



D7.1 – Launch of project website, social channels, logos and templates

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As shown in the previous table, the website, social channels, logos and templates of the e-SHyIPS project have been launched during the Consortium Project Meeting of March 31st, 2021, as reported in the project proposal. The Consortium has decided to take three additional months for the upload of the deliverable onto the official EU platform, in order to perform a fine-tuning of the informatic infrastructure.

Dissemination level

Public.

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Launch of project website, social channels, logos and templates

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1. Introduction

The dissemination and communication activities carried out in Task T7.2 were aimed at promoting and laying the foundation for a future fruitful exchange within the research community, industry, stakeholders, policymakers and civic society. The visual identity of the e-SHyIPS project has been conceived during this stage.

In particular, ATENA have developed and designed the following items:

- graphical layout for the project website;
- project social media channels (LinkedIn, Twitter);
- logos;
- slide templates for meetings presentations;
- deliverable and minute templates;
- a general presentation of the project,
- project e-newsletter.

Each item will be introduced and described in details in this report.

The website and social media channels will be maintained and updated, under the approval of the whole consortium, at least every three months and on an ad-hoc basis when necessary, and linked to existing relevant information networks.

2. Project Website

A user-friendly project website has been created, containing information about project overview, goals, research approach, and partners.

The website address is: <https://e-shyips.com>.

Specifically, the website has been organized in six main pages, as follows:

- Home
- Project
- Objectives
- Partners
- News, Events and Media
- Contact

The homepage introduces the e-SHyIPS project, and it is meant to entice visitors to explore the site further. The e-SHyIPS logo is visible at the top of the homepage, along with a subheading “On the wave of hydrogen”, which has been conceived to allow visitors to clearly recognize and understand the core of the project. On the bottom of the homepage, the partners’ logos are placed. The homepage also reports acknowledgements to the Fuel Cells and Hydrogen 2 Joint Undertaking, and grant agreement number, at the bottom of the page. A screenshot of the homepage is shown in Figure 1.



Figure 1 – Homepage of the e-SHyIPS website.

The navigation through the website is straightforward and intuitive. On the top, a navigation header lists all the pages which can be easily accessed (Figure 2).

Figure 2 – Navigation header.

The “Project” page provides an overview of the project and its main goal. In the same page, the structure of the research programme is presented, as articulated in five lines of research, defined as “pillars”. The project pillars have been represented by means of puzzle pieces. For each of them, a brief description is given. A screenshot of the “Project” page is shown in Figure 3.

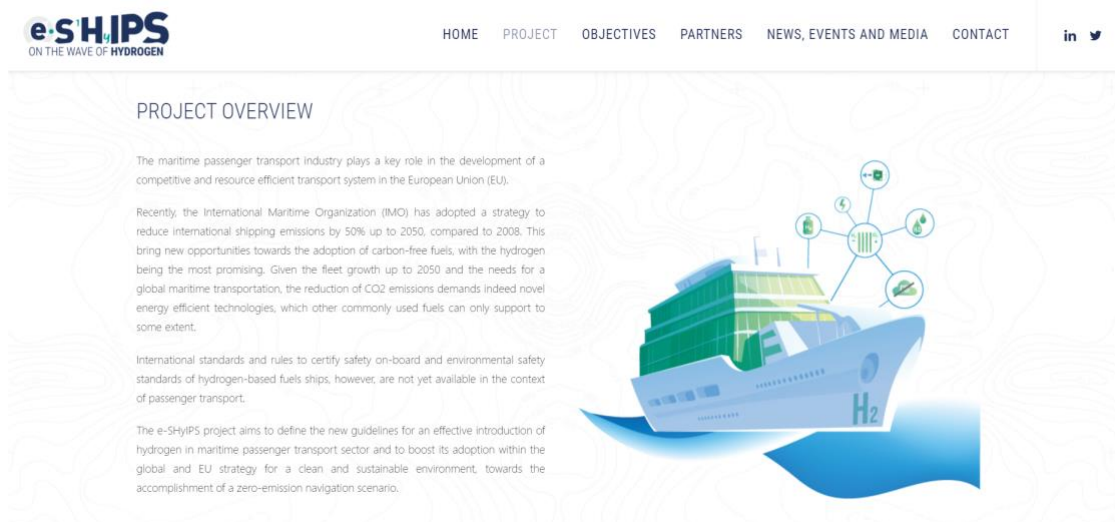


Figure 3 – “Project” section of the e-SHYIPS website.

