HORIZON EUROPE PROGRAMME
TOPIC HORIZON-CLEANH2-2023-01-01

GA No. 101137893

REDHY

Redox-Mediated economic, critical raw material free, low capex and highly efficient green hydrogen production technology

REDHY - Deliverable report

D8.1 – Project's Corporate Identity

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Deliverable Title	Project's corporate identity	
Deliverable Date	08-04-2024	
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Author(s)	Fleur Pijper (UNR)	08-04-2024
Checked by	Anna Molinari (UNR)	26-04-2024
Reviewed by (if applicable)	All Partners	
Approved by	Tobias Morawietz	29-04-2024
Status	Final	

Document History

Version	Date	Editing done by	Remarks
V1	08-04-2024	Fleur Pijper	First draft
V2	18/24-04-2024	Project partners	Few comments provided
V3	26-04-2024	Anna Molinari	Final updates
Final	29-04-2024	Tobias Morawietz	

Public Summary

The Horizon Europe REDHy project focuses on solving (some of) the limitations of contemporary electrolyser technologies by fundamentally reimagining water electrolysis, allowing it to surpass the drawbacks of state-of-the-art (SoA) electrolysers and become a pivotal technology in the hydrogen economy. The REDHy approach is highly adaptable, enduring, environmentally friendly, intrinsically secure, and cost-efficient, enabling the production of economically viable green hydrogen at considerably increased current densities compared to SoA electrolysers.

This report is part of the Work Package 'Dissemination and Exploitation' (WP8) aiming at maximizing the visibility and impact of the project. The main targets for this WP are: communicating and disseminating key results and innovations, ensuring engagement and promote synergies with relevant stakeholders and audiences, managing interactions with the AB and ensuring the best exploitation of the project results, identifying specific target groups.
To achieve these goals different tasks have been defined

- Task 8.1 Dissemination and Communication strategy → concerning the communication of the project to the general public. This includes defining the project website and visual identity (this document).
- Task 8.2 Clustering activities and stakeholder engagement → build networks with external experts and sister projects as part of the broad project Dissemination and Communication Plan (D8.2)
- Task 8.3 → Exploitation and knowledge protection → working on the preparation of exploitation activities including IPR protection management (D8.3, D8.4).

This deliverable D8.1, describes REDHy corporate identity, which consists of the following items:

- A project corporate identity including logo and colour scheme,
- Communication and Dissemination tools such as a project flyer/leaflet and banner created specifically for the project;
- The project website;
- Electronic newsletters (including dissemination database), which will be released on a 6-monthly basis;
- Templates for documents, reports, and PowerPoint to be used by the consortium;
- Communication products to generate broader reach of REDHy information and results (*e.g.*, LinkedIn).

The deliverable also explains the importance of a unique corporate identity for the project and how the items of the identity will be used for. All items addressed in this deliverable will be accompanied by visuals of each of the developed items. The templates are created to support project presentations, deliverables, meeting documents, and reporting requirements.
For REDHy, a website and a LinkedIn page have been set up. The LinkedIn page is used to attract a broad audience and to share important and interesting information via posts, whereas the website will act as a main channel to showcase REDHy actual results and act as a contact point for third parties who are interested in the progress and outcomes of the project.

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List of abbreviations

Abbr.	Meaning	Abbr.	Meaning
DEC	Dissemination, Exploitation, Communication	**GDRP**	General Data Protection Regulation
EB	Executive Board	**SC**	Steering Committee
GA	General Assembly	**WP**	Work Package

1 Introduction

Deliverable 8.1 is the first deliverable of WP8 (Dissemination and exploitation) and describes the visual identity and setting up of the project website of the REDHY project. The aim of WP8 is to maximize the visibility and impact of the project by means of various communication, dissemination, and exploitation activities. WP8 will enhance the impact of the REDHY by maximizing engagement and promoting synergies with external/relevant experts and stakeholders and will ensure successful communication and preliminary exploitation of the project results by identifying specific target audiences. The scope of this deliverable is to introduce and describe the developed tools and platforms that will be employed throughout the project duration to execute DEC activities effectively. Additionally, this report aims to highlight the importance of establishing a simple but cohesive and easy-to-recognise project visual identity to ensure consistency across all communication channels. The presence of diverse DEC tools and materials emphasizes the need for a well-defined and consistent project visual identity. The following tools and platforms will be used(/considered) during the project:

- Project Website (https://www.redhy.eu): Launched in April 2024, the project website serves as the centre for disseminating project information, updates, and resources. It provides the broader public and interested stakeholders easy access to project materials, research findings, and contact information.

- LinkedIn: the project's LinkedIn page will engage stakeholders, share insights, and initiate discussions relevant to REDHy's mission and objectives. LinkedIn serves as a platform for creating connections, establishing credibility, and expanding the project's network.

- E-Newsletter: An electronic newsletter will be circulated periodically to subscribers, providing them with project updates, highlights, and relevant news. This communication channel facilitates regular engagement with stakeholders and ensures they remain informed about project developments.

- Conferences and Events: Participation in conferences and events of significant impact provides opportunities to show results, objectives, and future outcomes of the project; engage with stakeholders and foster collaboration.

- Publications: The project aims to disseminate its findings and insights through publications in scientific journals and specialized magazines. These publications enhance the project's credibility, contribute to knowledge dissemination, and reach diverse audiences within the scientific community.

- Press Releases: Timely and informative press releases will be distributed to media outlets, highlighting significant project milestones, achievements, and events. Press releases serve as a vital tool for attracting media attention and generating public interest in REDHy's activities.

2 Project's corporate identity

The project visual identity has been defined and designed for the REDHY project, which includes a project logo, icon and a slogan, colour theme and templates for text documents (e.g., deliverable reports, agenda and meeting minutes) and presentation. The details of the different elements of the project visual identity are described in detail in the following sub-sections.

2.1 REDHy logo

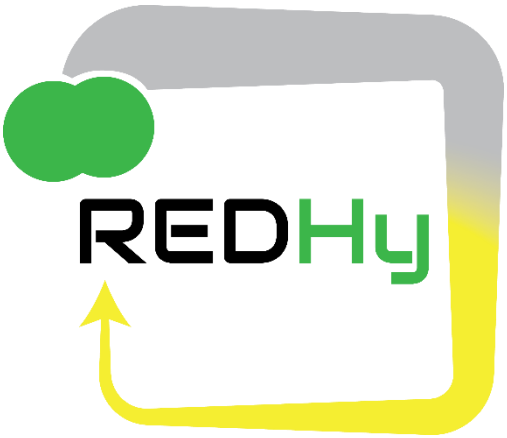


Fig. 2-1 Project logo

A colour scheme for the logo has been defined (*Fig. 2-1*) and will be persistently used in templates for text documents, reports, presentations, and various materials used for DEC activities.

Fruit salad (Green)
C: 76,5% M: 28,6% Y: 71% K: 29%
R: 60 G: 182 B: 74
HEX: #3cb64a

Gorse (Yellow)
C: 3,9% M: 6,7% Y: 80,8% K: 3,9%
R: 245 G: 238 B: 49
HTML: #f5ee31

Black
C: 0% M: 0% Y: 0% K: 0%
R: 0 G: 0 B: 0
HTML: #000000

Grey
C: 25,9% M: 25,5% Y: 24,7% K: 24,7
R: 189 G: 190 B: 192
HTML: #bdbec0

2.2 Project flyer/ brochure

A flyer for the REDHy project has been prepared and will be an essential dissemination tool as it creates awareness of the project and will be used for workshops and other events related to the REDHy. The online version of this document is available for all consortium members on the website and via the online sharing platform Teams. The colour theme of the flyer correspond to the logo and is consistent with the project's corporate identity. The outer side of the document contains important information about the REDHy (partners, contact details of the coordinator, project dissemination team, logo, facts and figures related to the project) and will be understandable for a broad audience. The document summarises information related to the project's key messages, the impact of the project results and the outcome of set project objectives. Fig. 2-2 presents a print screen of the REDHy flyer. The document will be update when/if necessary when more proejct results will be ready.

Fig. 2-2 REDHy preliminary flyer, outside and inside page

2.3 Project newsletter

The project electronic newsletter will be launched at least twice a year; its purpose is to keep the public informed about the latest achievements and events within the project. The shared information will be non-confidential and will be accompanied by visuals referring to the latest updates on the project website. It is possible to subscribe to the REDHy newsletter through the project website (as described further in section 4.1) by providing personal details (including e-mail address, first and last name). The contact details of the REDHy will be saved in the secure project dissemination database. The information about the subscribers will not be public and will be protected. The e-newsletter will provide links to the contact with the coordinator and to the LinkedIn page. Additionally, the emblem of the EU logo and the logo of Clean Hydrogen Partnership will be displayed to acknowledge the funding.

