Project 101122231 — ASTERIx-CAESar

D7.1 – ASTERIx-CAESar public website and communication materials (logo, leaflet, poster, roll-up)

Deliverable Title	ASTERIx-CAESar public website and communication materials (logo, leaflet, poster, roll-up)			
Nature of the deliverable[1]	☐R	☐DEM	☒DEC	☐Other
Dissemination level[2]	☒PU	☐SEN		
Date of Submission	31/01/2024			

1 Please indicate the nature of the deliverable using one of the following codes (according to the GA):
Report (R), Prototype, Demonstrator (DEM), Websites, patents filing, press & media actions, videos, etc. (DEC), Software, technical diagram, algorithms, models, etc. (Other)

2 Please indicate the dissemination level using one of the following codes (according to the GA):
PU = Public
SEN = Sensitive, limited under the conditions of the Grant Agreement

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DISCLAIMER

The opinion stated in this report reflects the opinion of the authors and not the opinion of the European Commission.

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DELIVERABLE DOCUMENTATION SHEET	
Project Acronym	ASTERIx-CAESar
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Project Officer	Marina Montero Carrero (CINEA)
Coordinator	CENER – Fritz Zaversky
Consortium partners	CENER, CIEMAT, Universidad de Sevilla, Doosan Skoda Power, Universita degli studi Roma Tre, Fraunhofer IKTS, EURIDA, Aalborg CSP, ETN Global, Fundación IMDEA Energía, Innovation Therm Technologies, Pritzkow Spezialkeramik, HEDNO, Engionic Femto Gratings, Apria Systems, Bluebox Energy, SoftInWay
Website	https://www.asterix-caesar.eu/
Deliverable number	D7.1
Deliverable title	ASTERIx-CAESar public website and communication materials (logo, leaflet, poster, roll-up)
Description	Initial dissemination and communication activities: ASTERIx-CAESar logo, leaflet, poster, and a roll-up will be developed. Website will be online with basic content (to be developed during the project).
WP number	WP 7 – Dissemination, Communication and Exploitation
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REVISION HISTORY			
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1	12/01/2024	First internal draft	ETN
2	29/01/2023	Final Draft	CENER - Project coordinator
3	31/01/2023	Final submitted version	CENER - Project coordinator

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Executive Summary

The current deliverable (D7.1) is entitled "ASTERIx-CAESar public website and communication materials (logo, leaflet, poster, roll-up)". It is a public document produced within Task 7.1 "Dissemination & Communication activities" (WP7) of the ASTERIx-CAESar project.

The main objective of WP7 is to conduct targeted, effective, and high impact dissemination and communication activities, and the communication tools described in this document are a structural pillar towards achieving optimal communication and dissemination of the results throughout the entirety of the project and beyond.

The report describes the project logo and communication materials specifically developed for the project: a promotional project leaflet, a general project poster, a roll-up banner, and a public project website. These tools have been developed to support the dissemination activities and to promote the project's objectives and findings. Their design is specifically adapted to raise awareness and provide visibility to the project, appealing to the large non-specialist community, to scientific as well as business and regulatory stakeholders.

The communication team has worked closely with professional graphic designers experienced in communication and dissemination campaigns of EU funded projects in the energy sector.

The communication materials' development enhances the project visual identity and public image, hence allowing an easier identification by the public, ensuring visibility and recognition. The construction of a strong brand identity initiated with the public communication materials paves the path towards future exploitation activities and market uptake.

The aforementioned materials will be properly displayed and distributed during conferences, exhibitions and workshops. Dissemination activities are undertaken from the beginning of the project and aim at raising interest in the proposed technology of relevant stakeholders. Hence, the distribution of the communication material is foreseen as an effective solution of promoting the concept and results of ASTERIx-CAESar project.

All the files of the printed materials are readily available for download on the project's website, making it easier to promote the project during webinars, virtual meetings, and online events.

The website URL is consistently linked to all the printed materials using a dedicated QR code.

The website will be regularly updated with the latest information on the project. It will also feature news on policy and projects related to CSP, CAES, energy storage, and/or desalination technologies, as well as on active collaborations between ASTERIx-CAESar project with existing initiatives and other ("related") projects. It features a repository for articles, press releases and scientific publications. The website will be responsive, SEO optimised and GDPR compliant.

Nomenclature

ACRONYM	DESCRIPTION
CAES	Compressed Air Energy Storage
CMS	Content Management System
CSP	Concentrated Solar Power
EU	European Union
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
MySQL	Structured Query Language
PHP	Hypertext Preprocessor
QR	Quick Response
SEO	Search Engine Optimisation
ToU	Terms of Use
URL	Uniform Resource Locator
WP	Work Package

List of figures

1 Project logo and colours

1.1 ASTERIx-CAESar logo

The project logo (Figure 1) was developed to emphasise the following project characteristics:

- Main project technologies
  - CSP (Concentrated Solar Power)
  - Turbomachinery (Compressor & Expander)
  - Energy storage in a cavern
- Modern nature of the project (hence the clean, lean, and chic design)

The logo was developed by a professional media agency and delivered to the project in different formats, usable both for Windows and MAC environment. The complete logo package is available on the project website (section Results & Publications – Media) to allow all stakeholders to use the logo appropriately.

Figure 1 - Project logo

1.2 Colour palette

The colours, illustrated in Figure 2, were chosen to best represent the ASTERIx-CAESar project. The main colours (orange and blue) are our "signature" colours, present in the logo. They are also present in many places on the printed communication materials as well as website.

However, complementary to those two colours, other shade of blue, green, and yellow as well as grey colours were developed.

