



NAUTILUS



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EPFL

ΓΡΑΦΕΙΟ ΓΑΡΔΑΡΤ



D8.1 – Operational project website; communication and PR kit

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Deliverable D8.1 – Operational project website; communication and PR kit

Short summary:	This deliverable summarises means and tools utilised for communication, dissemination and exploitation of the project. These means and tools have been developed and will be updated through duration of the project.
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RE	Restricted to a group specified by the consortium (including the Commission Services)	<input type="checkbox"/>
CO	Confidential, only for members of the consortium (including the Commission Services)	<input checked="" type="checkbox"/>

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Table of Contents

Table of Contents.....	4
1 Introduction.....	5
1.1 Purpose of this document	5
1.2 Intended audience	5
2 Communication and PR kit.....	6
2.1 Logo	6
2.2 Document templates.....	8
2.2.1 Microsoft Word template	8
2.2.2 Microsoft PowerPoint template	8
2.3 Project Website.....	10
2.4 Social Media	10
2.5 Videos	10
2.6 Banner (Roll-up)	10
2.7 Leaflets.....	11
3 Conclusion.....	12
List of Figures	13
List of Tables	13
List of Abbreviations.....	13
References	13

1 Introduction

NAUTILUS project is a research & innovation project focused on development of a system level solution. In order to achieve coordinated communication, dissemination and exploitation, unifying visual elements need to be brought through.

1.1 Purpose of this document

This document serves as a summary of activities concluded in order to fulfil *Task 8.1: Webpage, social media interaction, PR messages & videos* under WP8 *Outreach, dissemination & exploitation*, and serves like a handbook for the consortium.

In order to reflect development of public relation activities, this document will be updated through the project, according to the project needs.

1.2 Intended audience

While the results of this *Task 8.1: Webpage, social media interaction, PR messages & videos* are aimed at wide public, this report works as a summary for consortium partners of tools and materials available for communication, dissemination and exploitation purposes.

2 Communication and PR kit

This section describes tools and materials used in NAUTILUS communication, dissemination and exploitation activities. Materials included in this document are also used for internal purposes of NAUTILUS consortium.

2.1 Logo

In order to establish unified and easily recognisable visual brand, a project logo has been created. The NAUTILUS logo, is available to all members of the consortium, and is incorporated in Microsoft Word and PowerPoint templates, thereby used for written deliverables, presentations, etc. The logo consists of green (rgb(0,200,94)) and blue (rgb(10,19,238)) polygon with a symbol of a flash, with optional text NAUTILUS. The logo is available also in black and white format.



Figure 1: NAUTILUS logo (green & blue variant)



Figure 2: NAUTILUS logo with text, horizontal (green & blue variant)



Figure 3: NAUTILUS logo with text, vertical (green & blue variant)



Figure 4: NAUTILUS logo (black & white variant)



Figure 5: NAUTILUS logo with text, horizontal (black & white variant)



Figure 6: NAUTILUS logo with text, vertical (black & white variant)

2.2 Document templates

To promote a unified image not only towards the outside world, but also towards the consortium as a whole, Microsoft Word and PowerPoint templates has been created.

2.2.1 Microsoft Word template

A Microsoft Word template has been developed in a format for deliverable (reporting towards the commission. As this template is used for this deliverable, Figure 7 is included for reporting purposes only.



Figure 7: Microsoft Word deliverable template

2.2.2 Microsoft PowerPoint template

Microsoft PowerPoint template has been developed especially for purposes of conclusion of project meetings and consists of 7 different layout options. The PowerPoint template is available both in 4:3 and 16:9 ratio.

