

D6.1 – Communication basics

Project information

Grant Agreement Number	101084348
Project Full Title	NOVEL ECO-CEMENTITIOUS MATERIALS AND COMPONENTS FOR DURABLE, COMPETITIVE, AND BIO-INSPIRED OFFSHORE FLOATING PV SUBSTRUCTURES
Project Acronym	NATURSEA-PV
Topic	HORIZON-CL5-2021-D3-03-10
Type of action	HORIZON Research and Innovation Actions
Granting authority	European Climate, Infrastructure and Environment Executive Agency
Start date of the project	01 November 2022
Duration	48 months
Project Coordinator	Juan José Gaitero Redondo (TECNALIA)
Project Website	www.NATURSEA-PV.eu

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Authors	Sara Attanà (WH)
Contributors	Juan J. Redondo (TEC)
Reviewers	Juan J. Redondo (TEC), Isella Vicini (WH)
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Dissemination Level

PU	Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)	x
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
Classified S-UE/EU-S	UE/EU-S – EU SECRET under the Commission Decision No2015/444	

Document Log

Version	Date	Description of Change
V1.0	10/02/2023	First draft
V2.0	13/02/2023	First revised draft
V3.0	14/02/2023	Final version



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1 Executive Summary

Deliverable 6.1 is a report on the Professional Communication material and tools developed at the beginning of the project to be used by the project consortium in order to define a project's graphic identity and to communicate project's objectives and expected results to a wide public.

Therefore, the main content of this document is focused on the description of the project graphic identity and the main tools already developed and in use by the Consortium.

2 Introduction

The NATURSEA-PV's Professional Communication Kit consists in a series of materials that identify the project from a visual point of view, and some tools to be used for communication/dissemination purposes without asking prior advice on contents. However, project partners are always required to inform the Communication and Dissemination Manager about the specific channels where the Communication material will be used (Event, articles, conferences, meetings, social media...).

The Communication basics of NATURSEA-PV project is composed by:

1. NATURSEA-PV logo and Graphic Identity
2. Project website
3. Brochure
4. Poster 100X70
5. Project Templates

Additional communication material, such as an introductory project video and press release, are being developed to support partners in dissemination and communication activities. A package of templates with a common graphic identity has been shared inside the project private area to be used for official reporting and documents.

The Project Communication basics will be published and downloadable for free from the page [COMMUNICATION KIT](#) of the website.



3 Project logo and graphic identity

The project logo has been developed by WH, with the contribution of all partners, and it will be used for all communication activities. The definition of the graphic identity started at the beginning of the project, and it started taking as inspiration a draft logo (Figure 1) developed by RDC and TEC during the proposal submission phase. This first draft represented the PV structures the project will develop and it gave the idea that the project is developing a new technology related to solar energy in a maritime environment using light blue and yellow colours (Figure 2). These concepts are at the basis of the development of the final proposals: WH developed 4 alternatives, in line with the project keywords, which followed the most important graphics professional standards and rules. The 4 proposals (Figure 3) were presented at the project kick-off where the partners were asked to select the one which better represented the project.



Figure 1: NATURSEA-PV logo - first draft



Figure 2: NATURSEA-PV Graphic Moodboard



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Figure 3: 4 logo proposal developed.

The selected logo has been designed in two versions: a simple version with the project acronym (Figure 4) and a complete version with the project full name (Figure 5) (both coloured and white).



Figure 4: Project logo - simple version



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Figure 5: Project logo - full version



4 Project website

To ensure maximum visibility to the NATURSEA-PV objectives and results, WH set up a project website registered in the “eu” domain and with intuitive URLs to increase hit rates: <https://www.naturesea-pv.eu/>.

NATURSEA-PV website provides:

- A brief overview of the project and further details about its objectives, structure and expected impacts.
- The composition of the project consortium, the links to the partners’ websites and the contacts of the Project Coordinator and the Dissemination Manager.
- Access to the project public deliverables and to the dissemination material prepared (e.g. brochures, posters, press release and presentations).
- Information about NATURSEA-PV news and events, such as NATURSEA-PV meetings and workshops, as well as conferences and external events where the project will have an active role (e.g. presentation of paper(s), organisation of sessions, stands with demos, etc.).

The public website has several sections and sub sections devoted to present the project to external visitors, all accessible from the home page and described into details in the following paragraphs.