Figure 2 - Colour palette

2 Project leaflet

Amongst the different public communication materials, an appealing and effective trifold leaflet has been developed. This leaflet will allow:

- To promote the project.
- To promote the technologies that will be developed within the project.
- To convey the project's objectives and the scope in a clear and visually appealing way.
- To employ a "leave-behind" piece of material which can be shared with interested stakeholders at conferences and other relevant events. In particular, the targeted audience is composed of public authorities, the scientific and business communities, as well as the general public.

The leaflet will be printed and distributed at fairs, conferences, and other external events where ASTERIx-CAESar will be presented. All the partners of the consortium will receive printed copies of the leaflet to maximise outreach in different countries and at different events. The leaflet is also downloadable from the ASTERIx-CAESar website (section Results & Publications – Communication material).

The leaflet has been designed to contain the most relevant information, while remaining current throughout the project. It can also be updated to reflect any new developments within the project, if required.

2.1 Leaflet's front side

The front side of the ASTERIx-CAESar's leaflet (Figure 3) is developed in the form of a triptych and features general information about the project (main impacts, information on the consortium, budget, duration, coordinator as well as contact information). The right section represents the leaflet's main cover, featuring the project's "signature" image – the CIEMAT-PSA experimental facility serving as a demonstrator for the project. Throughout the leaflet, the notion of the solar energy, compressed air, and turbomachinery, introduced by the logo, is omnipresent, and thus giving a consistent design image.

Figure 3 - Leaflet's front side

2.2 Leaflet's rear side

The rear side of the ASTERIx-CAESar leaflet (Figure 4) shows the project concept depicted by the scheme/flow. It is divided into two parts: charging and discharging. These two parts further break down into main projects developments and used technologies.

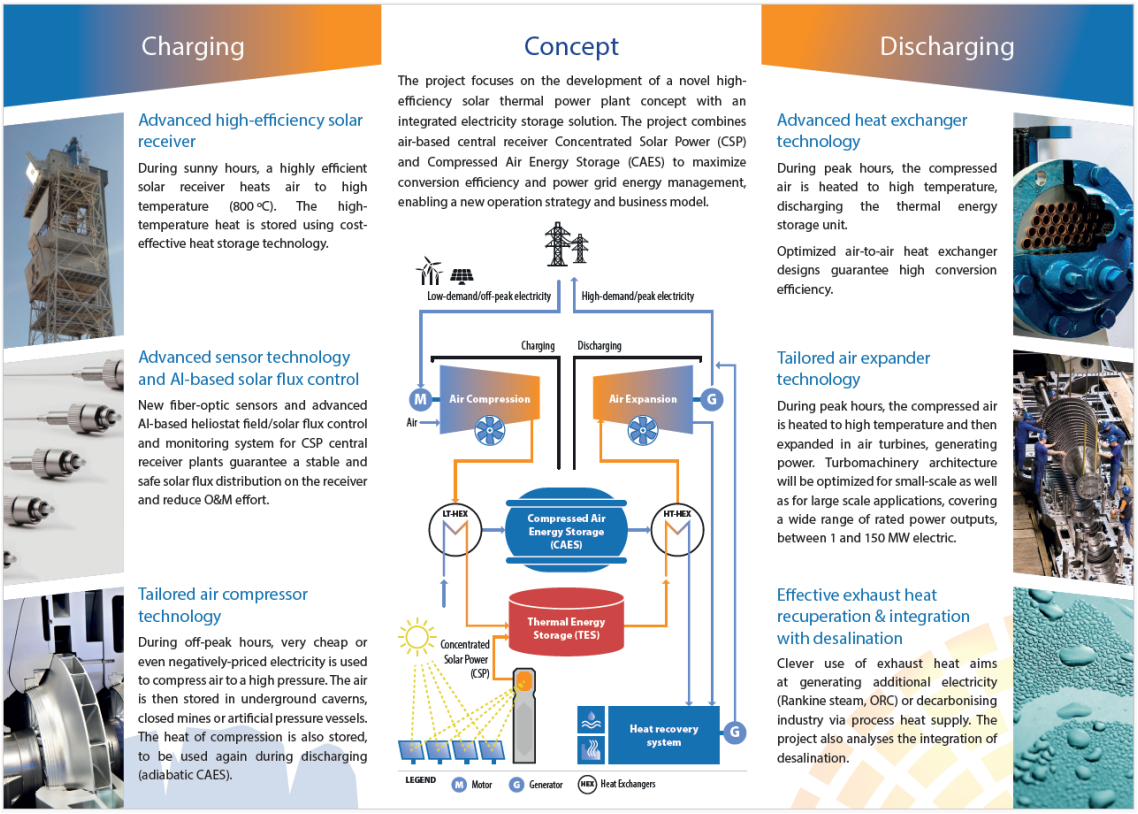


Figure 4 - Leaflet's rear side

3 Project poster

The project poster (Figure 5) is a useful communication tool that can be posted permanently at the premises of the project partners. The poster is of particular relevance since it offers a permanent and effective way to inform the stakeholders involved in the project. Moreover, the poster is extremely effective when displayed during public events and conferences.

The design of the poster has been created to achieve three main objectives:

1. To promote the project;
2. To convey the project's objectives and scope in a clear and visually appealing way;
3. To encourage different stakeholders, including potential end-users, to contact the project coordinators and obtain additional information regarding the project.

The ASTERIx-CAESar poster is structured as follows:

- Project logo and reference to the project website, LinkedIn and X account, email address, and a QR code leading to the project website;
- Image of the experimental solar receiver and heliostats, developed for the project's predecessor – CAPTure. This infrastructure, located at our partner's CIEMAT-PSA in Almeria (ES), will be used and further developed for ASTERIx-CAESar. Therefore, we selected this image as our "signature" image;

- Notion of the “magic potion”, known from the Asterix & Obelix movie, to which the project name refers;
- Project full name;
- Key numbers, conveying information about the project duration and its total budget;
- Main impacts;
- Project concept expressed by three projects’ main characteristics, as well as the overall scheme, developed by the designer for the communication and dissemination purposes;
- Partners’ logos;
- EU flag and the funding statement, including the reference to the financial support received by the Swiss and UK authorities.

