

INDHEAP



HORIZON-CL5-2023-D3-01-04

Solar Systems for Industrial Process Heat and Power

INDHEAP

Optimal Solar Systems for Industrial Heat and Power

Starting date of the project: 01/01/2024
Duration: 48 months

= Deliverable D7.1 =
Initial communication kit

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Dissemination level		
PU	Public	x
SE	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	EU SECRET under the Commission Decision No2015/444	



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Executive Summary

The INDHEAP communication kit has been developed to increase public awareness of the INDHEAP project and also to promote the Optimal Solar Systems for Industrial Heat and Power. This deliverable shows the initial communication materials that have been developed, the project factsheet, project flyer/leaflet and the project website.

The content of the INDHEAP website - <https://indheap.eu/> - is public and the project information has been online since May 2024. INDHEAP website will be actively maintained and updated throughout the project.

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1. Introduction

The deliverable D7.1 is associated with task T7.1 Communication and Dissemination Activities. The objective of this task is to ensure that the results of the project will be disseminated to the European research and industrial community, will target all important stakeholders, and will assure an ongoing communication flow with the public, scientific community, technicians, experts, media, policymakers, industries, and end-users.

The task also includes the creation of a dedicated website for the project, presenting comprehensive information about the project in a visual and interactive way. This public website was created at the beginning of the project and will be actively maintained during the whole implementation of the project. The creation of promotional materials is planned, to distribute them widely in all key events. Finally, social media will also be used to reach a broader audience.

The INDHEAP social media channels have been operational since February 2024. The INDHEAP website has been operational since May 2024.

2. INDHEAP visual identity

2.1. INDHEAP website

The domain <https://indheap.eu/> has been procured for use by the project INDHEAP. The website has been created in open-source software called WordPress. WordPress started as a blogging system but has evolved to be used as a full content management system that is completely customisable and can be used for almost anything within the field of web design, with a variety of functional plug-ins. This allows for fast and reliable customization and a user-friendly back-end environment, accelerating any potential request for updates and modifications. All individual pages of the website include a header with the project logo and a navigation menu allowing for quick access to any part of the website and all other communication channels of the project, as well as a footer with contact information, recognition of EU funding and direct access to social media channels – LinkedIn profile.

Below a screenshot of the website is shown.

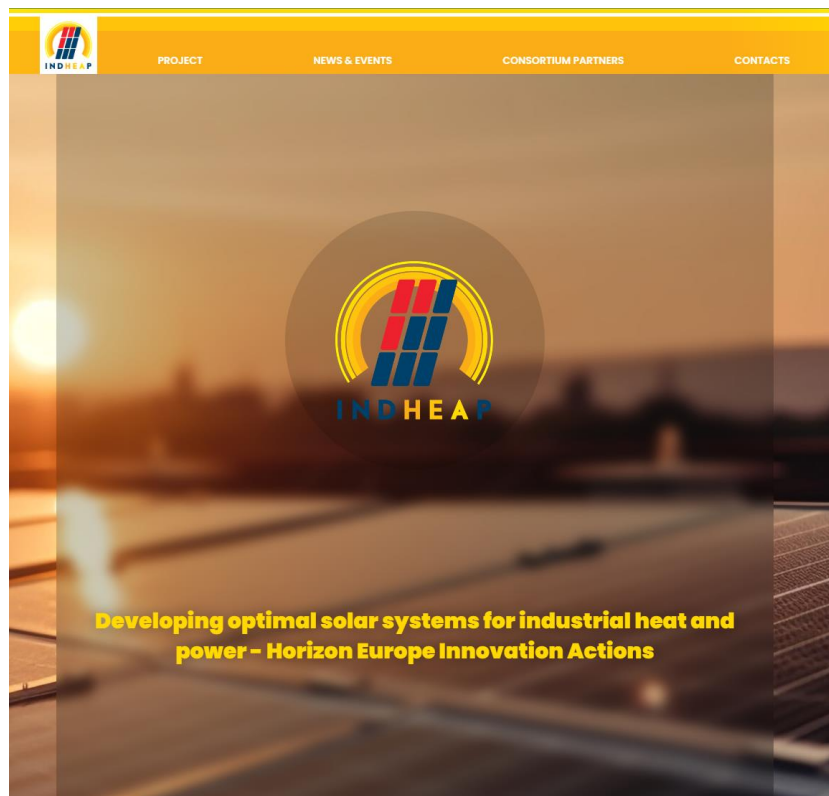


Figure 1: A screenshot of the landing page of the INDHEAP website.

INDHEAP

The homepage is designed to briefly introduce the main innovations of INDHEAP project and the selected news & events, highlighting the project’s latest updates. So, the most recent project news, such as events, interviews, conferences, etc. will be featured on the home page, giving an instantaneous insight into the progress of the project. Furthermore, the consortium partners logos will also be there. The user would be able to click on them and be able to read more information about the project team.



Figure 2: Screenshot of the Project page of the INDHEAP website.

The website includes information on the project’s general overview, abstract, and the expected impact. It also gives information about the partners, their expertise, and their role in the project. All media materials, results, and publications will also be referenced on the website and available for download.



Figure 3: Screenshot of the Consortium page of the INDHEAP website.

Finally, the contact section will allow all interested parties to contact the Project Manager and Project Coordinator and get more insight into the project activities or to establish potential cooperation.

Additional information will be published throughout the lifetime of the project, as mentioned above. Beyond the regular updates and publication of news and results, further optimization of the website and its content will ensure improved ranking on the search engine results pages for relevant keywords and thus improving the quality and quantity of website traffic.