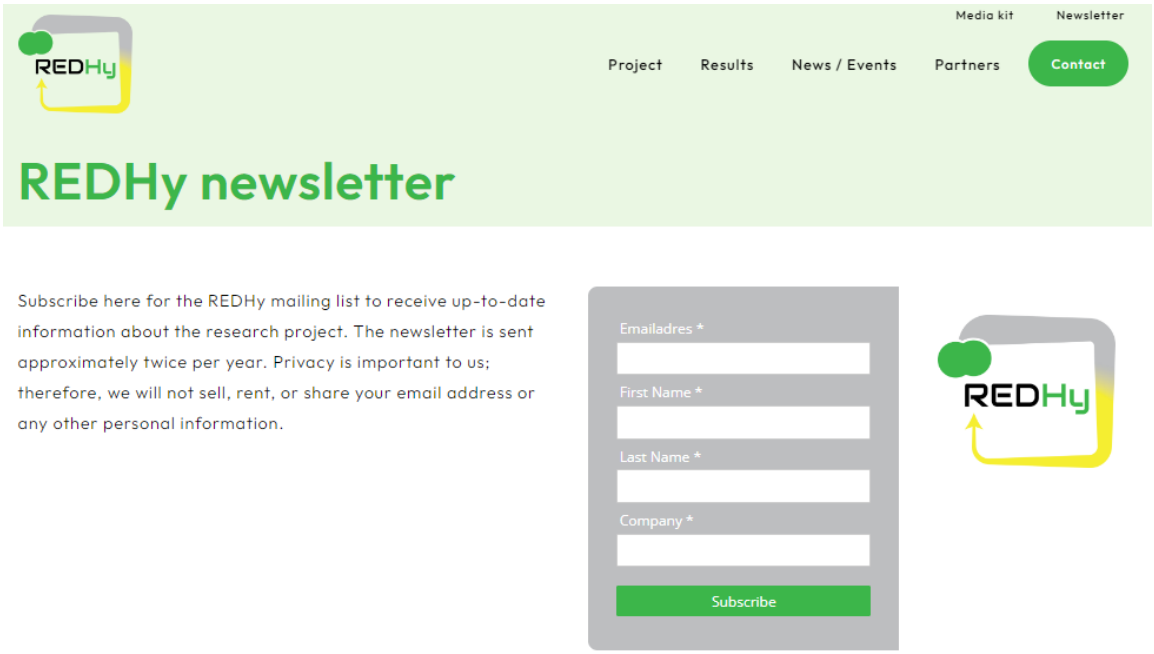


Fig. 2-3 REDHy subscribe newsletter

2.4 Database for Dissemination

In addition to the project website, and linked to the registration for the project newsletter, a dissemination database has been created for REDHy.

First of all it is necessary to mention that the Communication and Dissemination manager and all project partners are committed to good and broad communication but at the same time are aware about the current privacy regulations. Therefore, project communication activities will have to comply with the current General Data Protection Regulation (GDPR) and its rules as adopted in 2018.

In order to collect and maintain the contact database the following steps will be followed:

1. Direct registration via project website
2. Via direct permission/contact by project partners
3. By participation at project-related (online) events ask permission to ask participant to the contact database.

The structure of the dissemination database has been created by UNR. Contacts and information will be added to the dissemination database throughout the entire project lifetime. In the database, the following information will be collected (whenever possible) for each contact:

- Full name
- Email address
- Name of organisation
- Focus and type of organisation (research, local authority, Energy Company, EU Commission, Legislation/standardization, etc.)
- Connection to the project
- Country and Postal Address

The dissemination database will be saved in the project restricted area (no public access to the data. More information on the contact database and also how dissemination activities will be monitored will be reported in D8.2.

3 Project Templates

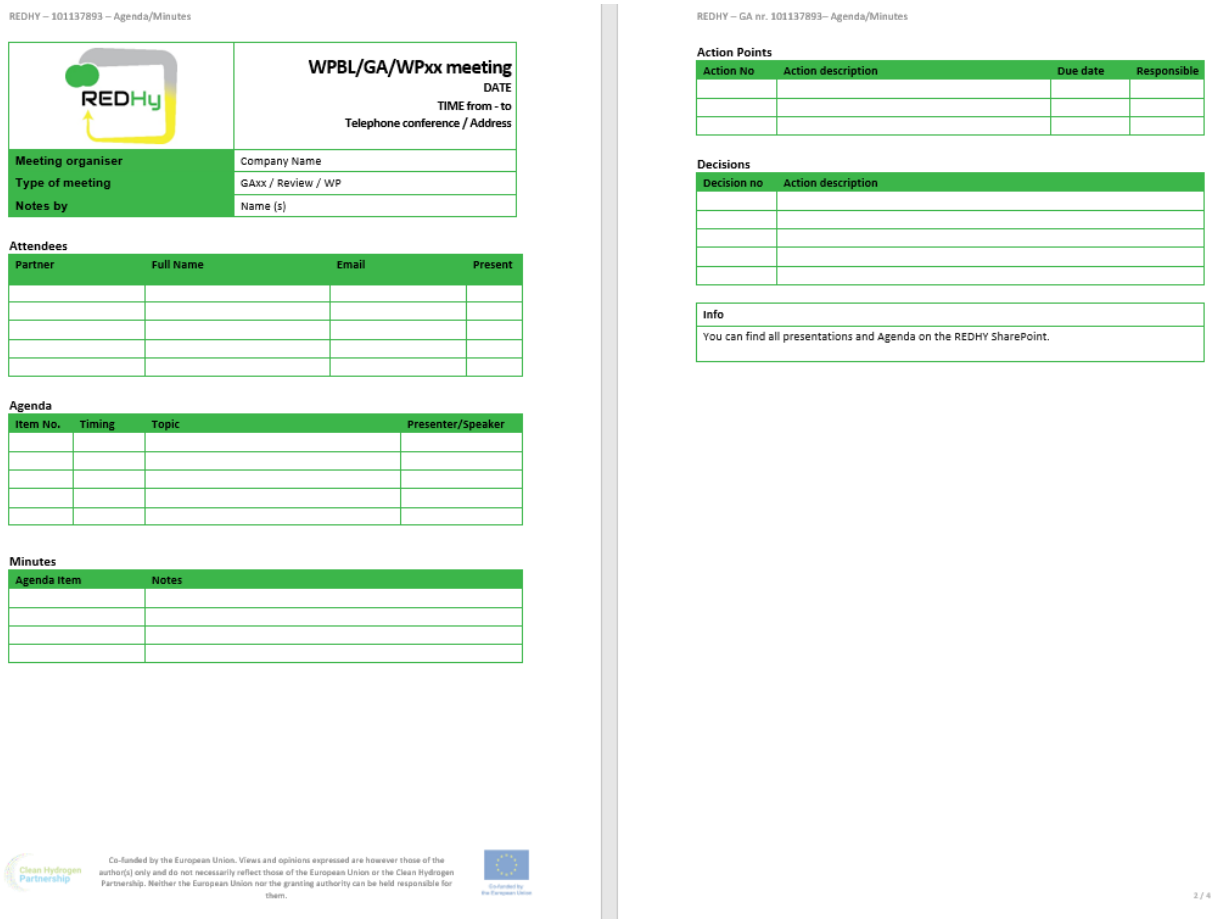
To support the management of the project and to support the partners in their activities, various templates have been developed that enable the use of REDHy's project corporate identity.

3.1 Document Templates

For the REDHy project various document templates have been created:

Agenda and minutes of meetings

The agenda and the minutes template include information about the project time, date, address, organizer of the meeting, meeting type, list of attendees, action points, agenda items and additional information regarding the availability of the documents. *Fig. 3-1* displays the created template of an agenda, action points and minutes of the meeting.



REDHY – 101137893 – Agenda/Minutes

REDHy

WPBL/GA/WPxx meeting
DATE
TIME from - to
Telephone conference / Address

Meeting organiser	Company Name
Type of meeting	GAxx / Review / WP
Notes by	Name (s)

Attendees

Partner	Full Name	Email	Present

Agenda

Item No.	Timing	Topic	Presenter/Speaker

Minutes

Agenda Item	Notes

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REDHY – GA nr. 101137893– Agenda/Minutes

