



HORIZON-CL5-2023-D5-01

Clean and competitive solutions for all transport modes

TRIATHLON

***Thermodynamics-dRIven control mAnagemenT of Hydrogen powered
and electrified propuLsion for aviatiON***

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Duration: 48 months

= Deliverable D5.4= Initial communication kit

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Dissemination level		
PU	Public	X
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)	



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Executive Summary

Deliverable 5.4 - Initial Communication Kit - is part of task 5.1 Dissemination and communication activities, which ensures the results of the project will be disseminated to the European research and industrial community and will be communicated to the general public, the scientific community, technicians, experts, media, policymakers, industries, end-users, and other stakeholders. The initial communication kit of TRIATHLON is a set of promotional materials aimed to inform the wider public about the project, its objectives, and its expected impact. The package includes TRIATHLON logo, (2) brochure, roll-up, webpage and social media. In addition, the social media accounts of the project are presented.

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1. Introduction

Deliverable D5.4 is associated with task T5.1 – “Dissemination, Communication, and Exploitation”. The objective of this task is to ensure that the results of the project will be disseminated to the European research and industrial community, will target all important stakeholders, and will assure an ongoing communication flow with the general public, the scientific community, technicians, experts, media, policymakers, industries, end-users.

The aim is to present promotional materials and distributed widely in all key events and through a regularly updated database of contacts. Social media will also be used to reach a broader audience. Moreover, the document includes the creation of a dedicated website for the project, presenting comprehensive information about the project visually and interactively. This public website is created at the beginning of the project and will be actively maintained during the whole implementation.

2. Results and discussion

2.1. TRIATHLON logo

The project logo was prepared by an AMIRES designer and proposed to the Project Coordinator (M2i) and Technical coordinator (TUD) to establish a visual identity for the project and its consortium. The logo is used in all project-related communication materials, websites, leaflets, posters, and brochures as well as internal document templates and confidential materials.

The logo is inspired by the two main keywords of the project: aviation (plane's wing in orange) hydrogen (H₂ in blue).

The logo was presented and approved by the coordinators in December 2023, before the official start of the project. All files referred to the logo package can be found in project shared cloud, such as the logo colourful, black&white, and in high-quality.



Figure 1 TRIATHLON logo

2.2. Project image

During the proposal stage, two schemes (Figure 2) were developed to illustrate the central concept of the project. This schematic delineates the primary technologies that the consortium will contribute, including the powertrain architecture of the ZEROe turboprop demonstrator and the structure of the “multi-state storage”.

