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Multi Utilities Smart Energy GRIDS

WP 8 – “Dissemination, Communication and Policy promotion”

D8.2 – MUSE GRIDS promotional material

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CO	Confidential	
PU	Public	X

Project Contractual Details

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Supplementary notes: This document is only for use among the Partners of MUSE GRIDS	

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1 Introduction

The present deliverable D8.2 is entitled “MUSE GRIDS promotional material”. It is a public document of the MUSE GRIDS project, prepared in the framework of WP8 “Communication, Dissemination and Policy promotion” under EASE’s responsibility. The objective of WP8 is to maximise MUSE GRIDS’ impact by connecting research and innovation activities to the public and professional audience.

The project promotional material is one of the fundamental tools that will be used throughout the entire project duration to disseminate and communicate. Leaflet, poster, and roll-up will be used to present Muse Grids to interested parties. The visual identity allows an easier identification by the public and it ensures better visibility.

Leaflets, poster, and roll-up are only some of the many channels used to communicate and disseminate the project. Indeed, the promotion material is part of the bigger communication strategy that is carried out in the framework of WP8 under EASE Guidance.

The following pages present the leaflet, poster, and roll-up, their uses, and how they were elaborated. The visual identity will also be discussed.

2 Leaflet

2.1 General description

A promotional project leaflet for the large non-specialist community as well as the community of relevant stakeholders has been developed and distributed to partners' organisations (to be further distributed through their networks and channels) and in public events. The leaflet is one of the instruments used to communicate to a wide audience about the capacity of micro-grids and storage solutions to achieve EU's ambitious goals.

The leaflet is an A4 size sheet, printed on both sides. The sheet can be folded in three parts to create a smart-looking brochure. The visual identity guidelines have been respected, and the project's logo and motto ("empowering local energy communities") are present.

The leaflet was created by EASE with a structure explained as follows.

2.2 Leaflet's front side

The front side presents the MUSE GRIDS logo and motto, an illustration, a presentation of the Consortium, the contacts, and the Bridge logo and EU emblem.

The leaflet briefly presents the project Consortium and its members, underlining how diverse the actors involved are – they come from associations, companies, research centres, and universities. All the Partners' logos have been added.

Great importance has been given to the "Contacts" section: to engage with the project, people must be able to interact with the Consortium. This is particularly important as MUSE GRIDS aims to create energy communities. Consequently, the emails of Project Coordinator and of the communication team have been included. Besides, the Twitter and LinkedIn contacts have been added, and MUSE GRIDS' website URL is also present.

The Bridge Initiative logo is also present, to highlight that MUSE GRIDS aims to foster continuous knowledge sharing amongst projects.

The EU emblem is present, along with the text "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824441", as required by the Article 29.4 of the Grant Agreement. The EU emblem has the appropriate prominence.

Finally, the section on the right side of the leaflet - containing MUSE GRIDS logo, motto, and an illustration – serves as "front page" once the leaflet is folded in three parts.



Figure 1: Leaflet's front side

2.3 Leaflet's second side

The second side presents the MUSE GRIDS project, the demo-sites and virtual demo-sites, and MUSE GRIDS' four pillars.

In the "About" section the project is presented. The goals, objectives, and expected results are highlighted, and so is the length of the project. Jargon is avoided to provide a clear, comprehensible explanation.

In the second section, the demo-sites and virtual demo-sites are introduced, highlighting how the locations were selected and their geographical position. Images of the demo-sites are used to visually show how different the two areas are.

Finally, in the section called "MUSE GRIDS' four pillars" the four concepts underpinning the project are briefly described. A graphical representation of the pillars is also present to explain the concepts in a simple way.

About MUSE GRIDS

Launched in November 2018, MUSE GRIDS is a 4-year EU funded project which aims to increase the use of renewable energy resources at a local level through better integration, whilst also reducing carbon emissions.

The project will transform weakly connected areas into local energy communities by creating synergies between different energy systems and networks, but also by encouraging citizens to play an active role in this transition.

To this aim, two large-scale pilot projects will be implemented in different European contexts: a hilltop town in Italy and a rural neighbourhood in Belgium.