Action Points

Action No	Action description	Due date	Responsible

Decisions

Decision no	Action description

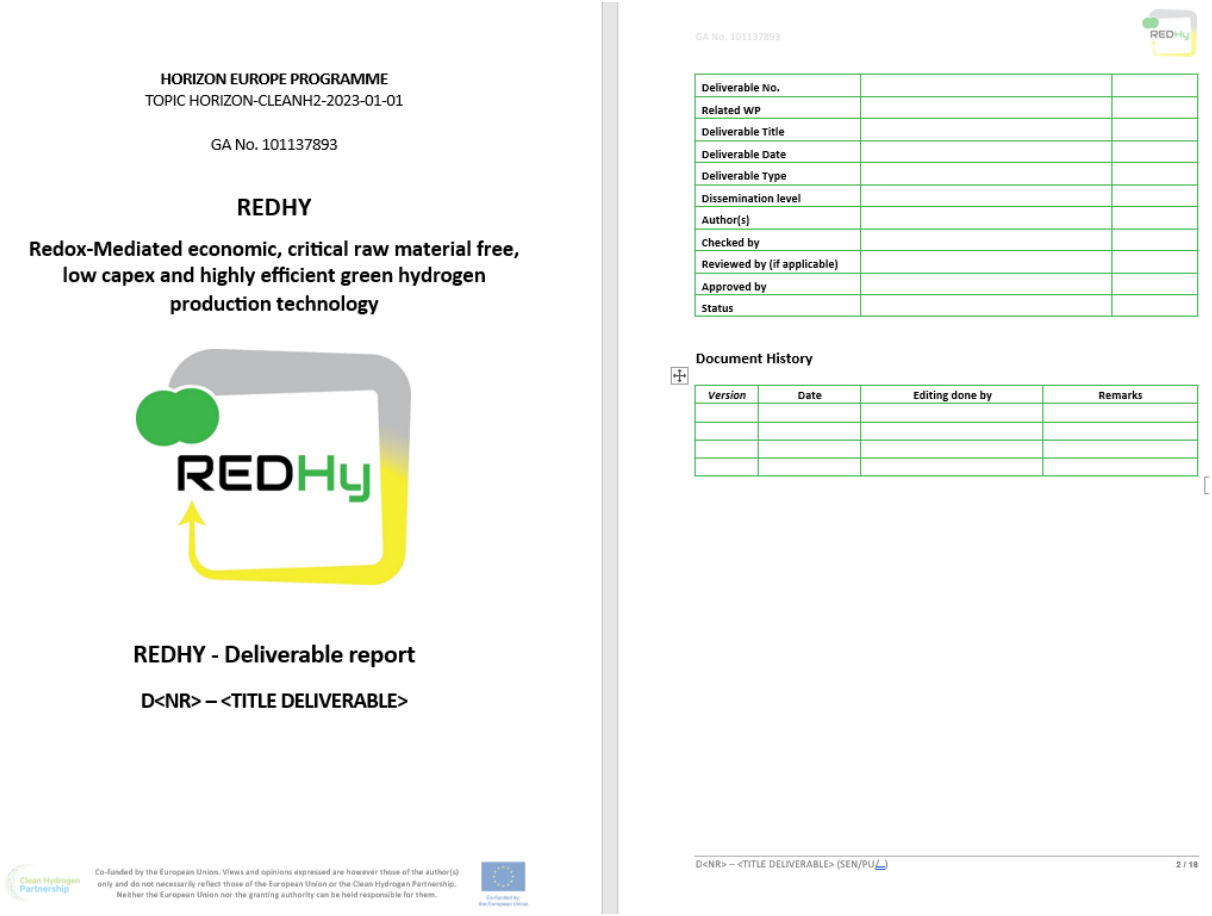
Info
You can find all presentations and Agenda on the REDHY SharePoint.

2 / 4

Fig. 3-1 Template of the agenda and minutes of REDHy.

Deliverable templates

The Deliverable template are available and used by all the partners to report their project deliverables. The screenshots of the template are presented in *Fig. 3-2*. The template contain all the necessary parts of the reports, e.g.: title page, publish summary (for confidential reports), general part of the work performed, conclusions, risk registration, acknowledgement (of the EU funding and Clean Hydrogen Partnership), a disclaimer, a list of partners and annex on quality control.



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TOPIC HORIZON-CLEANH2-2023-01-01

GA No. 101137893

REDHY

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REDHY - Deliverable report

D<NR> – <TITLE DELIVERABLE>

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Deliverable No.		
Related WP		
Deliverable Title		
Deliverable Date		
Deliverable Type		
Dissemination level		
Author(s)		
Checked by		
Reviewed by (if applicable)		
Approved by		
Status		

Document History

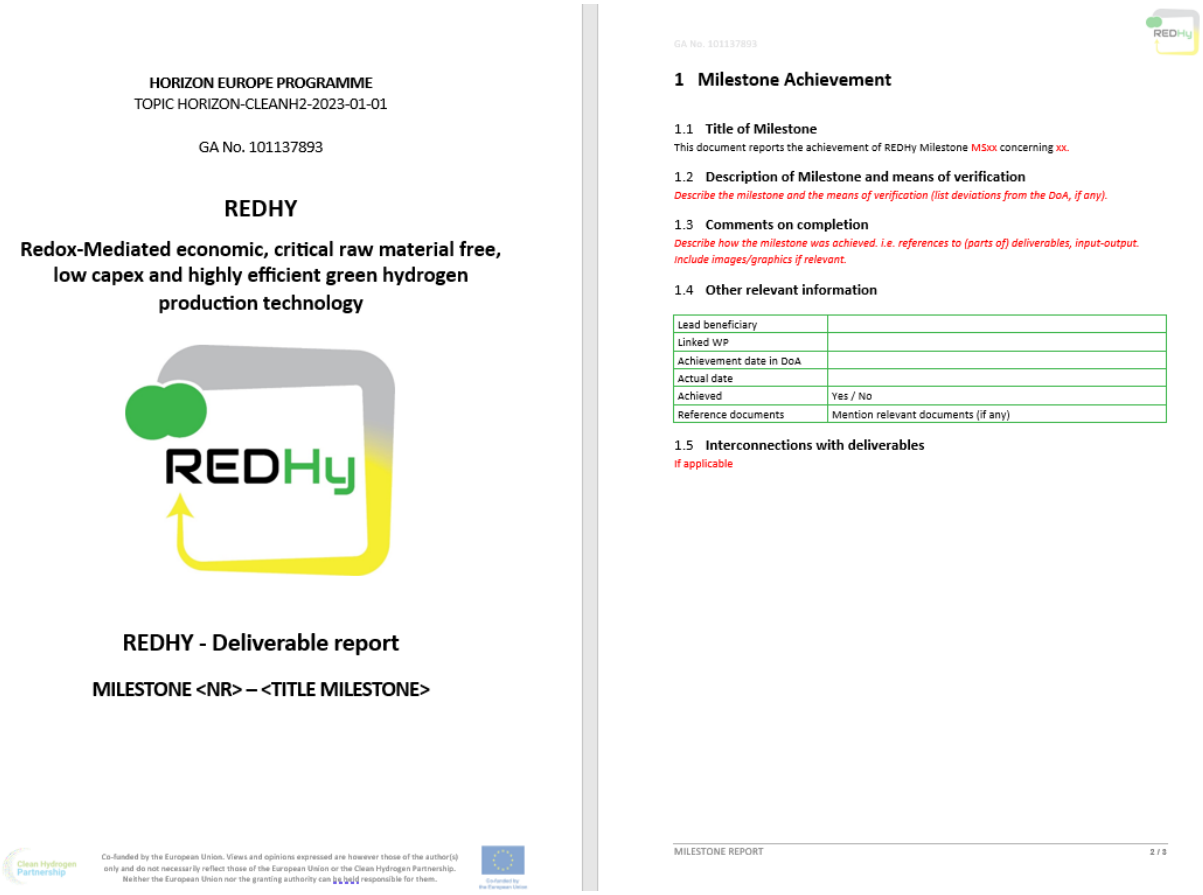
Version	Date	Editing done by	Remarks

D<NR> – <TITLE DELIVERABLE> (SEN/PU/...) 2 / 18

Fig. 3-2 REDHY's Deliverable Template.

Milestone Template

All partners will use Milestone template (as presented in *Fig. 3-3*) prepared by Uniresearch to report the milestone achieved. This document aims to briefly report the achievement including the pathway to achieving the milestone, time, lead beneficiary and linked WP.



HORIZON EUROPE PROGRAMME
TOPIC HORIZON-CLEANH2-2023-01-01

GA No. 101137893

REDHY

Redox-Mediated economic, critical raw material free, low capex and highly efficient green hydrogen production technology

REDHY - Deliverable report

MILESTONE <NR> – <TITLE MILESTONE>

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GA No. 101137893

1 Milestone Achievement

1.1 **Title of Milestone**
This document reports the achievement of REDHy Milestone MSxx concerning xx.

1.2 **Description of Milestone and means of verification**
Describe the milestone and the means of verification (list deviations from the DoA, if any).

1.3 **Comments on completion**
Describe how the milestone was achieved. i.e. references to (parts of) deliverables, input-output. Include images/graphics if relevant.

1.4 **Other relevant information**

Lead beneficiary	
Linked WP	
Achievement date in DoA	
Actual date	
Achieved	Yes / No
Reference documents	Mention relevant documents (if any)

1.5 **Interconnections with deliverables**
If applicable

MILESTONE REPORT 2 / 3

Fig. 3-3 REDHy's Milestone Template

3.2 Presentation templates

The Presentation templates will be used by the partners during REDHy meetings, for instance: General Assembly (GA), Steering Committee (SC) and Executive Board (EB) meetings, and conferences. They are available to all partners and uploaded on Teams. The presentation template includes the project logo, acknowledgement of the funding, and a disclaimer. *Fig. 3-4* and *Fig. 3-5* show the first and the final slide of the designed template.