In each section, at the bottom of the pages, you can find:

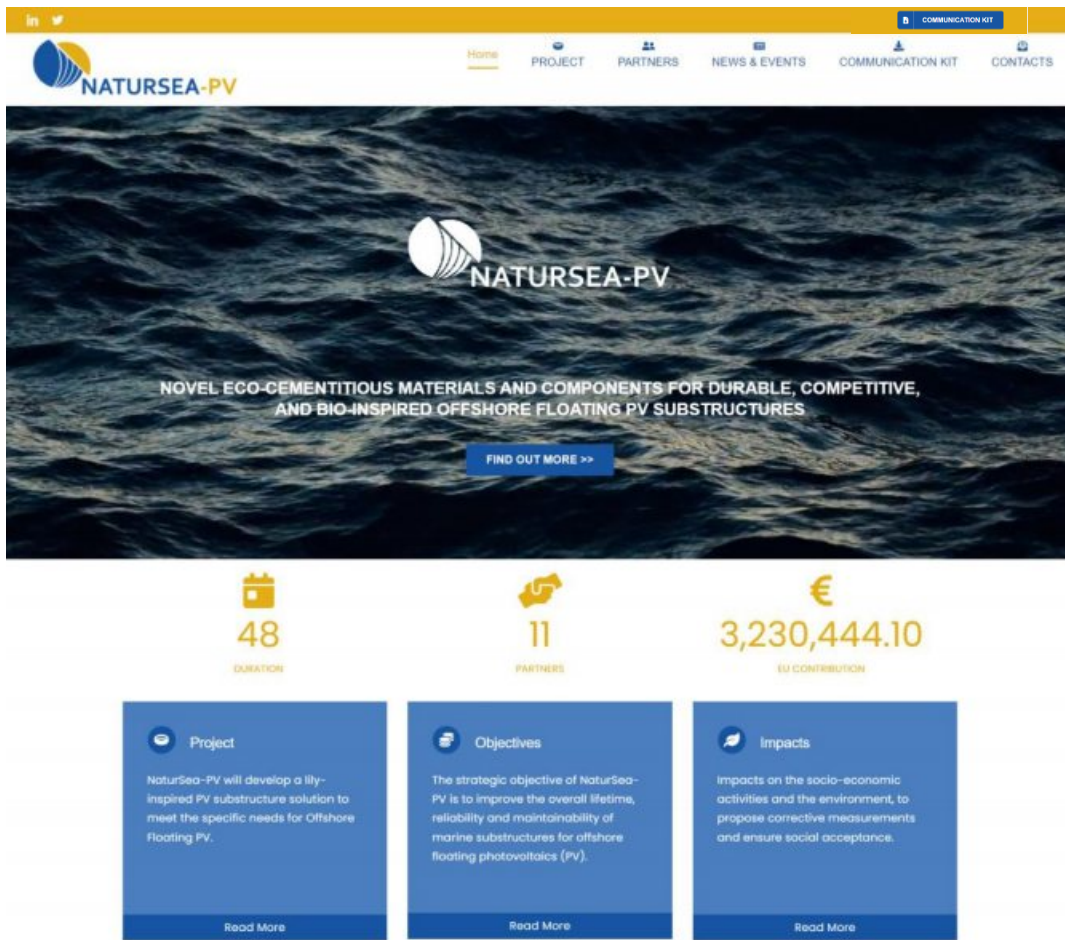
- ✓ the acknowledgement of the EU co-funding, also by the inclusion of the relevant logo claiming “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate Infrastructure and environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them”.
- ✓ the logos of NATURSEA-PV social profiles: [Twitter](#) and [LinkedIn](#);
- ✓ some NATURSEA-PV project details.

Using the main menu, it is possible to visit several pages (Figure 6):

- Project
 - Workplan
- Partners
- News and Events
 - Public kick-off workshop
- Communication Kit
- Contacts



