you can find:

- ✓ the acknowledgement of the EU co-funding, also by the inclusion of the relevant logo claiming "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate Infrastructure and environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them".
- ✓ the logos of ECHO social profiles: Twitter and LinkedIn;
- ✓ some ECHO project details.

Using the main menu, it is possible to visit several pages (Figure 6):

- Home
- About
- Status
- Partners
  - Cluster
- News and Events
- Publications
- Contacts

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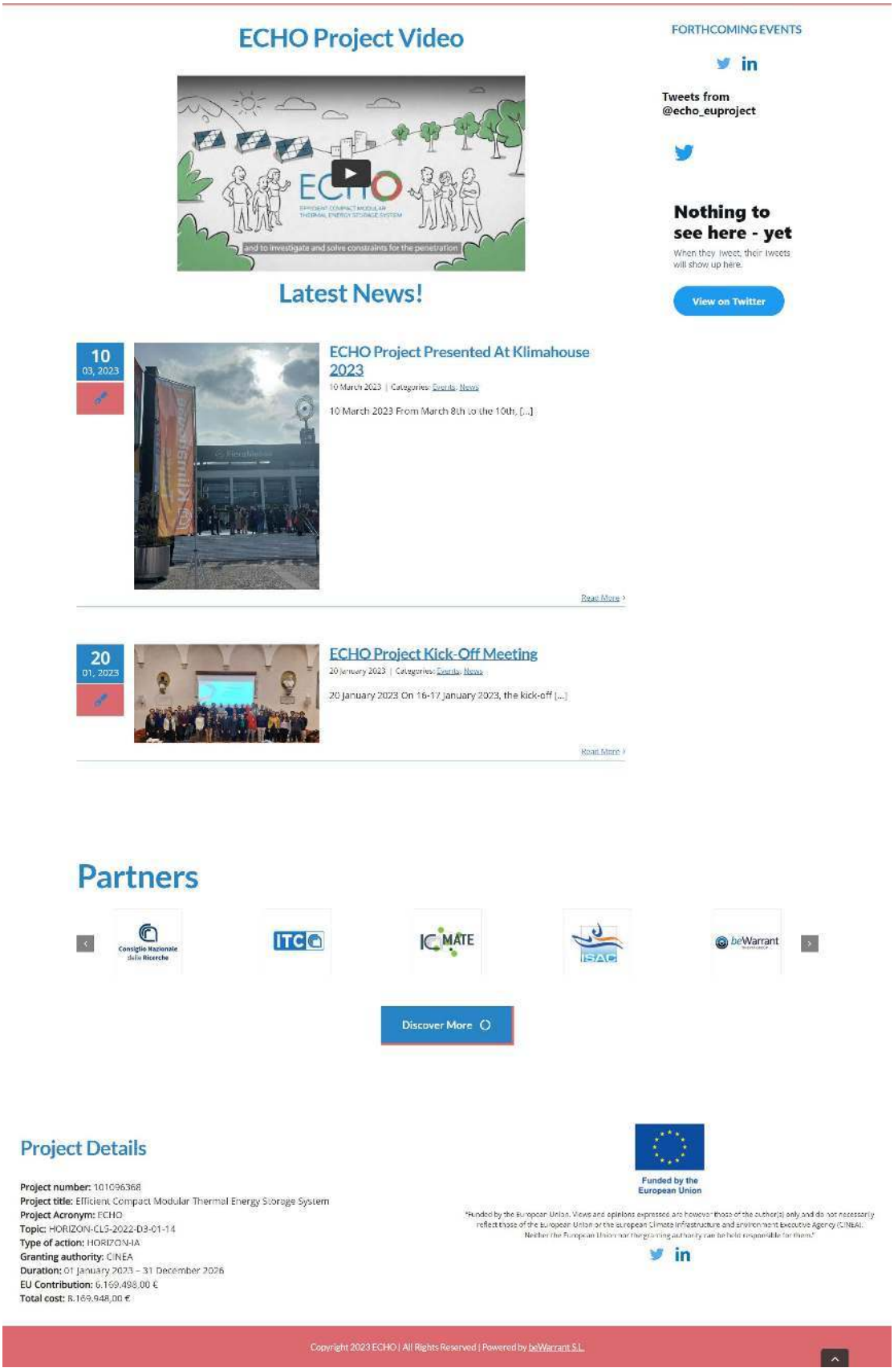

Figure 6: ECHO project website - Home page

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4.1 About

The label “About” on the main menu is linked to a page (see Figure 7) dedicated to project objectives, expected impacts and the methodology used by partners to reach project goals.

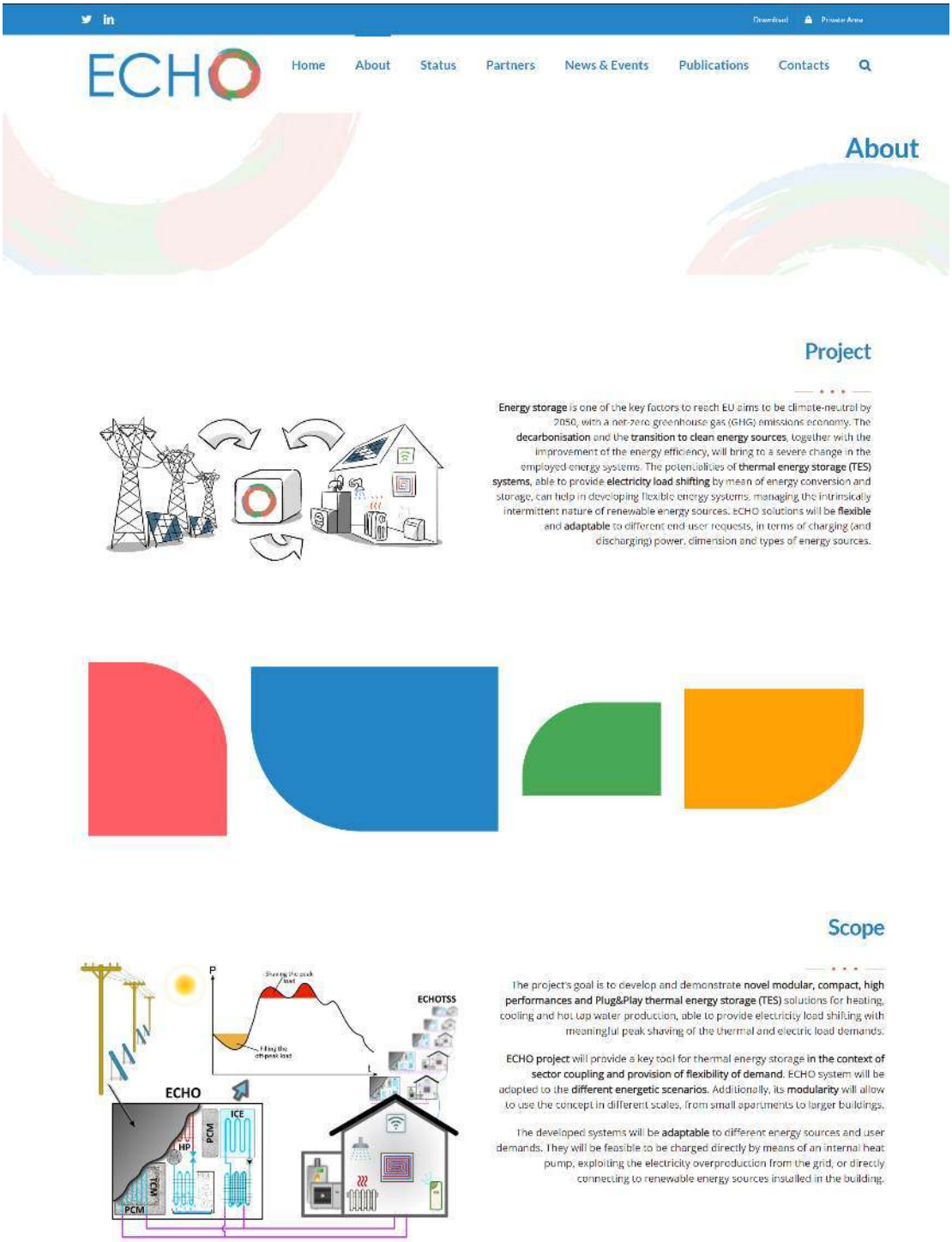

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Figure 7: ECHO project website – About