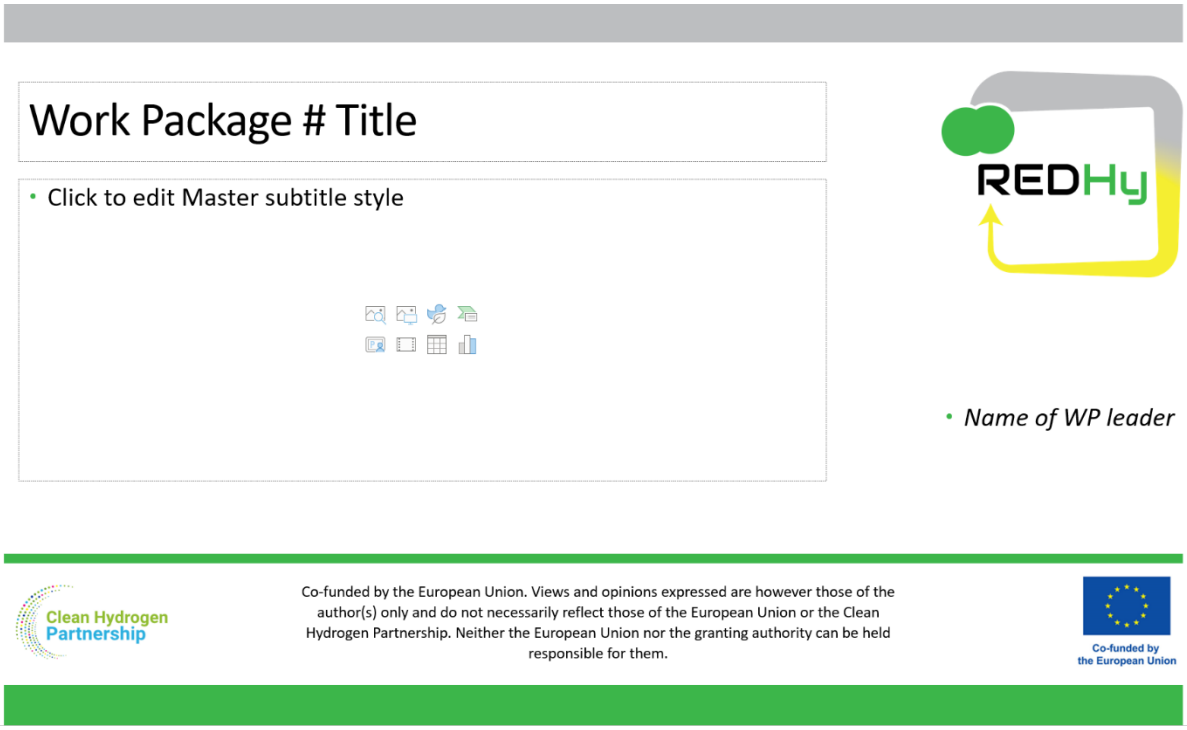


Fig. 3.4 The first slide of the REDHy presentation template.

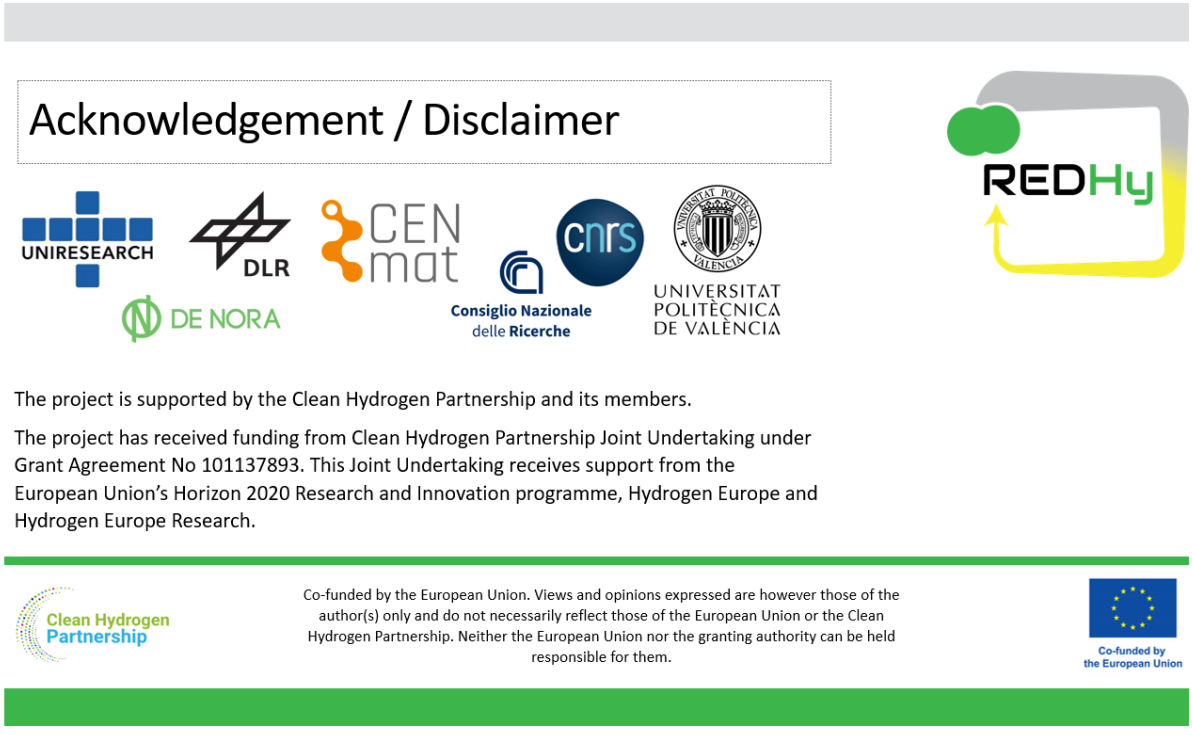
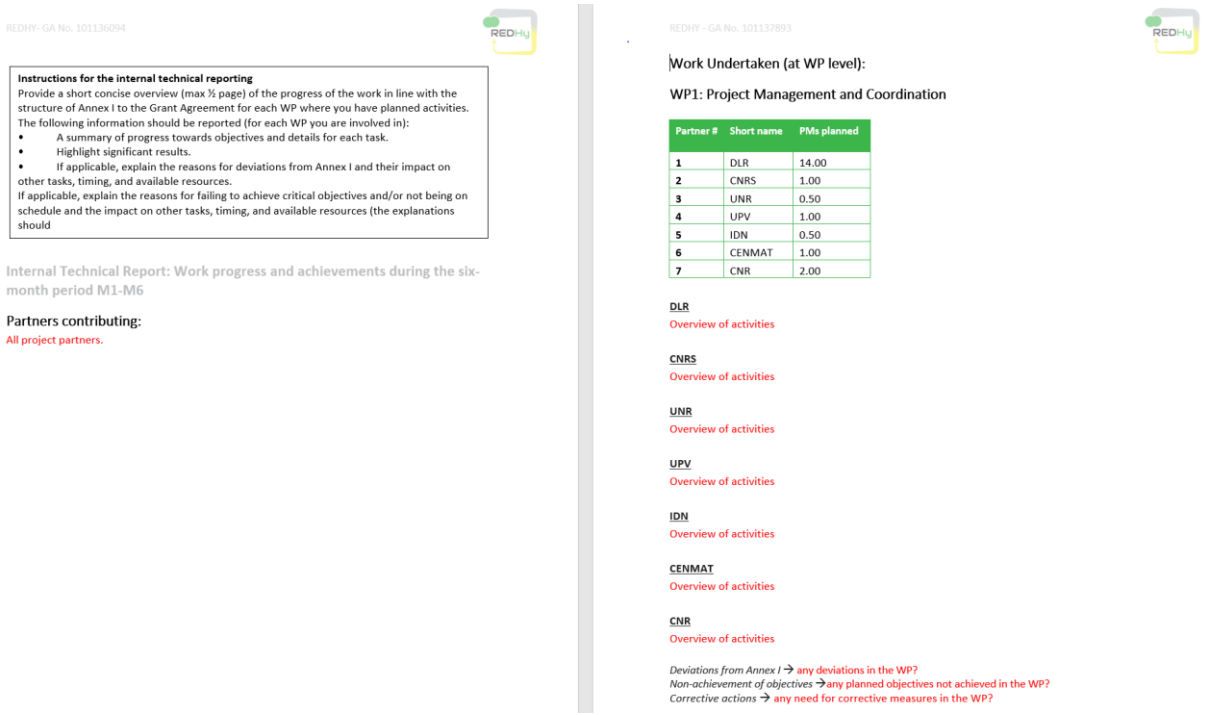


Fig. 3.5 The final slide of the REDHy presentation template.

