



REFOLUTION

Unlocking the potential of biofuels

Refinery integration, scale-up and certification
for aviation and marine biofuels production

Dissemination and communication toolkit




Project: REFOLUTION

Refinery integration, scale-up and certification for aviation and marine biofuels production

GA no.: 101096780

DISSEMINATION AND COMMUNICATION TOOLKIT

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PROJECT PARTNERS

ROLE	NAME	
COO	SINTEF – SINTEF AS	
BEN	VTT - TEKNOLOGIAN TUTKIMUSKESKUS VTT OY	
BEN	OMV DOWNSTREAM GMBH	
BEN	GRACE GMBH	
BEN	BTG – B.T.G. BIOMASS TECHNOLOGY GROUP BV	
BEN	BTL – B.T.G. BIOLIQUIDS B.V.	
BEN	CNRS – CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRS	
BEN	DLR – DEUTSCHES ZENTRUM FÜR LUFT – UND RAUMFAHRT EV	
BEN	UROS – UNIVERSITÄT ROSTOCK	
BEN	ETA - ENERGIA, TRASPORTI, AGRICOLTURA SRL	
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BEN	RUG – RIJKSUNIVERSITEIT GRONINGEN	
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Executive summary

The D7.4 – *Dissemination and communication toolkit* consists of a kit of basic tools for the dissemination and the communication of REFOLUTION activities and results. It describes the graphic concept (visual identity and a distinctive project logo) and the related graphic tools: a set of templates for reports, slides, posters and canvas for presentations and for social media sharing. These tools will be updated during the project.

The *Dissemination and communication toolkit* will inform all the physical and digital materials that will be delivered at consortium level during the project activities involving all the key stakeholders, from the members of the Advisory Group to representatives of industries and academia, in addition to media and citizens.

Part of this deliverable will be recalled in D7.1 – *First release of the communication and dissemination plan*.

Introduction

The REFOLUTION Dissemination and communication toolkit provides a tailored, recognizable way to present activities, events and results of the REFOLUTION consortium towards all the project stakeholders (primary target groups and multipliers).

The graphic elements have been developed focusing on the project goals and expected impacts. REFOLUTION aims to delivering a cost-effective production of advanced biofuels for the aviation and marine sectors via a process that can be implemented in existing European refineries. The project will develop and demonstrate an innovative process to convert biomass derived pyrolysis oil (FP) into advanced biofuels combining different co-processing technologies. At the same time, it will contribute to increased digitalisation in refinery and will develop innovative tools for green carbon tracking along the whole process. REFOLUTION will pave the way for the market uptake of advanced biofuels, while enhancing sustainability in a circular approach.

By taking into consideration all these aspects, ETA has developed a Visual Identity tailored to the abovementioned challenges and opportunities.

1. REFOLUTION graphic concept

The concept at the basis of the REFOLUTION Dissemination and communication toolkit intends to deliver in a clear and understandable way what the consortium considered strategic to convey to the project audience. Hence, after a thorough study already during the proposal preparation stage, the consortium agreed upon the following REFOLUTION **logo**:



Figure 1 - Official REFOLUTION logo

The logo consists of a pictogram and a text (the title of the project and a pay-off sentence).

The pictogram is a rotating item, in different shades of blue and green colours. Blue is the colour of the sky and the sea, which are the respective environments of aviation and maritime transport; green recalls the natural feedstock of biofuels. The rotating, dynamic shape of this pictogram embodies an evolving process; moreover, it recalls the “R” as the capital letter of REFOLUTION.

The **font** chosen for the logo text is:

Space Grotesk

As a whole, the logo conveys a “revolutionary” aim, such as the impactful turn that the project wants to generate in the biofuels market for the aviation and maritime transportation.



Figure 2 - Colours specifications of REFOLUTION logo.