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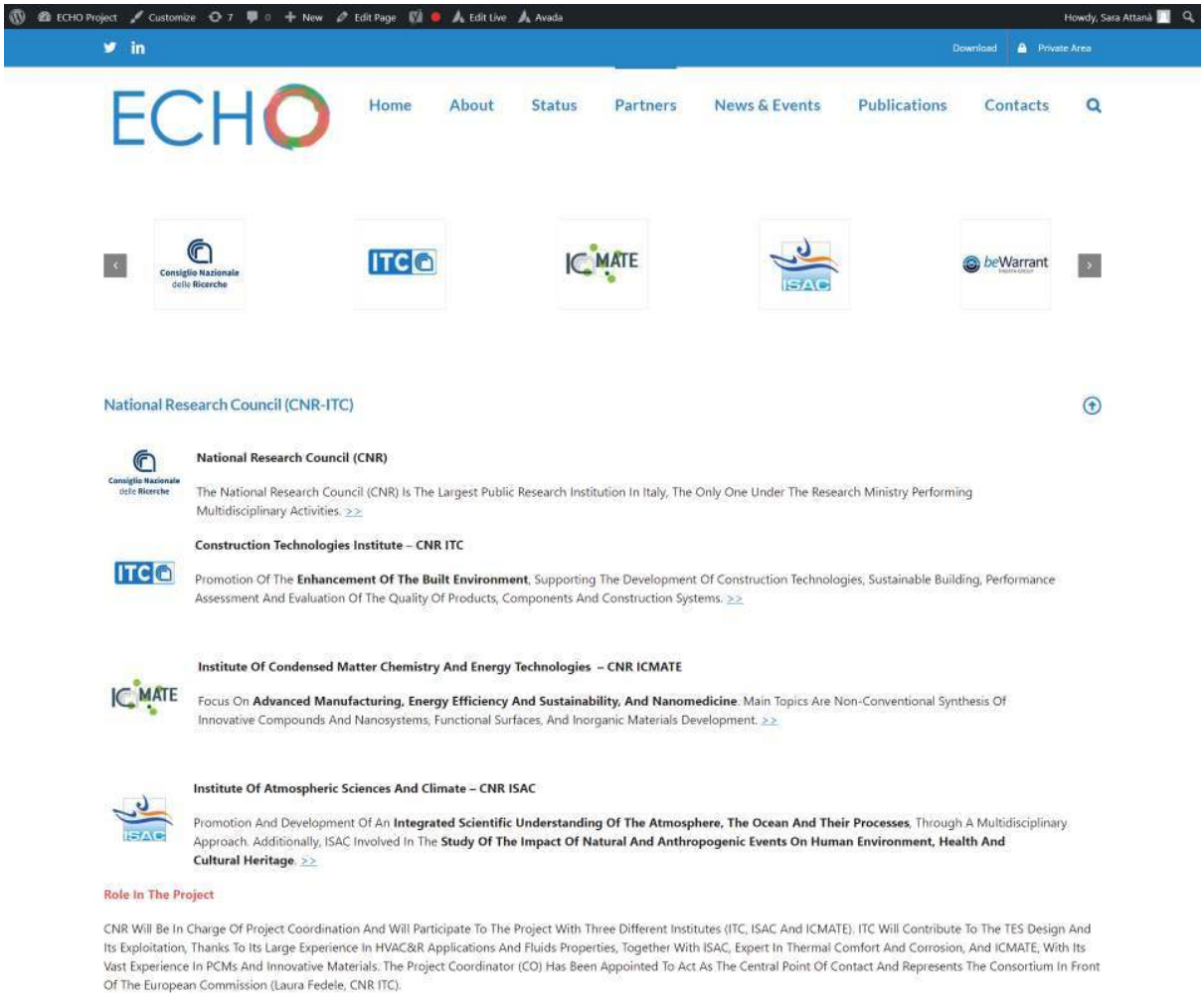
4.2 Status

The “Status” page (see Figure 8) is dedicated to the development of project activities: every work package is coupled with its percentage of development.

Figure 8: ECHO project website –Status

4.3 Partners

In this section (see Figure 9), the list of ECHO's partners is displayed. For each partner the logo is shown with a brief description of the company and its role in the project. In the subsection entitled "Cluster" accessible from the main menu, a page dedicated to ECHO's sister projects will be created.



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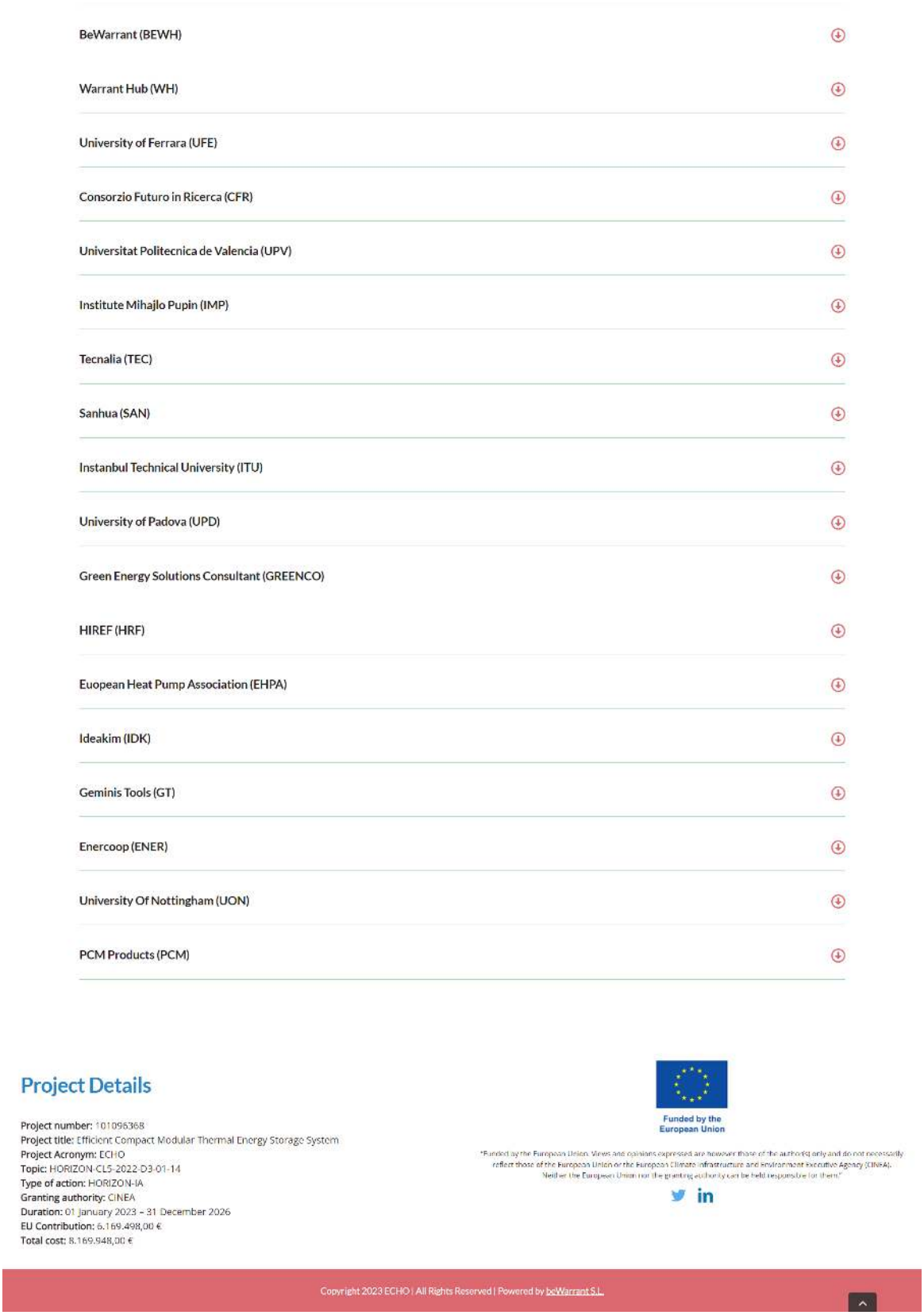

Figure 9: ECHO project website – Partners

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4.4 News and Events

This page is dedicated to the project past events, meetings, latest news and forthcoming events (Figure 10). A column on the right contains the project social wall, that is the Twitter feed and the links to project social accounts.