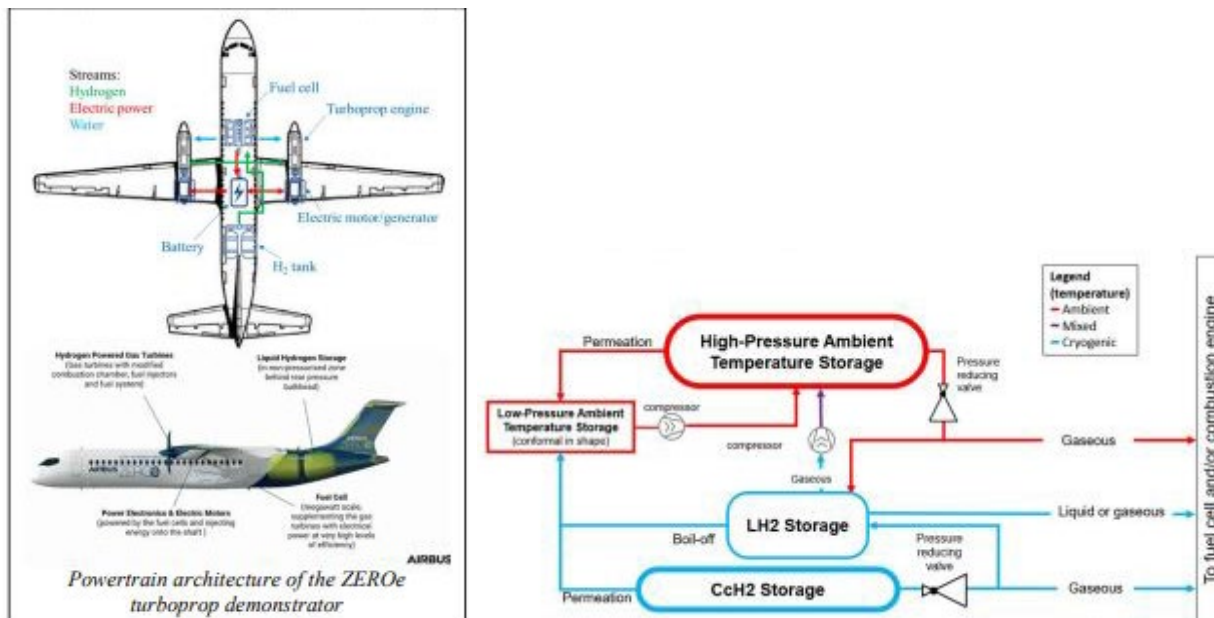


Figure 2 Schemes made during the proposal stage - overall concept of TRIATHLON project

However, the image (Figure 2) is very technical and not attractive to be displayed in the dissemination and communication materials. For this reason, a new project image was designed with the objective of the reader to see the image and understand the key elements of the project.

In **Figure 3**, it is possible to observe the new scheme of the TRIATHLON powertrain, developed by AMIRES and ERGON. This new scheme is clearer, more colourful and made ad-hoc for dissemination.

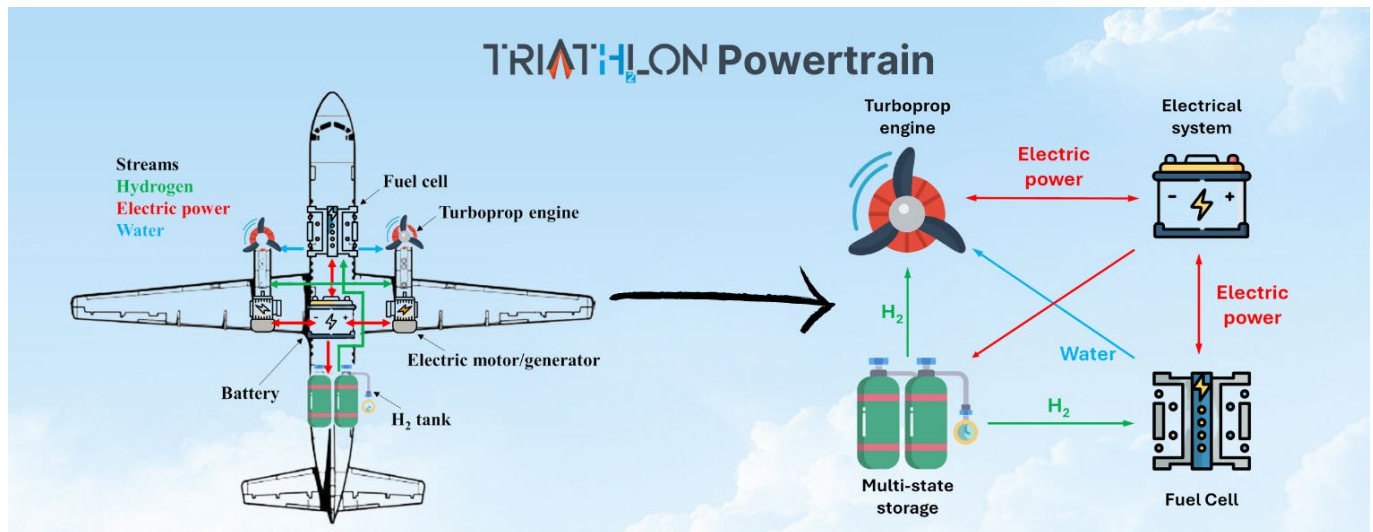


Figure 3 Project image: an updated version to be displayed in the dissemination materials.

2.3. TRIATHLON brochure

The project two-fold brochure (**Figure 4**) is a short print material to provide a brief overview of the project in an attractive text, to make the reader curious to learn more and visit the project's social media and website. It's summarized the overview, goals, impacts, and partners briefly to those interested in the topic.

