

100% Renewable Energies for Energy Intensive Industries

Grant Agreement Nº 952936

D7.4 - Project Communication Kit

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Lead Beneficiary: Energy Efficiency in Industrial Processes (EEIP)

Delivery date: 31.08.2021



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n. 952936.





Document sheet

Project acronym	RE4Industry
Full title	100% Renewable Energies for Energy Intensive Industries
Grant agreement number	952936
Deliverable number	D7.4
Deliverable name	Project Communication Kit
Lead beneficiary	EEIP
WP	WP7
Related task(s)	T7.2
Туре	Other
Delivery date	31.08.2021
Main author	Marianna Santavenere (EEIP)

Dissem	Dissemination level		
X	PU		
	СО		
-	()		

Document history

Version	Date	Changes	Reviewer/ contributor
V1 – first draft	06.08.2021		EEIP
V1 – reviews	18.08.2021	Comments	Communication Committee (CC)
V1 – consolidated version	30.08.2021	Implementation feedback, additional information, materials, website section	EEIP
2nd review	30.08.2021	Feedback	Communication Committee (CC)
Final version	31.08.2021	Finalisation	EEIP
Final deliverable submission	31.08.2021	Submission	CIRCE





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Executive summary

The RE4INDUSTRY project aims to contribute to the European Unions' aim of carbon neutrality by 2050 through identification and promotion of renewable energy technologies and through overcoming current market barriers in Energy Intensive Industries. Energy Intensive Industries (Ells) are expected to play an important role in the transition towards decarbonisation; however a clear long-term vision and strategy is required in order to remain competitive while contributing to the decarbonization targets of the EU.

RE4INDUSTRY has been conceived under this framework with a twofold objective: to support Ells in the identification and integration of renewable energy (RE) solutions together with the definition of Action Plans for decarbonisation, and to transform the EU industrial landscape into a large market niche for the uptake of RE while defining the appropriate framework conditions for short- and long-term scenarios.

To successfully reach these objectives, it is key that RE4INDUSTRY partners carry out significant efforts in the following communication and dissemination activities:

- Set up and empower a comprehensive network of stakeholders and market actors (the RE4INDUSTRY Collaborative Network) who identify feasible RE technologies and their market barriers:
- Interact with industry representatives to gather their needs, expectations, drivers and barriers towards the implementation of these technologies;
- Facilitate partners' knowledge transfer through materials such as success cases, best practices, policy recommendations and technological roadmaps for promoting RE adoption;
- Enhance the uptake of the RE4INDUSTRY replication strategy in at least 8 additional use cases in different sectors within the project lifespan;
- Promote project results for a general open knowledge exchange as well as for replication after the project lifespan.

To support these activities and hence pave the way for a wider implementation of project learnings, methodologies and solutions, it is thus imperative to reach out to a wider audience, not only in the renewable landscape and process industry and other resource and energy intensive industries but also considering additional stakeholders and general public.

The following document aims at gathering together useful material for project communication and dissemination, to support not only project partners but also external actors, with the final aim of increasing the possibilities for project results exploitation. All materials are either uploaded on the project website or are a part of it, in addition to being stored on the project communication and exchange platform (MS Teams) as well. Some of them are updated throughout the project lifetime, while additional materials are to be created during the project execution.





Abbreviations

Abbreviation	Definition
СС	Communication Committee
СО	Confidential
D	Deliverable
DE	Germany
EC-GA	European Commission - Grant Agreement
Ells	Energy Intensive Industries
ES	Spain
EU	European Union
FAQs	Frequently Asked Questions
GR	Greece
M	Month
NL	Netherlands
PU	Public
RE	Renewable Energy
Т	Task
V	Version
WP	Working Package





1 Introduction and objectives

The *Project Communication Kit* enables project partners to have easy access to communication and dissemination materials that are needed to address the various stakeholders with the final goal of supporting the opportunities for exploitation of project results. The kit ranges from online, printable materials and supporting documents to social media and traditional channels. This variety allows communications and dissemination both online and offline, and addresses a variety of stakeholders from the renewable industry landscape, in addition to the general public.

