



---

## D8.8 – Initial Dissemination Material

June 2018

WP 8, T 8.2

Authors: Gustavo Jacomelli

sCO<sub>2</sub>-Flex



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 764690.



## Technical References

<b>Project Acronym</b>	sCO <sub>2</sub> -Flex
<b>Project Title</b>	Supercritical CO <sub>2</sub> Cycle for Flexible and Sustainable Support to the Electricity System
<b>Project Coordination</b>	Albannie Cagnac sCO <sub>2</sub> -flex Project Coordinator Email: <a href="mailto:albannie.cagnac-1@edf.fr">albannie.cagnac-1@edf.fr</a> Tel: +33 (0)1 30 87 86 64
<b>Project Duration</b>	January 2018 – December 2020 (36 months)

<b>Deliverable No.</b>	D8.8
<b>Dissemination level <sup>1</sup></b>	Public
<b>Work Package</b>	WP8
<b>Task</b>	T8.2-2
<b>Lead beneficiary</b>	Zabala Innovation Consulting
<b>Contributing beneficiary(ies)</b>	
<b>Due date of deliverable</b>	30/06/2018
<b>Actual submission date</b>	

<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)



### Document history

V	Date	Beneficiary	Author
1	17/06/2018	Zabala Innovation Consulting	Gustavo Jacomelli
2	28/06/2018	EDF	Albannie CAGNAC
3.1			
3.2			



# Table of Contents

<b>D8.8 – INITIAL DISSEMINATION MATERIAL</b>	<b>1</b>
<b>TABLE OF CONTENTS</b>	<b>4</b>
<b>INTRODUCTION</b>	<b>5</b>
<b>1. VISUAL IDENTITY</b>	<b>5</b>
<b>2. WEBSITE</b>	<b>5</b>
<b>3. SOCIAL MEDIA PROFILES</b>	<b>7</b>
3.1 TWITTER	7
3.2 LINKEDIN	8
3.3 YOUTUBE. PROMOTIONAL VIDEOS	8
<b>4. PRESS RELEASES AND ARTICLES</b>	<b>9</b>
<b>5. UPCOMING MATERIALS</b>	<b>9</b>



# Introduction

The following document outlines the progress on dissemination material for the sCO<sub>2</sub>-Flex project executed in the first 6 months of the project to foster the formation of a community interested both in specific sCO<sub>2</sub>-Flex project activities and also in sCO<sub>2</sub> technologies in general.

## 1. Visual Identity

A sCO<sub>2</sub>-FLEX visual guide has been created (see Annex 1) which as well as templates, includes a detailed illustration of the chosen logos, colours and fonts. They have been applied on project tools and materials as well as on all internal documents of the consortium members and stakeholders to create a cohesive representation of sCO<sub>2</sub>-FLEX project. A sample of the logo can be found below:

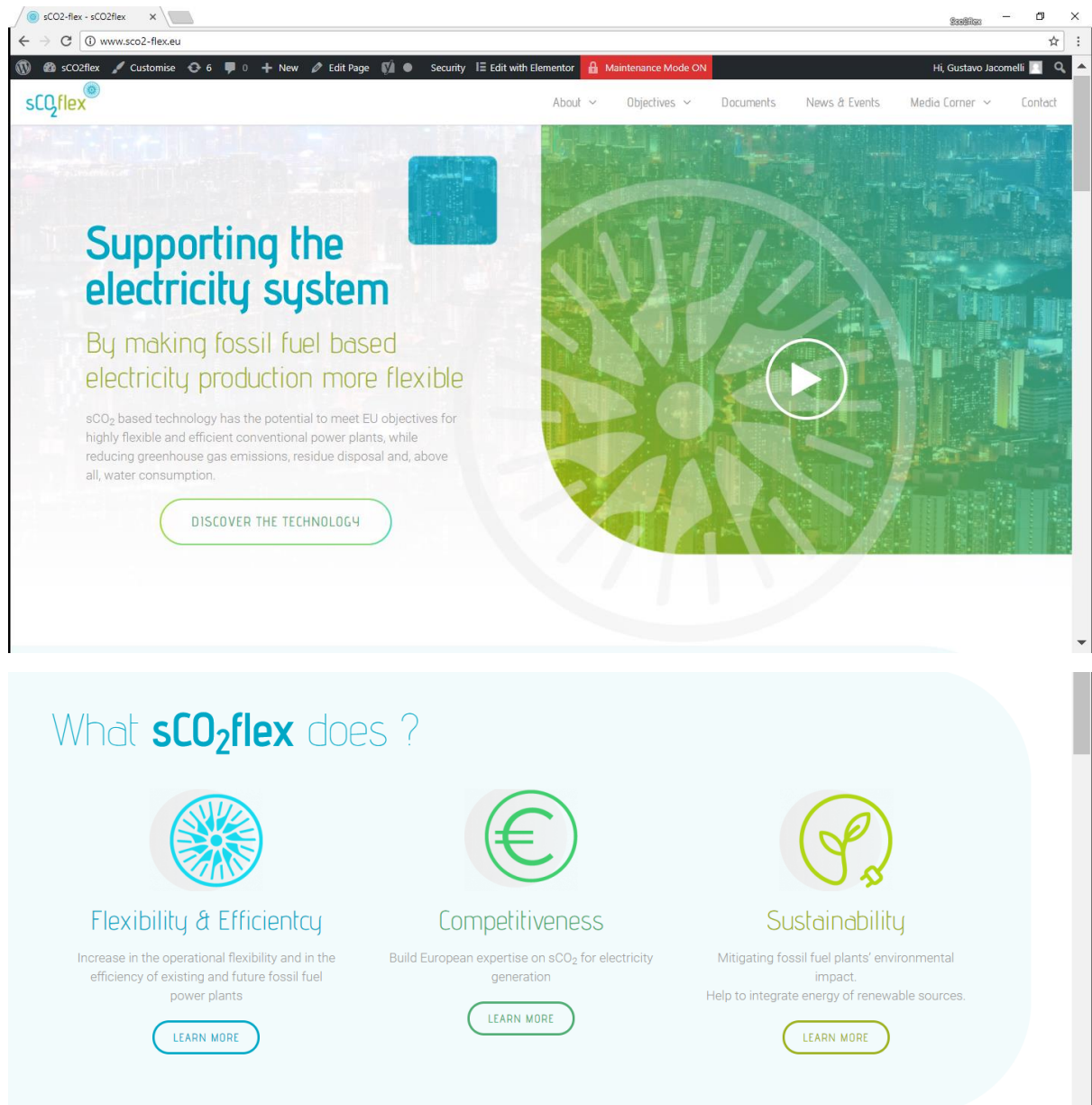


The sCO<sub>2</sub>-FLEX brand is inspired by the turbine of the Byron Cycle. The logo is the verbalisation of the word sCO<sub>2</sub>-FLEX, using a fluid typography. The colours refer to the greening ambition of the project. All Word and Power Point templates are available to download from the “Resources” section of the website.

## 2. Website

The sCO<sub>2</sub>-flex website (<http://www.sco2-flex.eu/>) is be the meeting place for all stakeholders interested in the project. It contains the general information about sCO<sub>2</sub>-FLEX, demo sites, results achieved, news and events. The website links to social media channels, newsletter and other interesting projects/initiatives. A preview is available below:





The structure of sCO<sub>2</sub>-FLEX website is the following:

- **About**
  - The sCO<sub>2</sub>-FLEX project
  - Structure
  - Consortium
  - sCO<sub>2</sub>-Flex alliance
- **Objectives**
  - Technical
  - Economic
  - Environmental
- **Documents**
  - Deliverables



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 764690.

- Impact
- News & Events
- Media Corner
  - In the media
  - Newsletter
  - Press Releases
  - Resources (Presentation Templates, Brochure, others)
- Contact
- Links to Social Media channels

### 3. Social Media Profiles

To attempt to create an “sCO<sub>2</sub>-FLEX community” and increase the visibility of the project, the website is complemented by social media tools such as Twitter, LinkedIn and Youtube. Currently dissemination will be focused around the first video of the SCO<sub>2</sub>-Flex project.