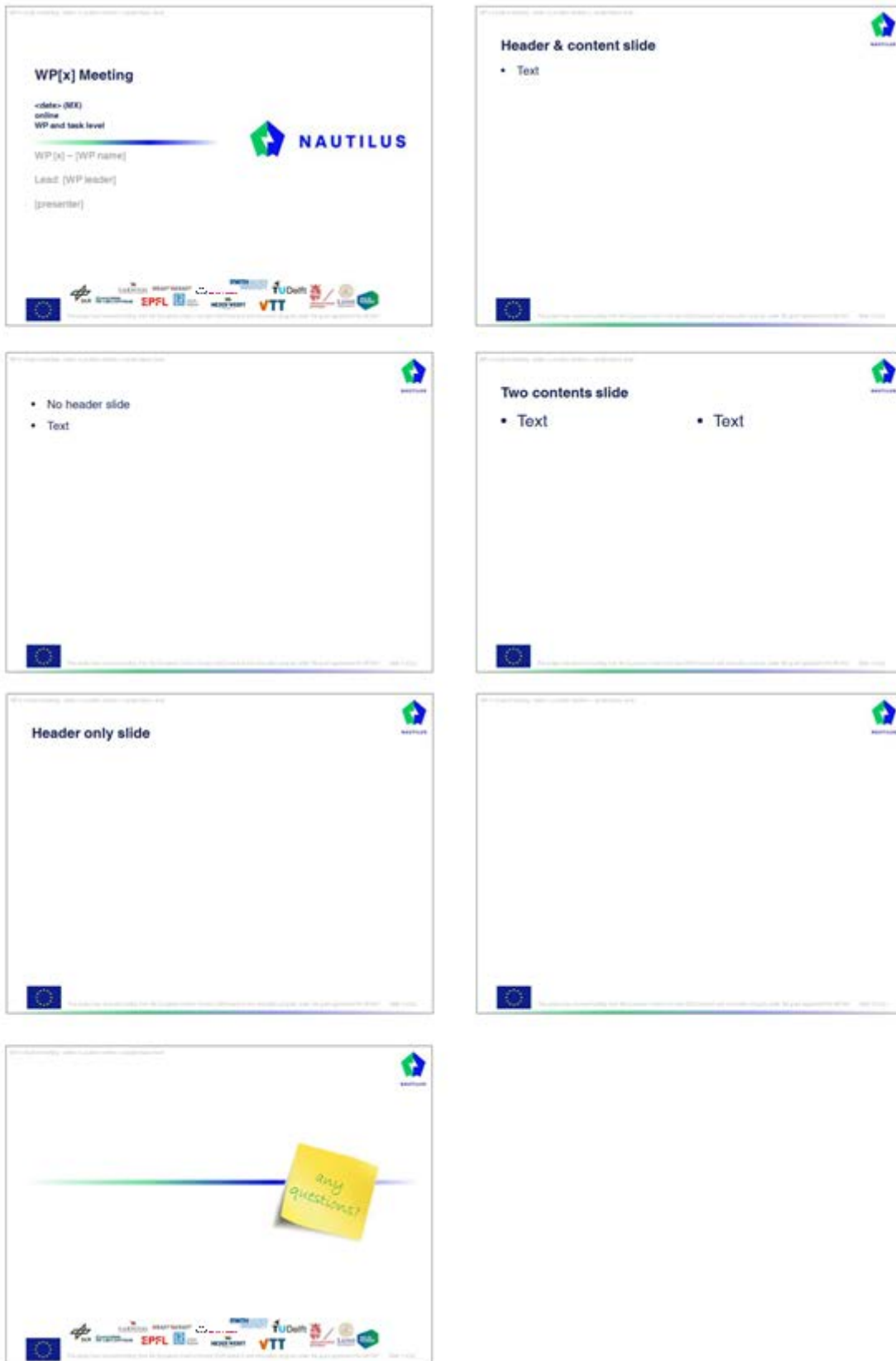


Figure 8: Microsoft PowerPoint template slides in 4:3 ratio

2.3 Project Website

The project website (<https://nautilus-project.eu>) has been established as the major channel for communication and dissemination of the NAUTILUS project towards general public and any other interested audience. The main goal of the website is to share the findings of the project to a wide range of persons who may be interested in NAUTILUS project. In order to reach wide non-technical audience, such as cruisers, tour operators, port agents and general public as a whole, the website content will be kept straightforward and simple. The structure and content of the website will be formed by consortium partners during the project time frame.

The website contains basic information about the project: goal, objectives, work packages, tasks and information about partners. Additionally the website contains all deliverables published and open for visitors. The website will be updated continuously during project implementation and will serve as main source of information about project implementation and progress.

The website is based on the WordPress (<https://wordpress.org/>), which is an open-source content management system based on PHP server-side scripting language and MySQL relational database management system. As one of the most popular platforms, Wordpress allows development of a custom NAUTILUS theme. The theme implements colouring based on style of logo. Server software is provided by a third party webhosting provider, with servers located in Czech Republic.

The website is maintained by the GG's professional team.

2.4 Social Media

Two social media account have been activated for NAUTILUS:

- Twitter (@NautilusProject): to be used to create interest among relevant stakeholders.
- LinkedIn (NAUTILUS H2020 Project, <https://www.linkedin.com/groups/9013008/>): to be used to create interest among experts on focused discussions and to post blogs and news. As this is not a public profile, targeting of experts will be achieved by consortium members.

2.5 Videos

NAUTILUS project aims to create two kinds of videos.

- A promotional project video, which will aim to outreach to the general public and will be shared on project website by June 2021.
- A video from workshops, which will serve for educational and demonstration purposes. This video is estimated to be available in May 2024, depending on final time and place of the workshops.

2.6 Banner (Roll-up)

The idea of the banner with a project logo and description is to establish the visibility of NAUTILUS project at the public events, such as conferences, workshops, exhibitions and trade fairs.

Due to limitation of (offline) public gatherings due to pandemic, development of the banner has been temporally suspended.



2.7 Leaflets

The idea of the leaflet is to present objectives and results of the NAUTILUS project briefly and in a comprehensible way, as to inform possible stakeholders at the public events, such as conferences, workshops, exhibitions and trade fairs about NAUTILUS. The leaflets could be also distributed during project partners' daily interactions with clients and other projects.

Due to limitation of (offline) public gatherings due to pandemic, development of the leaflet has been temporally suspended.





3 Conclusion

This document presents NAUTILUS communication and PR kit to be used for communication, dissemination and exploitation of the project activities. This document will be updated throughout the duration of the project, according to changing needs of the communication and dissemination activities, as well as updates of PR messages and videos accordingly.





List of Figures

Figure 1: NAUTILUS logo (green & blue variant).....	6
Figure 2: NAUTILUS logo with text, horizontal (green & blue variant)	6
Figure 3: NAUTILUS logo with text, vertical (green & blue variant)	6
Figure 4: NAUTILUS logo (black & white variant).....	7
Figure 5: NAUTILUS logo with text, horizontal (black & white variant).....	7
Figure 6: NAUTILUS logo with text, vertical (black & white variant).....	7
Figure 7: Microsoft Word deliverable template	8
Figure 8: Microsoft PowerPoint template slides.....	9

List of Tables

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List of Abbreviations

Abbreviation	Abbreviation for
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References