MUSE GRIDS will provide solutions to maximise energy independence, improve energy efficiency, reduce operating costs and ensure an affordable energy supply for all.

Two large-scale pilot projects



Three virtual demo-sites

To maximise the exploitation of the concept, several virtual demo-sites will be established, and various social and environmental factors in the different countries will be considered.

The demo-sites will be located in:

India: Off-Grid rural areas.

Israel: City of Eilat - urban and touristic area.

Spain: Energy cooperative in a urban district in Valladolid and a rural area in Palencia.

MUSE GRIDS' four pillars

- 1 Optimisation and aggregation of grid management systems through multi-energy demand-side management.
- 2 Multi energy planning for EU cities.
- 3 Key performance indicator driven demonstration and replication.
- 4 Engagement of end users in polygenerative energy grids and creation of energy communities.

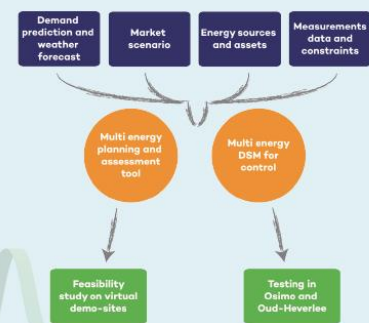


Figure 2: Leaflet's second side

3 Poster

3.1 Description

A general project poster has been developed in order to be used for events and exhibitions.

The poster is one-sided. The visual identity guidelines have been respected, and the project's logo and motto are present.

Similarly to the leaflet, the poster presents the timeline of the project, the objectives, the location of the demo-sites and virtual demo-sites, the research pillars and how MUSE GRIDS envisions a smart energy system.

However, the poster is also quite different from the leaflet. Less text is present, in order to convey more directly key information. Besides, compared to the leaflet, the poster focuses more on the project: the Consortium members are present, but they are less prominent.

The contacts are present: the website, an email, and social media. All these contacts are associated with a hyperlink, so that they can be clicked on in the case the poster was shared via digital communication channels.

Finally, the EU emblem is included, along with the text "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824441", as required by the Article 29.4 of the Grant Agreement. The EU emblem has the appropriate prominence.

The poster was created by EASE.

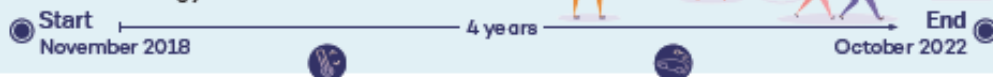


Horizon 2020
European Union funding
for Research & Innovation

MUSE GRIDS

Multi Utilities Smart Energy GRIDS

A research project aiming to promote energy grid interaction towards the development of smart and clean local energy communities.



Empowering local energy communities!

- Maximise renewable self consumption and energy independence.
- Reduce energy losses in all energy grids.
- Reduce operating costs.
- Ensure an affordable energy supply for all.



Contacts

www.muse-grids.eu
info@musegrids.eu
Twitter: @MuseGrids
LinkedIn: Muse Grids

Large-scale pilots and virtual demo-sites

Two large-scale pilots will be implemented in different European contexts:

- **Oslmo**, a hilltop town in Italy.
- **Oud-Heverlee**, a rural neighbourhood in Belgium.

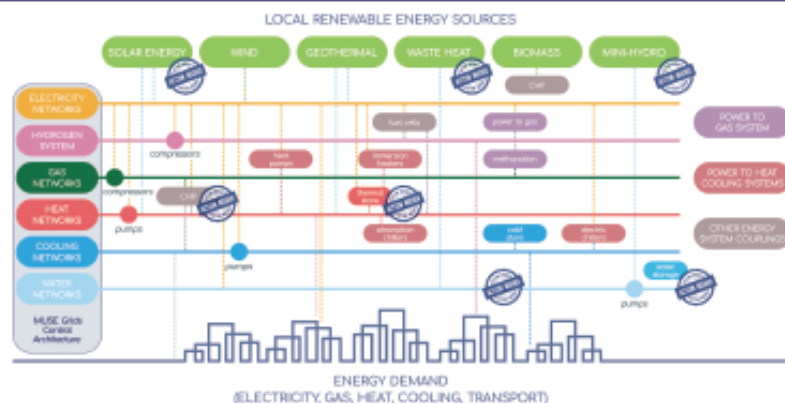
Virtual demo-sites will be established in India, Israel and Spain.