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Social Wall

Recent Tweets



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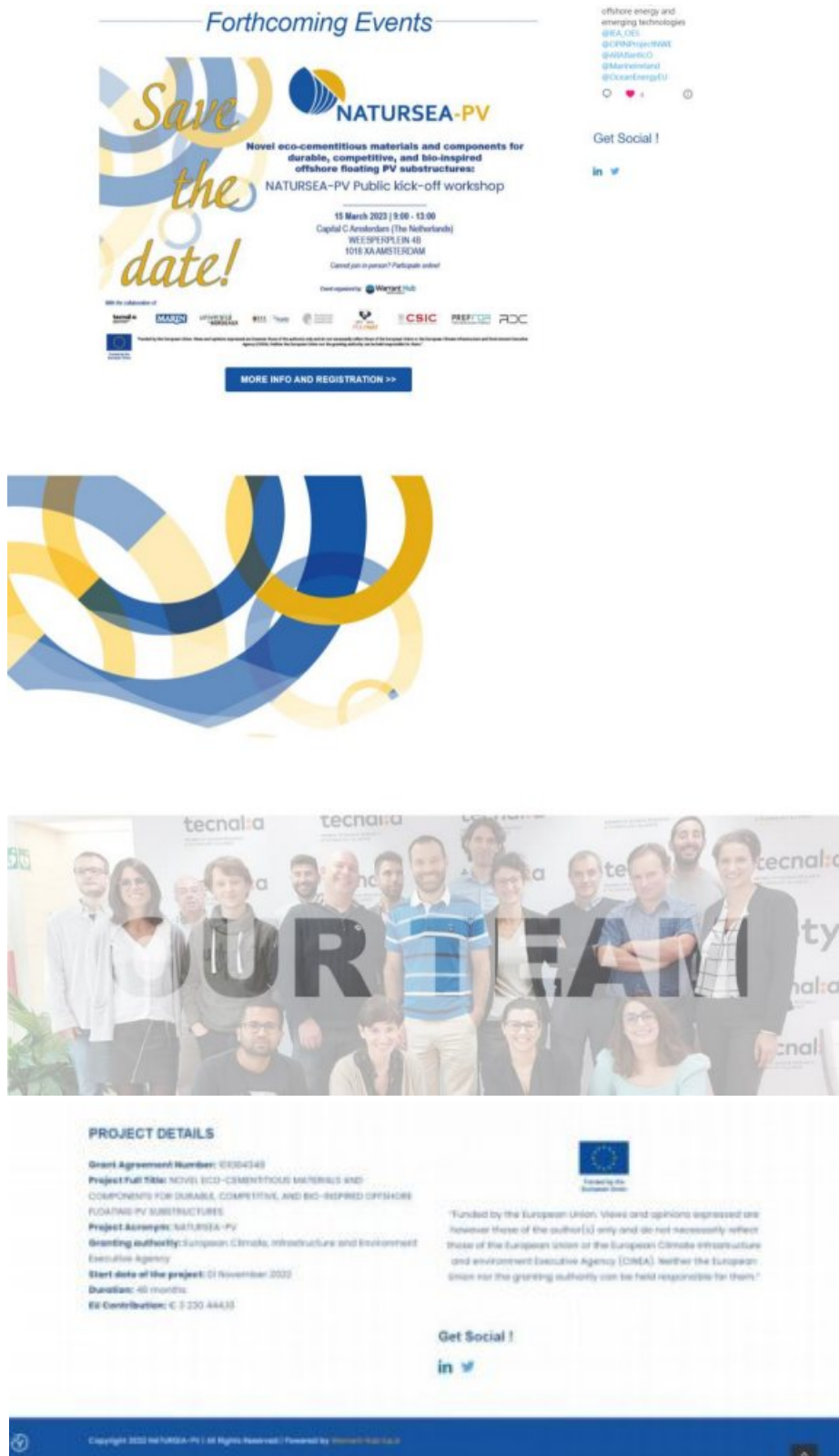


Figure 6: NATURESEA-PV project website - Home page



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4.1 Project

The label “Project” on the main menu is linked to a page (see Figure 7) dedicated to project objectives and expected impacts; moreover, it introduces to a subsection related to the status of the work packages entitled “Workplan” (see Figure 8).



