



FlexSNG

Deliverable D9.3

# Project website established and social media launched

Dissemination level: Public

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Research and Innovation Actions (RIA) project

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### Document Control Sheet

Project	FlexSNG - Flexible Production of Synthetic Natural Gas and Biochar via Gasification of Biomass and Waste Feedstocks		
Call/Topic	International cooperation with Canada on advanced biofuels and bioenergy		
Type of action	Research and Innovation Action (RIA)		
Grant Agreement No	101022432		
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Due date (in months)	M4		
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Lead Beneficiary	ETA	
Contributor(s)		
Dissemination level	Public	x
	Confidential, only for members of the consortium (including the Commission services)	

### Revision history

Version	Date	Modification	Author
1.0	13.09.2021	Initial file	Stefano Capaccioli (ETA), Niccolò Mannari (ETA)
1.1	28.09.2021	Final approval, minor changes	Sanna Tuomi (VTT)
1.2	20.12.2021	Disclaimer added	Sanna Tuomi (VTT)

### Disclaimer

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## 1 Executive summary

This deliverable D9.3 “Project website established and social media launched” is part and parcel of Task 9.2 “Project promotion”, especially its Task 9.2.1 “Visual identity and branding”. This deliverable consists of the establishment of the project website and its launch, alongside the creation of FlexSNG social media accounts on LinkedIn, Twitter and YouTube. In addition, this report presents the project’s visual identity, logos and templates, in order to have a clearer overview of the activities done under the umbrella of Task 9.2.

## 2 Introduction

The visual identity of the FlexSNG project will help to clearly identify the project among others thanks to its iconic project logo set and graphics, and its effective project website. In the Deliverable D9.2 – which is strictly related to this one – we have presented several key aspects of the visual identity and here we will briefly go through them again before presenting the project website and social media channels.

## 3 Visual identity

A visual identity and branding are a crucial part of the FlexSNG communication kit. As previously stated, the official font for all documents, brochures, templates and presentations will be “Dubai”. The project logo in all its variations has been provided to all partners for future uses, and it has been used a major source of inspiration for the project website and it will be presented in the next paragraph. The logo contains the colors yellow #E8C912, green #90BC2E, light brown #9F7031, which have also been reutilized to create visual elements on the website and presentations.

The official project logo is presented in several variations in Figures 1 to 4.



*Figure 1. Vertical logo.*



*Figure 2. Horizontal logo.*



*Figure 3. Pictogram.*

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Figure 4. Vector logo on dark background.

In addition to the logo, templates for Word documents and PowerPoint presentations have been prepared. The PowerPoint presentations allow for the addition of visual elements, and for this reason two varieties have been prepared with two background colorways, white and navy blue, and they are depicted in Figures 5 to 10.

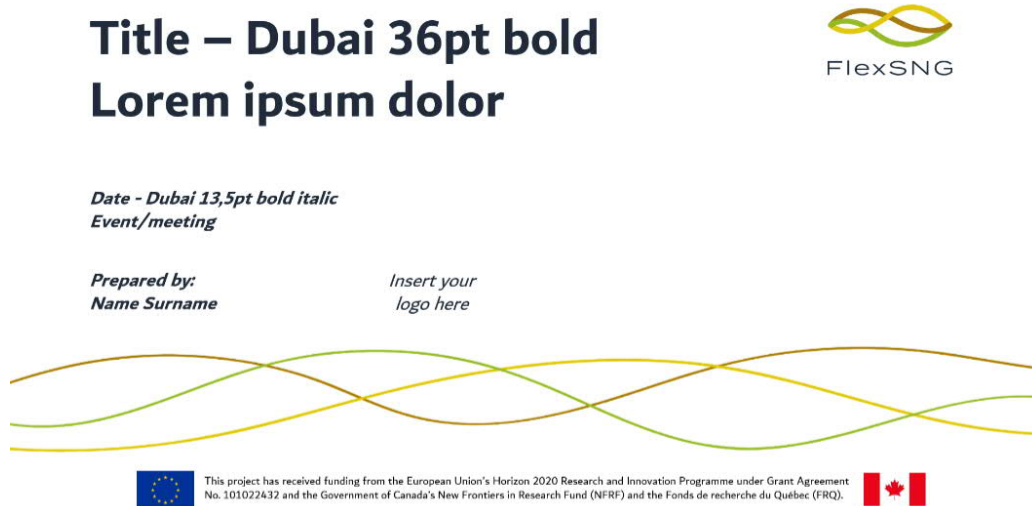


Figure 5. Presentation template first slide, white.