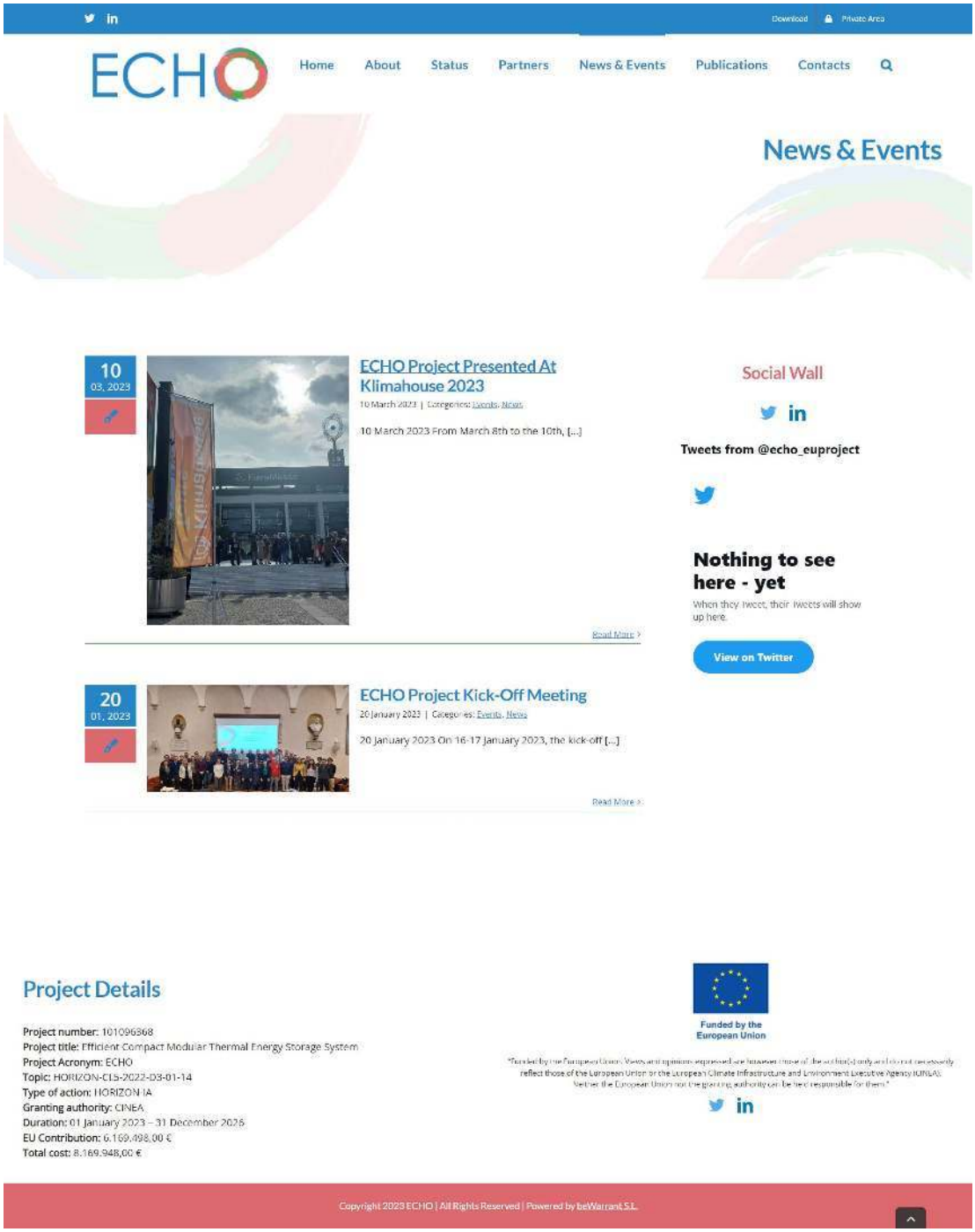

Figure 10: ECHO project website – News and Events

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4.5 Publications

In this page the visitor can read all the articles related to ECHO, published on the web and on the press. Moreover, it will be possible to read the scientific publication published by the project partners.

4.6 Contacts

This section (see Figure 11) enables people to get in touch easily with the Project Coordinator and the Dissemination Manager whose membership organization, link to their LinkedIn profiles, and e-mail address are provided. Moreover, the contacts of work packages leaders are available for direct contact on more technical and specific enquiries.

Figure 11: ECHO project website – Contacts

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4.7 Download

On the top menu, it is possible to find the link called “Download” that will enable people to download all the public communication material and the public deliverables.

4.8 Private Area

The label “Private Area” on the top menu is linked with a Share Point space managed by BEWH. This website is reserved to partners only with the aim of sharing project’s documents and information in an easy and safe way.

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5 Project brochure

The main objective of the project brochure is to provide ECHO audience an attractive and written project overview and a summary of the main project objectives and characteristics.

To assist the dissemination effort, the attractive and professional brochure (Figure 12) is published on the project website.

The text is designed considering not only experts, but also an interested non-specialist. Furthermore, the brochure includes the website address, the project details and provides basic information on ECHO's Consortium. All partners' logos are also displayed.

The brochure is available in PDF format so that it can be electronically circulated or printed out to hand it out at conferences or other events.

Figure 12: ECHO project brochure

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6 Project Poster

The main purpose of the poster is to catch the audience attention. The poster focuses on the visual aspects and its content has been designed to be clear and easily understandable by the target end users (see Figure 13).

Regarding the layout and design, the poster shows the ECHO project's logo and the colours emphasizing the link to the project´s graphic.

From the content point of view, the poster illustrates project objectives, expected impacts as well as all partners' logos. The main project details can be found at the bottom part.

It is possible to download it from the project website.

