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D7.2 Website and Initial Dissemination and Communication Plan

WP7 – Dissemination of project results

WP LEADER RINA Consulting

DELIVERABLE RESPONSIBLE RINA Consulting

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1 INTRODUCTION

The following document represents D7.2 - Website and Initial Dissemination and Communication Plan and has been developed in the framework of Task 7.1 - “Communication and Dissemination activities coordination, which is part of Work Package 7 - Dissemination of project results”.

The aim of this report is to:

- Give an overview of the communication and dissemination (C&D) strategy elaborated.
- Define the KPIs that will be monitored to keep track of the effectiveness of the communication and dissemination strategy.
- Present the activities performed in the first six (6) months of the project.
- Develop the initial SPOTLIGHT C&D plan for future months.

The report follows the previous one from WP7: D7.1 – Project communication toolkit, where partners have prepared a number of standard media to start the project dissemination, including:

- The project logo;
- The templates for project’s documents (deliverables, agendas, presentations);
- The initial press release;
- A communication flyer;
- An official presentation of the project concept.

The documents from the toolkit have been stored in the official website and shared among partners to start immediately the dissemination.

2 STRATEGY

2.1 Methodology

The aim of the SPOTLIGHT communication and dissemination strategy is the creation of valuable content for general public and, more specifically, stakeholders in order to firstly engage them and, then, keep them engaged.

SPOTLIGHT communication strategy is divided into 3 phases:

1. **Awareness (M1-M12):** the objective is to attract potential stakeholders mainly through **communication activities** (promotion of project press release and news items on partners' communication channels, participation and organization of webinars,...)
2. **Consideration (M12-M24):** the objective is to produce **valuable dissemination contents** that can be interesting and useful for the stakeholders in order to convince them to finally become part of the SPOTLIGHT community (scientific/technical magazines and oral/poster presentations at conferences, seminars, workshops, etc.).
3. **Decision (M24-M42):** the objective is to retain stakeholders through valuable contents, such as a **digital project publication** with all collected results and organization of final event

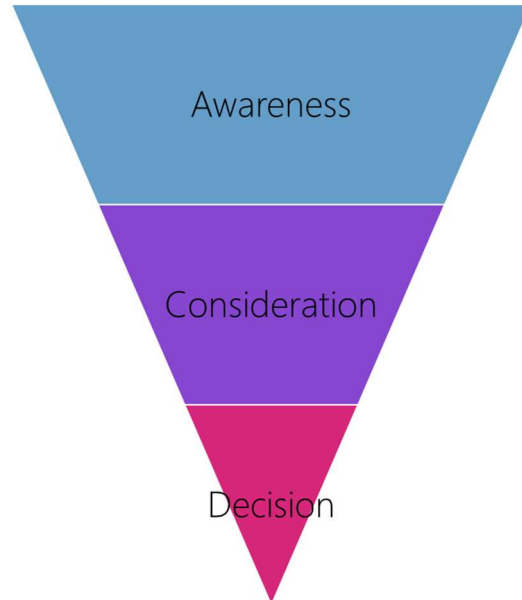


FIGURE 1 - SPOTLIGHT COMMUNICATION STRATEGY

2.2 Guidelines

In order to achieve the goals of the WP7, specific guidelines on how to communicate and disseminate SPOTLIGHT results have been developed by RINA and shared with the whole Project Consortium on the occasion of SPOTLIGHT kick-off meeting:

1. All project partners have to respect SPOTLIGHT project brand identity and use only official templates;
2. Promotional material has already been shared (D7.1 – Project communication toolkit) with partners and further media will be shared by RINA and uploaded on the project repository developed by the SPOTLIGHT Project Coordinator (TNO);
3. The SPOTLIGHT Communication and Dissemination Tracking File will be a key tool to build the SPOTLIGHT Editorial Plan (partners will have to include information about events attended, promotion on digital channels such as company websites and social media, information about scientific publications and all other actions to promote SPOTLIGHT results) and include also selected Key Performance Indicators to keep track of the effectiveness of each action;
4. RINA and the other partners involved in WP7 will periodically develop press releases and/or newsletters (such as the one dedicated to SPOTLIGHT kick-off) and share it with



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- project partners in order to facilitate SPOTLIGHT promotion. Press releases will be developed when project milestones and other relevant results are reached;
5. All project partners promoting SPOTLIGHT at events will have to use the official project presentation that will be provided in the Communication toolkit, contact RINA and FHA before the event at least two weeks in advance so that a promotional news item can be shared on the project channels and finally send pictures taken during the event to RINA and/or FHA in order to share them on project website and/or social media;
 6. Concerning scientific publications, all project partners will have to follow the procedures shown in the handbook:
 - a. The Author emails the PC (with subject: SPOTLIGHT Publication) which includes foreseen title, list of contributing authors, destination (where to publish), an idea of the content (e.g. abstract) and the purpose of the publication. The PC shares the full publication with all beneficiaries to check the full content.
 - b. The beneficiaries individually identify if the intended publication presents a conflict of interests through use or publication of confidential information. Any Beneficiary may object to the publication; however, they must justify their objection. Moreover, the Beneficiary must object in writing to the Author (with the PC and EM in copy) at which point the process set forth in the CA begins (section 8.4.1).
 - c. The Author informs the PC and EM when the planned publication has been accepted for publishing (for monitoring purposes).
 - d. The EM adds the publication to the Publications section of the Public
 7. SPOTLIGHT Website. A copy will also be retained on the SharePoint site.
 8. Key Performance Indicators have been identified during the proposal stage and will be monitored in order to understand in advance if the communication and dissemination strategy is working or not and, eventually, make some adjustments.
 9. For the effectiveness of the communication and dissemination strategy, the active commitment of all project partners (under RINA guidance) is required.