The brochure can be distributed at conferences, events and on the premises of the partners. The leaflet provides acknowledgement of EU funding and includes the EU emblem.

It also contains the contact information of the Project Coordinator and Project Manager and the QR codes to access TRIATHLON website and LinkedIn page.

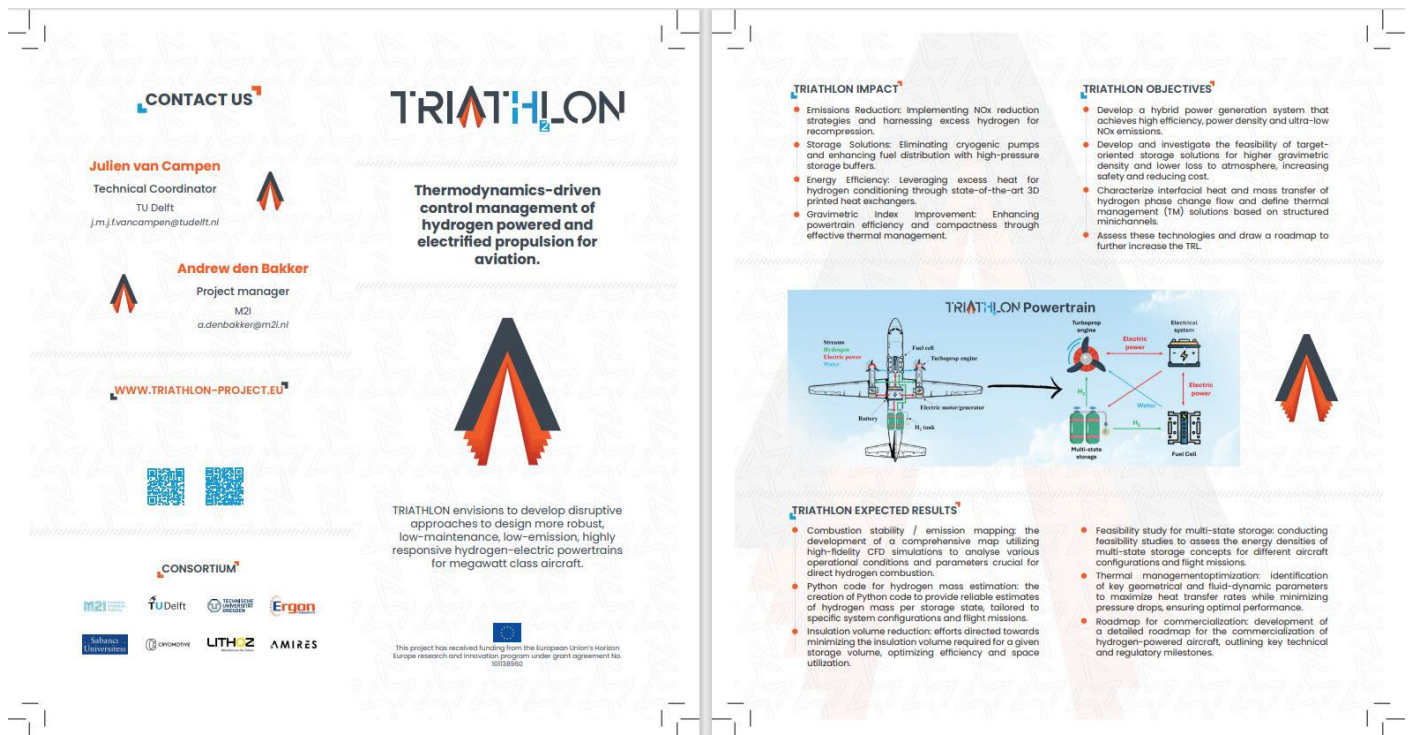


Figure 4 TRIATHLON two-fold brochure

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2.4. TRIATHLON roll-up

The Roll-up (**Figure 5**) will be present in the main events and meetings. The background image is standard to all communication materials and is presented and matches the logo's colours. The roll-up is focused on project names and disseminating the website, also serves as a background for pictures during the project's meetings.