The design is captivating: the poster’s clear structure and the appealing schematic drawing will catch the attention of potential stakeholders during the poster sessions at scientific events, increasing the exposure of ASTERIx-CAESar.

This poster will also be printed for all partners’ use at conferences, events, and workshops where ASTERIx-CAESar will be presented. According to the project’s further developments and needs, the design may be updated by the communication team into future versions, to advance new promotional campaigns. A digital version of the poster is available for download on the project website (section Results & Publications – Communication material).

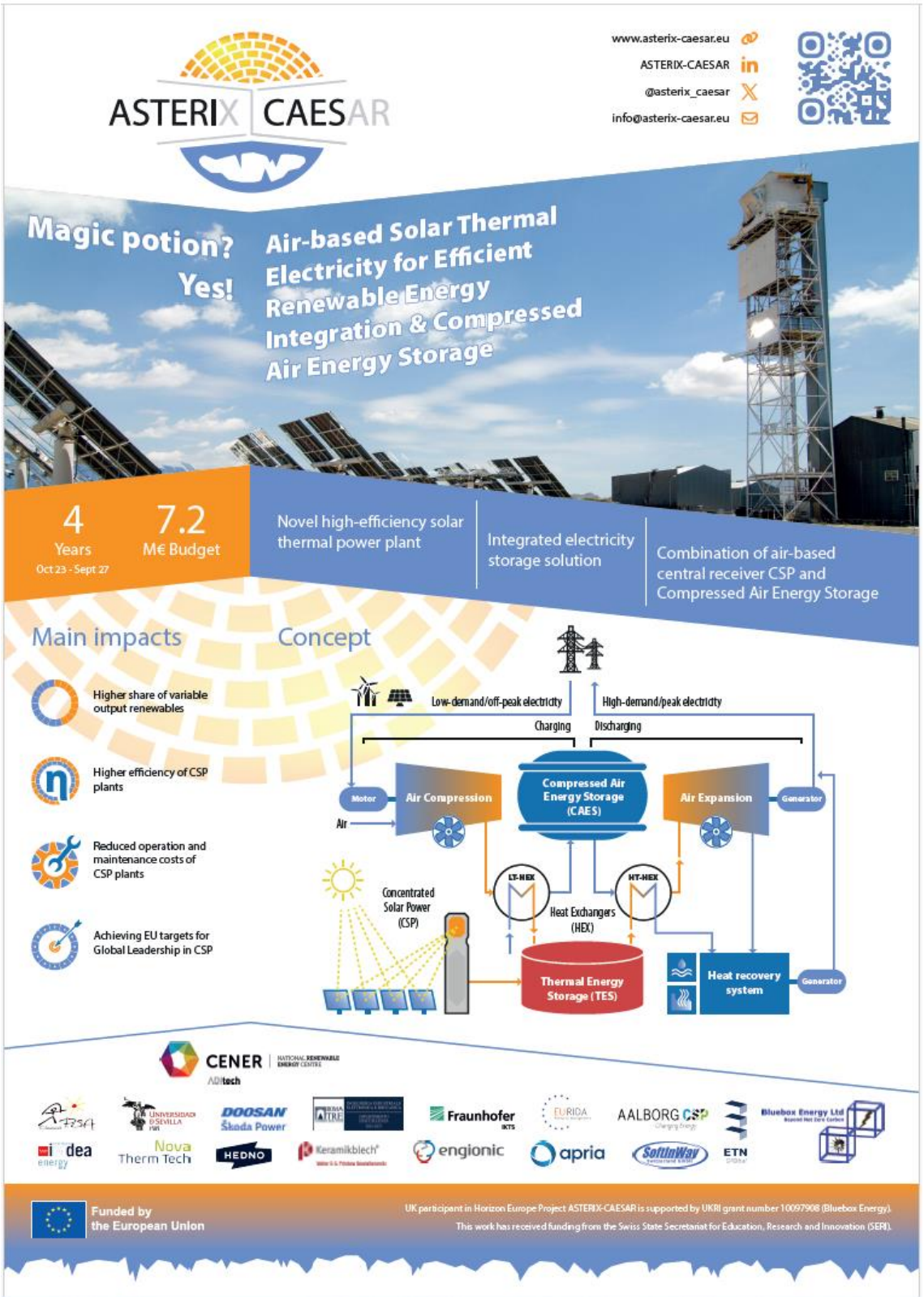


Figure 5 - Poster

4 Project Roll-up Banner

A highly graphic roll-up banner (Figure 6) has been developed to be displayed at public events, conferences, and fairs. The attractive design of the roll-up banner will draw people's attention to booths and stands where ASTERIx-CAESar is featured, increasing altogether the dissemination impact of the project. Its main purpose is to provide initial basic information to the public, while instigating further the curiosity around the project and its goals.

A digital version of the banner is downloadable from the ASTERIx-CAESar's website (section Results & Publications – Communication material).

The ASTERIx-CAESar roll-up banner will have dimensions of 210x85 cm and is structured as follows:

- Project logo;
- Reference to the project website, LinkedIn and X account, email address, and a QR code leading to the project website;
- Our "signature" image of the experimental solar receiver and heliostats, developed for the project's predecessor – CAPTure. This image is repeated in all our printed communication materials as well as on the website;
- Five key project numbers;
- Main impacts of the project;
- Enhanced Partners' logos, giving them a good visibility;
- EU flag and the funding statement, including the reference to the financial support received by the Swiss and UK authorities.