2.3 Digital communication

For a capillary and efficient communication, the consortium proposes that SPOTLIGHT Communication & Dissemination strategy will be based on the following main (digital) pillars:

1. Digital Communication at the core;
2. Digital Content Marketing;
3. Digital Networking.

Why digital?

According to “Worldwide digital population as of January 2021”, published on Statista on April the 7th 2021, as of January 2021 there were 4.66 billion active internet users worldwide - 59.5 percent of the global population. Of this total, 92.6 percent (4.32 billion) accessed the internet via mobile devices.



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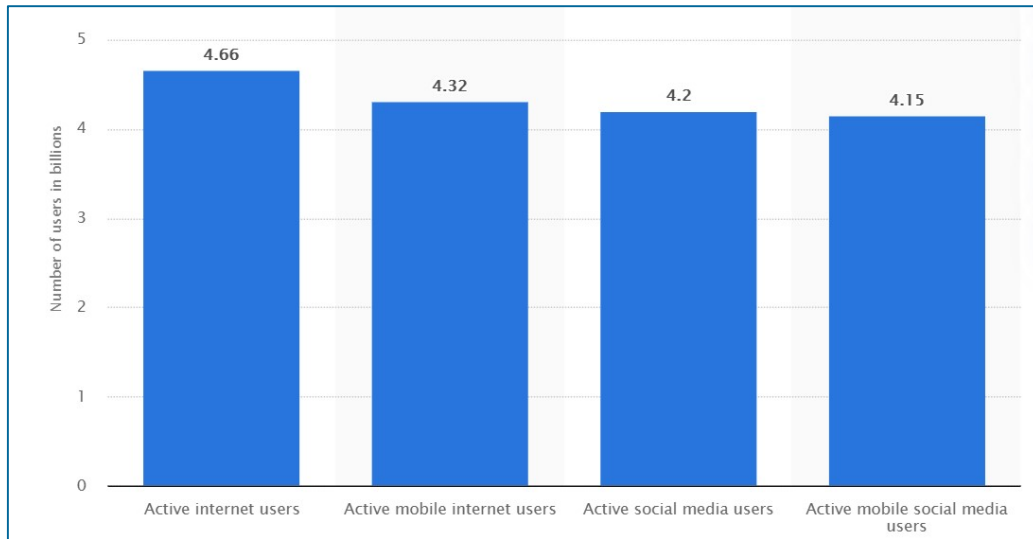


FIGURE 2 - GLOBAL DIGITAL POPULATION AS OF JANUARY 2021

A further statistic by Statista presents the average daily time spent online by internet users worldwide from 2011 to 2021, sorted by device. In 2018, the average daily minutes of desktop internet consumption per capita amounted to 39 minutes and is projected to slowly decline until 2020. However, daily mobile internet consumption is set to increase to 155 minutes in 2021.¹

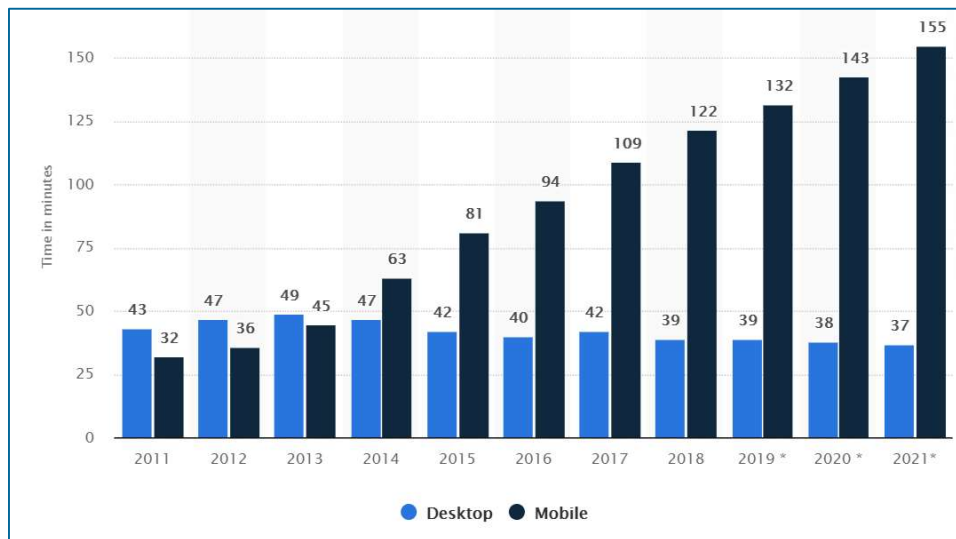


FIGURE 3 - DAILY TIME SPENT WITH THE INTERNET PER CAPITA WORLDWIDE FROM 2011 TO 2021, BY DEVICE

¹ Statista 2021

Nowadays, and especially after the global COVID-19 outbreak, it is essential to have a strong digital presence, and this is why the main communication channels of SPOTLIGHT are planned to be the project website and social media, that officially start on M6 (in conjunction with submission of this deliverable).