Figure 5 TRIATHLON Roll-Up

2.5. First press release

In the second month of the project, a press release announcing the successful launch of the project was prepared. The press release is titled: "Scaling clean aviation: EU-Funded 'TRIATHLON' Project aims high with hydrogen propulsion and innovative storage solutions." It describes the project's ambition and expected results and gives an overview of the consortium. Contacts can be found at the end of the document. The press release will be downloadable on the TRIATHLON website and will be available on all the consortium partners' websites.

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Figure 6 TRIATHLON first press release

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2.6. TRIATHLON website

At M2 of the project period, the primary webpage was published with general information about the project and its partners. The preliminary page (**Figure 7**) contains the project logo, abstract and the partners list. It was created as a preliminary version in case visitors would like to have more information about the project. As soon as the domain address (www.triathlon-project.eu) was purchased, the preliminary page was set-up. However, a new design, layout, has been developed and released in M5. The website development and maintenance are led by AMIRES.

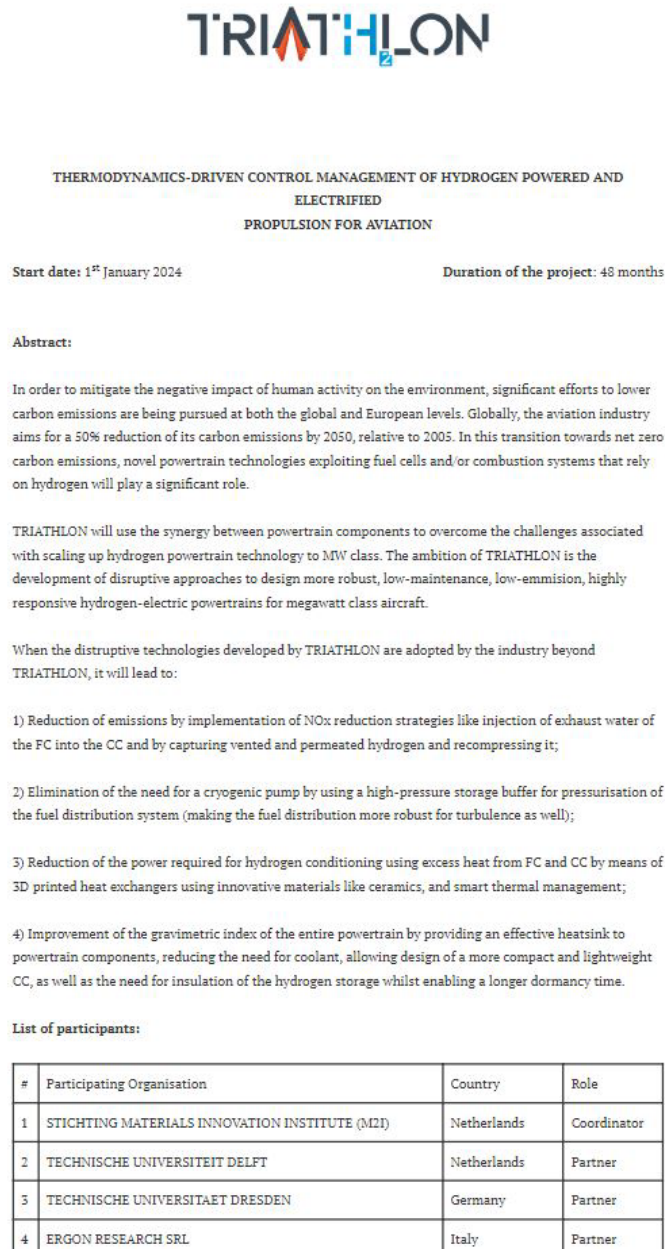


Figure 7 Primary TRIATHLON Website

The purpose of the TRIATHLON website is to achieve the following objectives:

- To be a digital “business card” for partners, highlighting mission, members, and opportunities for those who want to learn more about hydrogen engines in aviation.
- To relay timely information about the project developments, events, and results.
- To create a digital contact mechanism for those who wish to contact the team.

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- To allow interested parties to follow the LinkedIn page of the project, to attract more followers for regular communication in related fields.