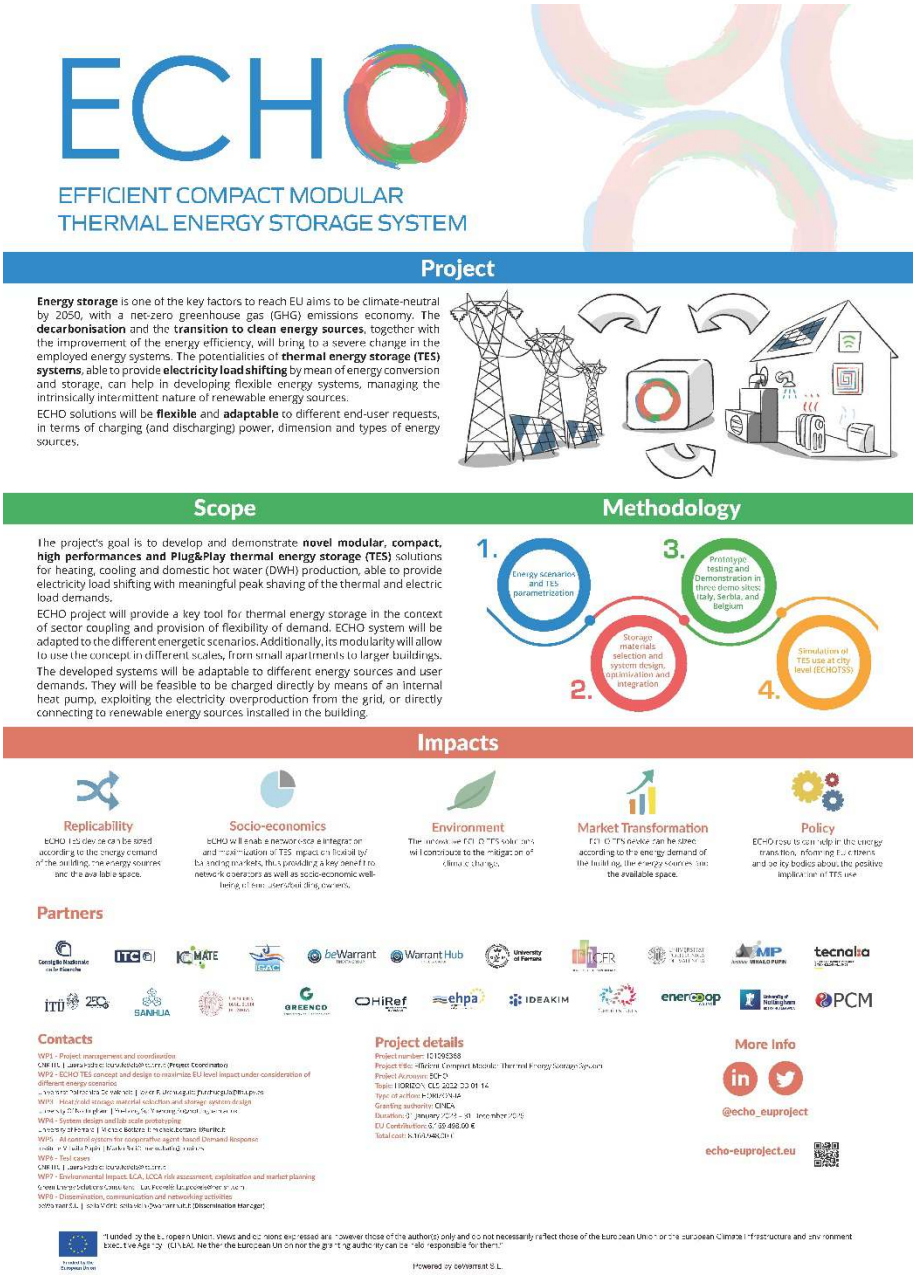

Figure 13: ECHO project poster

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7 Other Dissemination material

7.1 Roll-up

Two different version of a general roll-up were developed at the beginning of the project and shared with the partners with the aim of using it during events (see Figures 14 and 15).

Figure 14: ECHO roll-up

Figure 15: ECHO roll up - second version

7.2 Project video

A 2:49 minutes video about ECHO project was produced to disseminate the objectives and expected impact of the project to policy makers, stakeholders and to the general public.

The video was uploaded on ECHO project website and YouTube channel at the following link: https://youtu.be/NfLfwBw4YqM

Video production has been managed by BEWH and the support of a professional video maker. The script of the video was drafted in collaboration with the Project Coordinator (CNR).

The video intends to give an overview of ECHO project objectives, from the problem the project intended to solve until the expected results.

To explain scientific and technical issues concerning the project in an easier and effective way, it was chosen to develop an animated video.

The video is provided with English subtitles to improve accessibility.

7.2.1 Making the video: process steps

Consultation

A dedicated team consisting of a production manager, a graphic designer, a scientific editor, and an animator has been set up for the development of the project video. Some initial ideas and understanding in detail have been collected to exactly build how you see the story being told.

Script development

Following the initial consultation, a detailed script has been written forming the basis of the film and the development of the storyboard.

Feedback

This process is crucial during script development. After approval, it is moved onto the next stage.

Script writing

A finalized version of the script has been written and used for the next stage of the process.

Storyboarding

A series of stills has been used to tell the story in pictures; any character design has also been done during this process.

Animation planning

This stage is connected to the above and started once the storyboarding has been confirmed.

Animation

This is where the bulk of the work is carried out, by animating the film in line with the storyboard. This required regular feedback during the process and has been coordinated by the dissemination manager.

Editing

This was an ongoing process to ensure that any tweaks and edits were made as and when they were needed.

Voiceover

A professional voice over of any narrative has been recorded and applied to the film.

Sound design

Once the animation itself has been finalized, a complete set of sound effects has been added. This adds another dimension to the film and adds further impact to how the story is told.

Music

Connected to the point above, an engaging background track has been selected to again add an additional mood and help to create more of an impact. Music was professionally sourced or produced especially.

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Text and graphics

Supporting text and graphics have been created and added where and if necessary.

Hosting

All content has been sourced, produced, and hosted for the project. All legal ownership of copyright has also been transferred across.

Promotion

Furthermore, the video will be promoted on ECHO project YouTube Channel at the following link: https://youtu.be/NfLfwBw4YqM

Other social media platforms (Vimeo, LinkedIn, Twitter, etc.) have been used too for hosting and for large distribution. The video is published and promoted on the project website, and it will be used to present in an easier way project objectives.

7.2.2 Script

Here is the script of the video:

The European Union aims to reach a net-zero greenhouse gases (GHGs) emissions economy by 2050. Energy storage is a key factor in this green transition.

The actual market of energy storage systems is mainly focused on electricity storage solutions with consequences in terms of availability, costs, and environmental impact.

ECHO is a European project with the aim to develop an alternative ***system exploiting thermal energy storage (TES) solutions.*** *ECHO will be compact, flexible, modular, plug&play, sustainable, and digitally controlled.*

TES solutions are based on the optimization of thermochemical materials (TCMs), combined with phase change materials (PCMs), for space heating and cooling, hot tap water production and ice storage.

ECHO will be feasible to be charged in different ways:

- *exploiting the electricity overproduction from the grid;*
- *directly connecting to renewable energy sources installed in the building.*

Electrical energy can be converted in thermal energy by means of a heat pump.

ECHO system will be designed for different energetic scenarios and different scales, from small apartments to larger buildings.

The project results will be validated in a first lab prototype and then in three different demo sites in Italy, Serbia and Belgium. Meanwhile in the cities of Bilbao and Valencia, the operation of widely diffused TES systems will be simulated at city level. Impact and potentialities of ECHO technologies at a large scale will be tested with an agent-based transaction simulation system (ECHOTSS) to define how individual small-scale systems could operate synchronically in different markets.

ECHO will demonstrate the sustainability of TES solutions in terms of abatement of greenhouse gases emissions, energy peak load shaving and costs avoidance in the residential sector.

The project will even contribute to aware EU citizens and policy bodies about the positive implication of TES and to investigate and solve constraints for the penetration of such technologies on the mid-to-long term.

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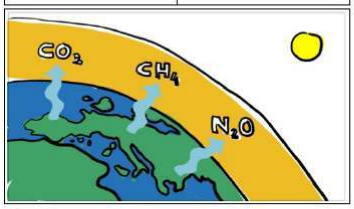
7.2.3 Storyboard

ECHO Efficient Compact Modular Thermal Energy Storage System — Page 1/6

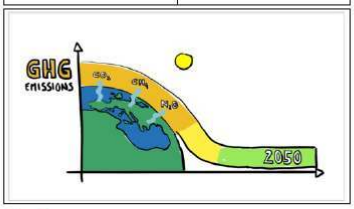
Scene	Panel
1	1



Speaker
The European Union aims to reach a net-zero greenhouse gases (GHGs) emissions economy...

Action Notes
The atmosphere is coloured in orange. CO2 - CH4 - N2O appears.

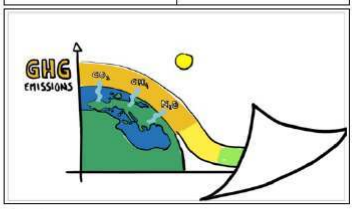
Scene	Panel
1	2



Speaker
...by 2050. Energy storage is a key factor in this green transition.

