

Smart Ways for In-situ Totally Integrated and Continuous Multisource Generation of Hydrogen

D7.2: Designed Communication Material

WP₇, T7.1

Date of document

April, 2021 (M16)



Technical References

Project Acronym	SWITCH
Project Title	Smart Ways for In-situ Totally Integrated and Continuous Multisource Generation of Hydrogen
Project Coordinator	Luigi Crema - FBK crema@fbk.eu
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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).

Versions

Revision Version	Date	Changes	Changes made by Partner
0.1	13 April 2021	First release	Chiara Pellegrini (FBK)
1.0	21 April 2021	Second release	Chiara Pellegrini (FBK)
2.0	27 April 2021	Final version	Luigi Crema (FBK)

Table of Content

1	Introduction	6
2	Library	7
3	Flyer	8
4	Roll up	10
5	Video	11
6	Conclusion	13

List of Figures

Figure 1 SWITCH Library for internal stakeholders	7
Figure 2 SWITCH Library for external stakeholders	7
Figure 3 SWITCH Flyer.....	9
Figure 4 SWITCH Roll-up	10
Figure 5 SWITCH Video	11
Figure 6 The three SWITCH video pills.....	12

1 Introduction

This report describes the communication materials produced between M1 and M16. The materials are used for the dissemination and communication (D&C) activities of the SWITCH project. The “Designed Communication Materials” provide the graphical code and elements for all the D&C output that will be published by the SWITCH Consortium. The materials comprise the following main elements:

1. Library
2. Flyer
3. Poster
4. Roll-up
5. Video

The report presents the materials by describing their characteristics and their intended use for (D&C) activities. By providing common “building blocks” for D&C, this deliverable is intended as a “toolkit” for internal and external stakeholders to be used for communicating about the SWITCH project. The materials will help to describe the SWITCH project to a general public and to customize the D&C outputs for each specific target by offering common graphical elements.

The final goal of the materials is to maximize the dissemination and communication potential of the SWITCH's project, with the objective of reaching multiple stakeholders with a clear and attractive message and boosting the exploitation potential of the new technology and related results.

2 Library

The “Library” is a set of pictures in png and jpeg format that can be used by internal stakeholders for D&C activities. The complete Library is accessible to internal stakeholders at [this link](#) on the internal repository of the SWITCH project.

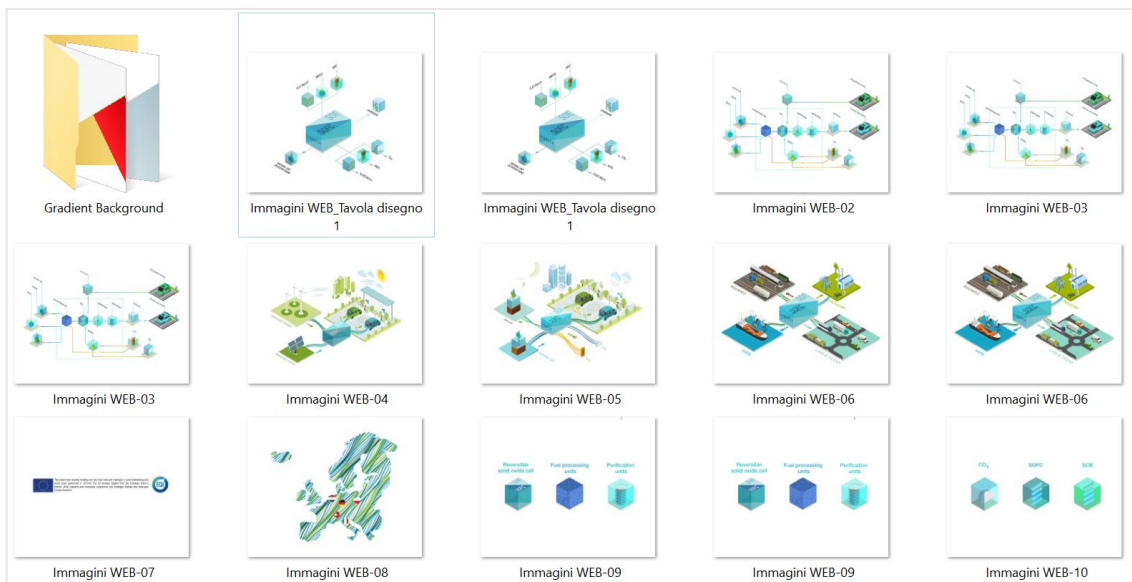


Figure 1 SWITCH Library for internal stakeholders

The pictures can be used by internal stakeholders for scientific presentations, posters, flyers and any type of D&C activities that requires a representation of the SWITCH project. Part of the Library is available for download by external stakeholders on the website at [this link](#). These pictures represent the core visual elements of the SWITCH project. They represent the first input of the “Press Kit” that will be developed in the next project months. The Press Kit will comprise a pre-packaged set of informative materials that provide information about the SWITCH project which will be distributed to members of the media for promotional use.