Figure 6. Presentation template slide, white.

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Figure 7. Presentation template final slide, white.

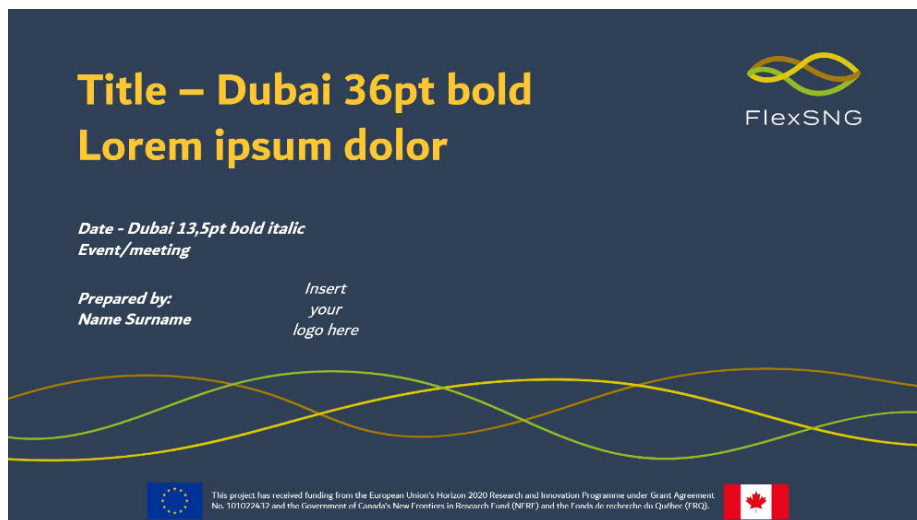


Figure 8. Presentation template first slide, navy blue.

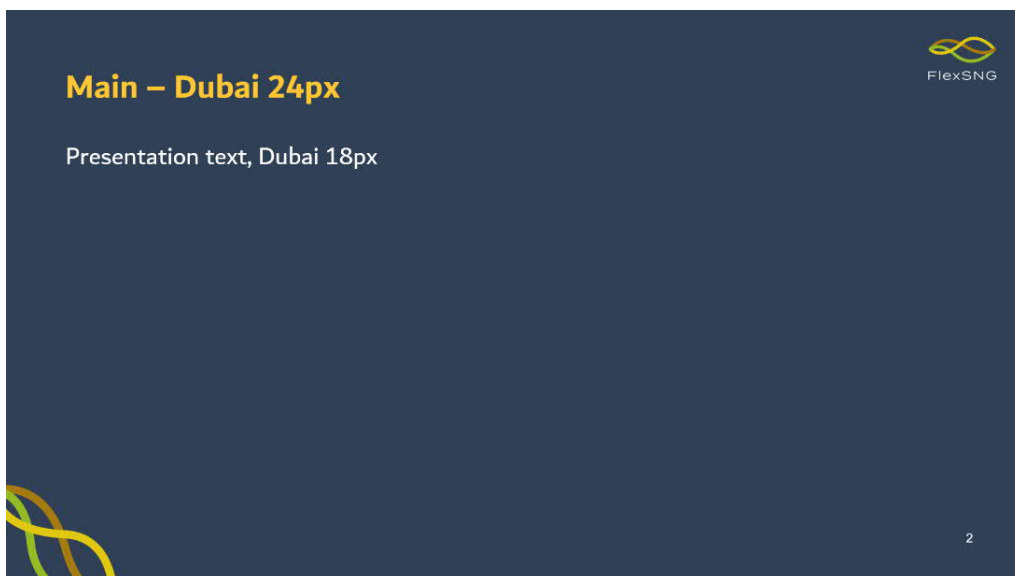


Figure 9. Presentation template slide, navy blue.



Figure 10. Presentation template final slide, navy blue.

