



Organisation [OME]
Department [Renewable and Electricity Division]

D7.1 Website and Communication Materials

MSA-Trough

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| Pedro Horta (UEVORA) | PM | <i>Approved conditionally</i> | 24.01.24 |
| Daniel Morales (FER) | PSC | <i>Approved conditionally</i> | 25.01.24 |
| Timo Zippler (SL) | PSC | <i>Approved conditionally</i> | 29.01.24 |
| Martin Eickhoff (DLR) | PSC | <i>Approved conditionally</i> | 29.01.24 |
| Valeria Russo (ENEA) | PSC | <i>Approved conditionally</i> | 29.01.24 |
| Emanuela Menichetti (OME) | PSC | <i>Approved conditionally</i> | 31.01.24 |
| Javier Molina (ROD) | PSC | <i>Approved conditionally</i> | 29.01.24 |

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| | | | |
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About the Project

The global objective of the MSA-Trough project is to develop and demonstrate a novel parabolic trough collector which is by far more efficient, less costly, more reliable and more sustainable than currently commercially used trough collectors and which is optimized to generate cheap dispatchable electrical energy from megawatt up to the gigawatt range in order to stabilize electrical grids and enable higher shares of variable renewables in the energy systems.

MSA-Trough Project is funded by Horizon Europe - European Climate, Infrastructure and Environment Executive Agency (CINEA).

MSA-Trough is planned to be implemented over a three-and-a-half-year term (October 2023 – March 2027) and is executed by a consortium of 7 partners, led by the University of Évora.

Disclaimer

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Table 1: MSA-Trough Visual Identity Color Codes

8

List of Abbreviations

| | |
|-------|---|
| CINEA | European Climate, Infrastructure and Environment Executive Agency |
| EC | European Commission |
| EU | European Union |
| GDPR | Generation Data Protection Regulation |

1. Introduction

WP7 (Dissemination, exploitation and communication) is dedicated to dissemination and communication activities (both scientific and broader dissemination methodologies), and is led by OME in close collaboration with the MSA-Trough coordinator and all project participants. OME acts as the main contact point for communication and dissemination activities within the consortium and with external stakeholders.

This deliverable outlines the main visual identity of the project, including the project website and other communication and dissemination materials. The main goal is to convey a coherent image and brand recognition of the project during its lifetime.

In particular, the website and communication materials include:

- The project website;
- Visual identity;
- Communication and dissemination tools.

2. MSA-Trough Visual Identity

MSA-Trough visual identity refers to the main graphical elements that characterize the project and allow to clearly distinguish it by means of a unique logo, color codes, web design, typography, illustration style, icons and the overall esthetic representation.

The visual identity has been developed by a professional web agency under the guidance of OME and with the inputs from all project partners. A specific logo, color schemes and graphical layouts have been designed and will be applied in all MSA-Trough communication tools (website, social media), materials and templates (leaflet, newsletter, deliverables, PPT presentations, etc.).

2.1 Fonts

Two main fonts are being used by MSA-Trough project, namely Calibri and Oswald. The Calibri font is used for the main text of publications, including the presentations, deliverables, and newsletters, etc. Roboto condensed font is being also used for the main text of the website.

The selected fonts for the titles and subtitles is called Oswald and belongs to the Google Fonts group. These fonts are licensed under the [Open Font License](#). So, the font is free for all applications.

The link to the font is: [Oswald - Google Fonts](#). The Glyphs of the Oswald font are in annex 1.

2.2 Colors

In addition to black as the main color used for text, two other main colors are being adopted for the MSA-Trough products; dark yellow and blue. The exact color codes are described in the table below.

Table 1: MSA-Trough Visual Identity Color Codes

| Color | HTML | RGB |
|---|---------|------------|
|  | #FFB900 | 255/185/0 |
|  | #4667B3 | 70/103/179 |

2.3 Logo

The logo has the role to immediately identify the project focus and objectives by summarizing the main elements in a schematic and captivating way. A customized and clearly identifiable logo is very important for MSA-Trough to get recognition, attract stakeholders and be clearly distinguishable from other research projects.