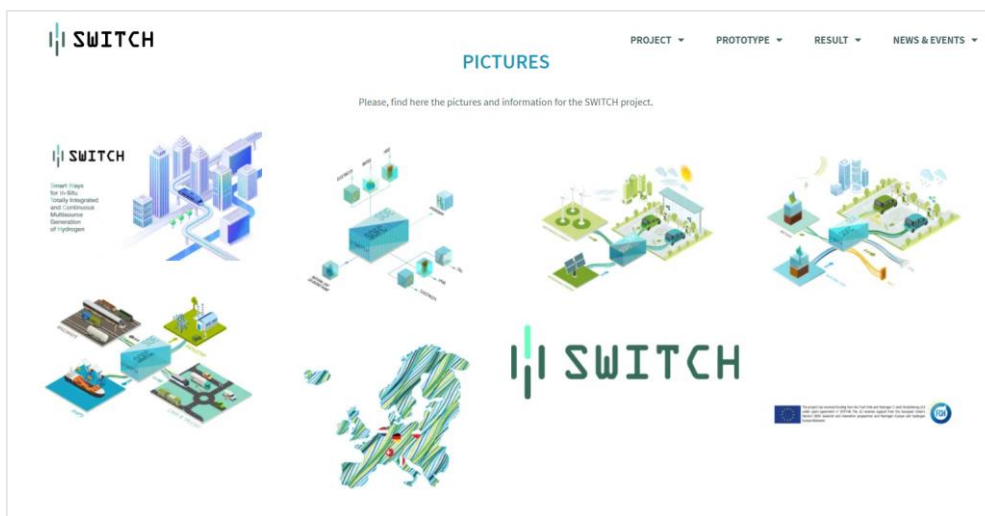


Figure 2 SWITCH Library for external stakeholders

3 Flyer

The eight-pages SWITCH flyer provides the key information on the project objectives, ambition and impact. The flyer uses a simple language to communicate about the project and contains a QR code to link to the website. The purpose of the flyer is to offer a catchy overview of the SWITCH project and of the SWITCH system prototype that will result from the project. The flyer is intended to be used in all communication activities for raising awareness and informing stakeholders on the SWITCH project. It is not intended for scientific dissemination of the project. Scientific dissemination will be performed via scientific publications, fact-sheets and presentations/posters presented at international conferences, workshops and seminars. The flyer can be download in pdf at [this link](#).

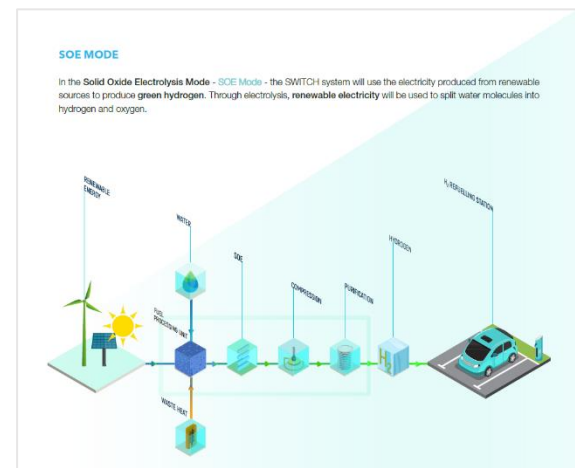
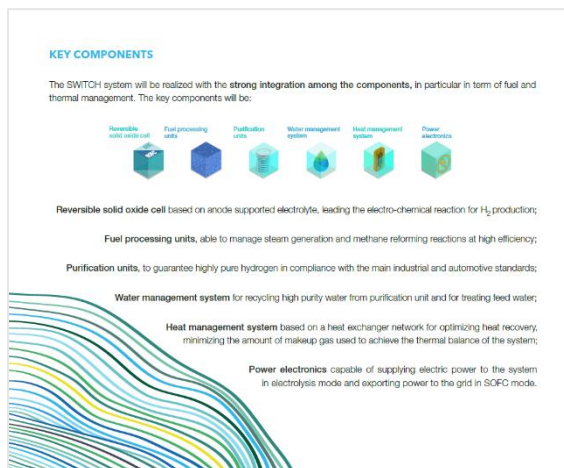
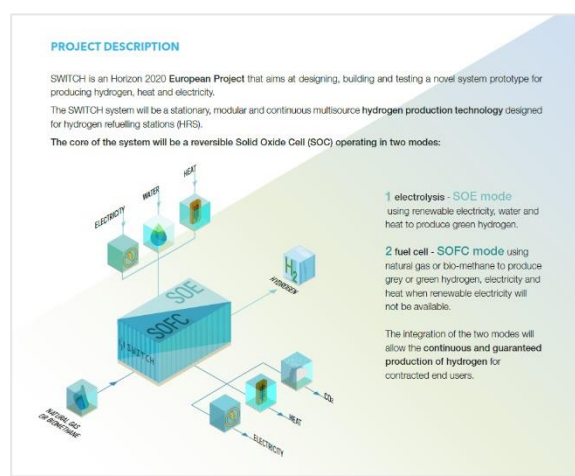




Figure 3 SWITCH Flyer

4 Roll up

A 85x200 cm roll-up has been designed. The roll-up will be used during all SWITCH project meetings and events, workshops and conferences organized by the Consortium.