Concerning the project website, the main SEO (Search Engine Optimization) techniques are adopted in order to be sure that SPOTLIGHT has a good positioning on the Google SERP (Search Engine Results Page) and project stakeholders can easily find information online. SEO is a method of optimizing contents for the search engines, in order to help a website rank higher than content from other sites that target the same search terms.

FIGURE 4 - THE SEO PROCESS APPLIED ALSO TO SPOTLIGHT WEBSITE

The success of the SEO implementation is very important because the number of daily searches on Google is over 4 billion, the top five results get 65% of the clicks and views to our project website is more and more as an essential asset. The SERPs have become a vicious battleground, and it is crucial, now more than ever, to focus on SEO to raise awareness about the results of SPOTLIGHT project. For this reason, the SPOTLIGHT Project Consortium is going to apply the SEO Process represented in

Figure 4, taking into account on-site factors (such as keywords) and external factors (such as backlink). Last but not least, rankings and traffic will be analyzed and carefully monitored (see SPOTLIGHT Key Performance Indicator in chapter 4.)

More in details, the following techniques are implemented by SPOTLIGHT Project Consortium:

- **Headlines, subtitles and keywords:** SEO copywriting means creating useful, compelling and valuable content that targets specific keywords, so that project stakeholders will gladly promote it on social media platforms. Headlines and subtitles play a key role, so SPOTLIGHT headlines and subtitles attract people's attention and are written in a way to encourage them to click and read further. Headlines chosen for SPOTLIGHT websites are: "Converting feedstocks into clean alternative fuels", "Facing the challenges", "Why SPOTLIGHT?", "Our objectives, our results"
- **Creation of contents that can meet the informational needs of SPOTLIGHT target.** This process involves finding high performing content in the specific niche of stakeholders and creating something valuable for the Consortium and for European Commission, rather than just promoting the project from the Project Consortium point of view. Only by understanding the informational needs, the preferred content formats and the most used channels by our target audiences it is possible to create valuable contents for SPOTLIGHT stakeholders.

- **Backlink building:** The SPOTLIGHT Project Consortium will publish contents about the project on their own communication channels, including also the link to the SPOTLIGHT website. In this way, more traffic is driven to the project website and a higher ranking of the main search engines is ensured. In fact, Google focuses on the authority of the website linking to your domain and measures authority by the number of links pointing to a specific page and how trustworthy those links are. If high quality websites (such as the project partners' website) link to the SPOTLIGHT website, it automatically gains better authority and, consequently, views.
- **Use of infographics and videos:** images are easier to remember and help to convey complex concepts in easy-to-understand ways. For this reason, a series of infographics will be created for SPOTLIGHT using the same colour palette of the project logo in order to be consistent with the project brand identity.



FIGURE 5 - BRAND IDENTITY OF ALL DIGITAL MEDIA

2.4 Networking

One important channel for communication and dissemination of project results is represented by the several EU-level initiatives the consortium is actively involved. These are key floors for massively raising awareness and discussing possible future applications or further enhancements.

- **Hydrogen Europe (HER):** HER is a partner in the European Joint Undertaking on Hydrogen.

HER is one of the three participants of the European Joint Undertaking (JU) on Hydrogen, alongside its industry counterpart Hydrogen Europe (HE) and the European Commission. From 2008 to 2020, the Fuel Cells and Hydrogen JUs (FCH JU & FCH 2 JU) have been unique public private partnerships supporting Research, Technological development and Demonstration (RTD) activities in fuel cell and hydrogen technologies in Europe. HER will continue to participate in the future Institutionalised European Partnership (IEP) on hydrogen, entitled Clean Hydrogen Joint Undertaking (CH JU), from 2021 to 2027.

As it is one of HER's members, RINA can contribute to the preparation of the Clean Hydrogen JU's Multi-Annual and Annual funding priorities. In cooperation with Industry, members have the unique possibility to shape the focus of the Programme and participate in the different Technical Committees and roadmaps shared with HE where annual strategic priorities are discussed and topics for future Calls for proposals are drafted. The Technical Committees and roadmaps are included in the three pillars of the JU (Pillar 1: Hydrogen production; Pillar 2: Hydrogen storage, transport and distribution; Pillar 3, Hydrogen end-uses). SPOTLIGHT can be of interest both for pillar 1 and pillar 3.