2.3.1 The adopted process

In preparation for the kick-off meeting (KoM) of MSA-Trough in October 2023, OME drafted specific terms of references that were sent to three different agencies to get quotations. The KoM discussions were particularly helpful in further identifying communication and dissemination strategies after getting more insights on the overall aims of the project, the single activities to be conducted in each WP (work package) and the main expected outcomes also in terms of communication and stakeholder dialogue.

The Cliconweb agency was retained and a series of exchanges took place to agree on the main logo layout, as well as on the fonts and colors to be used.

Several versions were received and submitted to partners to collect feedback before validation. To avoid intellectual property rights issues (copyright/trademark) an empirical assessment via Google search has been conducted to check if the selected logo looked similar to already existing ones, either in terms of shape or colors/text.

2.3.2 MSA-Trough logo

The selected logo is displayed in Figure 1. The 3-D parabolic trough collector shape evokes its flexibility and modularity, which makes it applicable in several configurations, from MW to GW scale. Also, MSA-Trough logo shape also suggests a journey towards the future, where CSP technologies will be an essential component of the electricity mix. The technological innovation is further highlighted by the choice of colors, from silver to light blue which correspond to the colors of the main materials used such as silver, iron, etc.



Figure 1: MSA-Trough Final Logo Version

The logo is available both in colors and black and white, in different sizes and formats so that they can be used in different media supports, for both print and web use (i.e. EPS format for high quality printing, PNG-format for web use with transparency, JPEG-format for simple web use). It is made available to all the partners through the private area of the MSA-Trough project website.

The complete list of different versions of the draft logos that have been designed, and from which the final draft version has been considered are shown in annex 2.

2.3.3 Acknowledgement of EU Funding

The support to the MSA-Trough project by the European Commission must be recognized in all the dissemination and communication tools and materials including the following:



Funded by
the European Union

This project has received funding from the European Union's Horizon Europe under grant agreement 101122276.

Disclaimer

All the communication and dissemination materials should include the following statement:
“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”

3. Main communication and dissemination tools

3.1 MSA-Trough Website

The MSA-Trough website can be accessed via the following path: www.msa-trough.eu. The website and its content is English. Its architecture is based on the following elements:

- A landing page (home) with a key information about the project, contacts and a constantly updated agenda;
- Four main sections: About - Resources – Events - Achievements;
- A header for all pages containing menu tabs and logo;
- A footer for all pages displaying links to social media and partner logos with links to the partner organizations;
- A password-protected area for consortium members in order to exchange internal information and upload documents.

Content can be accessed via the main tabs at the top of each page (header). Additional pages and sub-pages could be created.

Further technical characteristics of the website include:

- The website has been created with Wordpress;
- The latest security certificates have been used;
- The Generation Data Protection Regulation (GDPR) is ensured, as a legal notice is also included;
- Professional hosting with high availability and security;
- Natural referencing on Google, Bing, Yahoo.

The layout of the website consists of a template page reflecting selection of fonts, visual design of tabs and links, background color, behavior of objects, etc.

The website will be hosted for the duration of the project, plus one additional year after the project's end. It will be managed by OME. Below a screenshot of the home page is provided.



Figure 2: MSA-Trough Website Screenshots

3.2 Social Media

A LinkedIn¹ and X² (former Twitter) account have been created. These two main platforms have been considered as the most used social media tools by the scientific community. Social media accounts will be used to announce the project-related updates, including meetings and events, achievement of milestones, completion of deliverables, production of the newsletters, etc. To track MSA-Trough online, we will proceed with “branding” all of the project communication with the hashtag #MSA-Trough. Further hashtags can also be used depending on the content in the tweet or post, any key word that could trigger mass results when searched. Social media and online presence will continuously evolve as more work is completed. The social media links are also displayed through the project’s website.