The “Objectives” page gives emphasis on the scope of the project. In this page, a schematic representation of a future, clean, smart ship in port is shown to catch the interest of visitors. A screenshot of this page is shown in Figure 4.

A dedicated page of the website is devoted to introduce and describe the partnership of e-SHYIPS. A geographical map provides a screenshot of the partnership distribution in Europe. Each partner is presented below this map, with its logo and website. By clicking on each logo, a new page opens, reporting main details, contact persons and a full description of the specific partner. The participation of each partner to related project is emphasized by reporting a dedicated section named “Related Project”, within the partner page. A screenshot of the webpage “Partners” is shown in Figure 5.

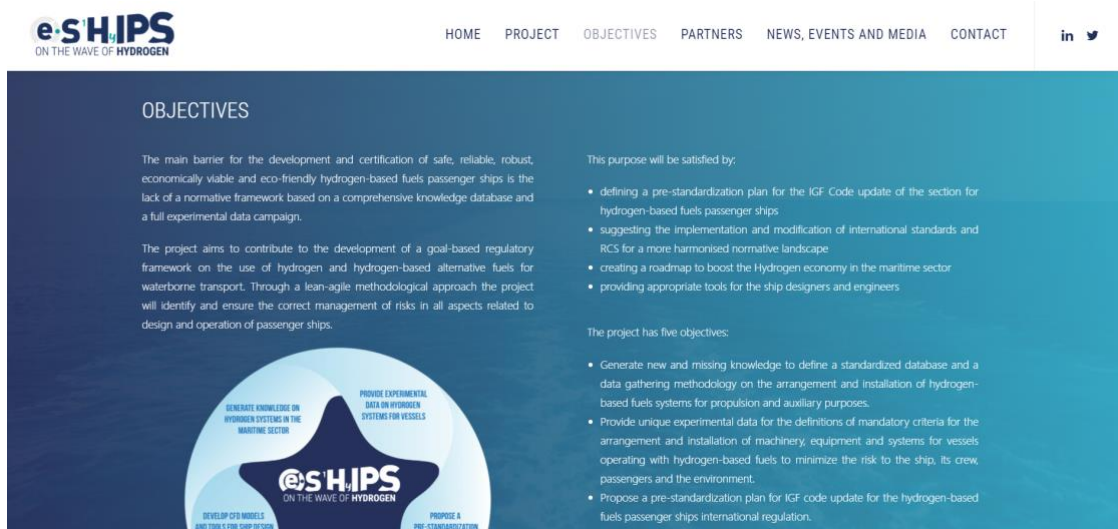


Figure 4 – “Objectives” section of the e-SHYIPS website.

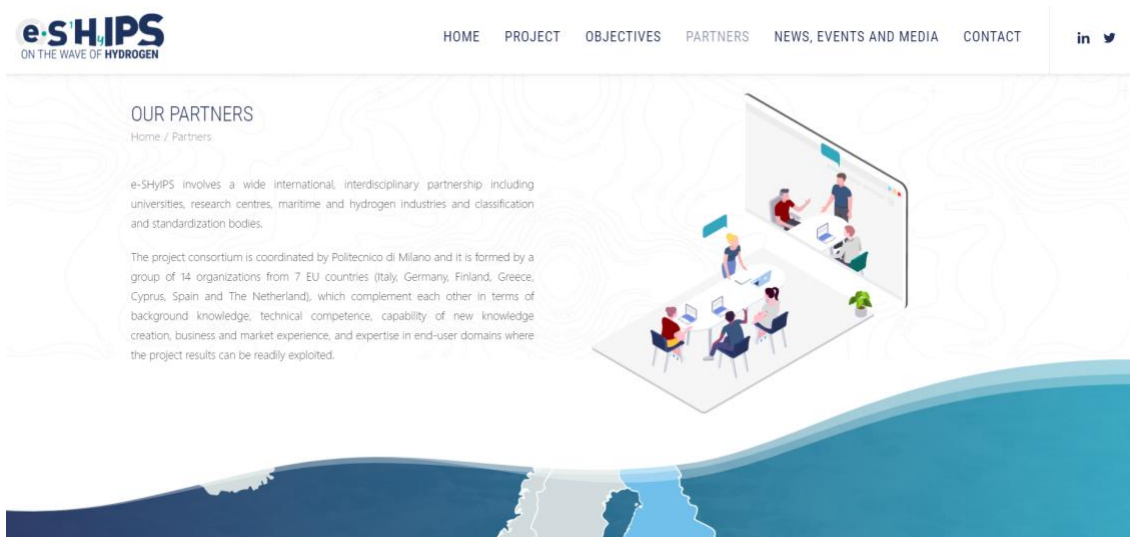


Figure 5 – “Partner” section of the e-SHYIPS website.