- **SUNERGY:** The SUNERGY initiative is started under Horizon 2020; ENERGY-X & SUNRISE have joined forces and recommend for SUNERGY a co-programmed public private partnership in Horizon Europe. The SUNERGY initiative urges to complement the scope of existing European partnerships and enable the full decoupling of economic growth from the utilization of resources at the local, regional, national and European levels for a sustainable resilient growing economy leaving no one behind. While current PPP partnerships mainly focus on improvements on the demand side, SUNERGY proposes a pipeline of high impact technologies that boost efficiency on the supply side by making fuels, base chemicals for industry and agriculture, and developing negative CO₂ emission technologies using resources abundant in Europe (renewable energies, CO₂, H₂O and N₂) to enable a circular economy. The SPOTLIGHT results can be of interest for the SUNERGY community of which TNO, ISC, UHA and IMEC are a member.

3 SPOTLIGHT BRAND IDENTITY

3.1 SPOTLIGHT Unique Selling Points (USPs)

Solar fuels are already largely studied, from a techno-economical perspective, as they could play a relevant role in future energy systems, both as a chemical storage in the power sector and as an energy carrier, for example in the transport sector, or deliver fundamental building blocks for the chemical industry. However, there are still open challenges that are currently limiting a wider adoption:

- **Efficiency:** the larger the fraction of sunlight that can be used to create chemicals, the less materials and feedstock would be necessary;
- **Durability:** materials degrade because of their exposure to sunlight and this has an impact on the efficiency and cost of the process;
- **Costs:** the costs of the process should be lowered as much as possible to make them comparable with the typical costs of fossil fuels;
- **Industrial synergy:** one of the key conditions to make the process sustainable is the industrial synergy between the solar fuel producers and industry that can provide feedstock (e.g. as by-products).

Well aware of these needs, the consortium has built the SPOTLIGHT solution, which unique selling points are in fact the efficiency, the robustness, durability and cost-efficiency of the novel components:

- A transparent flow reactor tailored for sunlight-powered Sabatier with gaseous starting materials and products, and packed-bed solid plasmonic catalysts capable of coping with $p \leq 20$ bar and reactor $T \leq 250^\circ\text{C}$;
- Secondary solar optics for sunlight-powered chemical processes at solar concentration factor ≤ 20 and plate-shaped reactors;
- Energy efficient LED light source as solution to ensure continuous operation of sunlight-powered plasmon catalytic reactions;
- LED light source with tunable medium to high light intensity (between 1 and 20 $\text{kW}\cdot\text{m}^{-2}$) AND broad-spectrum emission (between 350 and 2500 nm) AND high electrical-to-radiation energy efficiency of $\geq 50\%$;
- Newly developed plasmonic nanocatalysts with tailored optical and catalytic properties and for high space-time-yield.

To these unique selling points it is worth to mention the development of a dedicated business model that would foster the cooperation and industrial symbiosis between the stakeholders of the solar fuel value chain.

3.2 The target audience and the stakeholder engagement process

In order to identify the profiles that should be included into the target audience, it is worth to have a clear view not only of the unique selling points developed by the project but also of the value chain to be established. The exercise of fully defining the value chain will be carried out in the next months of the project, as part of the wider activity of stakeholders selection and engagement. However, a first analysis has been done here as well.

The solar fuels value chain can be considered as an integration of three main value chains:

- The CO_2 value chain.



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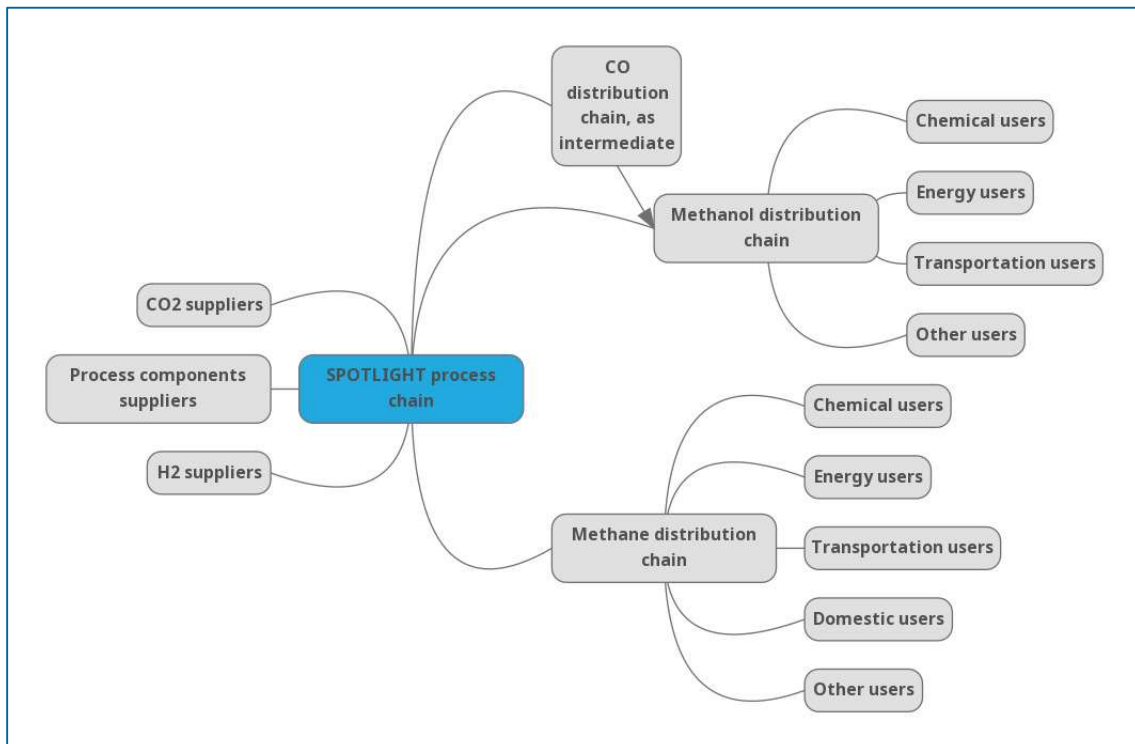
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- The H₂ value chain
- The fossil fuels value chain