Other basic project dissemination materials include a project leaflet, an introductory slideshow presentation, an introductory poster and roll-up. These materials will be provided to all partners for distribution when attending events, workshops, and all other opportunities to raise awareness on the project.

## 4 Website

The website of the FlexSNG project has been designed and developed having in mind three key aspects: its name, logo and concept. The result is intended to show the flexibility of the process that allows the production of biomethane, biochar and renewable heat, whereas the colours (yellow, green and light brown) highlight another key aspect of the FlexSNG technology, the possibility to use a wide variety of locally sourced, low-quality biomass residues and biogenic waste feedstocks for the production of the above-mentioned end-products.

These elements are present everywhere in the project's website, as can be seen in the snapshots below:





Figure 11. Website landing page (1).



Figure 12. Website landing page (2).

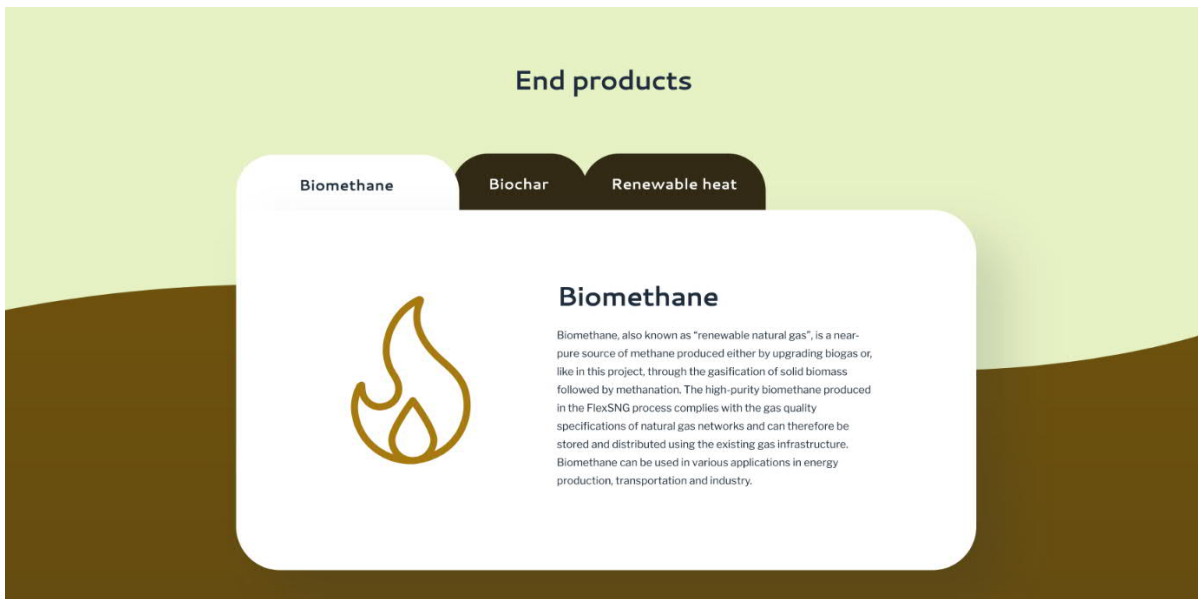


Figure 13. Website landing page (3).