The current deliverable is based on the guidelines provided by the *D7.1 - Communication and Dissemination plan*, developed at the beginning of the project (M4).

The deliverable usage follows the main objectives highlighted by the communication and dissemination plan, such as specific targeted objectives and activities related to the different target groups and linked to the work of WP7 (Table 1):

Table 1 - Communication and dissemination activities linked to WPs

Work package	Particular task(s)
WP2 Raising awareness and causing the engagement and	T2.1 - Establishing a multi-actor strategy based on a collaborative network;
understanding of target and key actors	T2.2 - Setting collaborative thematic panels for knowledge sharing among industry practitioners, sectorial experts and science;
	T2.3 - Advisory board for tailoring project actions to sector vision and interests;
	T2.4 - RE4Industry fora: creating a mutual understanding and sharing vision and mission;
	T2.5 - Policy recommendations for advocating and enabling the path to decarbonisation.
Links to WP7	WP7 supports the communication and dissemination activities aiming at creating, growing and support the collaborative network, in addition to the promotion of publicly available results and public events, such as industrial fora.
WP3 Status and best practices for	T3.1 - Overview of sector status
RE integration in Ells	T3.2 - Mapping tool for Ells best cases - Once the mapping tool is ready, it will be included as public content in the website and it will be updated with new collected data throughout project lifetime.
	T3.3 - Identifying and describing success cases
	T3.4 - Promotion of success cases.
Links to WP7	WP7 supports the creation of the sector report with communication and dissemination activities aiming at gathering external feedback from partners and network, and will disseminate and promote RE success cases; in addition to this, once the mapping tool is ready,





	it will be included as public content in the website and it will be updated with new collected data throughout project lifetime.
WP4 Case studies on innovative	T4.1 - Baseline methodology and teams
solutions for RE adoption in Ells	T4.2 - Preliminary analysis of industry needs and potential solutions
	T4.5 - Reporting cases and impacts on the involved companies
Links to WP7	WP7 disseminates the public results and main highlights of the WP, and promote the progress of the project (e.g. the planned visits to the plants).
WP5 Short and long-term innovative energy solutions for	T5.1 - Current options for retrofitting Ells and assessment of identified gaps for market uptake
full Ells decarbonisation through RE	T5.2 - Identification of RE options for 100% RE use towards 2050
	T5.3 - Compatibility and conditions for integrating 100% RE in Ells
	T5.4 - Energy intensive sectors vision and feedback;
	T5.5 - Paths for innovation and market penetration of RE-based Ells commodities.
Links to WP7	WP7 supports the dissemination of the public results and deliverables developed within this WP, in addition to the promotion of and support to public events.
WP6 Knowledge transfer through replication activities	T6.1 - Preparation of RE4Industry dedicated brochure for the industry;
	T6.2 - In-house transfer of technological options for the involved case study companies;
	T6.3 - Transfer of technological options to additional companies across the EII;
	T6.4 - Cross-border knowledge transfer to industries and organisations;
	T6.5 - Understanding from practice: site visits.
Links to WP7	WP7 supports the creation of materials for WP6, the organisation and promotion of site visits and the knowledge-transfer related activities, both in house and external.

All materials can be found in the project intranet platform (MS Teams) and in the project website (Figure 1) - <u>link</u>.

Figure 1 - Project Communication kit on project website







2 General Communication Guidelines

The following communication kit components provide a general guideline for communicating about RE4INDUSTRY in a consistent manner across project partners. A *Visual and Written identity* has been developed at the beginning of the project, together with templates (document, presentation, ...), and can be found both on the project website, in the dedicated section - <u>link</u> - and on the project intranet platform.

2.1 Visual and Written identity

A clear visual and written communication allows for easier identification of the project by the public and ensures visibility and recognition, all the while increasing the RE4INDUSTRY impact. Project partners and external stakeholders are thus provided with a clear visual and written identity, consisting on branding resources and specific guidelines. This document describes the overall project identity, including logos, branding, document formatting, standard project description and so on (Figure 2). This guideline is to be used throughout all communication materials, the RE4INDUSTRY website, deliverables and all project-related material. See Annex 6.1.