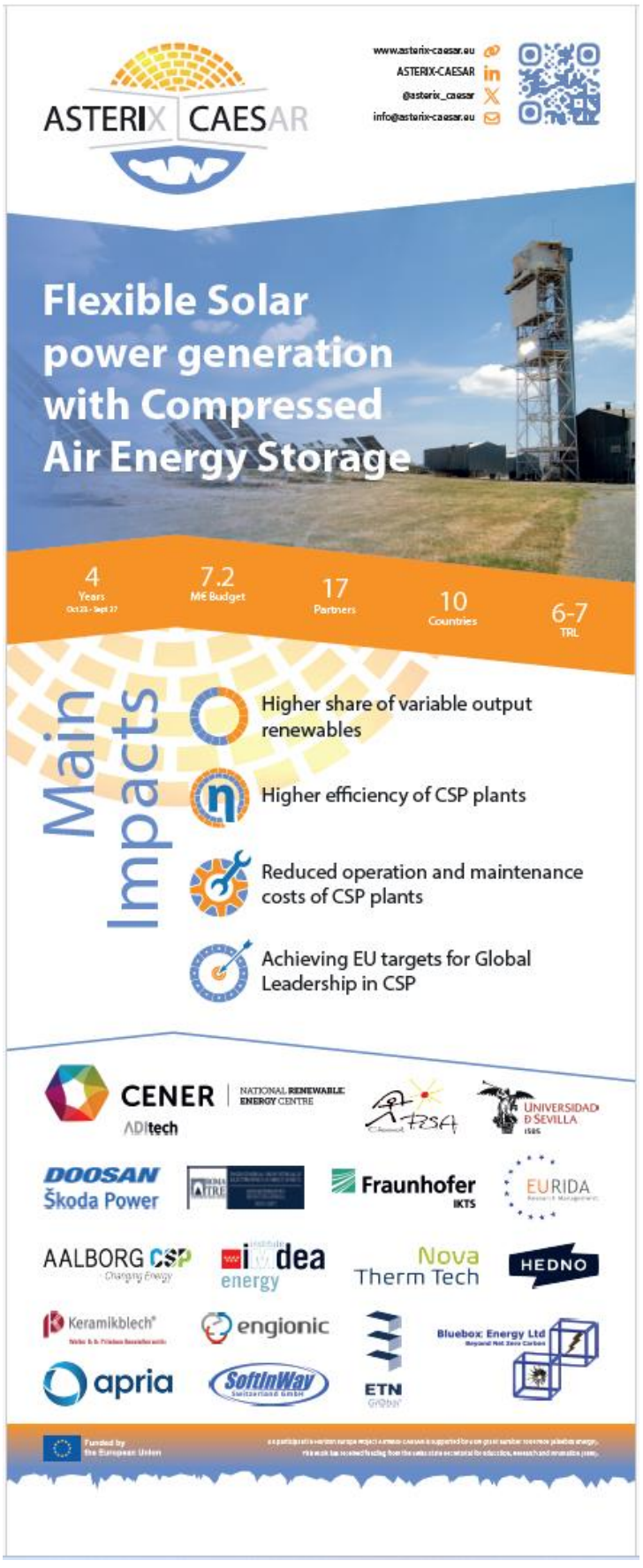


Figure 6 - Roll-up banner

5 Project Website

5.1 Technical details

The ASTERIx-CAESar website is accessible via its official domain www.asterix-caesar.eu.

The ASTERIx-CAESar website has been built by a professional creative and communication agency using WordPress 6.4. WordPress is a free and open-source content management system (CMS) based on PHP and MySQL. WordPress features include plugin architecture and a template system.

The website features specific plugins that allow full customization of each page, allowing to reach the best results in term of communication. It is responsive, adaptable to the different devices used by the audience, and GDPR compliant.

To ensure necessary updates, the communication team staff members are listed as administrator on the website and have full access to the administration panel. The communication agency that built the website will provide support with their technical expertise and offering quick support in case the website is down and/or technical patches are required.

Finally, the communication team ensured that Search Engine Optimisation, including proper referencing and specification of key words for each subpage, news item and event item, was carried out before the website went online. It is ensured that the contents of the website are highly visible on search engines, such as Google, and that relevant traffic is channelled to the website. The website is also linked to Google Analytics.

5.2 Website Structure

The website has been structured and designed with the goal of disseminating the key information about the ASTERIx-CAESar project, targeting different technical and non-technical audiences. The website's design is captivating and appealing, while its style of the content ensures that a broad audience can be reached and well informed. Furthermore, the website is structured in such a way that more information is available for the interested reader, satisfying in this way all the different targeted audiences. The website's structure is based on an easy to navigate and intuitive sitemap.

The sitemap, analysed more in details further in this report, is structured as follow:

- **Homepage**: highly graphic, featuring the "signature" image of the experimental facility, it contains all the key information to provide a good overview of the project.
- **About**: divided in thematic subsections, this section will guide the reader into the most technical details about ASTERIx-CAESar. The subsections are:
    - Concept
    - Objectives
    - Main impacts
    - Consortium
    - Structure
    - Related projects
- **Main developments**: overview of the four key developments that will be carried out during the project:

- Solar receiver
- Optical sensor and solar flux control
- CAES with heat exchangers and compressor/expander
- Integration of desalination

- **Results & Publications**: online repository of the ASTERIx-CAESar various communication materials (e.g. leaflet, poster, roll-up banner etc.) and publications, accessible to the partners and to the general public. The subsections are:
  - Communication materials
  - Project public deliverables
  - Scientific publications
  - Media
- **News & Events**: online repository of the news and events related to ASTERIx-CAESar. The subsections are:
  - News
  - Events
- **Contact**: features project contact details and a form for newsletter subscription

5.3 Website Homepage

The website's homepage offers a clear overview of all the key information to familiarize with the project (project introduction accompanied by the key numerical facts on the project, project concept with interactive scheme, main impacts, consortium, the latest news and event, and the X feed linked to the official project's X handle – @asterix_caesar) and serves as entry point for visitors. Its appealing design invites the visitor to remain on the website and "keep scrolling"; strategic cross-references within the website will guide the visitor experience on the website.