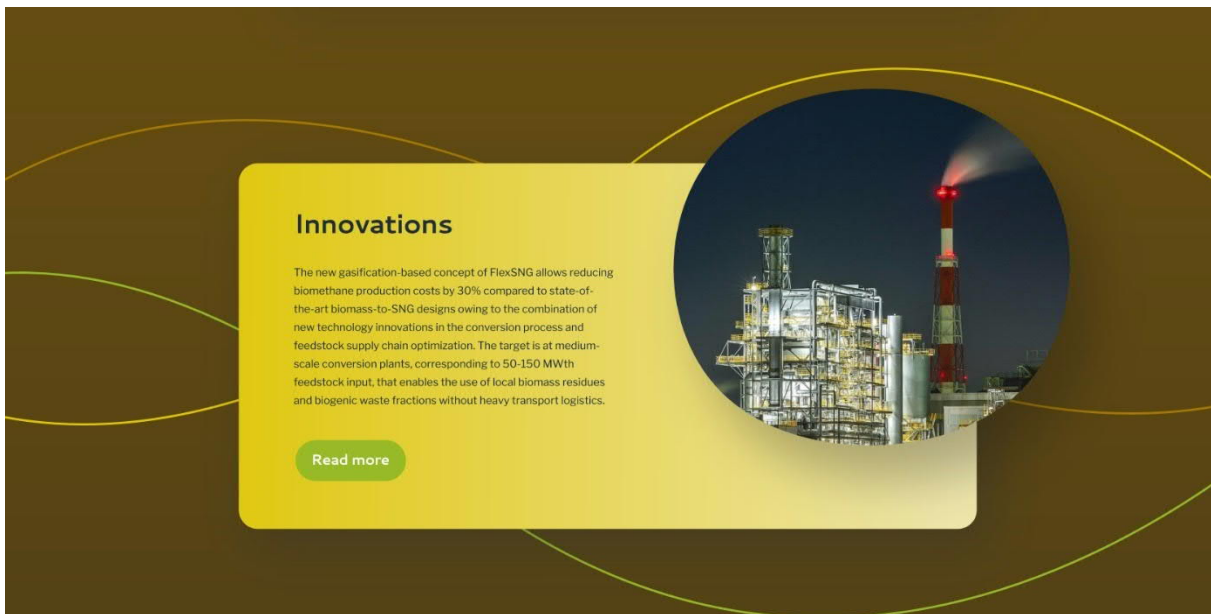


Figure 14. Website landing page (4).



Figure 15. Website landing page (5).

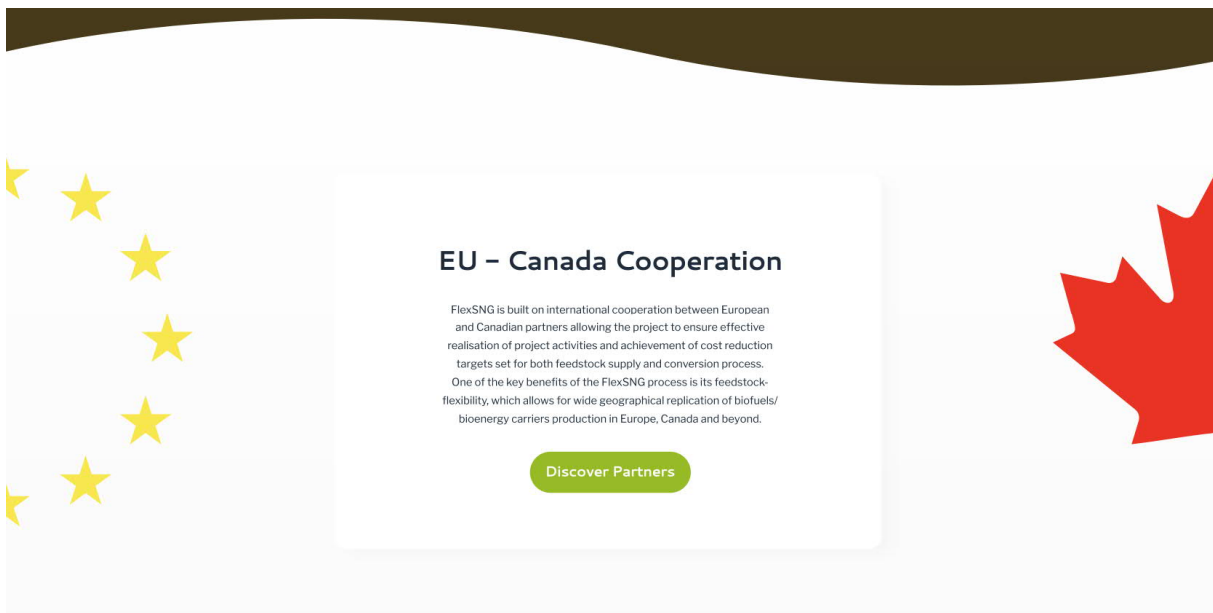


Figure 16. Website landing page (6).