From these value chains we can extrapolate the key profiles of the audience:

- **Feedstock suppliers.** These are mainly large industries (e.g. refineries or chemical plants) that have a production (mainly side or secondary production) of necessary feedstock, e.g. H₂. The green H₂ produced by renewable sources is an interesting alternative, with solar fuels mainly used as chemical energy storage;
- **CO₂ suppliers.** Also in this case the suppliers can be large energy intensive industries with high production of CO₂. The level of purity of the feedstock will be important to understand which the most convenient sources of CO₂ are to be used.
- **Process components suppliers.** Industrial companies specialized in the manufacturing of reactors, light sources and similar technologies to be used in the SPOTLIGHT solar fuel production process.
- **Solar fuel users.** This is probably the largest share of stakeholders with the most diverse profiles. In general, we can assume that every player of the value chain (users) of traditional fossil fuels can be also included in the solar fuel value chain. Among the others, users from chemical industry, the transportation sector (automotive), aeronautic sector and energy production.

FIGURE 6 - SPOTLIGHT DRAFT VALUE CHAIN – POTENTIAL AUDIENCE



3.3 The initial plan for communication

The initial plan for communication of project objectives, advancements and results has been drafted considering the above described methodology and the profiles of target audience. So far, only 2021 events have been considered for two reasons: most of them are yearly recurrent and thus it is expected a similar participation also in the next years of the project. Second, as the effects of the pandemic are fading, more events and different formats will probably arise as opportunities for 2022 onwards.

TABLE 1 – INITIAL COMMUNICATION PLAN

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target	Responsible partner	Status
participation to a workshop	Ecomondo Fair	https://www.ecomondo.com/	26-29 October 2021	Italy	poster	Italy	scientific community	Environment Park Spa	Planned
exhibition	EUSEW	https://ec.europa.eu/info/events/eu-sustainable-energy-week/eu-sustainable-energy-week-eusew-2021-oct-25_en	25-29 October 2021	Virtual	Booth/direct participation	EU	industry	RINA	Planned
exhibition	EU Utility Week	https://www.enlit-europe.com/euw	30 November - 2 December 2021	Milano, Italy	Booth/direct participation	EU	industry	RINA	Planned
exhibition	WSED22				Booth/direct participation	EU	scientific community	RINA	Planned



SPOTLIGHT

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target	Responsible partner	Status
exhibition	International Solar Fuel Conference				Project presentation (abstract)	EU	scientific community		Planned
organisation of a workshop	Ecomondo Digital Week	https://www.ecomondo.com/ecomondo/digital-green-weeks/progetto	9-jun-21	Italy	webinar: "The new fuels and fuels for decarbonisation: incentives and opportunities in the directive RED II"	EU	industry	RINA	Planned
exhibition	Genova Smart Week	https://www.genovasmartweek.it/	nov-21	Italy	Poster	Italy	general public	RINA	Planned
brokerage event	Hydrogen Europe		Various dates	EU	Project presentation	EU	scientific community	RINA	Planned
pitch event	SolarMedia	https://solarmedia.co.uk/events/	TBD	UK	Project presentation	EU	scientific community	RINA	Planned
exhibition	KeyEnergy	https://www.keyenergy.it/	26-29 October 2021	Italy	poster	EU	industry	RINA	Planned
exhibition	ACHEMA 2022	https://www.achema.de/en/	4th to 8th April 2022	Germany	Presentation	EU / Asia / India / North America	industry	Chemtrix	Planned