3.3 Reports

An internal interim report procedure has been defined to monitor the project's progress. Every six months, all the partners will be required to update their activities, PMs used, and budget information. Uniresearch has created the necessary templates, and a screenshot of the internal interim report template is displayed in *Fig. 3-6*. Uniresearch will also prepare and send the template for the periodic reporting (technical part) to the partners with detailed instructions before the first periodic report.



REDHY- GA No. 101136094

Instructions for the internal technical reporting
Provide a short concise overview (max ½ page) of the progress of the work in line with the structure of Annex I to the Grant Agreement for each WP where you have planned activities.
The following information should be reported (for each WP you are involved in):

- A summary of progress towards objectives and details for each task.
- Highlight significant results.
- If applicable, explain the reasons for deviations from Annex I and their impact on other tasks, timing, and available resources.

If applicable, explain the reasons for failing to achieve critical objectives and/or not being on schedule and the impact on other tasks, timing, and available resources (the explanations should

Internal Technical Report: Work progress and achievements during the six-month period M1-M6

Partners contributing:
All project partners.

REDHY - GA No. 101137893

Work Undertaken (at WP level):

WP1: Project Management and Coordination

Partner #	Short name	PMs planned
1	DLR	14.00
2	CNRS	1.00
3	UNR	0.50
4	UPV	1.00
5	IDN	0.50
6	CENMAT	1.00
7	CNR	2.00

DLR
Overview of activities

CNRS
Overview of activities

UNR
Overview of activities

UPV
Overview of activities

IDN
Overview of activities

CENMAT
Overview of activities

CNR
Overview of activities

Deviations from Annex I → any deviations in the WP?
Non-achievement of objectives → any planned objectives not achieved in the WP?
Corrective actions → any need for corrective measures in the WP?

Fig. 3-6 REDHy Internal reporting template.

4 Project website

4.1 Public website

The project website has been designed to act as a main contact point for stakeholders and the public interested in the progress, achievements and details of the REDHy project https://redhy.eu: ww. The website menu has a structure which provides pages with different content. The homepage (Fig. 4.1) presents the fundamental aspects of the project: public summary of the project, the partners involved, including their logo and links to their channels/websites, results and updates from the news and events pages. The structure of the project website is such that icons and project-related images can (and will) be added and updated. At the time of the preparation of this report new figures are being collected. The purpose of having a visually attractive and transparent design is to attract interested parties and the general public to find more information about the project and to create greater awareness of the project results. The main goal of the project website is to inform interested third parties and the general public about the activities within the REDHy project, ongoing and completed events. Additionally, on the website there will be updates on publications related to the project and their summaries will be presented. The hyperlinks will be added to lead interested readers to the original (publisher) websites. It will also be possible to subscribe to the newsletter from the website page. The public information about the project can be found on the website and the updates will be done regularly during the project (≈10 times a year).

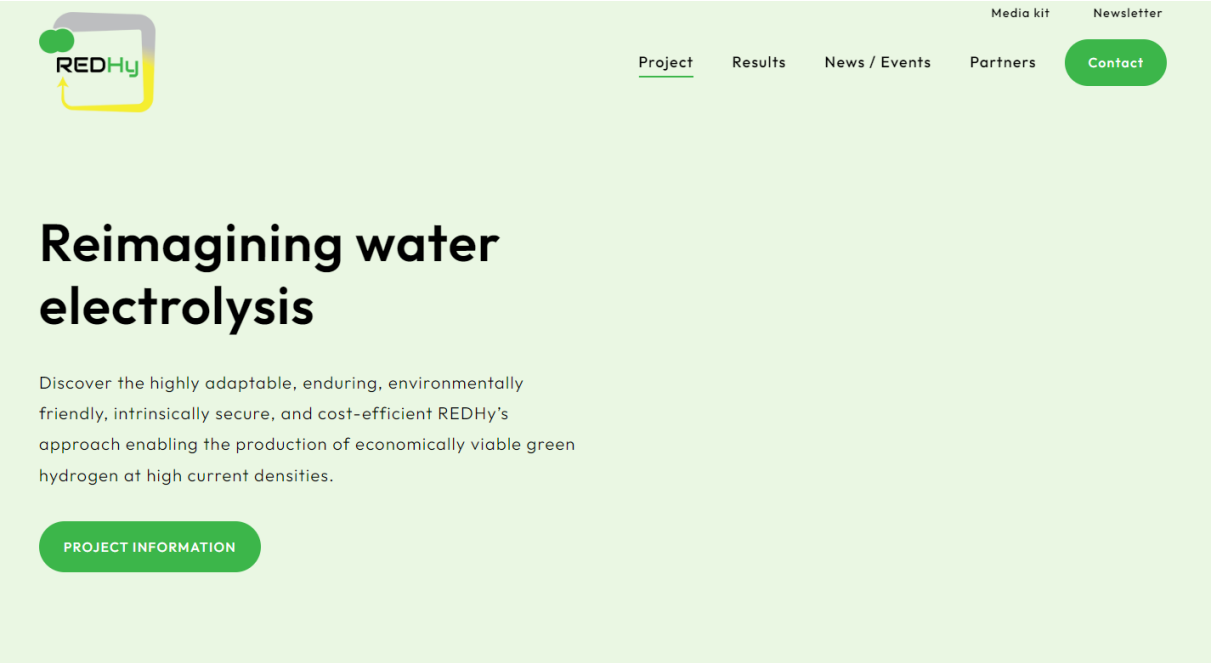


Fig. 4-1 REDHy homepage

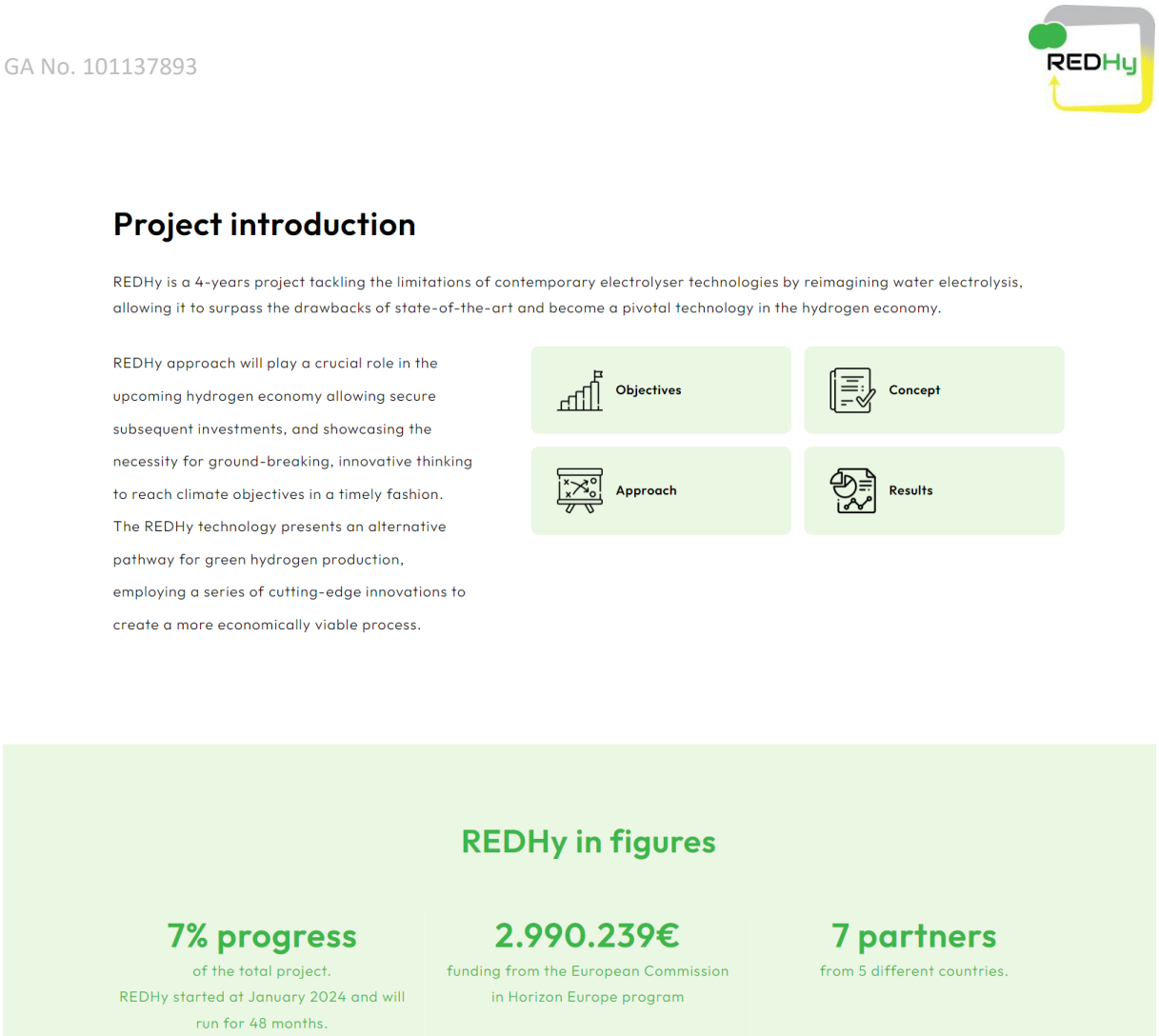


Fig. 4-2 REDHy navigation menu.