The website layout has received approval from both the coordinator and the dissemination manager. The subsequent phase involves the coding process, to be executed by AMIRES designer in WordPress. Upon completion of the website development, content creation will undergo a thorough review by both beneficiaries. This is why the content in the figures below appears blurry; the coordinator and dissemination manager will review it meticulously to prevent any potential misinformation.

The homepage, (**Figure 8**), will mirror the content found in the brochure (**Figure 4**), offering a concise project overview alongside crucial details such as partner count, participating countries, duration, and budget. The menu bar will maintain a clean appearance, featuring easily accessible submenus. Under the "Project" tab, visitors can explore the project's impact, ambition and cluster. Under the tab "Partners", one will find information about the each of the consortium members and EAB members. In "News and events" updates of the projects will be shared. The "Results" section will house public deliverables and publications, press releases, media resources, and other downloadable content.

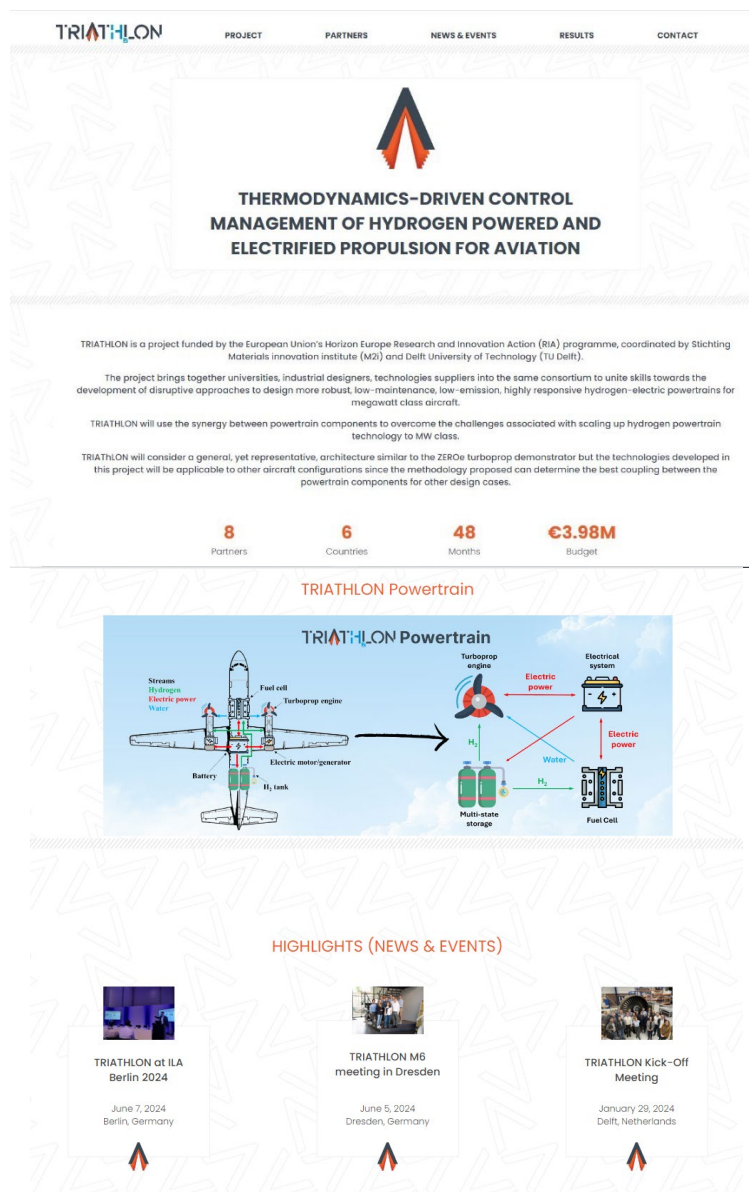


Figure 8 TRIATHLON website - homepage layout.

As mentioned, the "Project" tab will have submenus as the "Overview", "WP structure", "Ambition", "Impact" and "Clusters". It will be a concise page to explain to the visitor the main objectives and novelty of TRIATHLON and the impact that is expected (**Figure 9**).



Figure 9 TRIATHLON website - "Project" tab.

Following the menu in the home page the next tab is “Partners”. The visitor can click on “Show more” to get further info about each of the consortium partners and EAB members.