Figure 7: NATURSEA-PV project website – Project



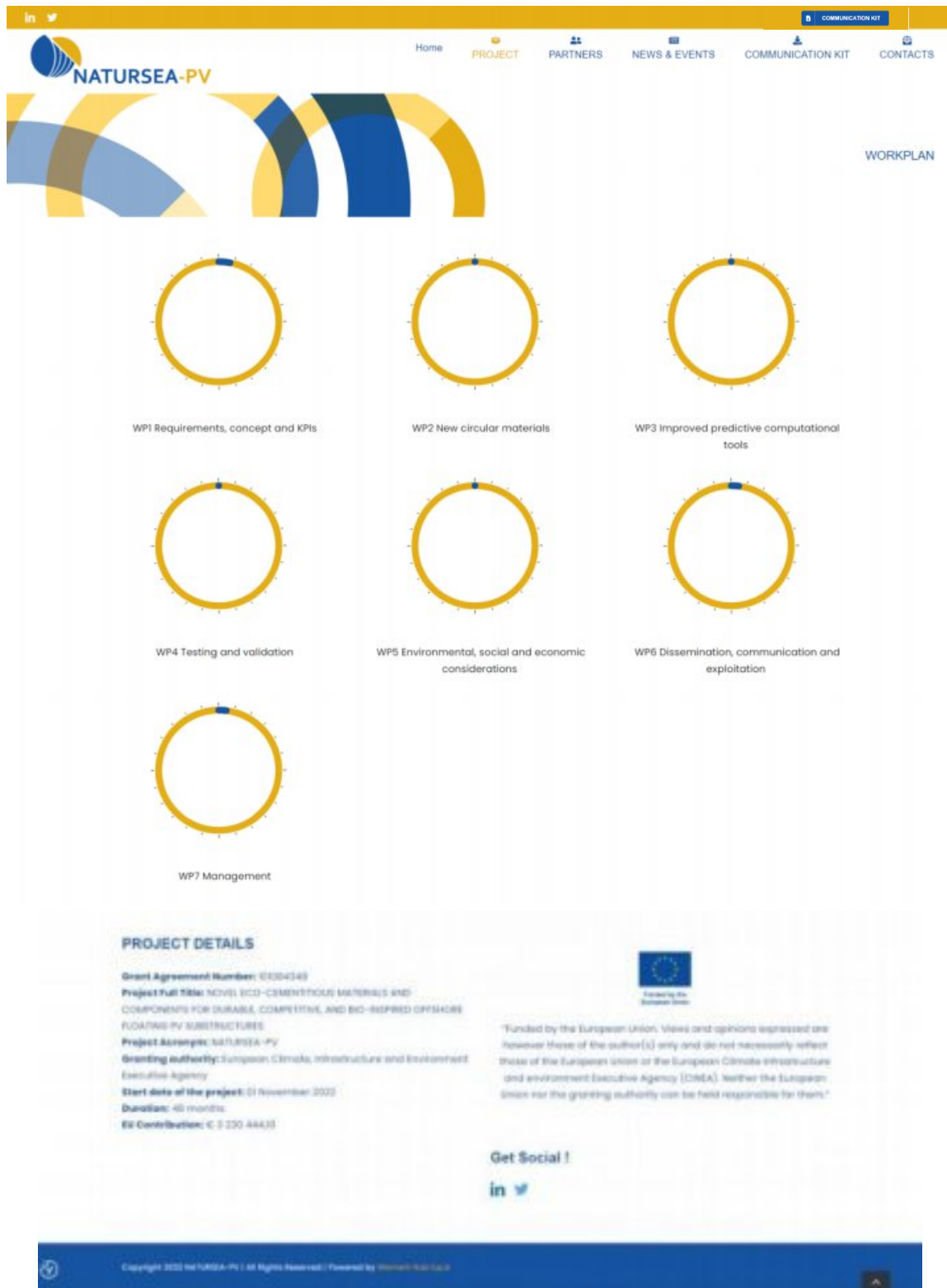


Figure 8: NATURESEA-PV project website –Workplan



4.2 Partners

In this section (see Figure 9), the list of NATURSEA-PV’s partners is displayed. For each partner the logo is shown with a brief description of the company and its role in the project (see Figure 10).



Figure 9: NATURSEA-PV project website – Partners



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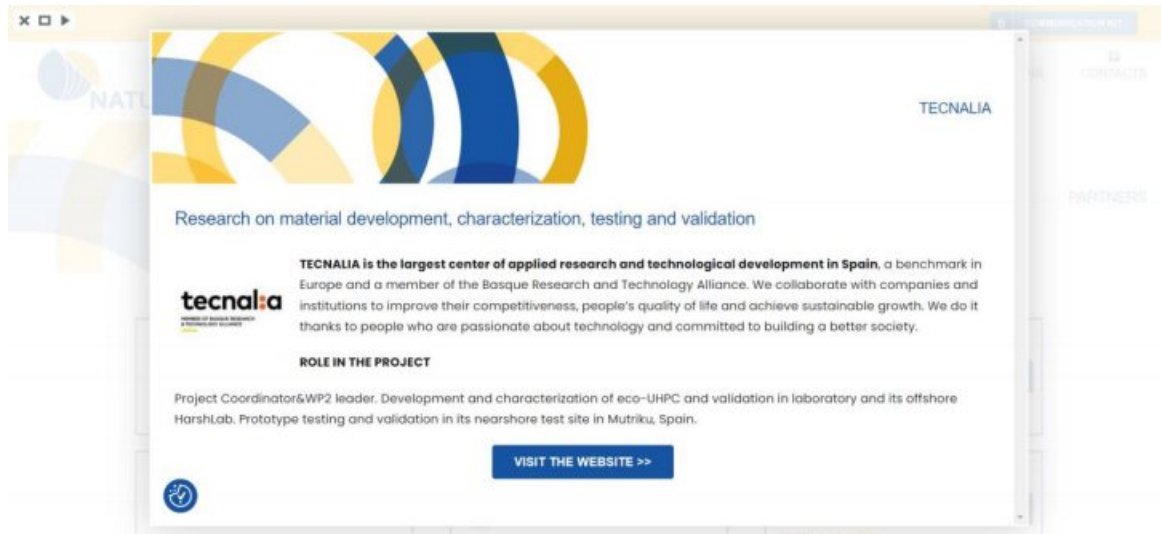