Figure 4 SWITCH Roll-up

5 Video

Two types of videos are planned for the SWITCH's project. The first video has been designed in graphic motion and it explains the functioning of the SWITCH system. This video will be produced within the first project year (M12) and it is available on the project homepage [at this link](#). The 2.30 min video aims to describe the SWITCH project, the SWITCH system and the ambition of building an innovative prototype for “mostly green, always secured hydrogen production”. The text is simple but effective in conveying the key messages and information on the SWITCH project. It is intended to be used in virtual communication activities and to be displayed during the workshop participated or organised by the Consortium.

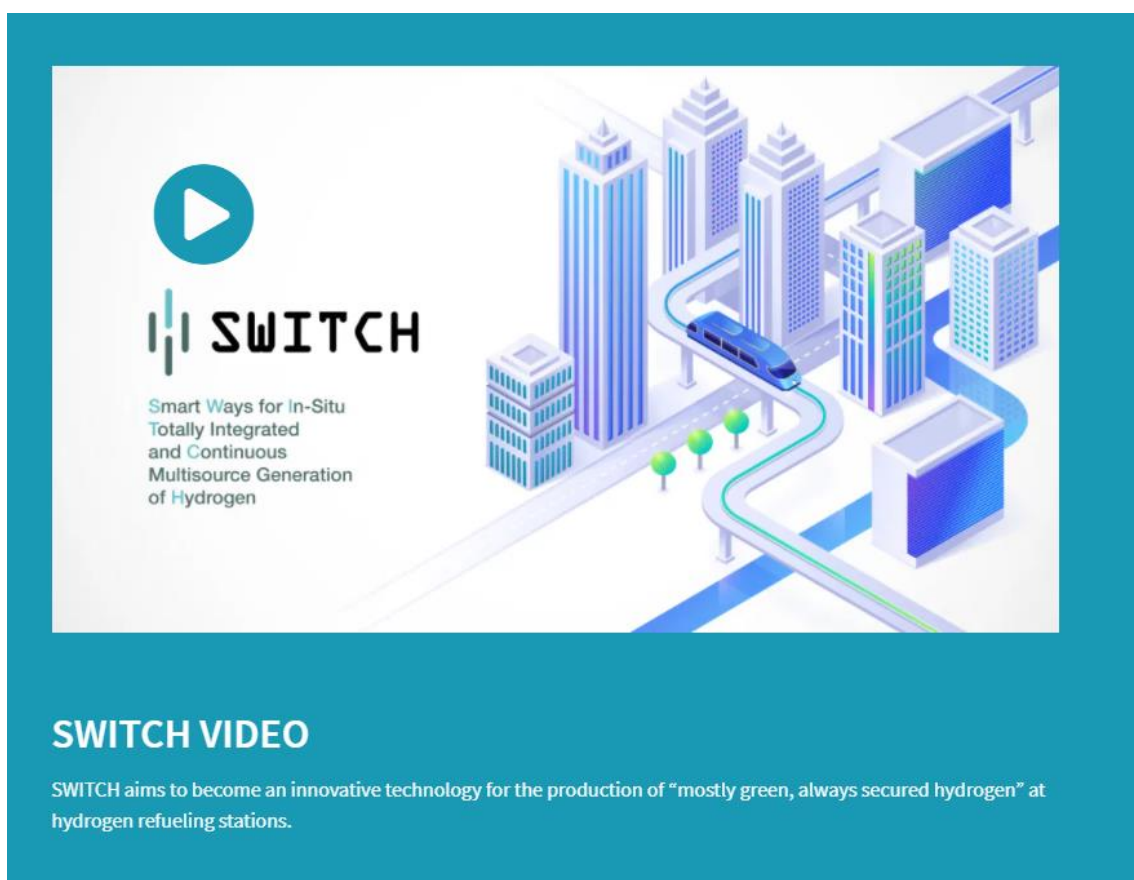


Figure 5 SWITCH Video

The SWITCH video has been segmented into three small video pills to be used for the social media channels. The three 1 min video pills focus on three aspects of the SWITCH project:

1. What is SWITCH?
2. How does SWITCH work?
3. Where SWITCH can be applied?



Figure 6 The three SWITCH video pills

The second video will be produced by filming the partners' experience and the installed SWITCH's system. The objective of the video will be to explain the evolution of the project and the role that each partner played in building it. This video will be ready by the end of the project (M36).

6 Conclusion

This report describes the 5 main “Designed Communication Materials” that are used for the SWITCH’s dissemination and communication activities. The materials are intended to be used either as such for communication to general stakeholders or as building blocks to design new presentations, booklets, fact-sheets and posters for dissemination to targeted stakeholders. The materials will be used for drafting the editorial plan for periodic communication on social media. The Consortium partners will be actively engaged in providing content and in designing dissemination material to promote the SWITCH project and its Key Exploitable Results.

This deliverable will be updated at M30 with new designed materials (D7.8). The additional materials will include a 16-pages brochure and an 8-page booklet with techno-economic information on the SWITCH system. Whereas this first set of materials targets general public, the second set of materials will target industrial stakeholders and potential investors that might be interested in the future exploitation of the SWITCH results.