Action Notes
A zoom out of the camera reveals the emissions reduction graphic.

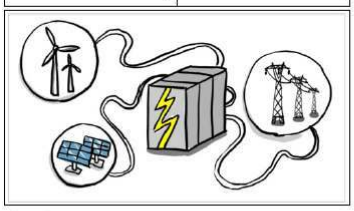
Scene	Panel
1	3



Speaker
–

Action Notes
The page turns

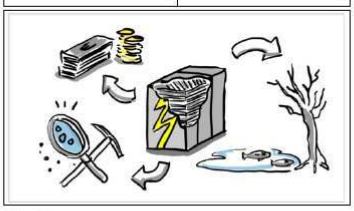
Scene	Panel
2	1



Speaker
The actual market of energy storage systems is mainly focused on electricity storage...

Action Notes
An energy storage unit appears. Cables are drawn connecting it to energy sources.

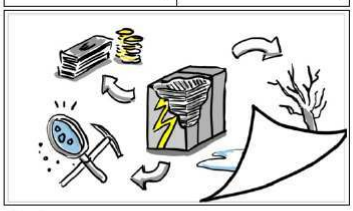
Scene	Panel
2	2



Speaker
...solutions with consequences in terms of availability, costs and environmental impact.

Action Notes
The energy storage opens revealing its construction, and the impact consequences.

Scene	Panel
2	3



Speaker
–

Action Notes
The page turns

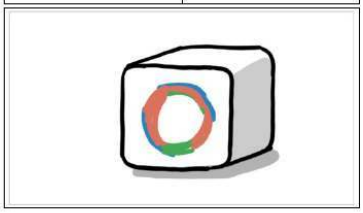
ECHO Efficient Compact Modular Thermal Energy Storage System — Page 2/6

Scene	Panel
3	1

Speaker
ECHO is a European project with the aim to develop an alternative system exploiting thermal energy storage (TES) solutions.

Action Notes
The ECHO logo appears.

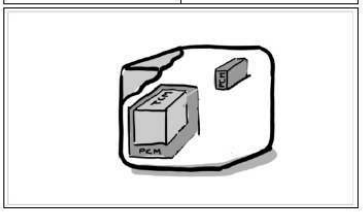
Scene	Panel
4	1



Speaker
ECHO will be compact, flexible, modular, plug&play, sustainable, and digitally controlled.

Action Notes
The O of the logo is now on a new energy storage unit.

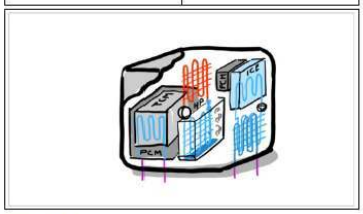
Scene	Panel
4	2



Speaker
TES solutions are based on the optimization of thermochemical materials (TCMs), combined with phase change materials (PCMs),...

Action Notes
The construction of the unit is revealed showing PCM and TCM materials combination.

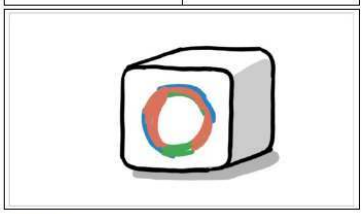
Scene	Panel
4	3



Speaker
... for space heating and cooling, hot tap water production and ice storage.

Action Notes
Other modules of the unit appear.

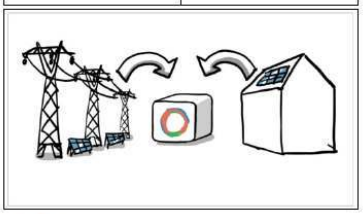
Scene	Panel
4	4



Speaker
ECHO will be feasible to be charged in different ways: · exploiting the electricity ...

Action Notes
The unit surface appears again.

Scene	Panel
4	5



Speaker
...overproduction from the grid; directly connecting to renewable energy sources installed in the building.

Action Notes
With a zoom out movement electric grid and a house appear.

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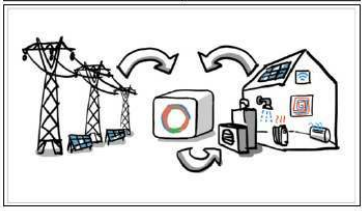
ECHO Efficient Compact Modular Thermal Energy Storage System Page 3/6

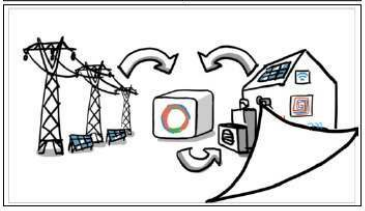
Scene	Panel
4	6



Speaker
Electrical energy can be converted in thermal energy by means of a heat pump.

Action Notes
The heat pump to convert energy appears, showing the different uses of the energy.

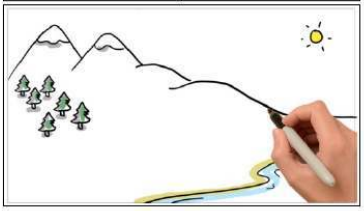
Scene	Panel
4	7



Speaker
--

Action Notes
The page turns.

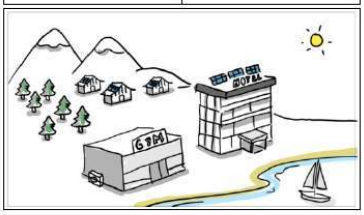
Scene	Panel
5	1



Speaker
ECHO system will be designed for different energetic scenarios...

Action Notes
The hand draws a panorama with mountains and sea.

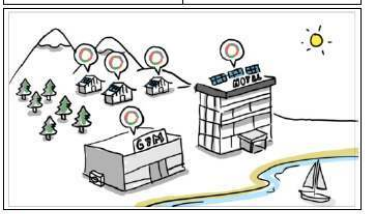
Scene	Panel
5	2



Speaker
... and different scales,

Action Notes
Buildings of different scale appears.

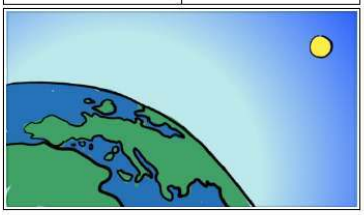
Scene	Panel
5	3



Speaker
from small apartments to larger buildings.

Action Notes
The O of echo logo appears over the buildings.

Scene	Panel
6	1

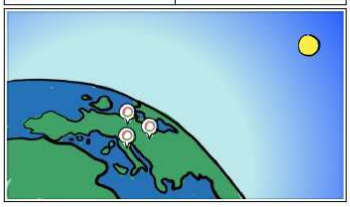


Speaker
The project results will be validated in a first lab prototype...

Action Notes
The earth view from space appears.

ECHO Efficient Compact Modular Thermal Energy Storage System Page 4/6

Scene	Panel
6	2



Speaker
.. and then in three different demo sites in Italy, Serbia and Belgium.

Action Notes
The O icons appears over Italy, Serbia and Belgium.

Scene	Panel
6	3

Speaker
Meanwhile in the cities of Bilbao and Valencia, the operation of ...

Action Notes
The hand writes the names of the cities.

Scene	Panel
6	4

Speaker
...widely diffused TES systems will be simulated at city level.

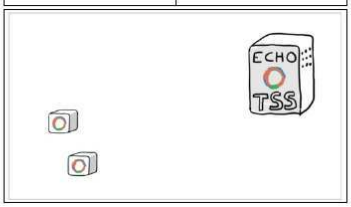
Action Notes
--

Scene	Panel
6	5

Speaker
--

Action Notes
The page turns

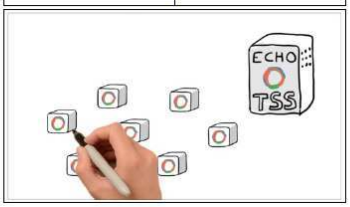
Scene	Panel
7	1



Speaker
Impact and potentialities of ECHO technologies ...