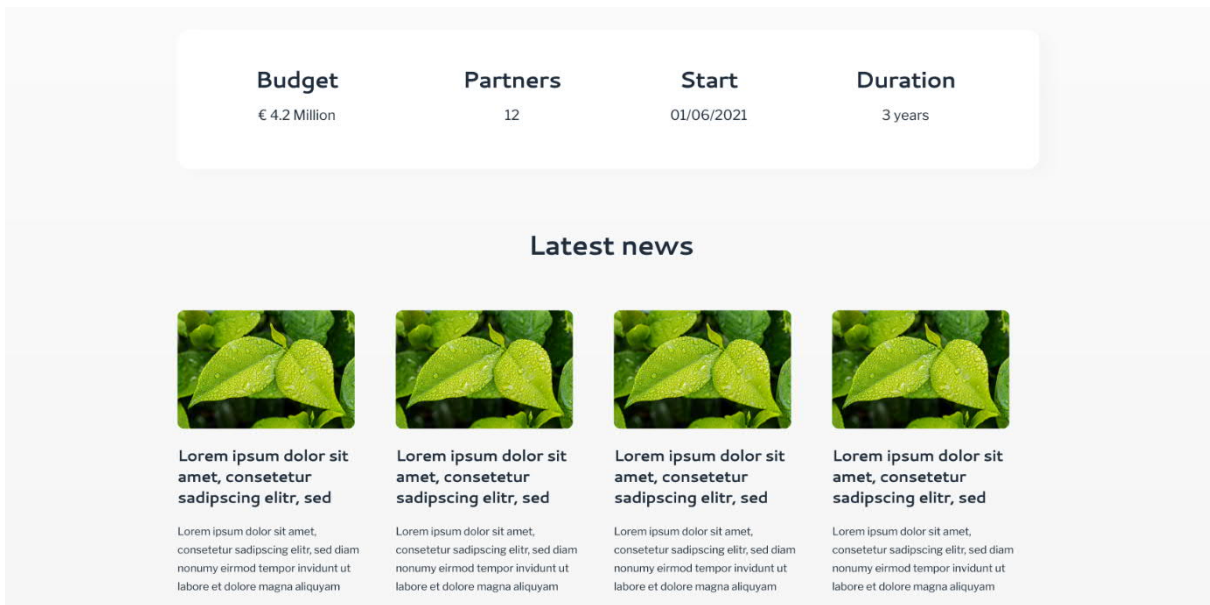


Figure 17. Website landing page (7).

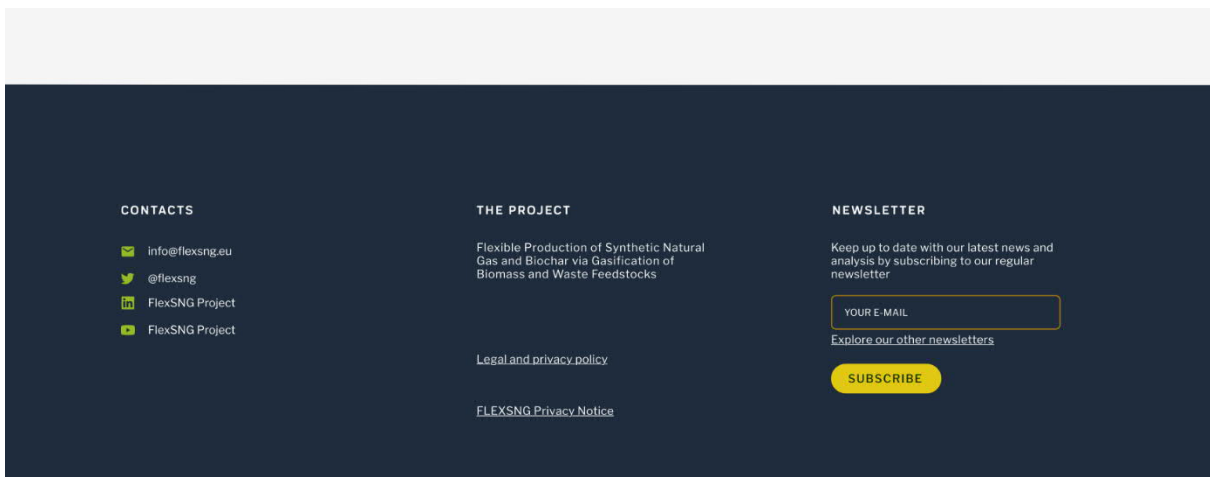


Figure 18. Website landing page footer.