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SPOTLIGHT

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target	Responsible partner	Status
exhibition	MRS Fall 2021	2021 MRS Fall Meeting & Exhibit Boston	Nov 28- Dec3, 2021	USA/virtual	Oral presentation	EU/USA	scientific community	TNO	Planned
participation to a conference	International Symposium on ADVANCES IN COMPUTATIONAL HEAT TRANSFER	https://www.ichmt.org/cht-21	2022, date TBD	TBD	Oral presentation	TBD	scientific community	EPFL	Planned
participation to a conference	European Thermal Sciences Conference	http://www.eurotherm2020.pt/#	2022, date TBD	TBD	Oral presentation	TBD	scientific community	EPFL	Planned
participation to a conference	International Symposium on Radiative Transfer	https://www.ichmt.org/rad-19	2022, date TBD	TBD	Oral presentation	TBD	scientific community	EPFL	Planned



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3.4 Digital activities

As anticipated, especially in the initial phase of the project when demonstrators are not yet available and still the effects of the pandemic are limiting physical events, most communication activities have been performed through digital media. Now that the website has been published, digital activities will further increase, as explained more in details in the chapter dedicated to website.

TABLE 2 – DIGITAL ACTIVITIES

Type of activity	Period	Link	Target	Responsible partner	Status
website	apr-20	Website: Shining a SPOTLIGHT on TNO's Expertise TNO	general public	TNO	Performed
social media	apr-20	LinkedIn: (2) Post Feed LinkedIn	general public	TNO	Performed
social media	apr-20	Twitter: https://twitter.com/TNO_Research/status/1385259131037265921	general public	TNO	Performed
social media	apr-20	LinkedIn: (2) Post Feed LinkedIn	general public	RINA	Performed
website	may 21	www.envipark.com	general public	Environment Park SpA	Performed
social media	may 21	https://www.facebook.com/EnvironmentPark/	general public	Environment Park SpA	Performed



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Type of activity	Period	Link	Target	Responsible partner	Status
social media	may 21	https://www.linkedin.com/company/1257185/admin/	general public	Environment Park SpA	Performed
social media	may 21	https://twitter.com/EnvironmentPark/status	general public	Environment Park SpA	Performed
website	May 21	https://www.rina.org/en/media/CaseStudies	general public	RINA	Performed
website	apr-21	Shining a SPOTLIGHT on TNO's Expertise TNO	general public	TNO	Performed
website	apr-21	spotlight_press_release.pdf (tno.nl)	general public	TNO	Performed
social media	apr-21	TNO on LinkedIn: Shining a SPOTLIGHT on TNO's Expertise TNO	general public	TNO	Performed
website	apr-21	https://ambiente.aceapinerolese.it/progetti-di-ricerca/	all	ACEA	Performed
Acea Pinerolese web press review	14-12-2020	http://www.ow48.rassegnestampa.it/picoweb/pdf/2020/2020-12-14/2020121445817341.pdf	all	ACEA	Performed
Acea Pinerolese web press review	14-12-2020	http://www.ow48.rassegnestampa.it/picoweb/pdf/2020/2020-12-14/2020121445805595.pdf	all	ACEA	Performed
Acea Pinerolese web press review	14-12-2020	http://www.ow48.rassegnestampa.it/picoweb/pdf/2020/2020-12-14/2020121445751583.pdf	all	ACEA	Performed
social media	25-6-2021		all	ACEA	Planned
social media	25-7-2021		all	ACEA	Planned



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Type of activity	Period	Link	Target	Responsible partner	Status
website	30-5-2021	https://www.chemtrix.com/news/in-the-spotlight-flow-enables-solar-fuel-production	Chemtrix		all
other	1-6-2021	https://www.chemtrix.com/downloads?category=5	Chemtrix		all



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4 THE WEBSITE

The project website is the main access point to key information about the SPOTLIGHT project. Along June 2021, the website draft will be shared, but the official public launch of the website took place after feedback of the partner consortium at the end of the month. The website is part of a strategy to promote SPOTLIGHT brand and in accordance with the Commission's guidelines on visual identity.

4.1 Domain

The website has been set up under the URL "https://spotlight-project.eu" to emphasize that the project is funded by the European Union.

4.2 Website management tool & analytics

The website has been developed in WordPress, a very popular and easy to use tool to develop and update website. However, a web designer was hired to create a template specific for SPOTLIGHT. With the creation of our own unique template, the website is tailored to the wishes, requirements, and brand of the SPOTLIGHT project for all devices (desktop, laptop, tablet or smartphone).

Data will be tracked with Google Analytics.

4.3 Homepage

The project website will be used as the central tool for project awareness. The website will have a responsive design, aiming to reach all target groups, from the general public to stakeholders. The working language is English.

The main communication objectives of the SPOTLIGHT website are:

- To provide relevant and updated information to a broad audience.
- To connect and engage with the different audiences thanks to a high quality content
- To position the objectives of the SPOTLIGHT project on the network
- To be a point of contact and offer the possibility to request more information about the project.
- To ensure information is provided in an accessible and usable manner.
- To be an information database of all public documents and deliverables carried out in the project.

The SPOTLIGHT website layout allows users to navigate between sections in the header or by scrolling, as the content is displayed following the order of the sections marked in the menu.

The SPOTLIGHT website will be simple and easy to navigate, with a map structure and content as shown in the following paragraphs.