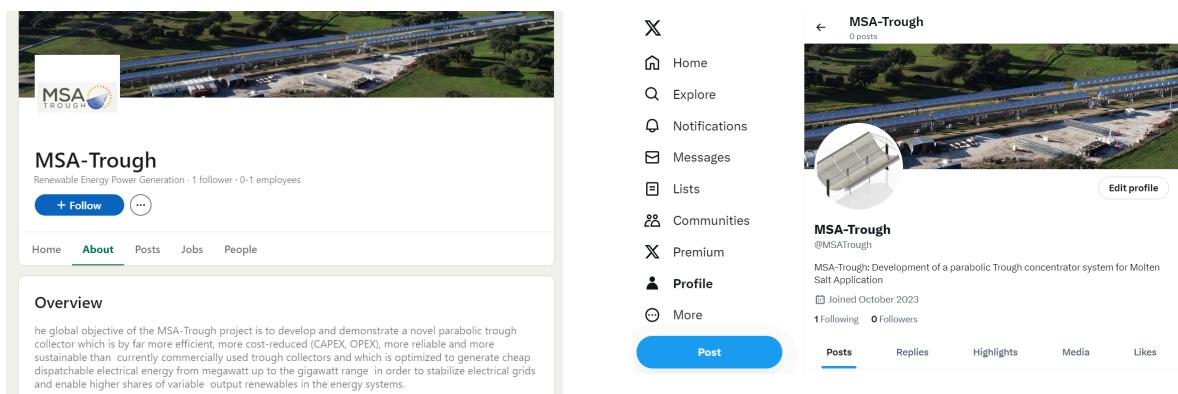


Figure 3: Social Media MSA-Trough Accounts

3.3 Leaflet

An MSA-Trough leaflet is also being developed. It includes an overview of the project, expected technological improvements, project structure, and the composition of the MSA-Trough project partners. A preliminary version is shown in Figure 4.

¹ <https://www.linkedin.com/company/msa-trough/?viewAsMember=true>

² <https://twitter.com/MSATrough>

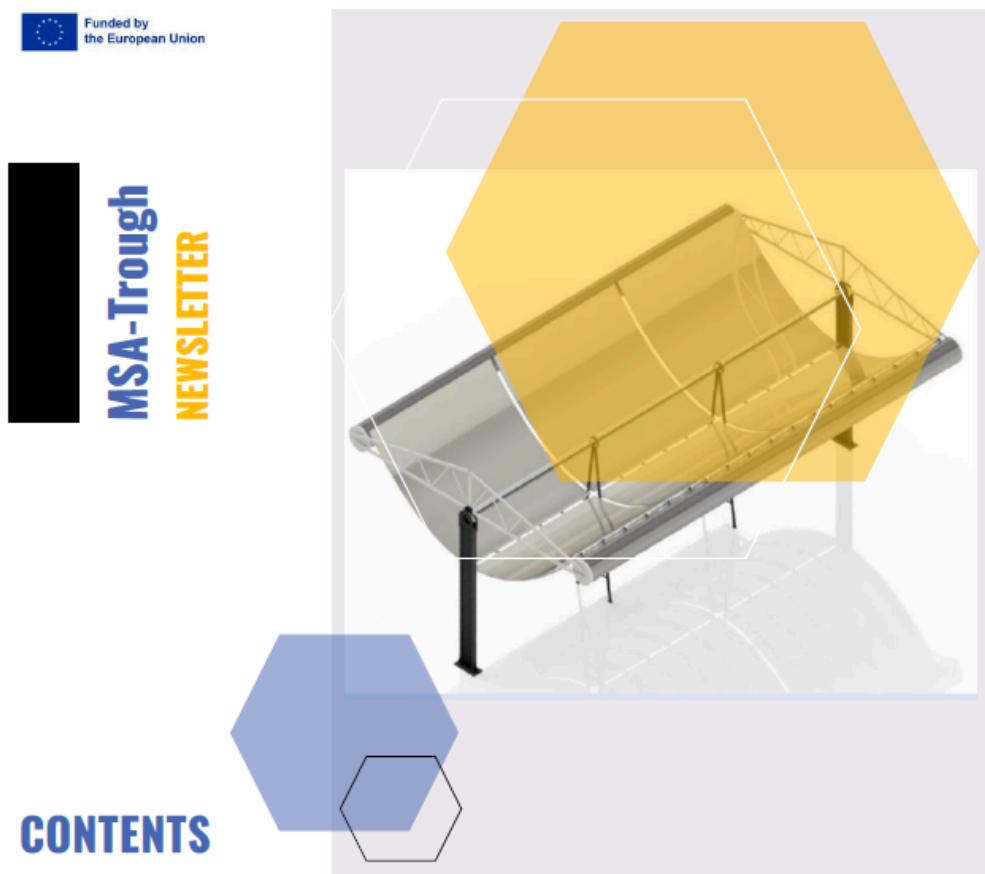
| CONSORTIUM | | CONTACT DETAILS | MSA-Trough |
|---|--|-----------------|--|
| UEVORA  UNIVERSIDADE DE EVORA (Portugal) | PROJECT COORDINATOR—UEVORA Pedro Horta phorta@uevora.pt | |  Development of a parabolic Trough concentrator system for Molten Salt Application |
| FERRUM  FERRUM TECNOINDUSTRIAL SL (Spain) | COMMUNICATION—OME Emanuela Menichetti emanuela.menichetti@ome.org | | LEAFLET |
| Solarlite  SOLARLITE CSP TECHNOLOGY GMBH (Germany) | Abdelghani El Gharris abdelghani.elgharris@ome.org | | Website: www.msa-trough.eu |
| DLR  DEUTSCHES ZENTRUM FUER LUFT UND RAUMFAHRT EV (Germany) | | | October 2023—March 2027 |
| ENEA  AGENZIA NAZIONALE PER LE NUOVE TECNOLOGIE, L'ENERGIA E LO SVILUPPO ECONOMICO SOSTENIBILE (Italy) | | |  |
| OME  OBSERVATOIRE MEDITERRANEEEN DE L'ENERGIE (France) | LinkedIn  | | |
| RODAMA  RODAMA MAQUINARIA SL (Spain) |  Funded by the European Union | | |
|  | MSA-Trough Project is funded by Horizon Europe - European Climate, Infrastructure and Environment Executive Agency (CINEA). Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them. | | |