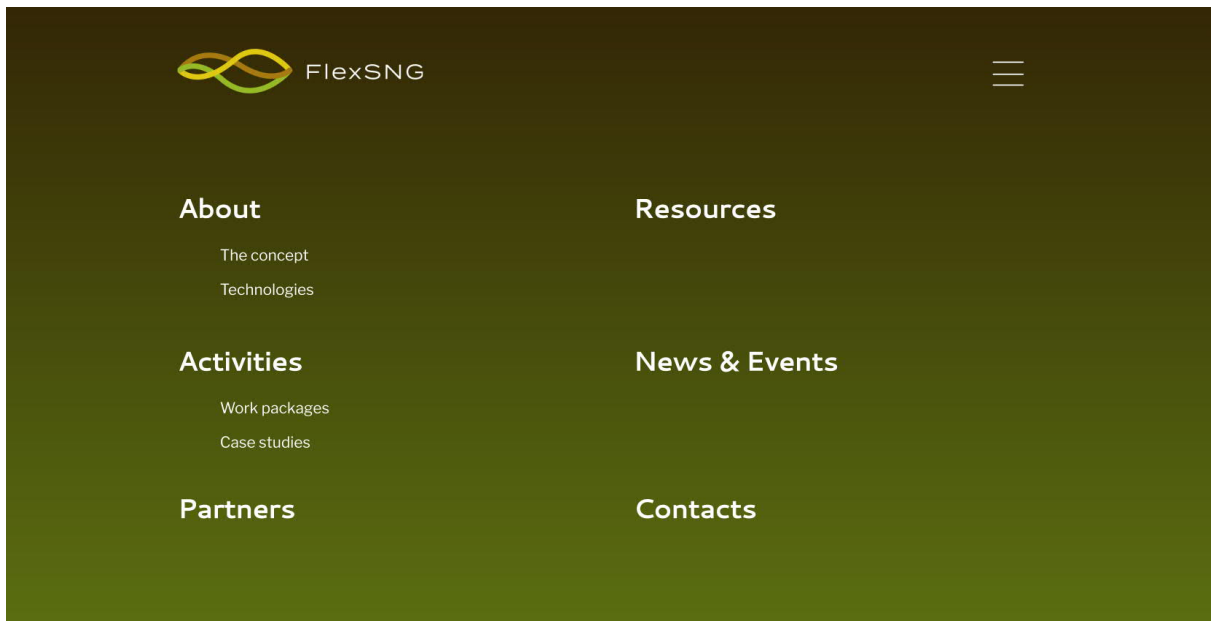


Figure 19. Website menu.

The website presents a landing page that showcases all relevant information at a glance, ready for all the visitors of the website to understand the key aspects of FlexSNG, including its goal, innovations, end-products, as well as the EU-Canada cooperation. The website is then divided into the following sections: About, Activities, Partners, Resources, News & Events, Contacts. The “About” section is divided into “Concept and Technologies”, while the “Activities” section is composed by the “Work Packages” and “Case Studies” sub-menus. The “Resources” and “News & Events” sections will be updated regularly with more in-depth information about each step of the process, the project’s recent activities or achievements, event announcements and other content provided by all partners. The website will be regularly updated throughout the project and every 6 months a general revision will be performed. The official FlexSNG website is <https://www.flexsng.eu/>.

## 5 Social media

Social media channels will constitute an important tool to connect to and engage with different types of audience, and to drive traffic to the website. We have selected Twitter, LinkedIn and YouTube as the official social media channels for the project as they allow to reach the widest audience when combined together. The accounts have already been created for the FlexSNG project (Figures 20-24), utilizing customized background images with the main visual element of FlexSNG, the colored lines. The social media channels are available at the following addresses:

- Twitter: <https://twitter.com/flexSNG>
- LinkedIn: <https://www.linkedin.com/company/flexsng-project-h2020/>
- YouTube: <https://www.youtube.com/channel/UCJOP9mHxBq-ikCnuOg79uFg>

Some images of the social media accounts are presented in Figures 20 to 24.

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Figure 20. Twitter page.