The page “News, Events and Media” is dedicated to the communication of significant events related to the e-SHYIPS project. This page will be continuously updated with the latest news.

Finally, a page entitled “Contact” reports the main contacts for the e-SHYIPS project. A form is also available on the same page to allow visitors to make requests of information about the project.

At the bottom of each of the described pages, visitors are enabled to sign up to the project newsletter by just filling in a dedicated space with their email, as shown in Figure 6.

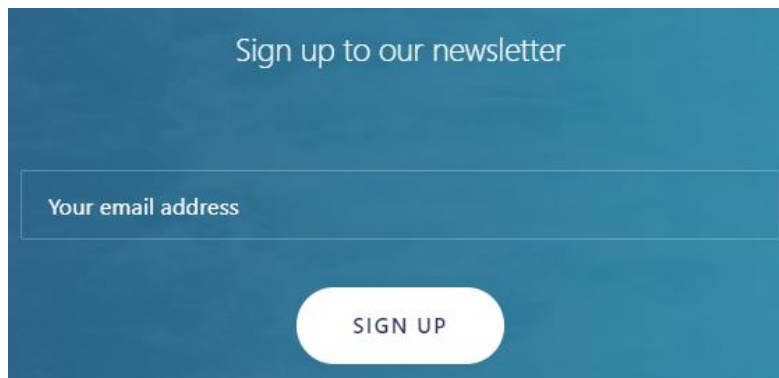


Figure 6 – Sign up form to the e-SHyIPS newsletter.

On the header of the project website a link to the social media channels (LinkedIn and Twitter) is available.

The website will be maintained and updated, at least every month or anyway any time a specific event or a relevant (unrestricted) project outcome is intended to be shared.

3. Social media channels

Two social media channels have been activated: LinkedIn and Twitter.

- The LinkedIn profile of the project is available at <https://www.linkedin.com/in/eshyips/>.
- The Twitter profile of the project is available at <https://twitter.com/eshyips>.

Below, in Figure 7 and Figure 8, screenshots of the main pages for both the mentioned social media channels are shown.

As far as LinkedIn is concerned, a communication plan is made to post project information on a weekly basis, during the month after the launch of the channel. The aim behind this activity at this initial stage of the e-SHyIPS project is to promote the project, share the contents of its website, and update the interested audience about the project programme, structure and goals.

For the following months, contents on the LinkedIn channel will be posted on a regular basis, and anytime a relevant (unrestricted) project outcome will be available. A similar plan applies to the Twitter channel.

e-SHIPS

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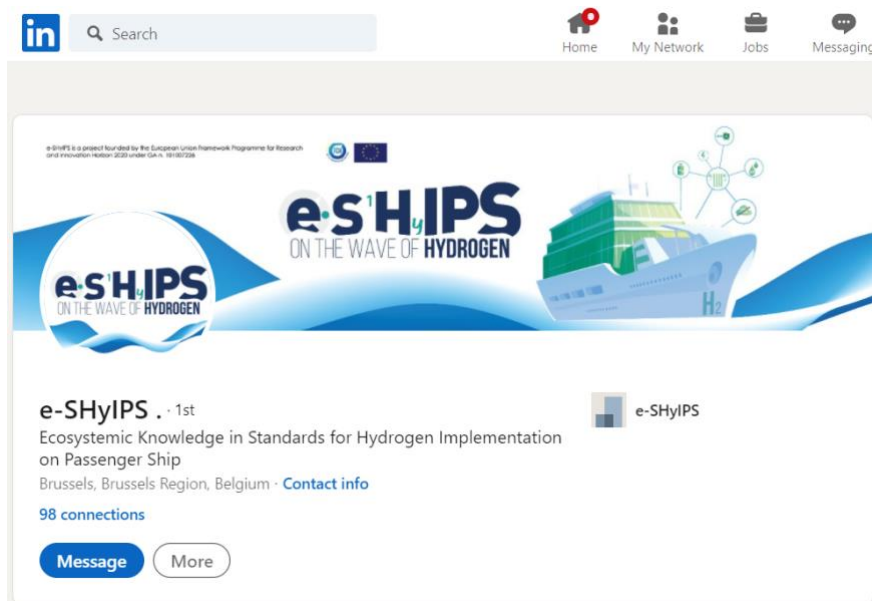


Figure 7 – LinkedIn profile of the e-SHyIPS project.