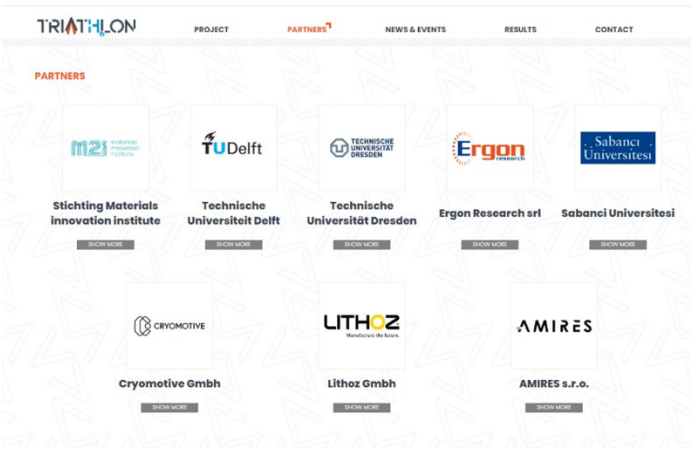


Figure 10 TRIATHLON website – “Partners” tab.

The results will be allocated for the public deliverables, such as this one and future publications. The other sections can be allocated for scientific publications, videos and all the downloadable materials which will be created for the project’s dissemination.

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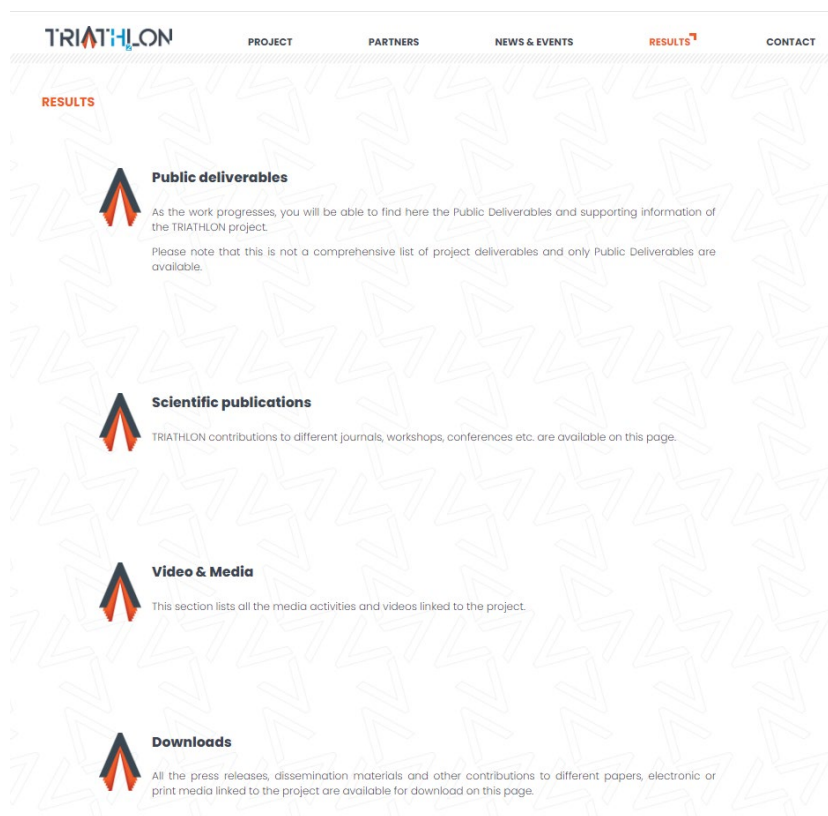


Figure 11 TRIATHLON website – “Results” tab.

In the last tab, “Contact”, the visitor will find the contact details of the Project Coordinator, Project Manager and Dissemination Manager, as well as the “Contact form” that is redirected to the three email addresses.