Figure 10: NATURSEA-PV project website – Partner description example

4.3 News and Events

This page is dedicated to the project past events, meetings, latest news and forthcoming events (Figure 11).



Figure 11: NATURSEA-PV project website – News and Events



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4.4 Publications

In this page the visitor can read all the articles related to NATURSEA-PV, published on the web and on the press. Moreover, it will be possible to read the scientific publication published by the project partners.

4.5 Contacts

This section (see Figure 12) enables people to get in touch easily with the Project Coordinator and the Dissemination Manager whose membership organization, link to their LinkedIn profiles, and e-mail address are provided.

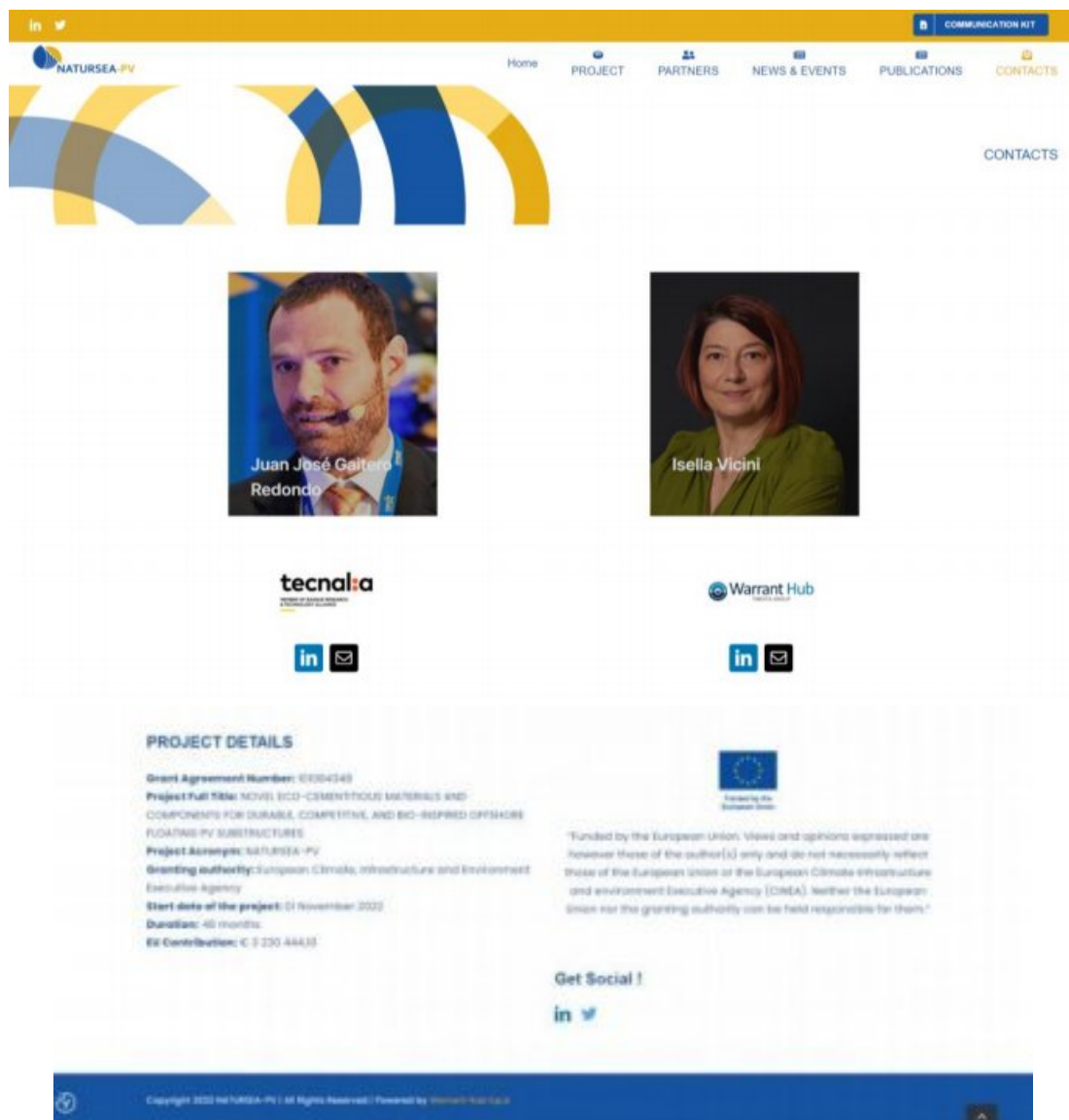


Figure 12: NATURSEA-PV project website – Contacts

4.6 Communication Kit

On the top menu, it is possible to find the link called “Communication Kit” that will enable people to download all the public communication material of the project.



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5 Project brochure

The main objective of the project brochure is to provide NATURSEA-PV audience an attractive and written project overview and a summary of the main project objectives and characteristics.

To assist the dissemination effort, the attractive and professional brochure (Figure 13) is published on the project website.

The text is designed considering not only experts, but also an interested non-specialist. Furthermore, the brochure includes the website address, the project details and provides basic information on NATURSEA-PV’s Consortium. All partners’ logos are also displayed.

The brochure is available in PDF format so that it can be electronically circulated or printed out to hand it out at conferences or other events.

Partners

tecnalia, MARIN, universit  BORDEAUX, UCL, MaREI, TECNALIA, UPV-EHU PCU/MAT, CSIC, Warrant Hub, PREFFOR, RDC

Follow us! www.naturesea-pv.eu

Project details
 Project number: 101084348
 Project title: Novel eco-cementitious materials and components for durable, competitive, and bio-inspired offshore floating PV substructures.
 Project Acronym: NaturSea-PV
 Granting authority: European Climate, Infrastructure and Environment Executive Agency
 Start date: 01 November 2022
 Duration: 48 months
 EU Contribution: Euro 3.230.444,10

Contacts
 PROJECT COORDINATOR: Juan Jos  G tero Redondo | TECNALIA | juanjose.gatero@tecnalia.com
 DISEMINATION MANAGER: Isella Vicini | WARRANT HUB | isella.vicini@warranthub.it

Project