Action Notes
Echo unities apperas in front of the ECHO TSS

Scene	Panel
7	2



Speaker
...at a large scale will be tested with an agent-based transaction...

Action Notes
The hand draws connections between the units

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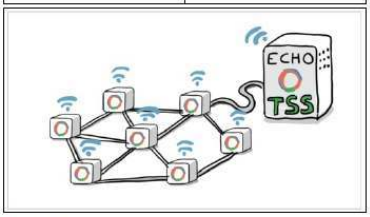
ECHO Efficient Compact Modular Thermal Energy Storage System Page 5/6

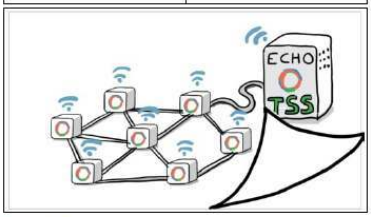
Scene	Panel
7	3



Speaker
...simulation system (ECHOTSS) to define how individual small-scale systems could operate synchronically in different markets.

Action Notes
A wi-fi signal appears over the units.

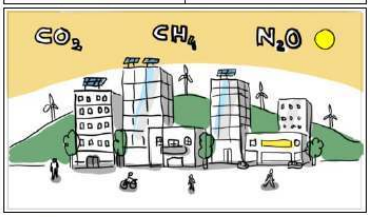
Scene	Panel
7	4



Speaker
--

Action Notes
The page turns

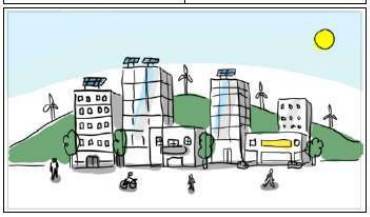
Scene	Panel
8	1



Speaker
ECHO will demonstrate the sustainability of TES solutions in terms of abatement of greenhouse gases emissions, ...

Action Notes
Some buildings with people appears. The sky is orange.

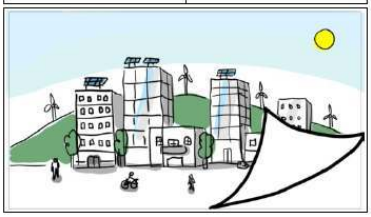
Scene	Panel
8	2



Speaker
...energy peak load shaving and costs avoidance in the residential sector.

Action Notes
The sky turns light blue.

Scene	Panel
8	3



Speaker
--

Action Notes
The page turns

Scene	Panel
9	1

Speaker
The project will even contribute to aware EU citizens and policy bodies about the positive implication of TES ...

Action Notes
The hand draw the panorama with people.

ECHO Efficient Compact Modular Thermal Energy Storage System Page 6/6

Scene	Panel
9	2

Speaker
...and to investigate and solve constraints for the penetration of such technologies on the mid-to-long term.

Action Notes
The logo appears.

Scene	Panel
10	1

Speaker
--

Action Notes
Partners and credits appear.

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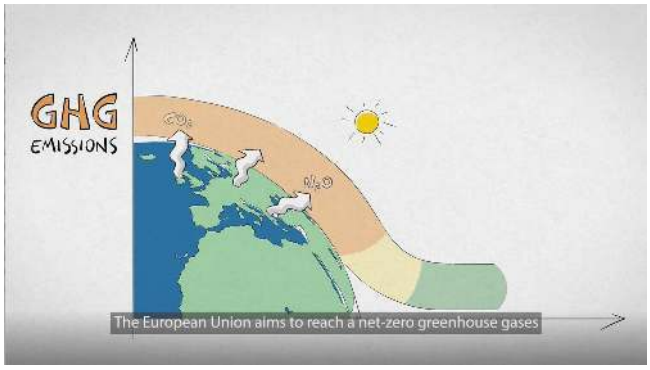
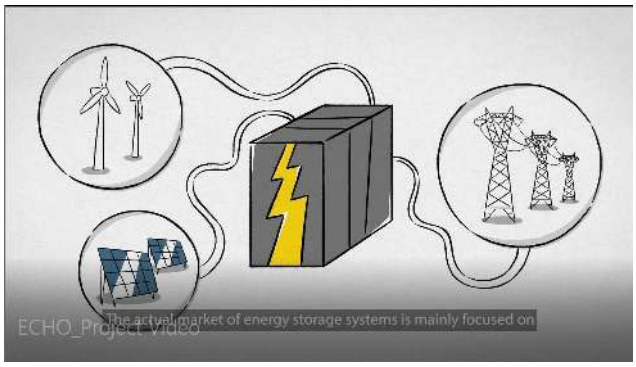
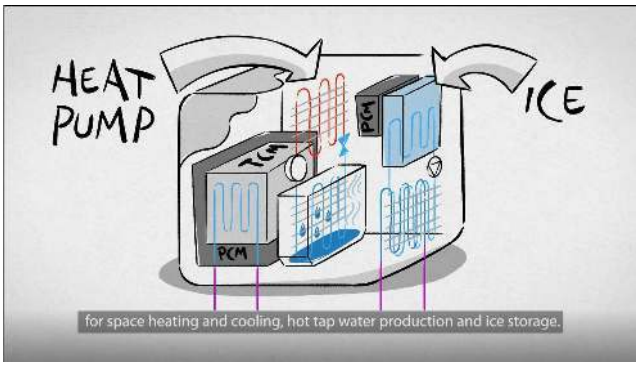
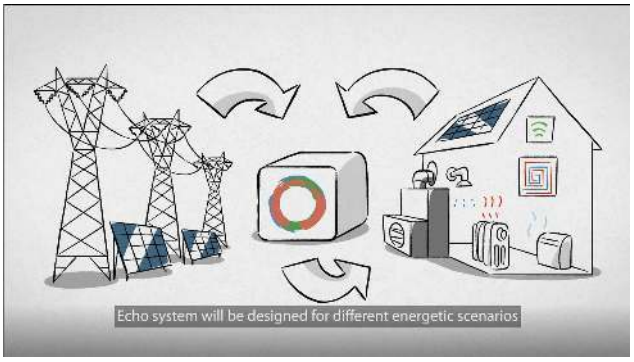
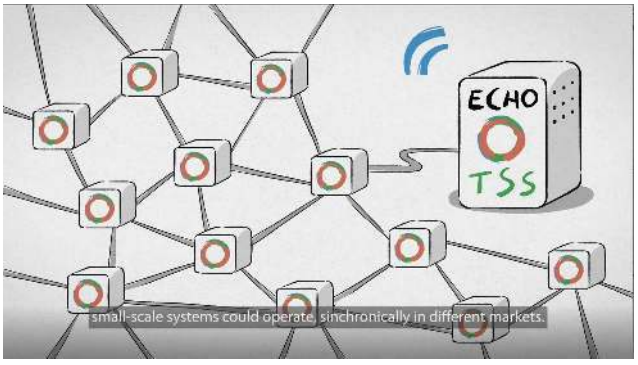
7.2.4 Video frames











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7.3 Project templates

Project templates are internal tools to use in order to produce documents with a common structure and graphic identity. The developed templates are:

- The project deliverable template;
- The project minutes template;
- The project agenda template;
- The WPs presentation template.

All templates have been shared with project partners in ECHO's SharePoint. Next sections include screenshots of each template's main sections.