Figure 4: Preliminary MSA-Trough Leaflet.

3.4 Newsletter

A dedicated newsletter will be edited each semester for the entire project duration. It will be circulated electronically to a wide range of stakeholders. To this purpose, at the KoM of the project, it was agreed that a standard email template would be prepared by OME summarizing the main concept of MSA-Trough and its objectives. This email would then be customized by each partner, in order to invite some selected stakeholders to join the distribution list. Additional invitations will be sent directly by OME based on the profile of potential interested stakeholders. Also, an online registration form³ is included through the project website inviting potential stakeholders to register in order to receive updates on the project, including the newsletter. The newsletter will use the same colors codes and visual identity as the leaflet and the MSA-Trough templates. It will include the project logo and EU emblem.

³ <https://www.msa-trough.eu/about/project-stakeholders/>



PG. 2

MSA-Trough

PG. 3

MSA-Trough

PG. 4

MSA-Trough

MSA-TROUGH

FIRS ISSUE



Figure 5: MSA-Trough Newsletter Cover Page

4. MSA-Trough Templates

Templates of the following products are available at Annex 4. MSA-Trough templates:

- Power Point Template
- Deliverables Template
- Agenda/Event Template
- Minutes Template

5. Related Plans (FOLLOWING PM² METHODOLOGY)

Project Management Plan

The *Project Management Plan* establishes the high-level approach for implementing the project goals, which includes required documentation, standards to be considered and the high level summary of the quality and configuration management approach. It also captures any training needs for the project team members. The location of this artefact is found in the Appendix 1.

Communications and Dissemination Plan

The *Communications Management Plan* helps to ensure that all project stakeholders have the information they need to perform their roles throughout the project. It defines and documents the communication items content, format, frequency, the audience and expected results. The location of this artefact is found in the Appendix 1.

Data Management Plan

The *Data Management Plan* describes the data management life cycle for the data to be collected, processed and/or generated during the project. As part of making data findable, accessible, interoperable and reusable (FAIR) the DMP include information on: the handling of data during and after the end of the project; what data will be collected, processed and/or generated; which methodology and standards will be applied; whether data will be shared/made open access and how data will be curated and preserved (including after the end of the project).