 The strategic objective of NaturSea-PV is to improve the overall lifetime, reliability and maintainability of marine substructures for offshore floating photovoltaics (PV), to reduce degradation and failure rates, and thus investment risk and Levelized Cost of Electricity (LCOE).

Objectives

- Develop a new conceptual concrete substructure;
- Development of new circular materials and treatments;
- Develop improved predictive computational tools for durability aspects;
- Testing and validation in realistic conditions of developed material, components and computational tools;
- Compatibility with socio-economic activities and maximization of sustainable impact in line with the Mission Healthy Oceans.

Our approach
 NaturSea-PV will develop an Illy-inspired PV substructure solution to meet the specific needs for Offshore Floating PV. The substructures will be built using newly developed environmentally friendly low carbon ultra-high performance concrete, and it will be coated with new bio-based antifouling and anticorrosive coatings. The Illy's concept of radial and tangential girders will take advantage of the flexibility and lightness of the new eco-concretes to withstand the harsh offshore metocean conditions.

Impacts

- Availability of clean, renewable energy
- Contribution to the objectives of the Mission Health Oceans
- Enhanced sustainability of renewable energy
- Reduced cost and improved efficiency of renewable energy

Figure 13: NATURSEA-PV Project Brochure



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6 Project Poster

The main purpose of the poster is to catch the audience attention. The poster focuses on the visual aspects and its content has been designed to be clear and easily understandable by the target end users (see Figure 14).

Regarding the layout and design, the poster shows the NATURSEA-PV project’s logo and the colours emphasizing the link to the project’s graphic.

From the content point of view, the poster illustrates project objectives, expected impacts as well as all partners’ logos. The main project details can be found at the bottom part.

It is possible to download it from the project website.

NATURSEA-PV
NOVEL ECO-CEMENTITIOUS MATERIALS AND COMPONENTS FOR DURABLE, COMPETITIVE, AND BIO-INSPIRED OFFSHORE FLOATING PV SUBSTRUCTURES

Project
The strategic objective of NaturSea-PV is to improve the overall lifetime, reliability and maintainability of marine substructures for offshore floating photovoltaics (PV), to reduce degradation and failure rates, and thus investment risk and Levelized Cost of Electricity (LCOE).