4.2 Project page

The section “Project” leads to various subsections: About REDHy, Objectives, Concept, Approach, Structure, Results, Facts and Figures and Publications, as presented in *Fig. 4-3*.

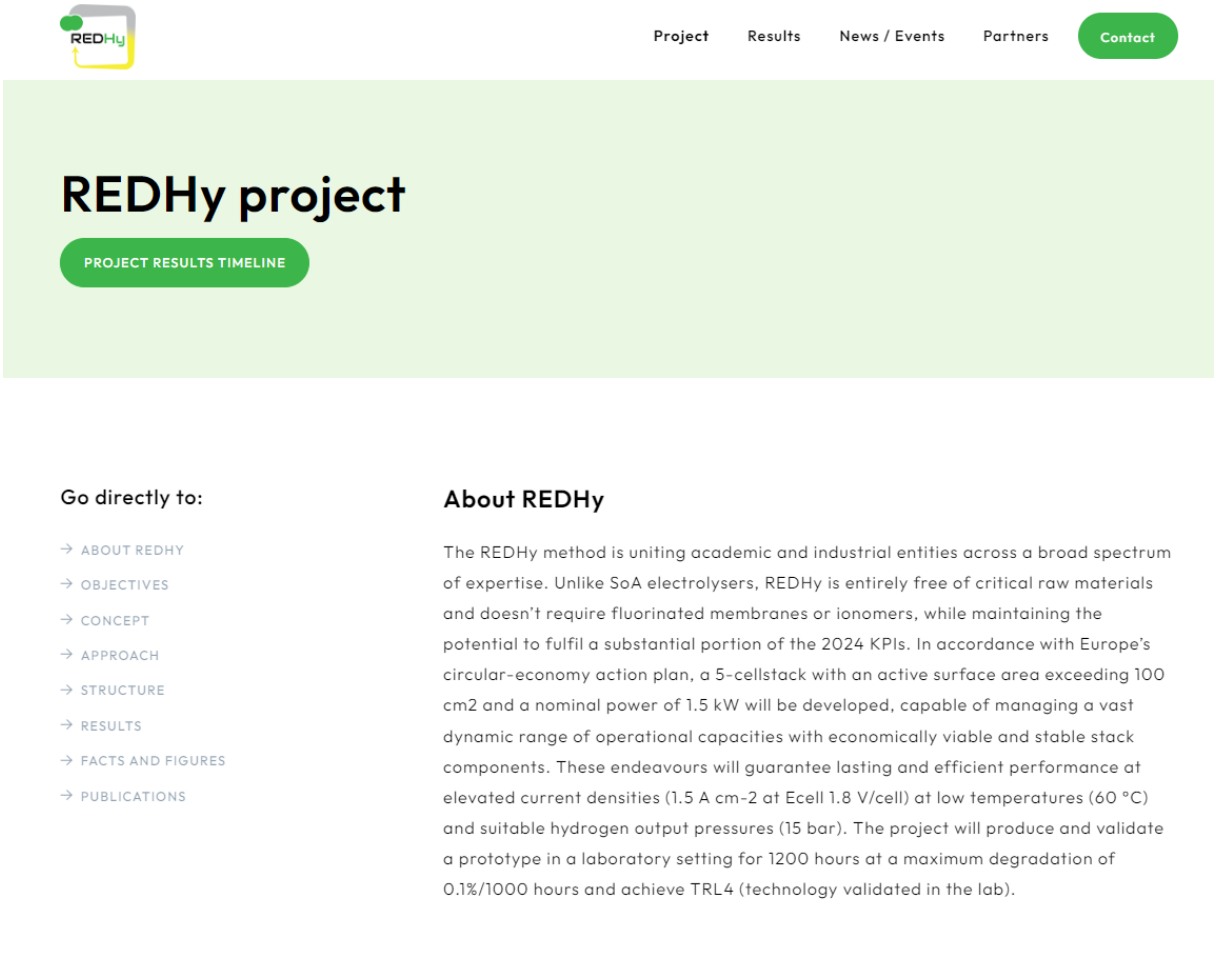


Fig. 4-3 Project section of REDHy

4.3 Result page

The section dedicated to the results focuses on: a project timeline, visually presented the most critical achievements in time; and the achieved and expected results and the overview of this section can be seen in *Fig. 4-4*. The timeline is added to the project website to show the progress of the project and to allow for an easy navigation to interesting updates. From this section it will be possible to track deliverable reports. In case of public deliverables, it will be possible to download and read the entire report and in case of confidential deliverables, only a public summary, providing an overview of the deliverable, will be available.

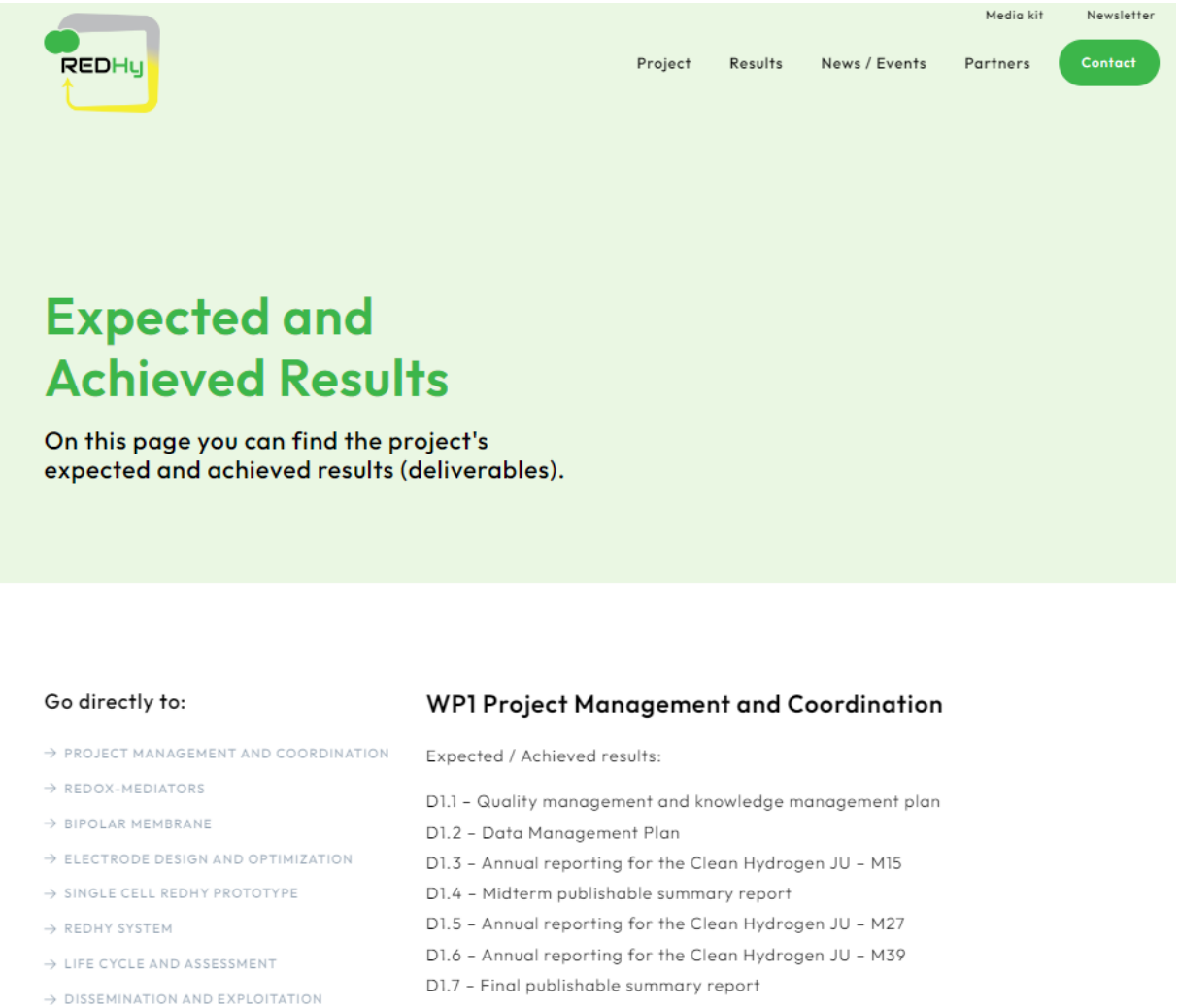


Fig. 4-3. REDHy results page.

4.4 News/Event page

The News/Events section will be updated regularly throughout the project lifespan. Each post published in this section will have a link to a separate page. The dynamic character of this section will keep the visitors updated on the latest achievements and encourage them to visit the website regularly.