The front page is vertically split in four conceptual parts: top "header" section, main "central" section, third "news" section, and bottom "footer" section.

The top part of the homepage is the website header (Figure 7):

Figure 7 - Website header

The header is the first “impression” of the website, so its design is vital in retaining the audience. The header is clear, concise, but complete: next to the logo, there is a captivating and a very pertinent “signature” image of the experimental facility where ASTERIx-CAESar project will demonstrate its technologies. At the moment, there are three banners – our “signature” image in three different versions (original and with two different colour overlays). This will give us an opportunity to replace some of them in the future, shall there be a need to advertise an event or announce a breaking news. The top menu bar provides navigation to all the sections of the project website. On the top right corner, the X, LinkedIn, and YouTube (will be added and linked to our channel later) icons will link the visitor directly to the project’s social media channels. Their placement on the upper part of the page and close to the top menu bar has been chosen for enhancing their visibility to the visitor and for making it easy to navigate to the project’s social media websites right after visiting the ASTERIx-CAESar project website.

The “Subscribe to the newsletter” link allows visitors of the website to subscribe to the newsletter and be updated on the outcomes of the project.

The central, and main, part of the ASTERIx-CAESar homepage features all the key information needed to acquire a comprehensive overview of the project. The central part of the homepage displays an overview on the project description and key facts about it. This part continues with the project concept, expressed by a professionally designed scheme, with main impacts (including tailor-made icons), and the consortium (

Figure 8). These parts are linked directly with dedicated website pages by the “more information” links. This enables the visitor to easily retrieve relevant information.

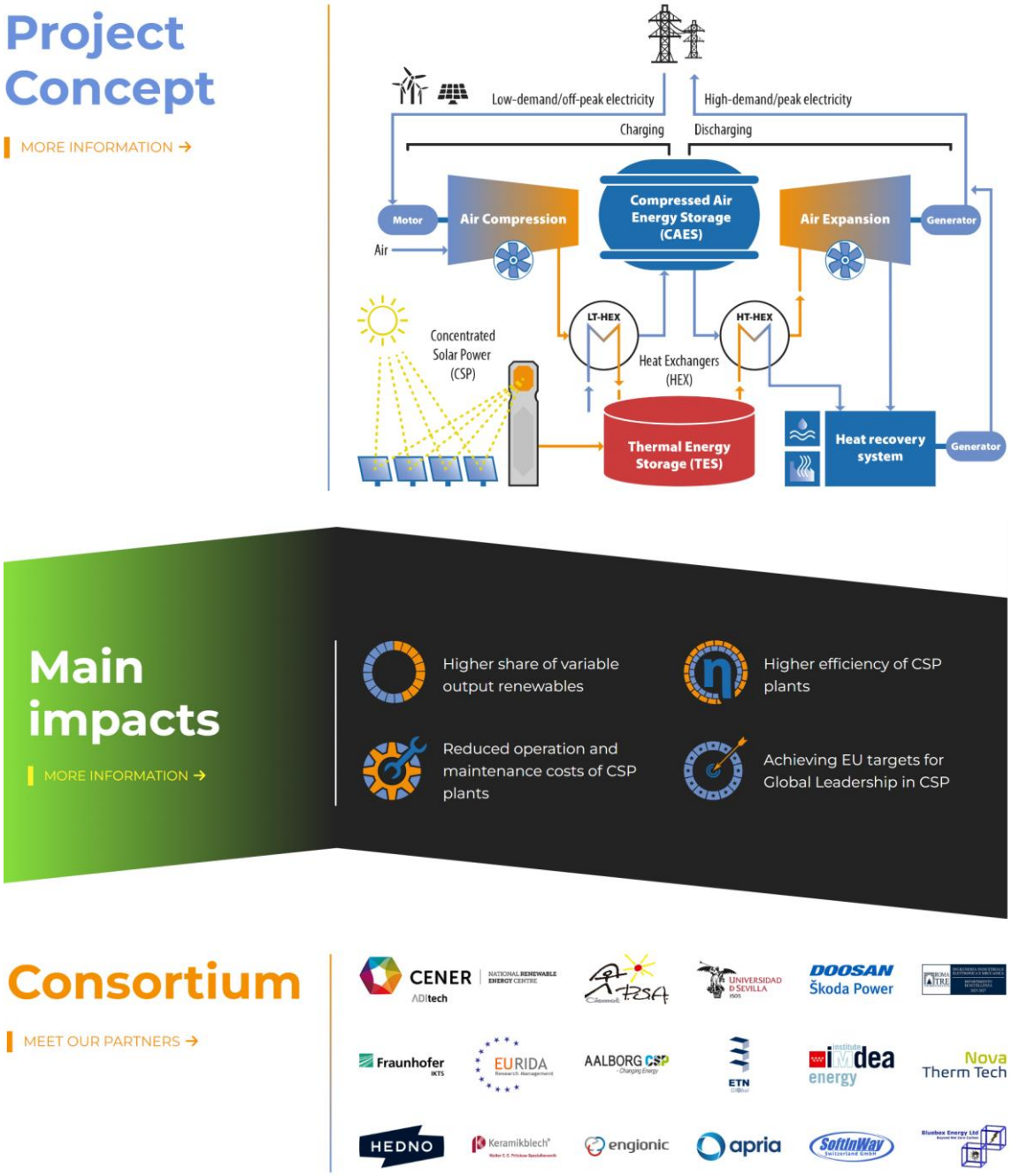


Figure 8 - Central part of homepage

The third part of the homepage features an overview on the latest news and events related to ASTERIx-CAESar, as well as the X feed of the ASTERIx-CAESar official social media channel.