Figure 2 - RE4Industry visual and written identity

2.2 Templates

The files below (Figure 3; Figure 4) provide a template for creating own materials related to the RE4INDUSTRY project. They can be filled at one's convenience for any topic, deliverable or event supporting material related to RE4INDUSTRY, as the visual and written elements are already outlined in the files.





2.2.1Presentation

Figure 3 - RE4Industry presentation template



See Annex 6.2

2.2.2Document

Figure 4 - RE4Industry document template



See Annex 6.3

3 Presenting RE4INDUSTRY

The following set of materials (general and specific project presentations) have been developed and uploaded on the project website and intranet platform. All presentations are to be used for presenting RE4INDUSTRY either in in-person or online events, besides supporting the work of other Working Packages. They provide practical, approved and ready-to-use messages both in visual and written form that make it easy for project partners to use at any communication and dissemination event related to RE4INDUSTRY.





3.1 General presentation

The general presentation (Figure 5) is a file with all the visuals and content necessary to present the overall concept of the project, including objectives, expected impact, work plan, partners, and funding scheme overview. See <u>Annex 6.4.</u>

RE4Industry: 100% Renewable Energies for Energy Intensive Industries

glance

FUNDACION CIRCE - CENTRO DE INVESTIGACION DE RECURSOS Y CONSUMOS ENERGETICOS

11 partners from 6 countries (AT, BE, DE, ES, GR, NL)

Total EU contribution: € 2 999 500 (total cost)

Starting date: 1st September 2020 - Duration: 36 months

Figure 5 - RE4Industry general presentation

3.2 Specific presentations

Similar to the general one, specific presentations have been developed during the first year of the project to support the growth of the "RE4Industry Collaborative Network" (WP2), based on the target group addressed, and the recruitment of industrial success cases who are in the process of or plan to implement the adoption of renewable energies in their facilities (WP3). Ad hoc ones will be created when needed. See Annex 6.5 for an example of specific presentation.

- RE4Industry Success Cases presentation
- RE4Industry Clusters presentation
- RE4Industry Expert group Ells presentation
- RE4Industry Expert group Regulations presentation
- RE4Industry Expert group Renewables presentation
- RE4Industry Expert group Society presentation
- RE4Industry National Committees presentation
- RE4Industry Committee EU presentation

3.3 Materials

The following components are prepared to be functional in both printable and digital versions. Additional materials are to be prepared should the occasion need them (e.g. events).





3.3.1Leaflet

During the first year of the project, different types of leaflets have been produces: general ones, for promoting success cases and for informing about the collaborative network, and more specific/targeted ones, targeting specific stakeholders and informing them about specific benefits of the RE4Industry collaborative network. With the first physical events, a 3-fold printed leaflet will be prepared as well. See <u>Annex 6.6.</u> for example of leaflet.

General:

- RE4Industry Collaborative Network leaflet (Figure 6)
- RE4Industry Success Cases leaflet (Figure 7)

Figure 6 - Collaborative Network leaflet

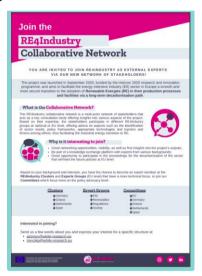


Figure 7 - Industrial success cases leaflet







Targeted:

- RE4Industry Cluster ES leaflet
- RE4Industry Cluster DE leaflet
- RE4Industry Cluster GR leaflet
- RE4Industry Cluster NL leaflet
- RE4Industry Expert group general leaflet (Figure 8)
- RE4Industry Expert group Society leaflet
- RE4Industry Expert group Renewables leaflet
- RE4Industry Expert group Regulations leaflet
- RE4Industry Expert group Ells leaflet
- RE4Industry Committee DE leaflet
- RE4Industry Committee NL leaflet
- RE4Industry Committee ES leaflet
- RE4Industry Committee GR leaflet
- RE4Industry Committee EU leaflet

Figure 8 - Example of targeted leaflet







3.3.2Poster

Dedicated project posters will be developed when first physical events will be allowed, so to support project partners in disseminating and promoting RE4INDUSTRY.