2.2. INDHEAP branding

The INDHEAP website was created based on a visual identity for the project. This visual or brand identity was inspired by both the material innovations of the project (solar panels and collectors) and its future applications. It works as a unification link between all the communication channels and efforts in the project. In Annex I, a brand identity guideline that was shared with the partners is shown.

3. Social Media Channels

Templates for social media content have been created along with the visual identity of the LinkedIn account. More details on how this content will be used will be shared in the D7.2 Plan for communication and dissemination activities due on M6 of the project (June 2024).

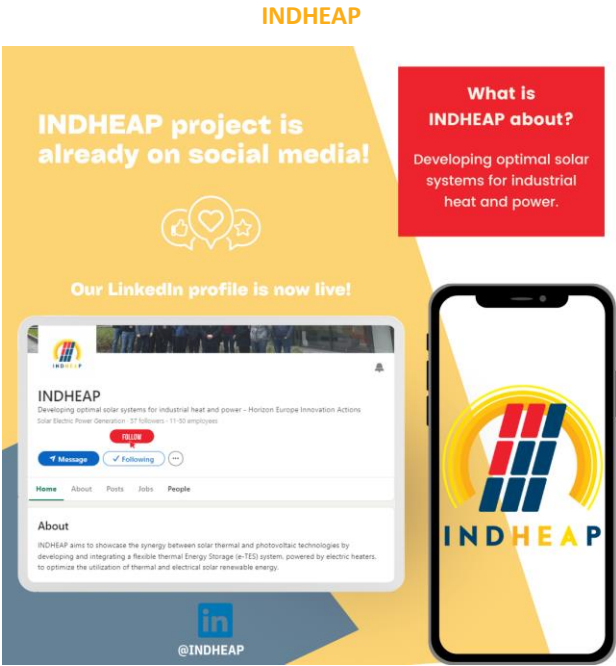


Figure 4: Social Media Post Template where is showed the LinkedIn account.

4. Other Dissemination Materials

Apart from the project website, more dissemination materials will be developed such as the project factsheet.

4.1. INDHEAP Factsheet

The project fact sheet consists of two pages and summarises the most important messages of the project for a scientific and professional audience. A screenshot is given below.

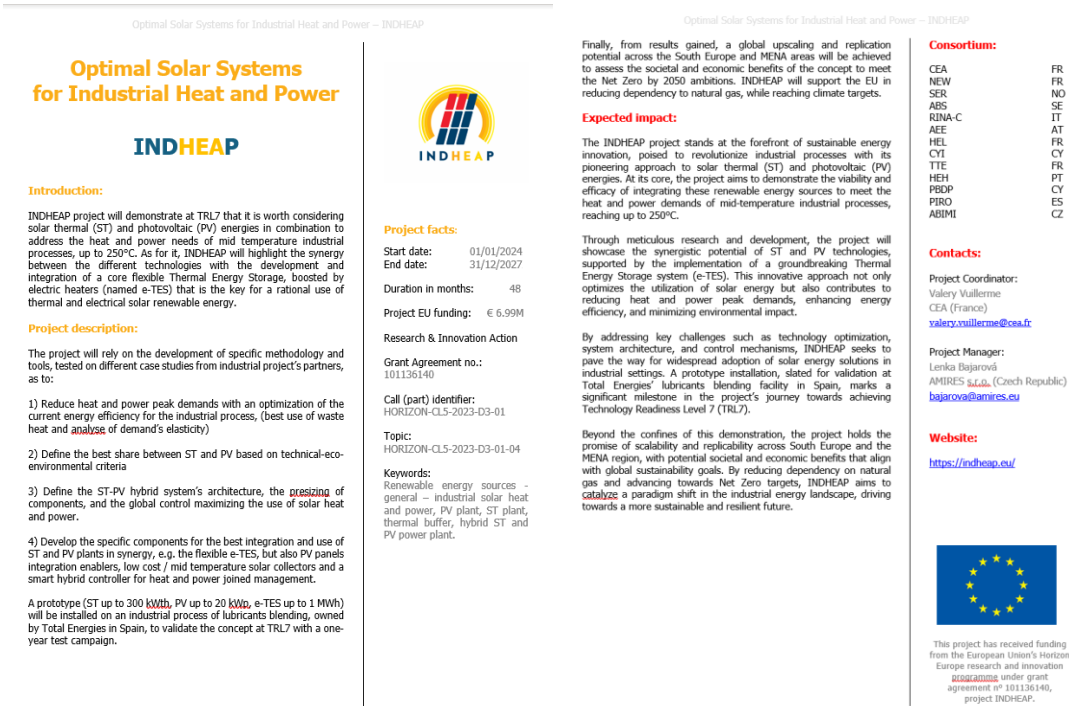


Figure 5: INDHEAP Factsheet

5. Conclusions

The INDHEAP project website - <https://indheap.eu/> - has been set up. It will continue to be improved and regularly updated. The main objective of the website is to increase public awareness of INDHEAP and the process of developing optimal solar systems for industrial heat and power. It will also be used to disseminate the project's results.

Basic information on the project can be found on the webpage as well as public deliverables and project outcomes and publications. Other communication materials, factsheet, and leaflet will be used to advertise the project to wider audiences on industrial fairs and meetings, as well as at conferences and other scientific events with the aim to establish initial interest and contact with a wide range of stakeholders.

6. Degree of Progress

The deliverable is 100% fulfilled. The maintenance of the website will be carried out during the whole course of the project. The project factsheet will also be adapted in case of major changes. It is also expected that more materials will be created to cover all online and offline communication needs (i.e. roll-up, etc).

7. Dissemination level

The deliverable D7.1 is Public.

8. Annex I – Brand Identity Guideline



Figure 6: Logo COLOR codes.