The fourth and last section is the footer of the website (Figure 9). The footer features the acknowledgement of the funding received, the Privacy policy and the Terms of use, as well the links to the project's social media channels, and the link to subscribe to the project's newsletter.

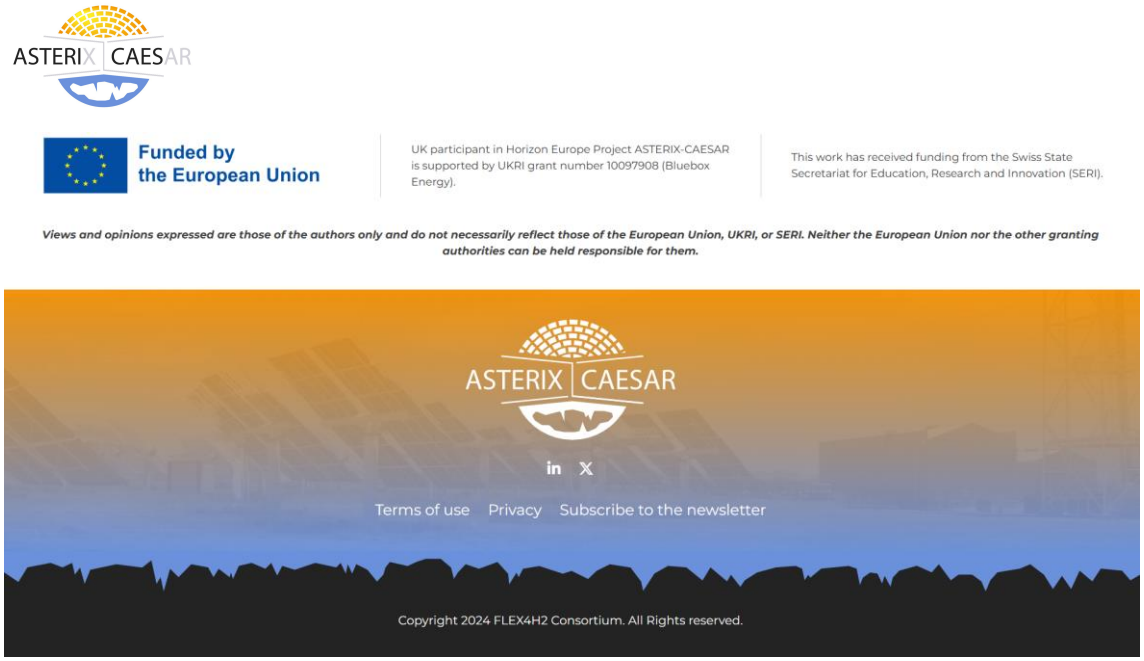
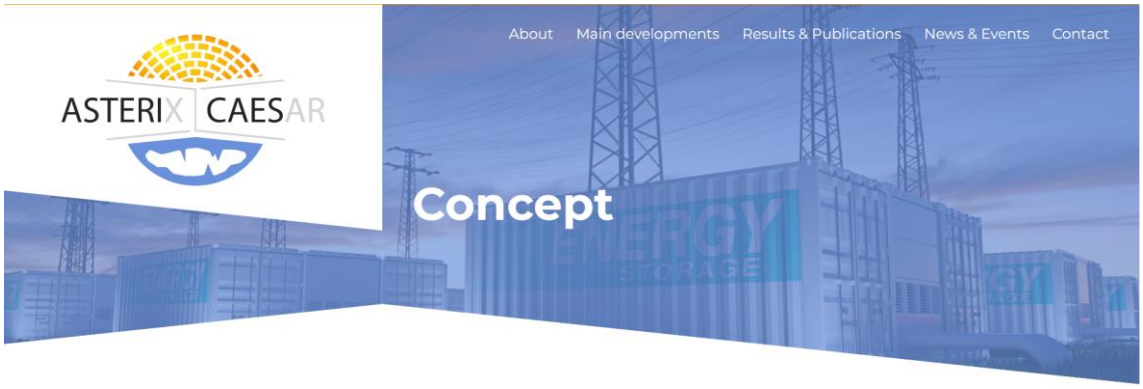


Figure 9 - Website footer

5.4 Section "About"

The section "About" is the richest in information (see example: Figure 10). Its aim is to guide the visitor in discovering the project and its details. It is divided into 6 sub-sections:

- **Concept**: the reader can find an overview of the ASTERIx-CAESar goal and concept, including another depiction of the project "signature" experimental facility at CIEMAT PSA.
- **Objectives**: this sub-page contains ASTERIx-CAESar project objectives. It features icons specially developed for this project, respecting the overall design and identity.
- **Main impacts**: this page features the main expected impacts of the project; more tailor-made icons are used here to well illustrate the accompanying text.
- **Consortium**: this sub-section offers great visibility for all the ASTERIx-CAESar partners. A "showcase" page has been developed for each partner, featuring a logo, a short description of the organisation, competence relevant to the project, role in the project, contact persons, and the link to the website of the organisation.
- **Structure**: this sub-section is focused on the different Work Packages description and their timelines. An overview of all the Work Packages is available to explain interconnection and cooperation within the project.
- **Related projects**: this section offers an overview of projects, related to ASTERIx-CAESar in terms of technologies used (CSP, energy storage, CAES, desalination etc.). This section will be updated when a new related project starts.