Our approach
NaturSea-PV will develop a lily-inspired PV substructure solution to meet the specific needs for Offshore Floating PV. The substructures will be built using newly developed environmentally friendly low carbon ultra-high performance concrete, and it will be coated with new lobased antifouling and anticorrosive coatings. The lily's concept of radial and tangential girders will take advantage of the flexibility and lightness of the new eco-concretes to withstand the harsh offshore meteocean conditions. The computational toolkit will serve to optimize materials properties and plan timely maintenance operations. NaturSea-PV will strongly collaborate with associations, public bodies and regulators to assess the implementation barriers and potential impacts on the socio-economic activities and the environment, to propose corrective measurements and ensure social acceptance.

Objectives

- Develop a new conceptual concrete substructure;
- Development of new circular materials and treatments;
- Develop improved predictive computational tools for durability aspects;
- Testing and validation in realistic conditions of developed material, components and computational tools;
- Compatibility with socio-economic activities and maximization of sustainable impact in line with the Mission Healthy Oceans.

Impacts

- Availability of cheap renewable energy
- Contribution to the objectives of the Mission Healthy Oceans
- Increased social security of renewable energy
- Increased economic efficiency of renewable energy

Partners

tecnalia | MARIN | universitat bordeaux | ILLUMINATE | CHATEL | TECNIO | UPM | RDC | CSIC | PREFICOR | Warrant Hub | RDC

Project details
Project number: 10094248
Project full title: Novel eco-cementitious materials and components for durable, competitive, and bio-inspired offshore floating pv substructures
Project acronym: NaturSea-PV
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Contacts
PROJECT COORDINATOR: Juan José Ostero Redondo | TECNALIA | juanjo.ostero@tecnalia.com
DISSEMINATION MANAGER: Iñigo Vitorri | WARRANT HUB | inigo.vitorri@warranthub.it

Visit the website! www.natursea-pv.eu

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Figure 14: NATURSEA-PV Project Poster



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7 Roll-up

A general roll-up was developed at the beginning of the project and shared with the partners with the aim of using it during events (Figure 15). The roll-up was used, for example, at the kick-off meeting to customize the meeting room.



Figure 15: NATURSEA-PV roll-up



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8 Project templates

Project templates are internal tools to use in order to produce documents with a common structure and graphic identity. The developed templates are:

- The project deliverable template;
- The project minutes template;
- The project agenda template;
- The WPs presentation template.

All templates have been shared with project partners in NATURSEA-PV’s sharepoint. Next sections include screenshots of each template’s main sections.

8.1 Project Deliverable templates

The screenshots show the following sections of the deliverable template:

- Project Information:** A table with fields for Grant Agreement Number, Project Full Title, Project Acronym, Work, Type of action, Granting authority, Start date of the project, Duration, Project Coordinator, and Project Website.
- Dissemination Level:** A table with columns for ID, Public, Fully open, etc., and a description of the dissemination level.
- Document Log:** A table with columns for Version, Date, and Description of Change.
- Table of Contents:** A list of sections with page numbers, including Executive Summary, Title, Table 1, Table 2, Table 3, Table 4, Table 5, and References.
- List of Figures:** A list of figures with their respective titles.
- List of Tables:** A list of tables with their respective titles.

The screenshots show the following sections of the deliverable template:

- 1 Executive Summary:** A section for the executive summary.
- 2 Title:** A section for the title, including sub-sections 2.1 Title 1 and 2.2 Title 2.
- Table 1:** A table with columns for Parameter 1 and Parameter 2, and rows for Unit, Unit, and Unit.
- 3 References:** A section for references, including a list of references and a table for references.



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8.2 Project minutes template

XXXXXXX MEETING – MX

Minutes
Project Information

Grant Agreement Number	101084348
Project Full Title	NOVEL ECO-CEMENTITIOUS MATERIALS AND COMPONENTS FOR DURABLE, COMPETITIVE, AND BIO-INSPIRED OFFSHORE FLOATING PV SUBSTRUCTURES
Project Acronym	NATURESEA-PV
Topic	HORIZON-CL5-2021-03-03-10
Type of action	HORIZON Research and Innovation Actions
Granting authority	European Climate, Infrastructure and Environment Executive Agency
Start date of the project	01 November 2022
Duration	48 months
Project Coordinator	Juan José Gáltero Redondo (TECNALIA)
Project Website	www.naturesea-pv.eu

Meeting Information

Date	
Location	
Start time	
End time	
List of attendees	
Recorder	Name Surname (PARTNER SHORT NAME)
Reviewers	Name Surname (PARTNER SHORT NAME)