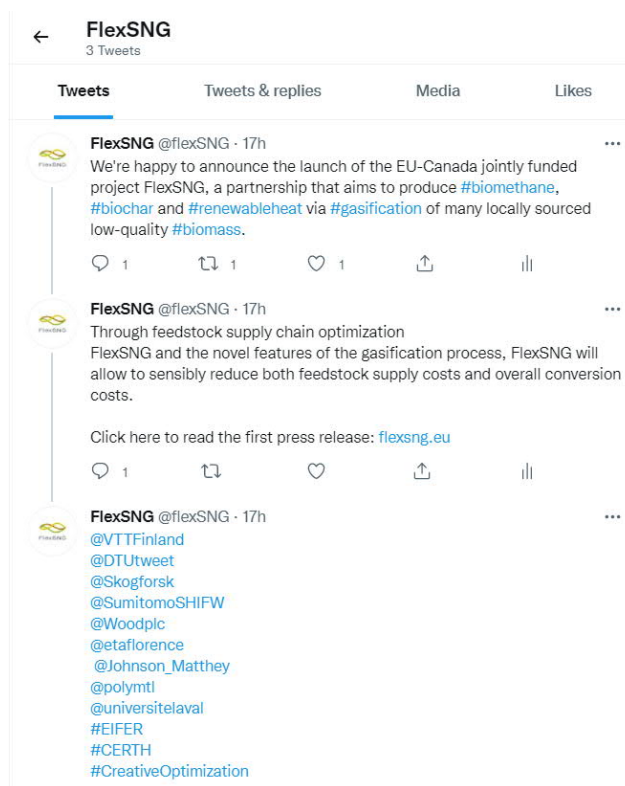


Figure 21. First tweet.

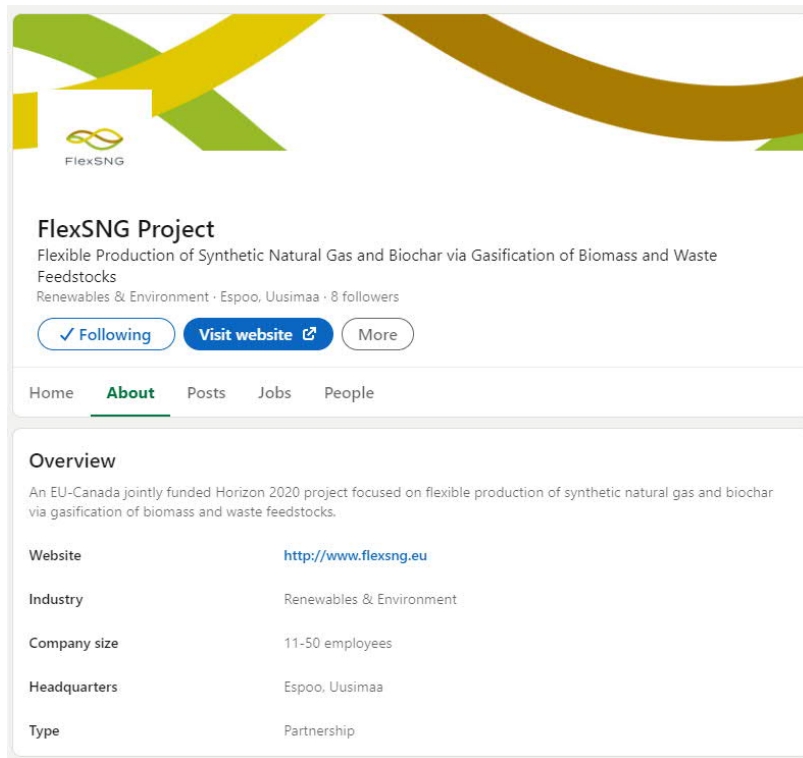


Figure 22. LinkedIn page.