4.5 Partners page

In the section related to partners, a description of all beneficiaries of the project will be presented. This section will provide links to their contacts, and official websites. A map presenting the location of each partner is also presented, as can be seen in *Fig. 4-5*.

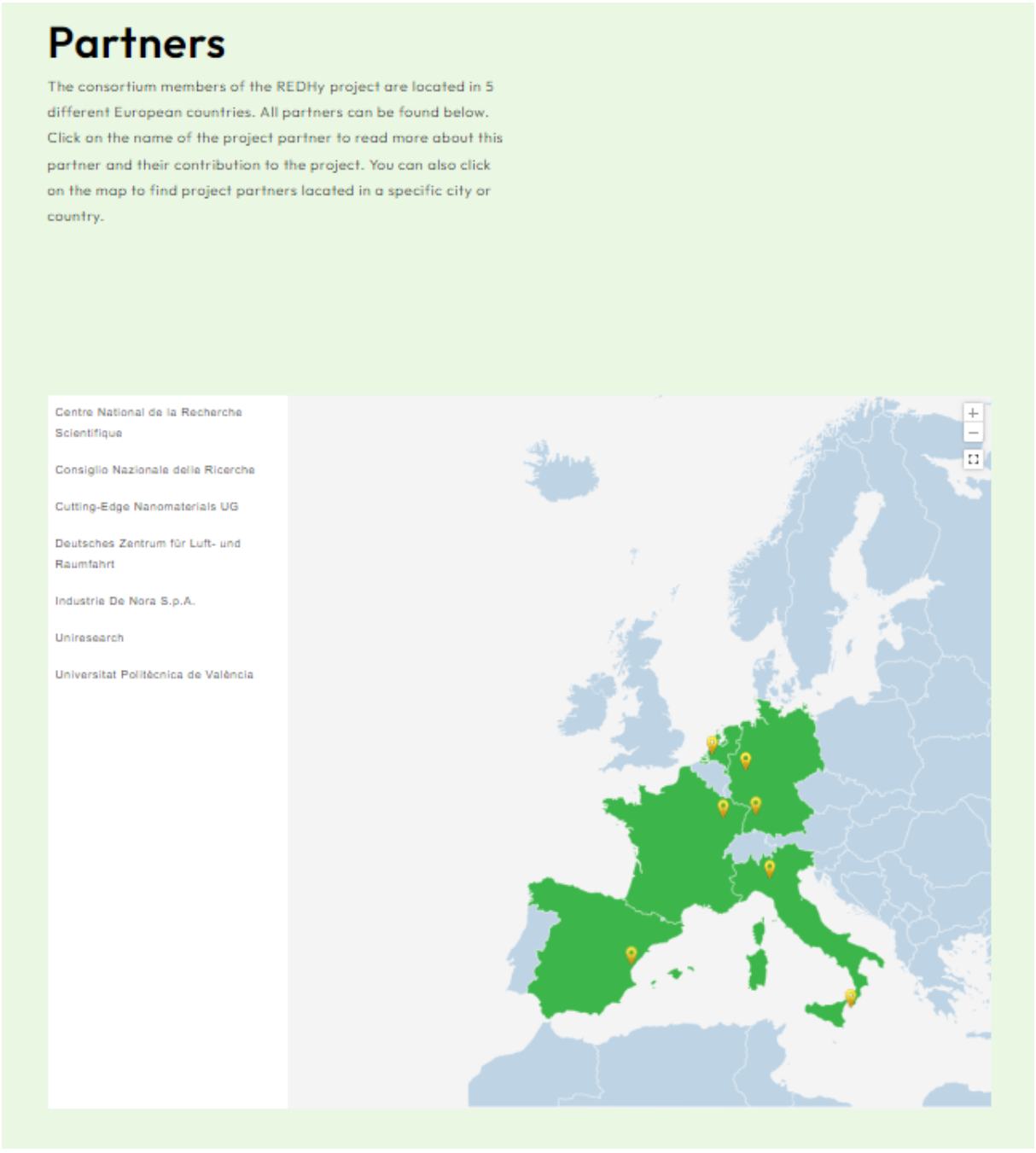


Fig. 4-5 Partners presentation section of the REDHy project.

4.6 Acknowledgement

At the bottom of each partner's page, all website links will be attached, including the contacts to the coordinator and dissemination team. Besides, the acknowledgement of the EU and Clean Hydrogen Partnership is included (as presented in *Fig. 4-6*).

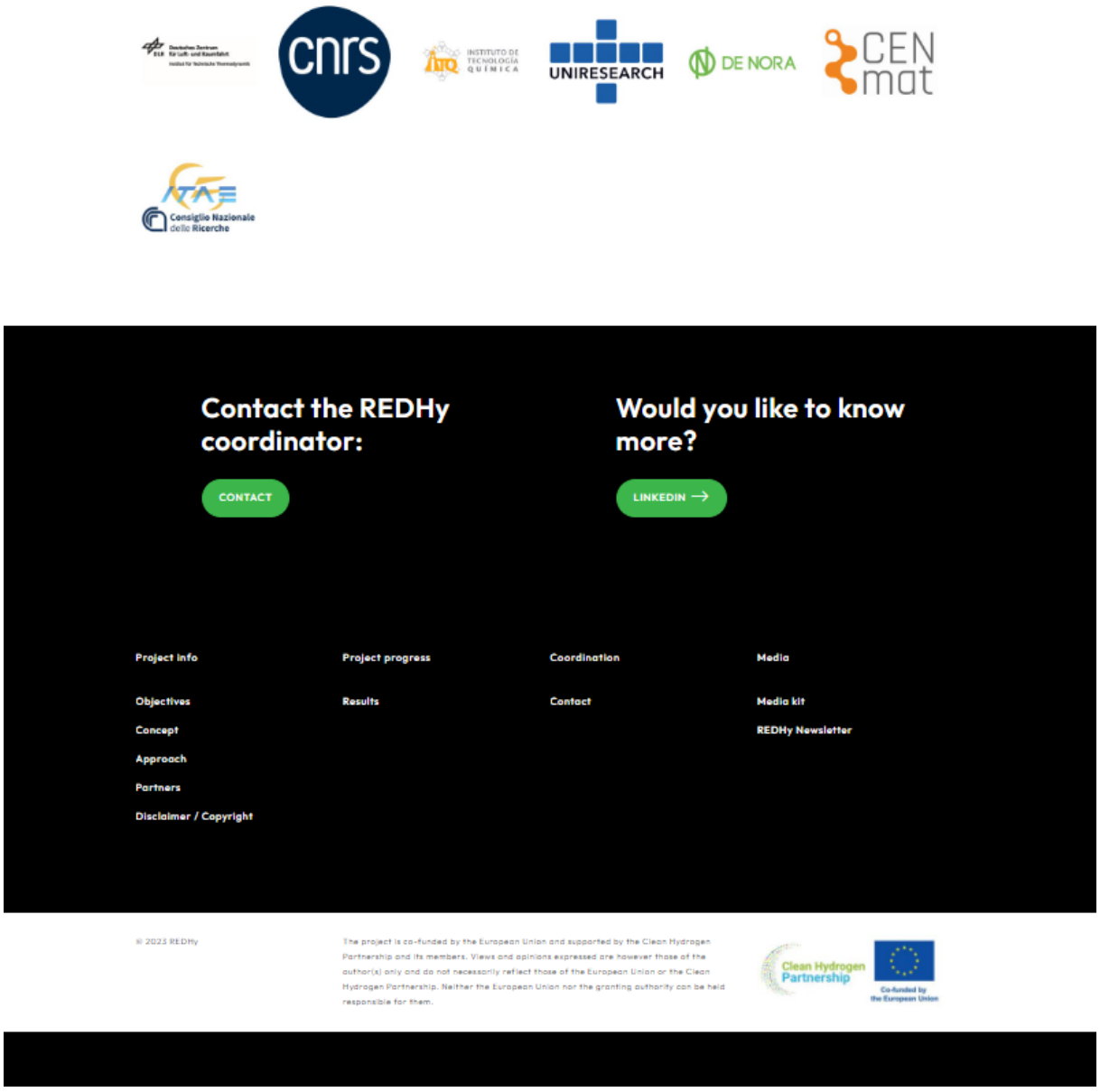


Fig. 4-6 Acknowledgement of the REDHy.

4.7 Media-kit

The REDHy Media kit link will provide access to various dissemination materials that will be used during the project lifetime, which will include: the project logo, project introduction and presentation, project brochures and flyer etc. The screenshot of the media kit is presented in *Fig. 4-7* below.