PARTNER SHORT NAME	NAME & SURNAME	DOB
1. TEC		
2. IBERDROLA		
3. IMA		
4. IEC		
5. IUSA		
6. IPI/IDR		
6.1 IPI/IDR1		
7. IEC		
8. IBER		
9. IBER		
10. IBER		

Day 1 – Month – DDth YYYY – XXXXXX MEETING – Mx

TIME (CET)	Topic	PARTNER SHORT NAME
Resumé of the previous		Name & Surname
TIME (CET)	Break	
TIME (CET)	WP5	PARTNER SHORT NAME Name & Surname
Resumé of the AFI status		
TIME (CET)	WP2	PARTNER SHORT NAME Name & Surname
Resumé of the AFI status		
TIME (CET)	WP3	PARTNER SHORT NAME Name & Surname
Resumé of the AFI status		
TIME (CET)	WP4	PARTNER SHORT NAME Name & Surname
Resumé of the AFI status		
TIME (CET)	WP5	PARTNER SHORT NAME Name & Surname
Resumé of the AFI status		
TIME (CET)	WP6	PARTNER SHORT NAME Name & Surname
Resumé of the AFI status		
TIME (CET)	WP7	PARTNER SHORT NAME Name & Surname
Resumé of the AFI status		

8.3 Project agenda template

XXXXXXX MEETING – MX

Project Information

Grant Agreement Number	101084348
Project Full Title	NOVEL ECO-CEMENTITIOUS MATERIALS AND COMPONENTS FOR DURABLE, COMPETITIVE, AND BIO-INSPIRED OFFSHORE FLOATING PV SUBSTRUCTURES
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Duration	48 months
Project Coordinator	Juan José Gáltero Redondo (TECNALIA)
Project Website	www.naturesea-pv.eu

xxth Month 202x
Day 1 - Location
Xxxxxxxxxxxxxx
Xxxxxxxxxxxxxx (Country)

TIME (CET)	SUBJECT	WHO
14.00 – 14.10		
14.10 – 15.45		
15.45 – 16.00		
16.00 – 16.30		
16.30 – 17.00		
17.00 – 18.00		

xxth Month 202x
Day 2 - Location
Xxxxxxxxxxxxxx
Xxxxxxxxxxxxxx (Country)

TIME (CET)	SUBJECT	WHO
14.00 – 14.10		
14.10 – 15.45		
15.45 – 16.00		
16.00 – 16.30		
16.30 – 17.00		
17.00 – 18.00		



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8.4 WPs presentation template

NATURESEA-PV
NEW! ECO-COMFORTIBLE MATERIALS AND COMPONENTS FOR DURABLE, COMPETITIVE, AND BIO-INSPIRED OFFSHORE FLOATING PV SUBSTRUCTURES

MX TECHNICAL MEETING

XXth Month 202X | Location

WP number & title
 Author (Partner short name)

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Timing & Dependencies on other WPs

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WPX tasks

Tasks	Timing	Task leader
Specify task number and title	Mx-My	Acronym of the partner

WP Leader Logo

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Task x.1 – Title work performed in Mx-My

Objective		
Timing	Planned Start: Mx (dd/mm/yyyy) Planned End: Mx (dd/mm/yyyy)	Actual Start: Mx (dd/mm/yyyy) Actual End: Mx (dd/mm/yyyy)
Task leader		
Partners involved		

Task Leader Logo

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Contacts

<input type="text"/>	Name & Surname Partner name E-mail	<input type="text"/>	Name & Surname Partner name E-mail
<input type="text"/>	Name & Surname Partner name E-mail	<input type="text"/>	Name & Surname Partner name E-mail

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NATURESEA-PV
NEW! ECO-COMFORTIBLE MATERIALS AND COMPONENTS FOR DURABLE, COMPETITIVE, AND BIO-INSPIRED OFFSHORE FLOATING PV SUBSTRUCTURES

THANKS FOR YOUR ATTENTION

Visit our website!
www.naturesea-pv.eu

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9 Conclusion

NATURSEA-PV Communication basics are the main tools to be used for dissemination and communication purposes. They will be periodically updated by WH with the contribution of all the partners of the project. The most dynamic tools for the dissemination of projects results and events will be the webpage and social media profiles. In particular, , a section dedicated to the results of the project will be created in the webpage to publish data and images of the materials and technologies developed in the project. Nevertheless, the poster and the brochure will also be updated with the project results and new communication tools will be developed along the project to support dissemination and communication activities.