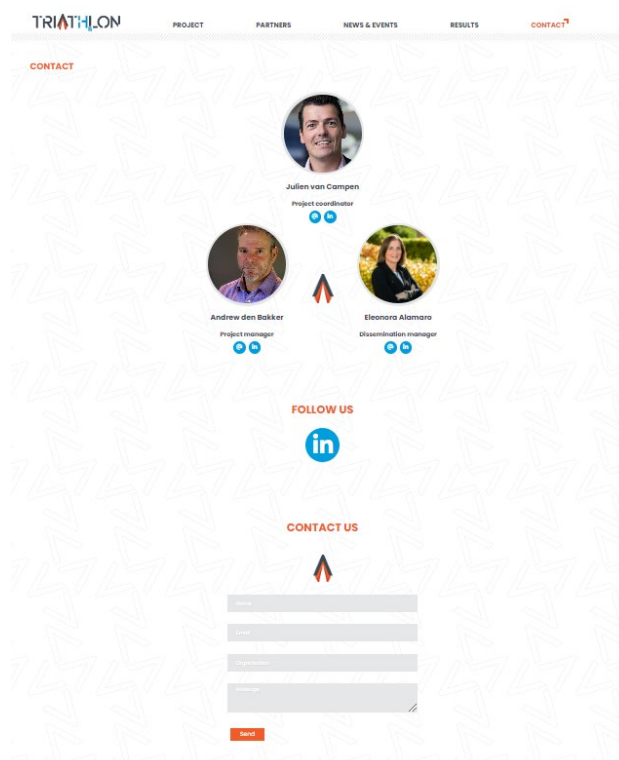


Figure 12 TRIATHLON website – “Contact” tab.

The website will be updated periodically even after 5 years after the termination of the project. In the footnote there is an acknowledgement to the EU.

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2.7. Social Media Channels

Templates for social media content have been created along with the visual identity of the LinkedIn account. More details on how this content will be used will be shared in D5.1 – Dissemination and exploitation plan -, due on M5 of the project (April 2024).

A LinkedIn account for TRIATHLON was set before the project start and an X account will be established in M12.

The page has 427 followers, and it is updated twice per month.

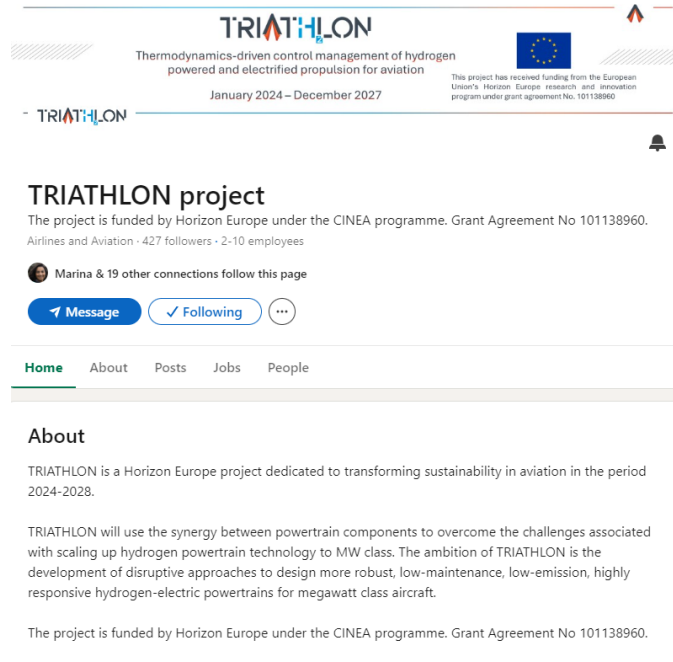


Figure 13 TRIATHLON account on LinkedIn

3. Conclusion

The TRIATHLON project website <https://triathlon-project.eu/> has been set up. It will continue to be improved and regularly updated. The main objective of the website is to increase public awareness of TRIATHLON and hydrogen engines for aviation. It will be also used to disseminate the project's results. Basic information on the project can be found on the webpage as well as public deliverables and project outcomes and publications.

Other communication materials, brochure and roll-up, will be used to advertise the project to wider audiences on industrial fairs and meetings, as well as at conferences and other scientific events with the aim to establish initial interest and contact with a range of stakeholders.

4. Degree of progress

The deliverable has been completed for 100%. An update will be made at the end of the project, in month 48 (M48).

5. Dissemination level

This Deliverable is Public.