4.4 Menu

HOME

The HOME introduces the project objectives and shows the visual identity of the project. It is very easy to navigate and the language is accessible and approachable. The conceptual pictures stand out and mark a difference with respect to other project websites.

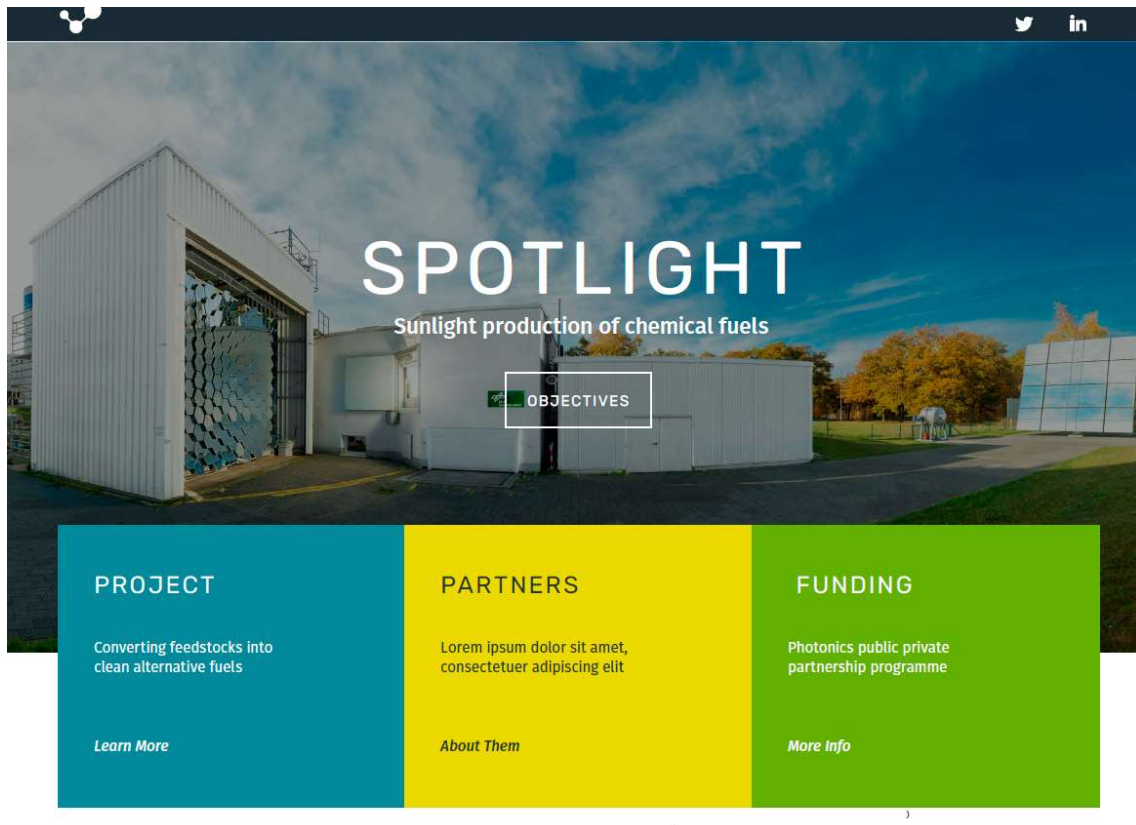


FIGURE 7 - HOME WEBSITE

PROJECT

In order to make it easier for users to understand the project, this section shows the information from the drop-down list of two questions, with which the user can interact. Dynamism is also a differential point in this website.

FACING THE CHALLENGES

The sun is a valuable source of energy. It allows converting feedstocks such as carbon dioxide (CO₂) and water into clean alternative fuels. These fuels are equivalent in terms of functionality to the fossil fuels, and thus they can fully replace them cutting the greenhouse gas emissions (in particular CO₂).

DISCOVER



OUR RESULTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

view more

WHY SPOTLIGHT?

The project develops and validates a photonic device and chemical process concept for the sunlight-powered conversion of the unwanted greenhouse gas CO₂ and green H₂ to the chemical fuel CH₄, and to CO as starting material for production of the chemical fuel ethanol.

DISCOVER

FIGURE 8 - PROJECT SECTION



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PARTNERS

The partners page is a showcase of all partners of the project consortium. SPOTLIGHT is a collaborative project, so it is important to highlight who the partners and stakeholders are and what their role is within the project. In addition, each of the partners' logos leads to their websites. This way, the user can learn more about them. This also facilitates link building. It is a good SEO strategy, as SPOTLIGHT website links to the partners' websites, and the partners' websites link to ours. This gives us page authority in search engines and will facilitate positioning in the medium term.

FUNDING

We consider it important to dedicate a section to the funding body. This helps the positioning of our project and demonstrates that the project shares the values and mission of PHOTONICS 21.

4.5 Footer

In the footer of the website, the visitor can view all pages (which are clickable) and we have the PHOTONICS 21 disclaimer in accordance with the Commission's guidelines on visual identity. The visitor can also find the Privacy statement, cookie statement and disclaimer of the website here.