7.3.1 Project Deliverable templates

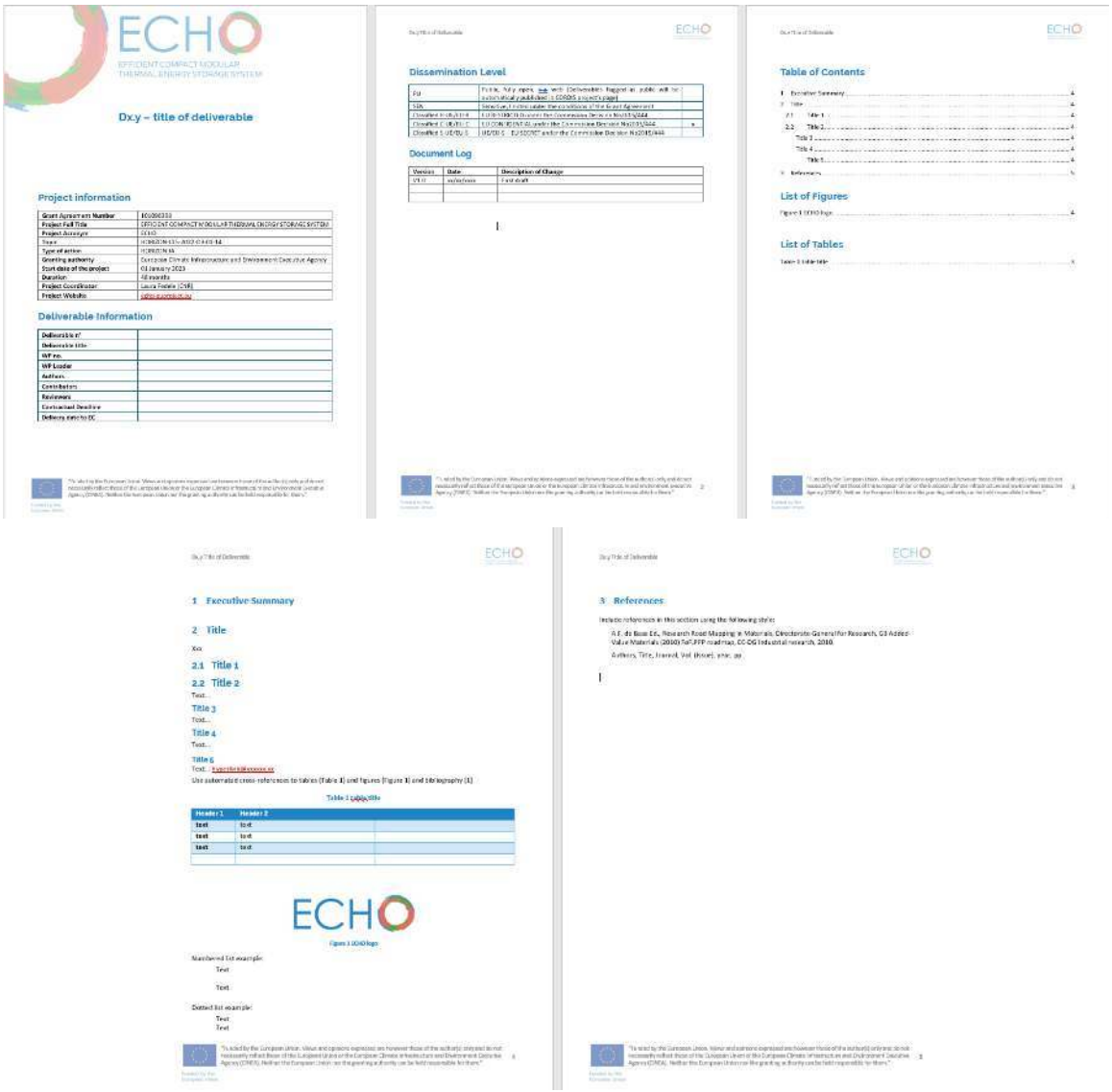

Figure 16: ECHO project deliverable template

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7.3.2 Project minutes template

XXXXXXX MEETING – MX

Minutes
Project Information

Grant Agreement Number	101096368
Project Full Title	EFFICIENT COMPACT MODULAR THERMAL ENERGY STORAGE SYSTEM
Project Acronym	ECHO
Topic	HORIZON-CL5-2022-D3-01-14
Type of action	HORIZON-IA
Granting authority	European Climate Infrastructure and Environment Executive Agency
Start date of the project	01 January 2023
Duration	48 months
Project Coordinator	Laura Fedele (CNR)
Project Website	echo-euproject.eu

Meeting Information

Date	
Location	
Start time	
End time	
List of Annexes	
Recorder	Name Surname (PARTNER SHORT NAME)
Reviewers	Name Surname (PARTNER SHORT NAME)

PARTNER SHORT NAME	NAME & SURNAME	SIGN
1. CNR		
2. BEWH		
3. UFE		
4. UON		
5. UPV		
6. IMP		
7. TEC		
8. ITU		
9. SAN		
10. UPD		
11. GREENCO		
12. HSF		
13. EHPA		
14. IDK		
15. PCM		
16. GT		
17. ENER		

Day 1 – Month – DD[st] YYYY – XXXXXX MEETING – Mx

TIME (CET)	Title	PARTNER SHORT NAME Name & Surname
Resume of the session		
TIME (CET)	Break	
TIME (CET)	WP1	PARTNER SHORT NAME Name & Surname
Resume of the WP1 status		
TIME (CET)	WP2	PARTNER SHORT NAME Name & Surname
Resume of the WP2 status		
TIME (CET)	WP3	PARTNER SHORT NAME Name & Surname
Resume of the WP3 status		
TIME (CET)	WP4	PARTNER SHORT NAME Name & Surname
Resume of the WP4 status		
TIME (CET)	WP5	PARTNER SHORT NAME Name & Surname
Resume of the WP5 status		

TIME (CET)	WP6	PARTNER SHORT NAME Name & Surname
Resume of the WP6 status		
TIME (CET)	WP7	PARTNER SHORT NAME Name & Surname
Resume of the WP7 status		
TIME (CET)	WP8	PARTNER SHORT NAME Name & Surname
Resume of the WP8 status		
TIME (CET)	Action plan for the next 6 months	Laura Fedele (CNR)
Resume of the Action plan for the next 6 months		
TIME (CET)	Closing of the meeting	

Figure 17: ECHO project minutes template

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7.3.3 Project agenda template

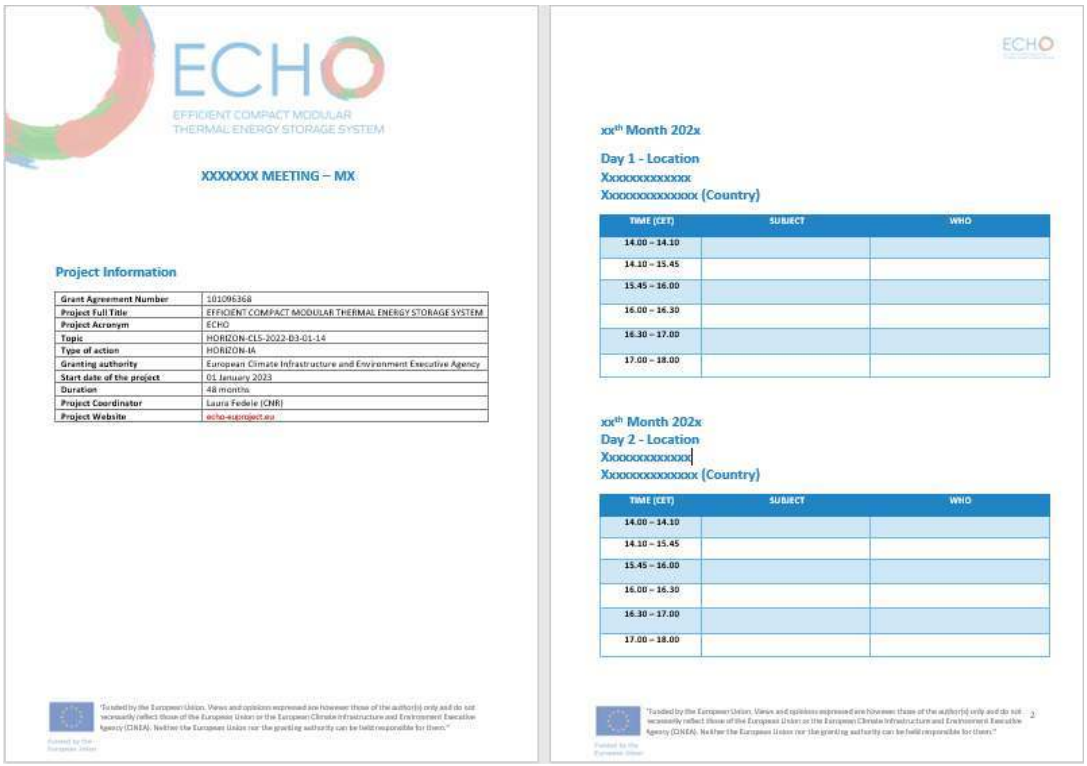

Figure 18: ECHO project agenda templates

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7.3.4 WPs presentation template