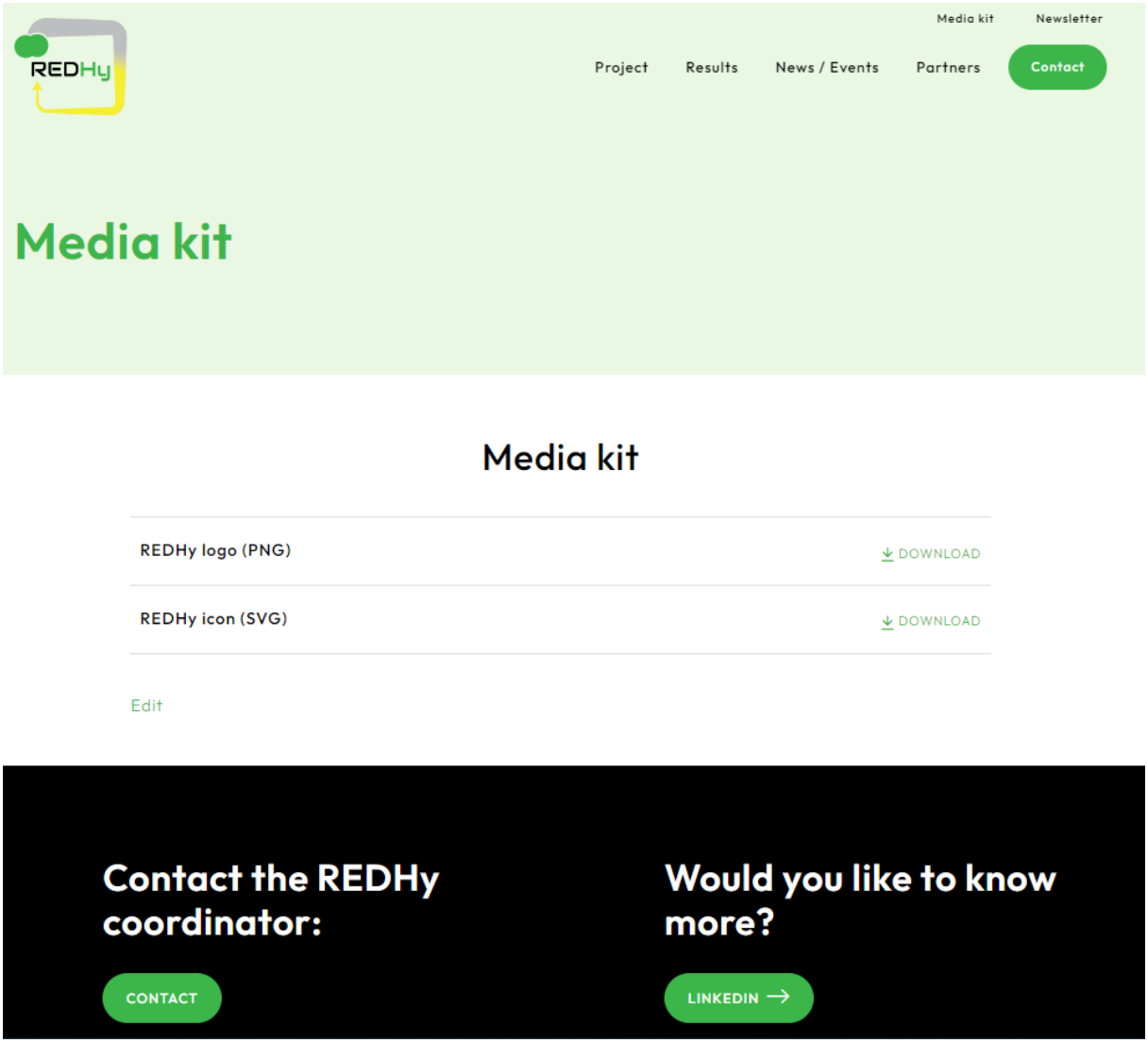


Fig. 4-7 REDHy Media kit.

5 Social media – Linkedin

The LinkedIn page has been setup for the REDHy in April 2024 and the link to the LinkedIn page is provided on the official project website. The first LinkedIn post described the REDHy website launch. LinkedIn offers a unique environment adjusted to professional networking and business-related interactions, making it an ideal platform for showcasing projects' results to targeted audiences of professionals, industry experts, and stakeholders. Through LinkedIn promotion, REDHY can establish credibility, build relationships and gain valuable insights, ultimately leading to the project's growth and success. The LinkedIn overview presents a short summary of the project, introduces the consortium and acknowledges the funding (*Fig. 5-1*).

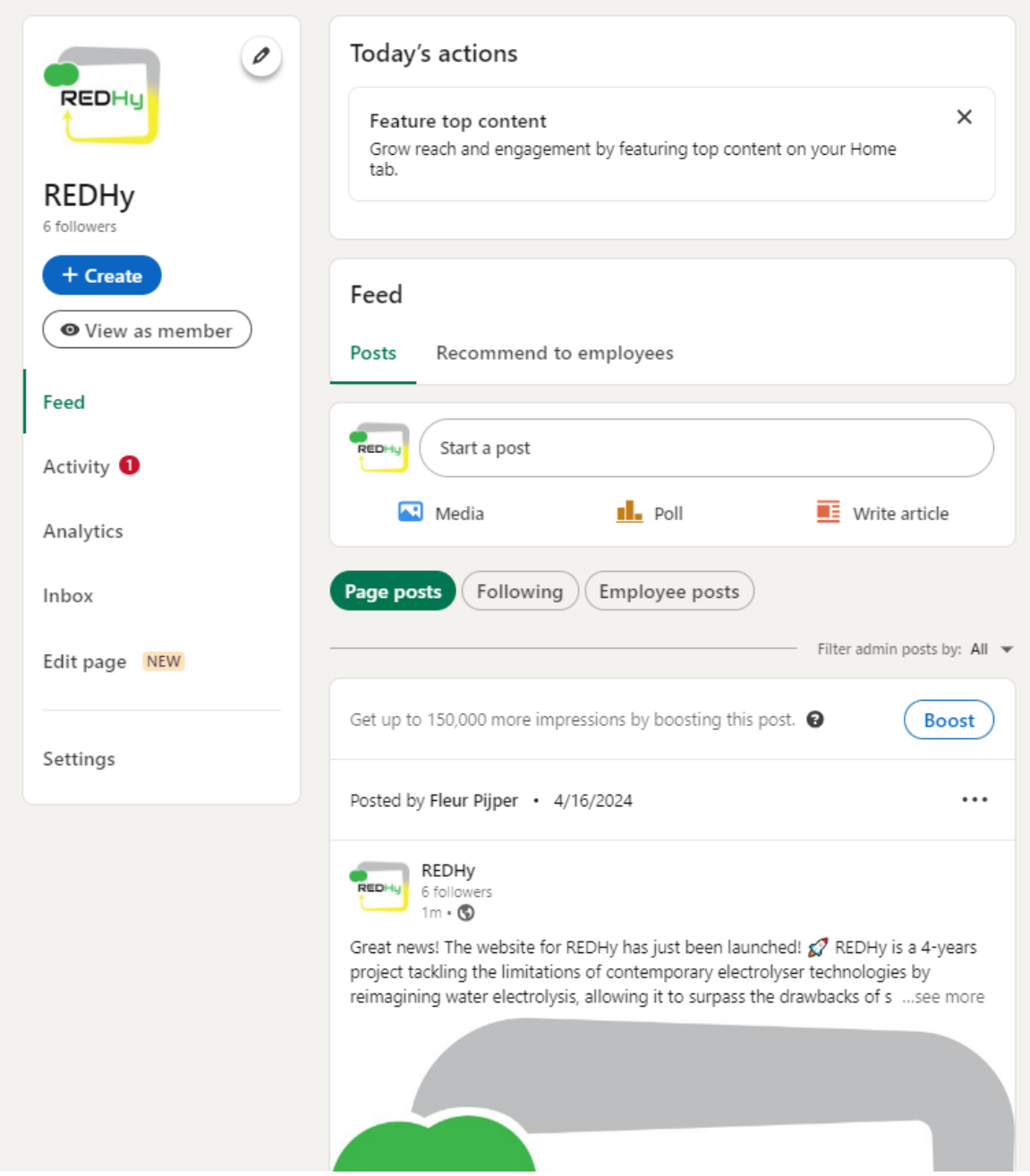


Fig. 5-1 REDHy LinkedIn Page.

6 Deviations from annex 1

At this stage there are no deviations from the description of this deliverable as given in Annex I of the Grant Agreement.

7 Acknowledgement

The author(s) would like to thank the partners in the project for their valuable comments on previous drafts and for performing the review.

Participant No. *	Participant organisation name	Short Name*	Type	**Country**
1 (Coordinator)	Deutsches Zentrum fur Luft – und Raumfarht EV	DLR	RTO	DE
2	Centre National de la Recherche Scientifique	CNRS	RTO	FR
3	Uniresearch B.V.	UNR	SME	NL
4	Universitat Politecnica de Valancia	UPV	HES	ES
5	Industrie De Nora S.p.A.	IDN	IND	IT
6	Cutting-edge Nanomaterials CENmat UG	CENMAT	IND	DE
7	Consiglio Nazionale Delle Ricerche	CNR	RTO	IT

*IND-Industry; SME-Small and medium enterprise; RTO-Research organization; HES-Higher Educational Establishment

Disclaimer/ Acknowledgement

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