ASTERIx-CAESar project focuses on the development of a novel high-efficiency solar thermal power plant concept with an integrated electricity storage solution. The project combines air-based central receiver Concentrated Solar Power (CSP) and Compressed Air Energy Storage (CAES) to maximize conversion efficiency and power grid energy management, enabling a new operation strategy and business model.

The hybrid concept initiates a futuristic era with adaptive renewable power plants, producing both electrical and thermal energy, including process heat supply and reverse osmosis desalination. As cheap off-peak electricity is used to provide the air compression work of the topping Brayton cycle, the overall peak solar-to-electric energy conversion efficiency of the proposed power plant may reach up to 40% efficiency, which doubles the peak efficiency with respect to state-of-the-art CSP technology.

The main project developments will cover: (i) an advanced high-efficiency solar receiver, (ii) optical sensors and AI-based solar flux control, (iii) optimized CAES with heat exchangers and compressor/expander detailed designs and (iv) innovative integration of desalination. The proposed technology is set forth by an interdisciplinary partnership spanning the entire CSP value chain. Targeting a TRL of 6-7, the ASTERIx-CAESar concept will be validated with a demonstration scale prototype of 480 kWth.

Figure 10 - Example from "About" section

5.5 Section “Main developments”

This section features four main developments using cutting-edge technologies that will be used in the ASTERIx-CAESar project (see example: Figure 11). Each of them is described in a specific sub-section, so that it gives possibility to the project team to add information during the project, when the need arises. The described main developments are:

- Solar receiver
- Optical sensors and solar flux control
- CAES with heat exchanger and compressor/expander
- Integration of desalination

Figure 11 - Example from "Main project developments" section

5.6 Section "Results & Publications"

The section "Results & Publications" (see example: Figure 12) has been designed with the aim to provide to the visitor material related to the project. The section is constituted by the following sub-sections:

- **Communication material**: this sub-section contains downloadable files of the projects' communication material developed within D7.1 (e.g. leaflet, poster, roll-up, etc.) This material will be openly accessible to visitors.
- **Project public deliverables**: this sub-section lists all the project deliverables that are selected as public. Once a deliverable becomes available, it will be uploaded to this sub-section.
- **Scientific publications**: this sub-section will be the main publicly accessible repository of the scientific publications produced by the ASTERIx-CAESar's consortium. All the publications will be listed and linked for easy public access.
- **Media**: this sub-section features high-resolution project logo package, newsletters, press releases, and media articles about the project.

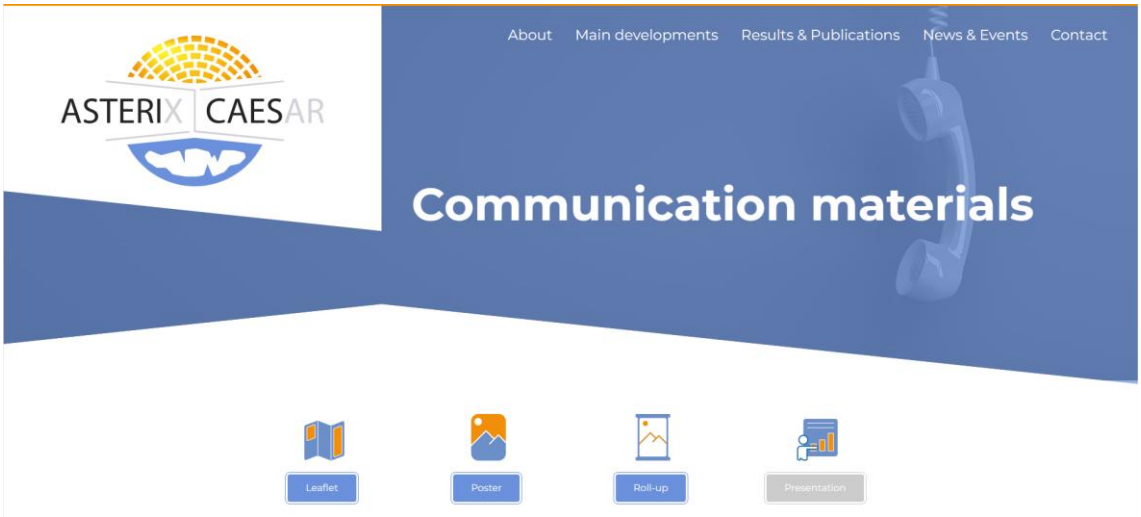


Figure 12 - Example from the "Results & Publication" section

5.7 Section News & Events

The section "News & Events" will provide a comprehensive overview on the communication and dissemination activities of the project, including external events (e.g. dissemination events, stakeholders workshop, conferences, fairs etc.). More specifically, this section will feature updates and articles on the activities carried out by the consortium (section "News"), and an overview of events where ASTERIx-CAESar is featured/presented (section "Events").

5.8 Section "Contact"

This section (Figure 13) enables to retrieve information on the project coordinator and project office. It gives visitors the possibility to contact ASTERIx-CAESar's project team via the contact form.