3.3.3Roll-up

A project dedicated roll-up will be developed when first physical events will be allowed, so to support project partners in disseminating and promoting RE4INDUSTRY.

3.3.4Infographics

Infographics allow for an easier understanding of the project work-flow and objectives. Two infographics (Figure 9) are developed with the aim of giving a clearer overview of the project objective and methodology. In case needed, more ad hoc ones will be developed. See <u>Annex 6.7</u>.

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Figure 9 - RE4Industry infographics: goals & visions

3.3.5Factsheet

The factsheet, another visual project component, aims to give a more in-depth overview of the project, overall less visually captive and more informative than the infographics (Figure 10). It resembles a one-pager of the general presentation, providing all the necessary details of the project for someone first familiarising themselves with it. See <u>Annex 6.8.</u>

Figure 10 - RE4Industry factsheet











4 Media

Components in this chapter are materials related to traditional media (press release, newsletter) and interactive media (social media, website, and related supporting materials). The former items are mostly focused on written information and tend to give updates on the project. Therefore, in many purposes, they need to be renewed with the content of the latest project updates. The latter are more "instant" and visually interactive. As mentioned for the materials before, this set of materials can be found on the project website (link), besides being accessible on the project intranet platform by project partners.

4.1 Traditional media

4.1.1Press release

The press release is a written component of the communications kit. Its text was (and can be) used to inform project target groups and general audiences of the project progresses, e.g. kick-off, the initial work plan, partners and goals of the project, first results, milestones and achievements. The text can be adapted and re-used for further dissemination. The first press release refers to the project kick-off, while the others to project progress. When needed, press releases will also be developed or translated in local languages (example below in Greek, Figure 12). See <u>Annex 6.9</u> for example of press release.

Figure 11 - RE4Industry press release #1



Figure 12 - RE4Industry press release Greek







4.1.2Newsletter

RE4INDUSTRY newsletter has been developed to give interested subscribers an overview of the activities performed in the previous 6 months of the project, upcoming related events, in addition to the provision of project main contacts and information about project channels and EU-funding. The registration form can be found both on the homepage of the project (<u>link</u>) and in the dedicated website page (<u>link</u> - Figure 13). The newsletter is sent out every six months and the old releases are stored in the dedicated newsletter website page. See <u>Annex 6.10 for example of project newsletter</u>.

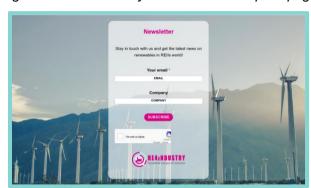


Figure 13 - RE4Industry newsletter subscription page

4.2 Interactive media

Interactive media, such as website, social channels and related supporting materials, are part of the project as well. Their main purpose is to promote the project, inform audiences about its progress and results, share ideas and stories from leaders of the industry and/or businesses, and interact with the audience, as well as supporting additional WPs' activities of the project. Supporting materials for these channels have been created as well, in addition to the general above-mentioned project materials.

4.2.1Channels

4.2.1.1Project website

The project website (Figure 14), created at the beginning of the project and online since end November 2020, provides an interactive environment that gives access to all publishable developments of RE4INDUSTRY including materials, deliverables and useful information regarding project actors, progresses and results. It is regularly updated, and stores all public materials and deliverables produced during the project.

Figure 14 - Project website







4.2.1.2Social media

RE4INDUSTRY social media activities - <u>LinkedIn</u> (Figure 15) and <u>Twitter</u> (Figure 16) accounts - similar to the project website, provide information about project progress, partners, results and achievements, in addition to support to other WP, such as WP2 (*Engagement of target and key actors*) or WP3 (*Status and best practices for RE integration in Ells*). The communication on social media supports project communication and dissemination goals, in addition to the specific activities on project partners' social media accounts.

Figure 15 - Project LinkedIn account



Figure 16 - Project Twitter account



4.3 Supporting materials

The following materials support communication and dissemination activities, both on the social media side but also when directly communicating to external parties.