Figure 8 - Twitter profile of the e-SHyIPS project.

4. Logos

The visual identity of the e-SHyIPS project has been strengthened by designing a number of logos, which have been included in all the project material (website, templates, presentations, etc.). These are shown below, in Figure 9.



Figure 9 – e-SHyIPS logos.

The design of e-SHyIPS logos is meant to shape the perception of the project idea. The key elements of e-SHyIPS are indeed recalled, namely the sea environment, represented by a wave, and hydrogen, as the base fuel for the future in maritime sector.

5. Slides template for meetings presentations

As part of the dissemination and communication activities carried out in Task T7.2, a Power Point presentation template has been prepared and made available to all partners. This template is intended to be used in all e-SHyIPS project meetings.

The structure of the template is simple and easy to handle. A screenshot of the first slide is shown in Figure 10.

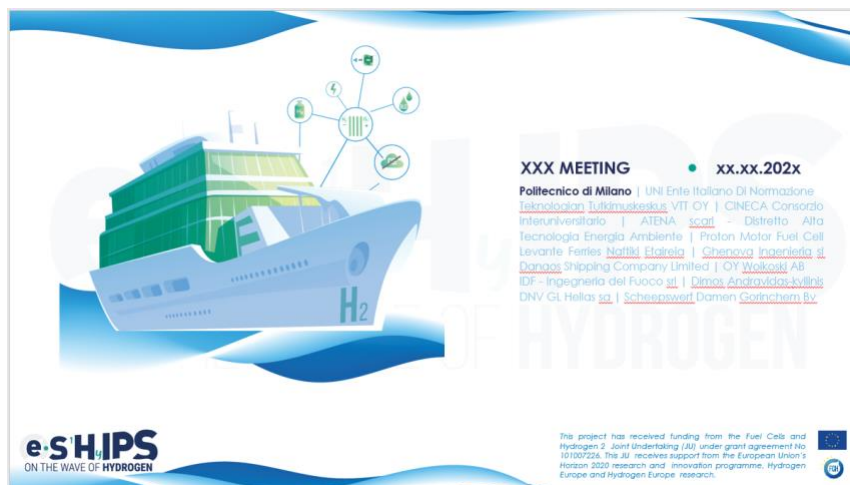


Figure 10 – First slide of the Power Point template for meetings presentations.

The first slide reports acknowledgment to the project, as well as EU and FCH logos. These are also visible at the bottom of each subsequent slide.

In order to create the template, a new theme has been developed, which embeds the e-SHyIPS colour palette, that is, the same set of colours used for all the prepared graphical material.

6. Deliverable and minute templates

Words templates for deliverables and meetings minutes have been prepared in Task T7.2, and made available to all partners. Similarly to the Power Point template for meeting presentation, the two templates embed the e-SHyIPS colour palette, in order to be consistent with the whole graphical material. Illustrative screenshots for deliverable and minute templates are shown in Figure 11 and Figure 12.

DX.x – title

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Dissemination level
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Figure 11 – Template for deliverables of e-SHYPS.