IPR & Exploitation Plan

The *IPR & Exploitation Plan* covering all issues that might arise involving data management and IPR protection, as reflected in the Consortium Agreement. The key exploitable results arising from MS-Trough will be identified all along the project implementation, and classified according to a series of categories using the Horizon Results nomenclature (policy-related, on the path to innovation, advancing research and technology).

APPENDIX 1: REFERENCES AND RELATED DOCUMENTS

| ID | Reference or <Related Document> | Source or <Link/Location> |
|----|---------------------------------|--|
| 1 | Project folder | www.msa-trough.eu |
| 2 | Project Management Plan | www.msa-trough.eu |
| 3 | Contacts list | www.msa-trough.eu |

5. Annexes

Annex 1. The Glyphs of the Oswald font are:

01 $1\frac{1}{2}$ $1\frac{1}{4}$ 2 2 3 33 $4\frac{4}{4}$ 5 6 7 8



Oswald-Regular.ttf



Oswald-Medium.ttf



Oswald-Light.ttf



Oswald-ExtraLight.ttf



Oswald-Bold.ttf



Oswald-SemiBold.ttf

Annex 2. Draft Versions of the MSA-Trough Logo



Annex 3. Structure of the MSA-Trough Project Website

Home

About

- Project Overview
- Technology Improvements
- Project Structure
- Project Stakeholders

Resources

- Brochure
- Newsletters
- Deliverables
- Papers and Presentations

Events

- Project Meetings
- Review Meetings
- Workshops and Webinars
- Final Conference

Achievements

Participants' Area

Contact Us

Annex 4. MSA-Trough Templates



MSA-Trough
Development of a parabolic Trough concentrator system for Molten Salt Application



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Event Title

Date: XXX
Venue: XXX

| AGENDA | | |
|---------------|--|-----------------|
| 00:00 – 00:00 | Date: XXX | |
| 00:00 – 00:00 | Welcome and introduction of participants | Participant XXX |
| 00:00 – 00:00 | XXX | Participant XXX |
| 00:00 – 00:00 | Coffee Break | |
| | WP1 - Detailed collector and assembly jig design | RODAMA |
| | WP2 - Manufacturing/procurement of assembly jig and collector parts | FERRUM |
| | WP3 - Erection of assembly jig and collector | FERRUM |
| | WP4 - Collector quality testing and validation | DLR |
| 00:00 – 00:00 | Lunch Break | |
| | WP5 - Optimization of collector operation and maintenance | ENEA |
| | WP6 - Economic, socio-economic, environmental assessment and commercialization preparation | SOLARLITE |
| | WP7 - Dissemination, exploitation and communication | OME |
| | WP 8 - Project management and coordination | UEVORA |
| 00:00 – 00:00 | XXX | Participant XXX |
| 00:00 – 00:00 | XXX | Participant XXX |
| 00:00 – 00:00 | End of meeting | |

MSA-Trough Project is funded by Horizon Europe - European Climate, Infrastructure and Environment Executive Agency (CINEA) under GA Number: 101122276.











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MSA-Trough
Development of a parabolic Trough concentrator system for Molten Salt Application



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MSA-Trough

Development of a parabolic Trough concentrator system for Molten Salt Application

Minutes: Event XXX

Date: XXX
Time: XXX

MSA-Trough Project is funded by Horizon Europe - European Climate, Infrastructure and Environment Executive Agency (CINEA) under GA Number: 101122276.









Figure 6: MSA-Trough Agenda (left) and Minutes (right) Templates



MSA-Trough

Development of a parabolic Trough concentrator system for Molten Salt Application



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| | | |
|--|--|---|
| Title Speaker, Organization | | Name of Event Venue Date |
| | | |

European Climate, Infrastructure and Environment Executive Agency (CINEA) - GA Number: 101122276

Figure 7: MSA-Trough PPT Template

Deliverable 7.1 "MSA-Trough website and communication materials"

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MSA-Trough
Development of a parabolic Trough concentrator system for
Molten Salt Application



Organisation [XXX]

Department [XXX]

Deliverable number and title

MSA-Trough

Date: 00/00/0000

Doc. Version: X



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<https://github.com/pm2alliance>



Figure 8: MSA-Trough Deliverables Template