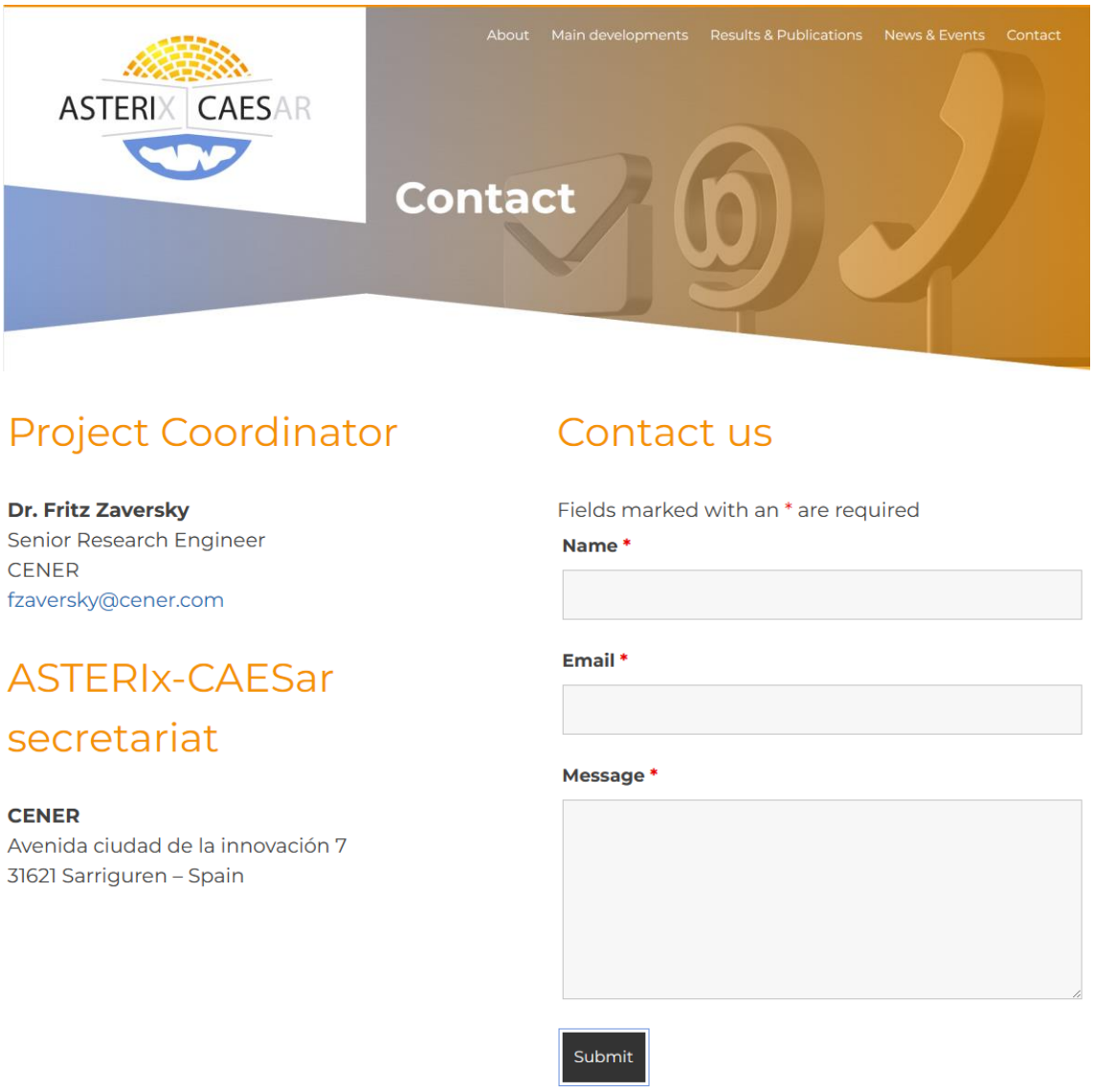


Figure 13 - "Contact" section

5.9 Privacy policy and GDPR compliance

ASTERIx-CAESar website is GDPR compliant. A website section has been dedicated to description of the website's terms of utilization with a precise legal disclaimer about the website's Terms of use (ToU) and one section has been dedicated to Privacy policy: both these sections describe how personal data and cookies are used by the project Consortium.

5.10 Regular updates

ASTERIx-CAESar website will be updated regularly to reflect the current state of the project's progress.

Additionally, updates of the social media profiles will take place regularly, thus keeping the followers/connections up-to-date regarding the project progress, innovations, and findings.

The texts for the website were drafted in an easy-to-read style so that non-experts can also understand what the project is about. Illustrations and pictures, as well as short texts were favoured over long descriptions.

Moreover, the website provides downloadable content, such as communication materials and the project logo package.

In order to keep the website up-to-date and relevant, all the partners will deliver without delays every piece of information that should be featured on/added to the website.

5.11 Data and analytics

The communication team will track the performances of the website through tolls such as Google Analytics or any other comparable tracking tool. Performance review will be based on the set project's KPIs regarding website visits and public deliverable downloads (over the lifespan of the project).

6 Conclusion

In collaboration with all Consortium partners, ASTERIx-CAESar has developed a visual identity to promote the project's objectives and findings and support dissemination activities. The design is tailored to raise awareness and provide visibility to the project among a broad audience, including non-specialists, scientific experts, as well as business and regulatory stakeholders.

To enhance targeted, effective, and impactful dissemination and communication activities throughout the project and beyond, dedicated tools have been developed. All printed materials are available for download on the project's website, making it easier to promote the project during webinars, virtual meetings, and online events.

The ASTERIx-CAESar public website is online and fully operational since 31 January 2024. The pages will be updated regularly. Updates will become more frequent as the project progresses, so it should be consulted regularly to get access to new contents. The website will be an important means to disseminate information about the project and to gain interest in the results achieved from all relevant stakeholders and raise the profile of the ASTERIx-CAESar project.

If any item in this document is ambiguous, or further assistance or advise is required then please contact the Project Team:

Communication Team Lead: Jitka Spolcova

ETN Global, Chaussée de Charleroi 146, 1060 Brussels – Belgium

Email: js@etn.global

Telephone: +32 479 875 223

Project Coordinator: Fritz Zaversky

CENER - C/ Ciudad de la Innovación nº 7 - 31621 Sarriguren (Navarre) – Spain

Email: fzaversky@cener.com

Telephone: +34 948 25 28 00