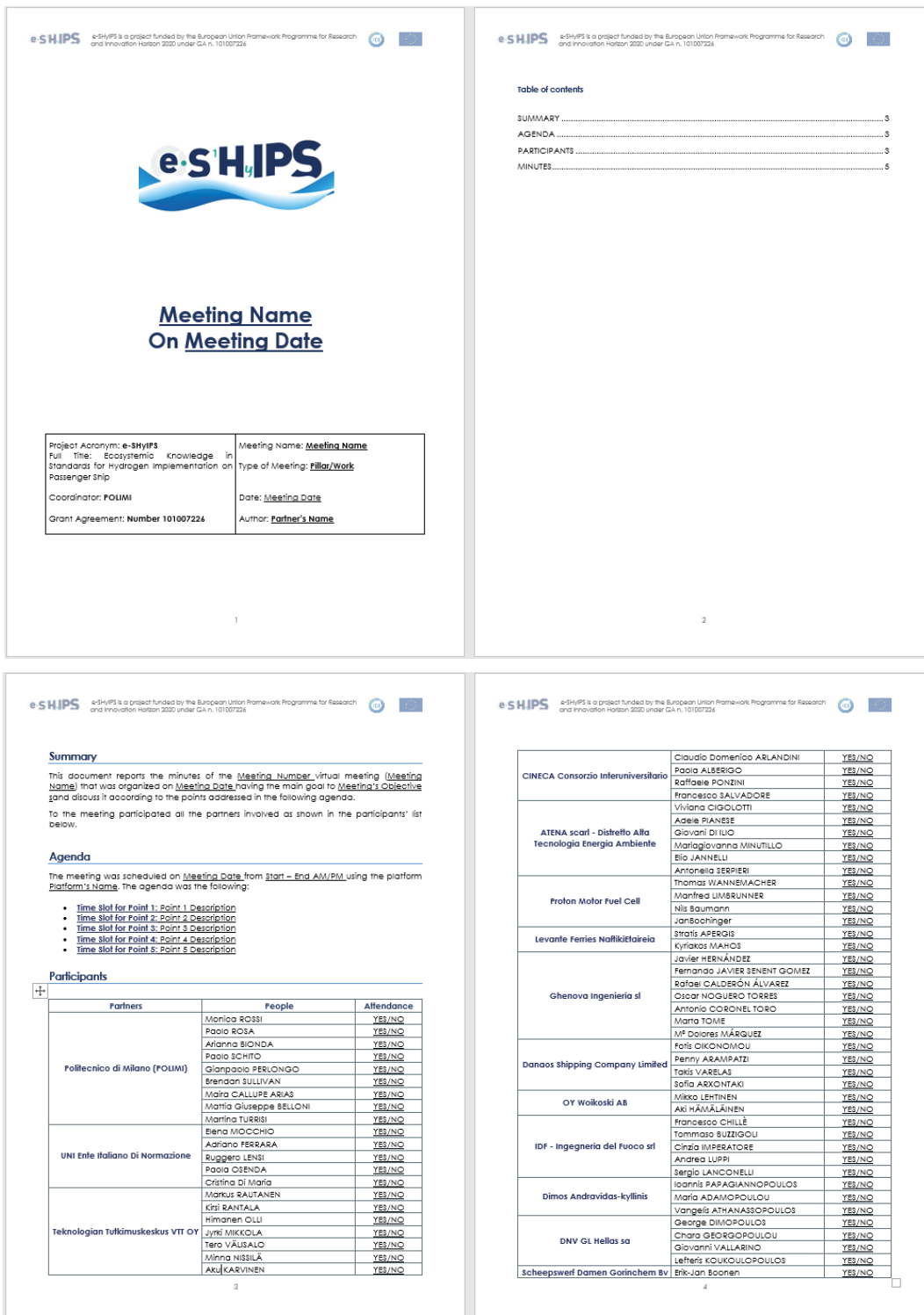


Figure 12 - Template for meetings minutes of e-SHYPS.

7. General presentation of the project

A general presentation of the e-SHYIPS project has been prepared and made available to all partners. In Figure 13 an overview of the presentation is shown.



Figure 13 – Screenshots of the e-SHYIPS project general presentation.

The general presentation, to be used by partners at any event of interest, is aimed at providing an exhaustive overview of the project, in terms of goals, research approaches, timing, partnerships etc.

This presentation will be enriched during the project by including main achievements and latest information and progress related to the e-SHYIPS project.

8. e-newsletter

In order to implement a newsletter communication activity, a mailing list has been initially created including all the e-SHYIPS partners and the Advisory Board members. In addition, any interested person or organization is allowed to subscribe through the specific registration form in the e-SHYIPS website.

For individual registrations in the newsletter, subscribers will either register themselves to receive the newsletter or, if invited to register by any of the e-SHYIPS partners, he/she will also be directed to this registration form.

Subscribers will be able to unsubscribe from the list at any time by following the unsubscribe link available on every form of communications.

All contacts will be handled by ATENA. The newsletter will be sent to all subscribed recipients every 4 months or whenever it is decided to share a specific communication.

At the end of the project, unless otherwise determined, the mailing list will be deleted if no further dissemination activity would be carried out past the end date. If it is determined that post-project communication may be possible, an email would be



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sent to all the subscribers asking if they would like to remain on the list for possible future communication.