4.3.1Social media visuals

Social media visuals (Figure 17; Figure 18) aim, as main purpose, at having an homogeneous project identity on social media. They can be found as cover images of the social media profile of the project,





and in the promotional materials as well. In addition to this, they can also be used by project partner for social media communication. See <u>Annex 6.11.</u>

Figure 17 - Example of social media visuals (1)



Figure 18 - Example of social media visuals (2)



4.3.2FAQs - Frequently Asked Questions

FAQs, Frequently Asked Questions (Figure 19), aim at explaining the project in brief. They can be found on the website (<u>link</u>) and are divided into 3 sections: 1) general information about the project, 2) project objectives and innovation, 3) impact.

Figure 19 - Frequently Asked Questions



4.3.3Photos

These are photos and images that can be used in communication and dissemination activities, for social media (online) and printed (offline) communication. The picture below (Figure 20) is an example of photos/images, that can also be downloaded form intranet platform.

Figure 20 - Example of photos for project communication







5 Conclusion

The *Project Communication kit* will aim at achieving both an homogeneous way of communicating about the project and at disseminating hence increasing the exploitation opportunities of RE4INDUSTRY progress and results. It gathers most of the communication and dissemination materials produced up until M12 (end August 2021) of the project and will incorporate additional items to be developed throughout the whole duration of the project. These will be added to the dedicated section on the project website and on the intranet platform of the project (MS Teams) following feedback and approval from project partners.





6 Annexes

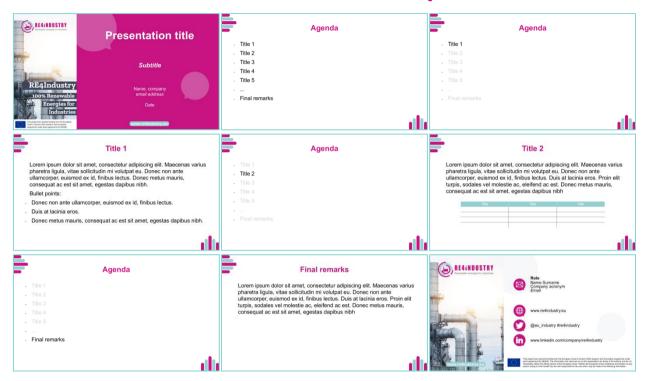
6.1 RE4INDUSTRY Visual and Written identity







6.2 RE4INDUSTRY Presentation template



6.3 RE4INDUSTRY Document template















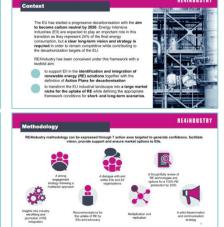




6.4 RE4INDUSTRY General presentation





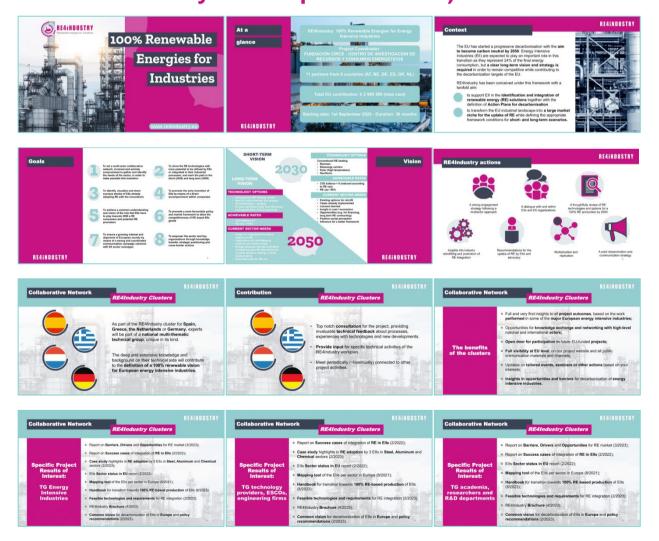








6.5 RE4INDUSTRY Specific presentation (example of RE4Industry cluster presentation)









6.6 RE4INDUSTRY Leaflet (examples)







6.7 RE4INDUSTRY Infographics



6.8 RE4INDUSTRY Factsheet







6.9 RE4INDUSTRY Press release 1 (example)



H2020 funded project RE4Industry kicks off:

paving the way towards 100% renewable energy in industries

Brussels (October 15, 2020) - The 14th September 2020 designates the official launch meeting of the newly EU-funded project "RE4Industry", under the H2020 framework program. The meeting took place online, with 11 partners joining forces in taking the first steps towards the identification, assessment and integration of renewable energy (RE) solutions in energy-intensive industries (Ells).

integration of renewative energy (rct) solutions in energy-intensive industries (Lifs).