A **full logo set** has been created for making it available in several formats (for digital, print versions and the vector ones). This will permit the consortium to use it in several project communication and dissemination materials (on paper and digital means, on white, transparent or a black background). Here below some examples of logo declinations are provided:

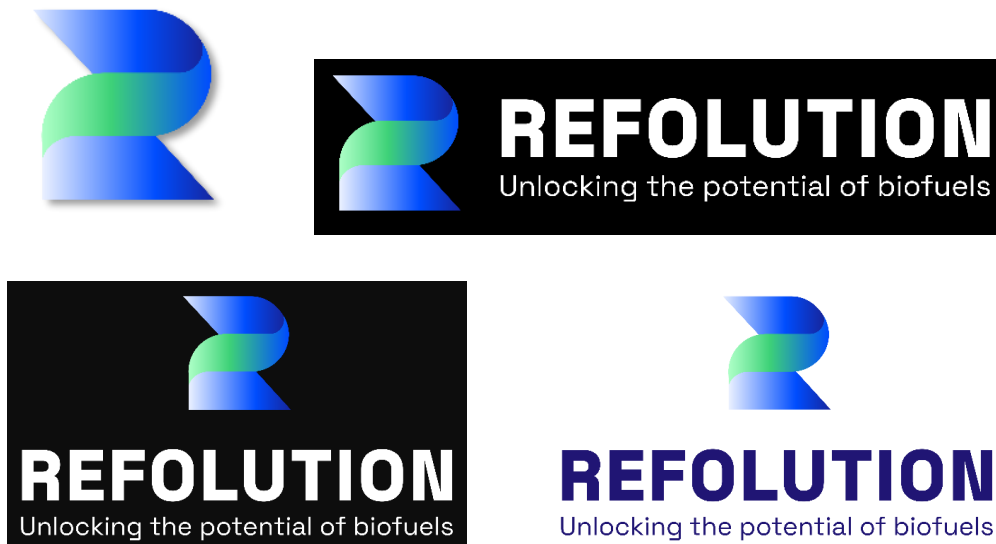


Figure 3 - Examples of REFOLUTION logo's declinations.

All REFOLUTION communication and dissemination materials (included digital channels, such as the project web area, the platform for the Innovation contests, the social media channels, etc.) will showcase:

- the REFOLUTION logo: this is the project “brand”, facilitating recognition of the project;
- the EU emblem : as foreseen by the EC, this is needed for attesting the origin of co-funding;
- the official EC statement that the project has received funding from the Horizon Europe research and innovation programme, through the following text:



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Such indications are mandatory for the consortium, in compliance with the EC and CINEA guidelines¹.

2. REFOLUTION Dissemination and Communication Toolkit

In addition to the logo set, the REFOLUTION Dissemination and Communication Toolkit includes also the following materials:

- a **Word template** for project deliverables/reports (which can be used as a basis for other documents e.g. project meetings agendas, etc.);



Figure 4 - Template for project deliverables/reports

¹ https://cinea.ec.europa.eu/communication-toolkit_en.

- **PowerPoint templates:** in 4:3 and 16:9 formats, as well as in A0 format for posters to be delivered at technical meetings, scientific events (e.g. conferences, workshops) and dissemination events.



Figure 5 - Templates for PowerPoint presentations in 16:9 and 4:3.

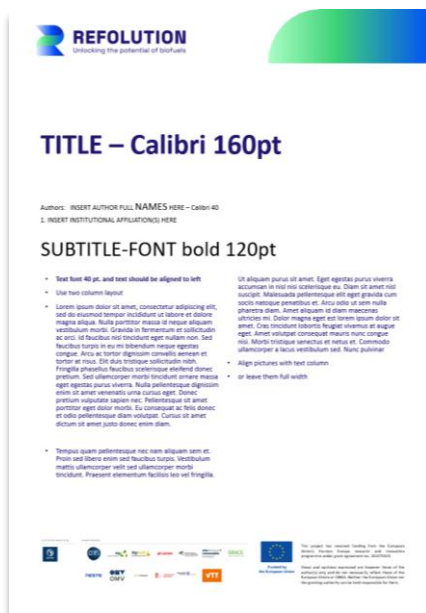


Figure 6 - Template for project posters in A0 dimension

- the preliminary layout of the **project roll-up**, to be displayed in occasion of events organized or co-organized by the REFOLUTION consortium:

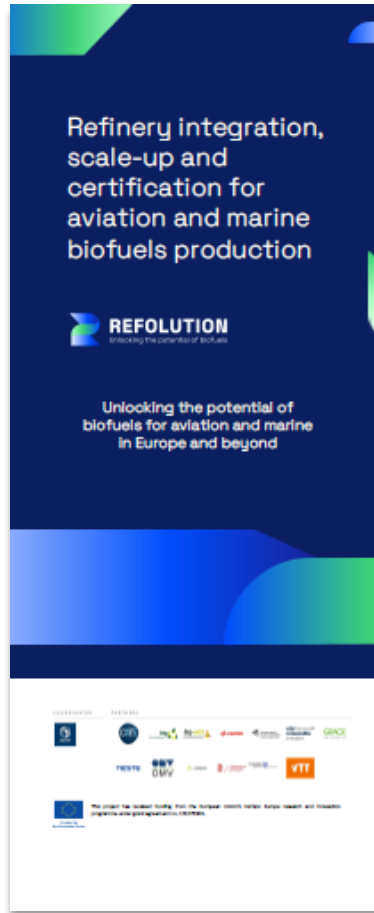


Figure 7 - Project roll-up (preliminary layout)

- Backgrounds** in several formats, for the web and for social media channels (e.g. Twitter, LinkedIn, etc.):

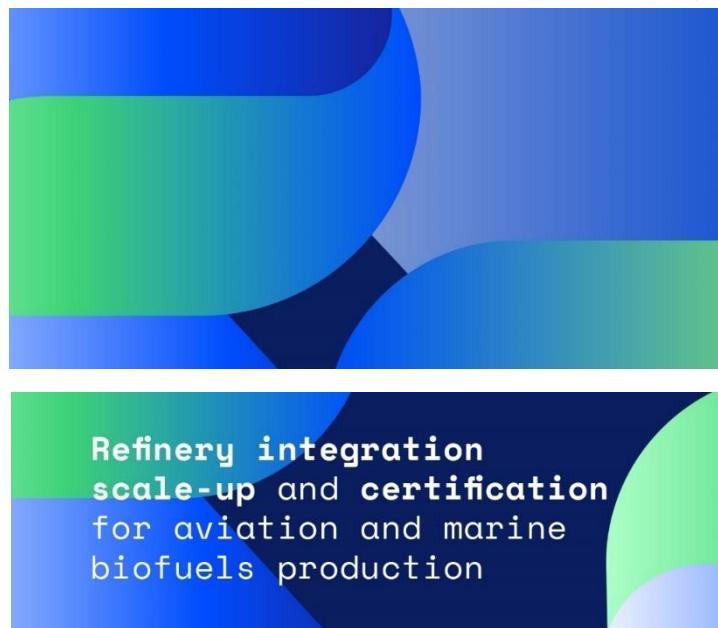


Figure 8 -Backgrounds for REFOLUTION social media channels

- Canva templates for newsletter cards, infographic and social media posts:



Figure 9 - Canva template for the project newsletter

Furthermore, during the project ETA will prepare, in coordination with partners for the contents, a project leaflet. A first version of the leaflet (ready by M4) will provide the basic information about the project objectives, the expected impacts, references to the partners and the tools that will be made available for stakeholders (included the website and social media channels) and additional contact details. New leaflets will be prepared according to the needs of the consortium and in line with specific initiatives.

All REFOLUTION partners have been provided with these materials through the project coordination Sharepoint and asked to make use and distribute them at external workshops, conferences and other initiatives organized for raising awareness and guarantee project knowledge.

Conclusions and Outlook

At M3, project activities on WP7 – Dissemination, communication, exploitation, public awareness and engagement are in line with the activities foreseen in the Description of Action (DoA).

Starting from this REFOLUTION Dissemination and communication toolkit, in the next months, ETA will design a series of additional graphic templates, specifically conceived for the following dissemination tools (either print or digital ones):

- project website www.refolution.eu;
- online webinars and related promotion via project digital channels;
- specific layouts for project newsletters and press releases;
- a digital and print leaflet
- factsheets, infographics and maps, conveying the information collected by the consortium in a pleasant and catchy way for stakeholders.

For preparing this report, no other deliverables have been taken into consideration.

References

- [1] CINEA Communication toolkit https://cinea.ec.europa.eu/communication-toolkit_en.
- [2] The REFOLUTION project website www.refolution.eu