Figure 19: ECHO project meeting template

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8 Conclusion

ECHO Communication basics are the main tools to be used for dissemination and communication purposes. They will be periodically updated by BEWH with the contribution of all the partners of the project. The most dynamic tools for the dissemination of projects results and events will be the webpage and social media profiles. In particular, a section dedicated to the results of the project will be created in the webpage to publish data and images of the materials and technologies developed in the project. Nevertheless, the poster and the brochure will also be updated with the project results and new communication tools will be developed along the project to support dissemination and communication activities.

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9 Annex I

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G.A. n. 101096388

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LOGOTYPE + PROJECT ACRONYM

To be used in SMALL dimensions. Advised when the backround is uniformally colored (eg. light photography or light illustration).

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LOGO + PROJECT TITLE

EFFICIENT COMPACT MODULAR
THERMAL ENERGY STORAGE SYSTEM

To be used in BIG dimensions for TEMPLATE PRESENTATION ,BANNER FOR EVENTS or whenever the project title is readable.

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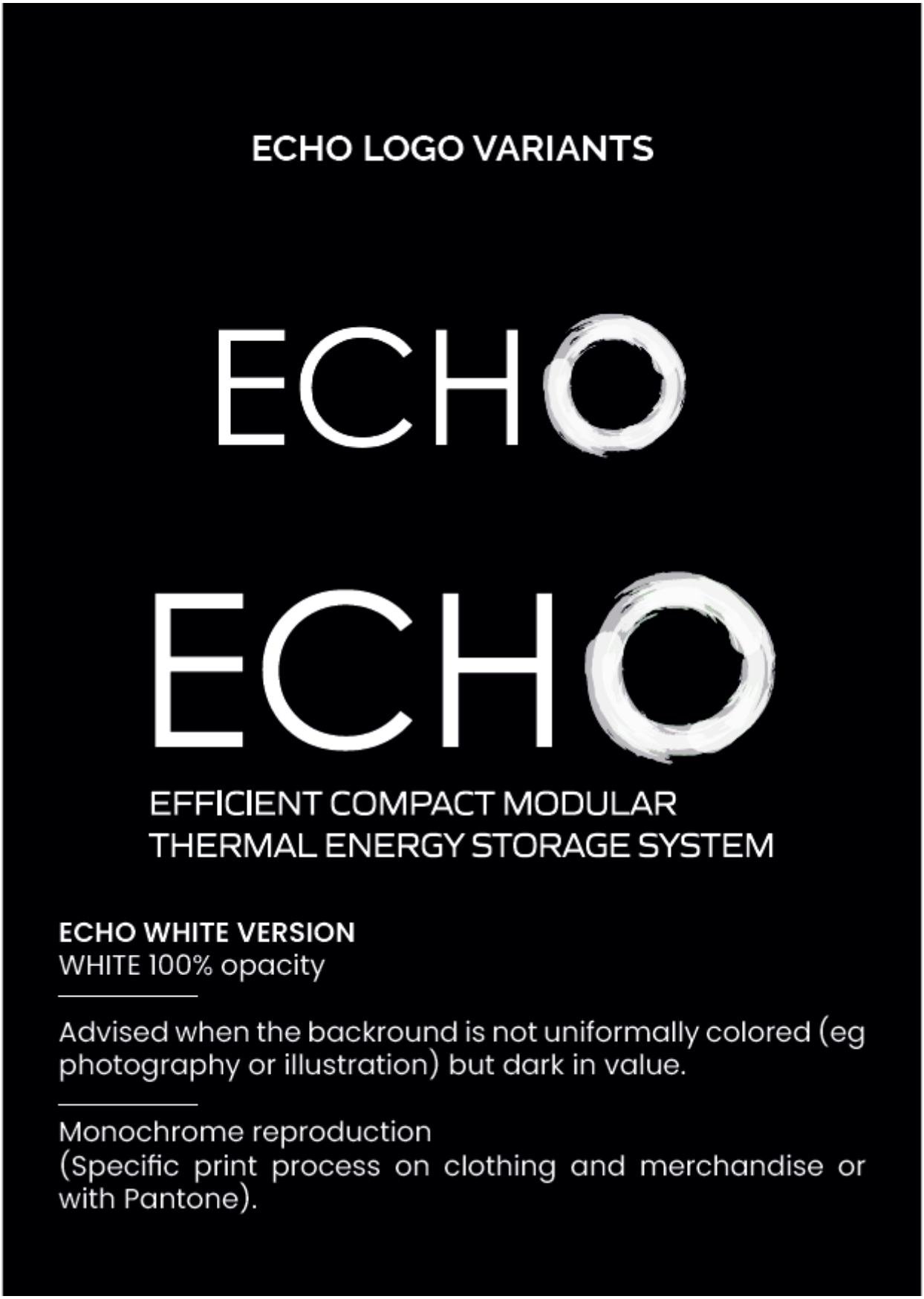

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CHARACTERISTICS

FONT

The font used here to create the LOGO is Poppins Semibold. Poppins is one of the pre-installed fonts by Microsoft and Adobe software, so it is easily accessible for everyone.

COLORS

#2785c7 = HEX
C=70 M=38 Y=0 K=0
R=39 G=133 B=199

#eb585b = HEX
C=0 M=77 Y=56 K=0
R=235 G=88 B=91

#48ac35 = HEX
C=72 M=0 Y=99 K=0
R= 72 G=172 B=53

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THE USE OF THE EU FLAG WITH THE PROJECT LOGO

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

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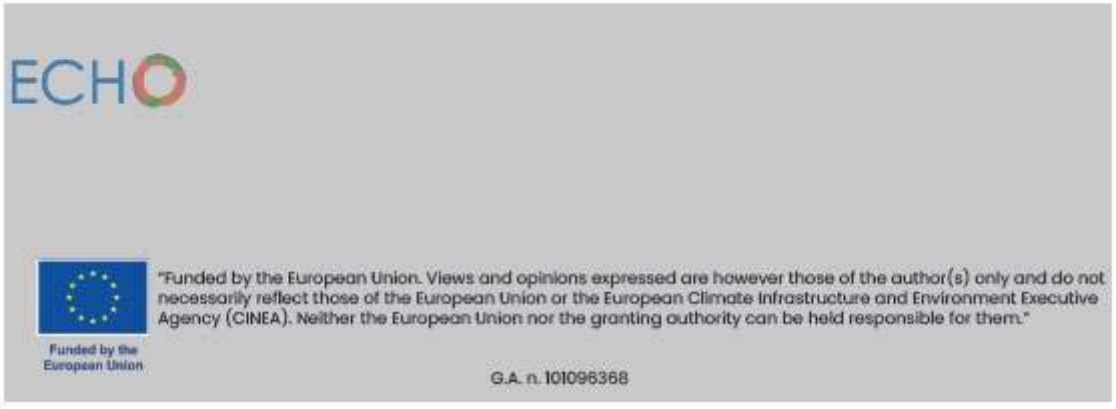
PLACEMENT OF THE EU FLAG WITH THE PROJECT LOGO ON COMMUNICATION MATERIAL: EXAMPLES



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