The project, coordinated by CIRCE Foundation, the Centre of Research for Energy Resources and Consumption based in Zaragoza (Spain), with the 1st September 2020 as a starting date, will last until the end of August 2023 (36 months). With a total EU-funded budget of approximately 3 Million Euro, Ref-Industry was granted under the umbrella of the Horizon 2020 topic "Market Uptake support" in which "renewable energy technologies have the opportunity to play a crucial role in this transition, leading to an increased share of renewable energy consumed in the EU and to a more active role for the consumers" (EU Commission, 2018 - limb).

"The kick-off meeting is always a unique moment to share the first vision and strategy of a project as a whole, but it is also an apportunity to meet new colleagues and strengthen the bond with those you will be working with in the coming months. Despite the virtual format of the meeting. the REHandusty consortium is demonstrating from the start its commitment and determination to achieve the ambitious goals set for the next 38 months. Now more than ever, the decarbonization of energy-intensive industries has to be one of the main axes of action for the economic recovery of the European industrial sector after the economic and social crisis caused by the COVID-19 virus. REfundustry will be there to support the sector and manage to overcome this great challenge."

(Dr. Clara Ángela Jarauta, Fundación CIRCE)

RE4Industry - a breakthrough for renewables in EU industry

The project will aim at determining the most suitable and economically- and technologically-feasible renewable solutions for energy-intensive industries, together with the definition of an action plan for industrial decarbonisation pointing at transforming the EU industrial landscape into a large market niche for the uptake of RE, all the while defining the appropriate framework scenarios for short-term (2030) and long-term (2050) visions.

and ong-term (2000) vasions.

A comprehensive network of stakeholders and market actors (RE4Industry collaborative network) will be at the core of the project activities, as they will be responsible for the identification of sector needs, appropriate technologies, and barriers that might hinder their application, interacting at the same time with industry representatives for a continuous feedback loop. The effectiveness of this approach relies on a strong engagement strategy that will count with the support of an advisory board and in thematic panels organised in the framework of the collaborative network, whose objective will be to retrieve and share feedback on technology processes, industry, sector regulation, markets, and societal perceptions. Policy recommendations will thus be elaborated.







The RE4Industry approach will be validated in 3 representative industrial use cases in 3 different sectors: steet, aluminium, and chemical. Partners will then work on the definition of a suitable exploitation strategy as well, to replicate the RE4Industry innovation in additional sectors, all the while initiating cross-border knowledge transfer in multiple EU countries.

Bringing together expertise from 6 countries (ES, NL, GR, DE, BE, AT), RE4Industry consortium is a multidisciplinary and complementary group gathering expertise in energy, social studies, and knowledge transfer activities as well as with links and experience in the energy-intensive sector, retrofitting activities, and renewables.

Composed of 11 partners, the consortium will ensure a wide European geographical coverage in order to guarantee extensive engagement of external stakeholders and wide dissemination of project results. The companies and organisations have carefully selected to cover a specific role: 5 technological and social experts (Fundación CIRCE, BTG Biomass Technology Group, CERTH, WIP Renewable Energies, White Research), 3 renewable energy-oriented associations (Bioenergy Europe, Energy Efficiency in Industrial Processes, European Sustainable Energy Innovation Alliance) and 3 energy-intensive industries (SIDENOR, MYTILINEOS, CORBION).

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Additional resources

Twitter @eu_industry

LinkedIn RE4Industry EU project

Project information (CORDIS) Link

Project website (coming soon) www.re4industry.eu

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6.10 RE4INDUSTRY Newsletter 1







6.11 RE4INDUSTRY Social media supporting visuals