In order for sCO<sub>2</sub>-FLEX's social networks to be active and contain information of interest to the public and stakeholders, it is important to take into account certain aspects:

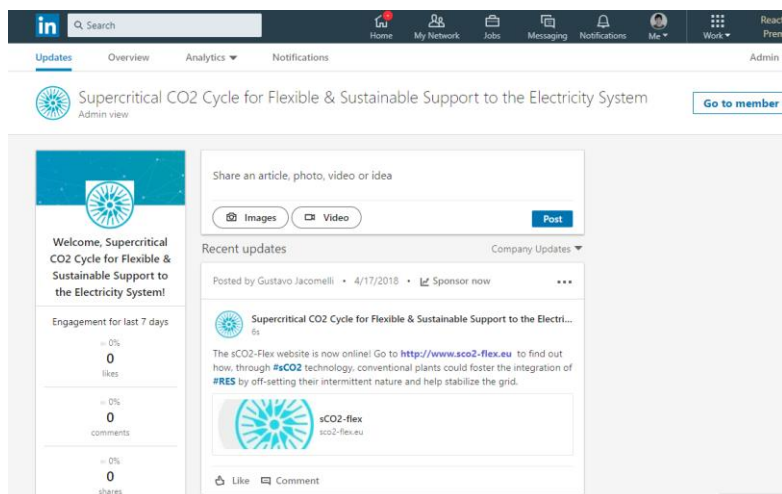
- Use of the hashtag and handle of the project: @sco2flex, #sCO<sub>2</sub>Flex.
- Creation of written and visual material from all partners for dissemination on social networks.
- Monitoring sCO<sub>2</sub>-Flex accounts on Twitter and LinkedIn.
- Participation in the conversation on Twitter and LinkedIn.

#### 3.1 Twitter



The [sCO<sub>2</sub>-Flex Twitter account](#) was set up on 25<sup>th</sup> March 2018 to establish meaningful connections with an active and relevant audience. Currently activity and is quite low (with 16 followers), but it is expected to pick up once the project releases the first sharables such as the video and infographics.

## 3.2 LinkedIn



[The sCO<sub>2</sub>-Flex company page](#) helps LinkedIn members to get to know the project. Company pages are also a great way to showcase experience in the industry. It can be used to illustrate project results, increase awareness and educate stakeholders about sCO<sub>2</sub>-Flex.

[The sCO<sub>2</sub>-Flex group page](#) can help those involved and interested in sCO<sub>2</sub> technology share their news and events.

The LinkedIn pages are a supplement to the website, helping drive traffic to the site and offers a way out to promote the project.

## 3.3 YouTube. Promotional videos

With the aim of communicating the complexity and depth of issues in value chains, 2 promotional videos will be produced. The videos will be uploaded to [the sCO<sub>2</sub>-Flex youtube channel](#) and presented at events and shared across social networks to gain followers, increase visits to the site and thus strengthen the communication strategy.

### Presentation video no. 1 (Year 1)

The first of the two foreseen videos places the sCO<sub>2</sub>-Flex project in the context of the new challenges and opportunities provided by the integration of renewable energy sources and the new flexibility requirements of conventional powerplants to ensure grid stability. It explains sCO<sub>2</sub>-FLEX technology and its role in modernising these powerplants, introduces the consortium members involved and highlights the funding received from the European Union.





The second video will be produced in year 3 of the project.

## 4. Press Releases and Articles

### Press releases

1. [EU project sCO<sub>2</sub>-Flex to make fossil fuels more flexible and environmentally friendly](#)

### Articles

1. [sCO<sub>2</sub>-Flex at U.S. sCO<sub>2</sub> Symposium – March 2018](#)
2. [Upcoming sCO<sub>2</sub> Events](#)
3. Article for Modern Power Systems Magazine (soon available online)

## 5. Upcoming materials

### Communication materials currently in the pipeline:

- Publishable summaries,
- Factsheets,
- Infographic,
- Leaflet,
- Newsletter.