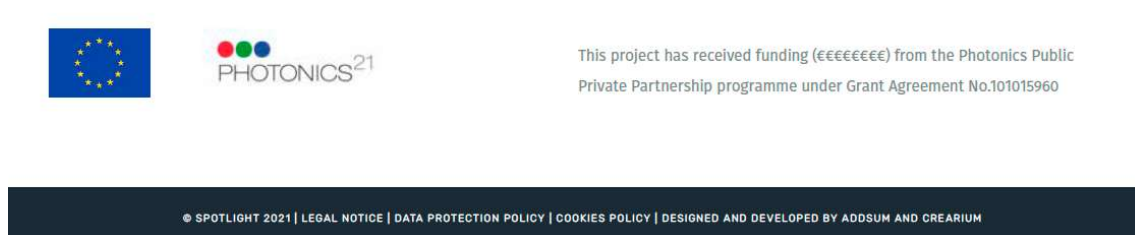


FIGURE 9 - SCREENSHOT OF THE FOOTER OF THE WEBSITE

4.6 A call to action for subscribers

Of course, through the entire navigation the call to action to register will be visible. The aim is to achieve a database of subscribers captured according to the GDPR law to whom we can impact and inform about our events, conferences, talks, etc. Social media accounts are also present along the whole navigation.



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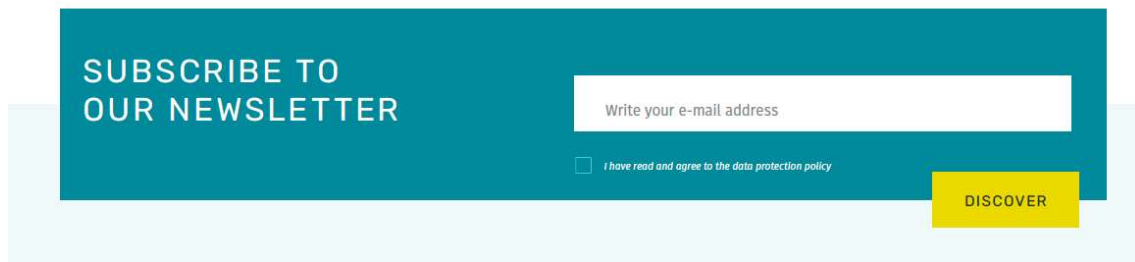


FIGURE 10 - SUSCRIBE TO SPOTLIGHT NEWSLETTER

4.7 News & events page

This section is likely to be the only part of the SPOTLIGHT site that changes on a regular basis. It reminds the users that the project is active, and that the SPOTLIGHT site is still providing valuable content. Each news item created is another way for the project to be found. For this reason, will be regularly updated, including also the contents from recent NEWSLETTERS.

Every four months, Digital Newsletters will be distributed to subscribers registered through the website newsletter.

The newsletter will contain section such as:

- Related news
- Fairs and congresses addressed to the civil society and stakeholders
- Project milestones: advancements and results reached so far

4.8 Contact page

This page allows visitors to contact the SPOTLIGHT project regarding questions, contributions or opportunities to work together. A dedicated email box will be created to share with all public and audience: info@project-spotlight.com.

4.9 Other social media

A Twitter and LinkedIn account will be created to maximize project diffusion and communication activities through the most relevant twitter channels related to the Solar Fuels production.

Both will be used, all along the project life, to disseminate SPOTLIGHT results to enhance the visibility of Sunlight production of chemical fuels to the largest audience possible. For Twitter and LinkedIn own pages and partners social networks we have created several creative pieces to be published.



FIGURE 11 - CREATIVITY FOR SOCIAL NETWORKS EXAMPLE

4.10 Brochure

The project brochure describes the overall approach of the project, its innovation and impact to the community. On the first page you can find the solar panels as a conceptual image. On the second page, we introduce the project by its expected results. On the third page we opted to show all consortium partners. Finally, we showcase how this project benefits for the EU Community and finally the PHOTONICS 21 acknowledgement is shown.



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FIGURE 12 -PROJECT BROCHURE

5 CONCLUSIONS

This deliverable reports the methodology adopted by the SPOTLIGHT project to carry on an efficient communication and dissemination activity. From now, all the main channels, in particular the digital media, are available to allow partners to share contents and actively contribute to disseminate the objectives and plans of the project as well as what is being developed. The next crucial activity is to initiate the specific dissemination phase, as part of our C&D methodology, by identifying and engaging the potential stakeholders.

This activity starts with the creation of the final map of the value chain, as preliminary drafted in this report. This will then allow partners to identify and select a bench of stakeholders per each identified node of the chain, make them direct targets for the specific dissemination activities and engage them in the project.

In the next months, the website will be constantly updated, and partners will be encouraged to suggest news and posts to share on-line. Newsletters will be prepared starting from September 2021.

All communication and dissemination activities performed from now on will be included in the next deliverable D7.5 Final Dissemination and Communication report, due on M36.