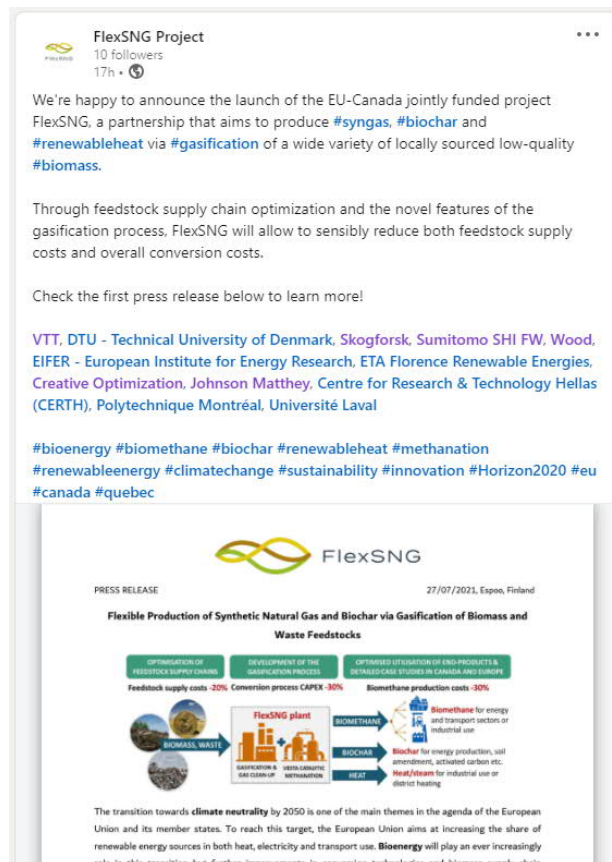


Figure 23. First post.

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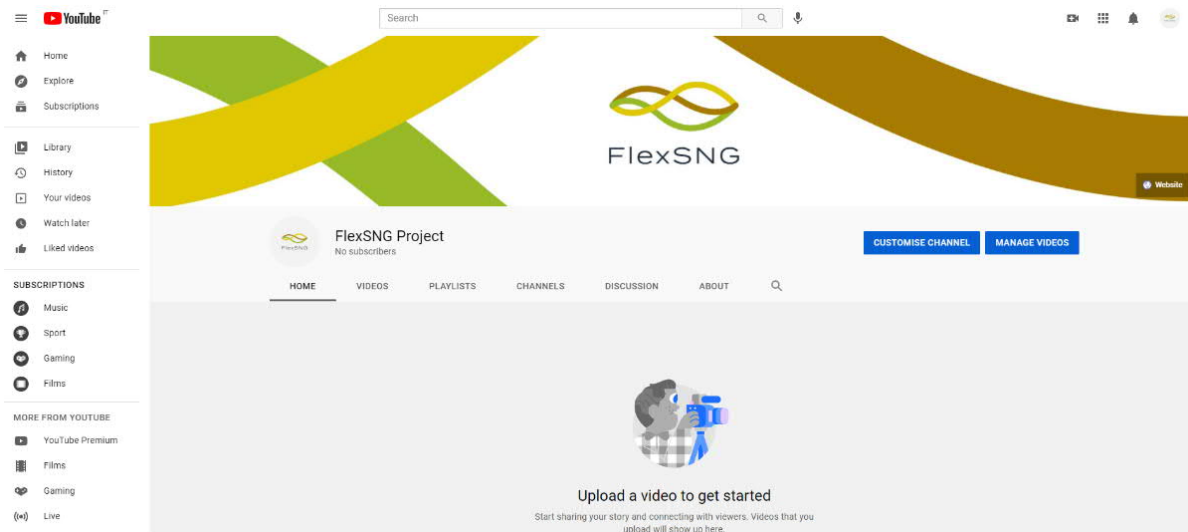


Figure 24. YouTube channel.

In order to deliver the project's content to a wide audience, these accounts will be cross-linked among them, and connections will be established and kept with other channels and accounts: the social media of the consortium organizations, other EU projects on similar themes, official accounts of EU institutions and of international collaborations on a global level, such as @EUSciencehub, @Cinea, @ETIPBioenergy, @Biofutureplatform, as well as with other similar EU projects financed by the same Horizon 2020 call such as @EUCANwin. Hashtags will be mentioned, such as: #H2020; #HorizonEU; #EUclimateaction; #climatechange; #renewablefuels; #biomethane; #greentransition; #gasification; #methanation; #EUresearch; #innovation; #sustainableenergy; #EUGreenDeal; etc. At consortium level, each partner will ensure the promotion of the project tweets and posts to its own list of relevant media contacts.