MUSE GRIDS research is based around four pillars

- 1 Optimise and aggregate energy grid management systems in a multi energy demand-side management.
- 2 Multi energy planning for EU cities.
- 3 Key performance indicators driven demonstration and replication.
- 4 Engagement of end users in polygenerative energy grids and creation of energy communities.

MUSE GRIDS smart energy system



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824441.

Figure 3: MUSE GRIDS poster

4 Roll-up

4.1 Description

A general project roll-up has been developed in order to be used for events and exhibitions where Muse Grids and/or its Consortium members have some space allocated, such as booths, stands. Some examples or locations where it will be used are exhibitions, fairs, and shows.

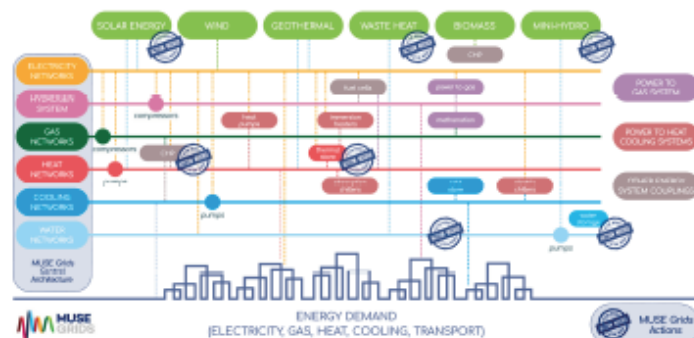
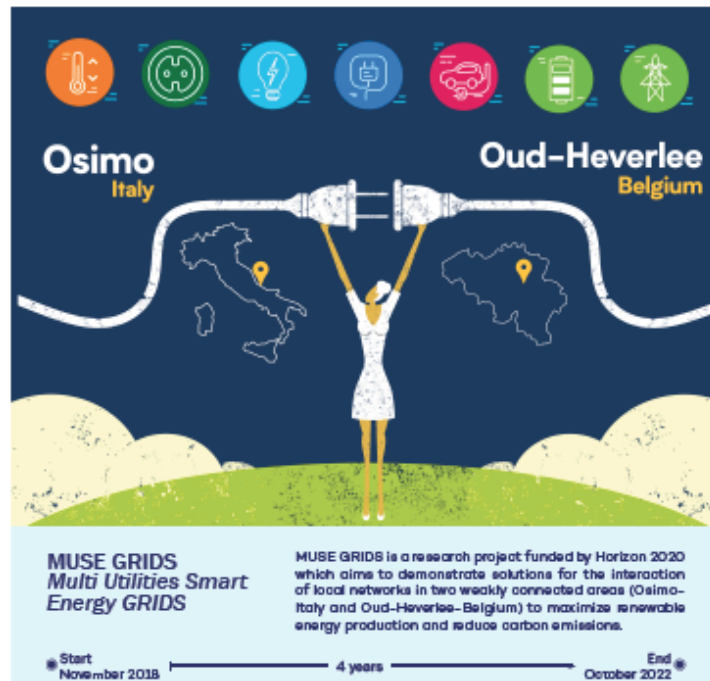
The roll-up is one-sided. Its dimensions are 80cm x 200cm. The visual identity guidelines have been respected, and the project's logo and motto are present.

Similarly to the poster, the roll-up presents the timeline of the project, the location of the demo-sites, and the research pillars. However, compared to the poster, less text is present: although relying on a brief description of the project, the roll-up aims to convey its messages by more graphical means.

The Consortium members are shown on the roll-up, but the space allocated to them is relatively small.

Finally, the EU emblem is included, along with the text “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 824441”, as required by the Article 29.4 of the Grant Agreement. The EU emblem has the appropriate prominence.

The roll-up was created by EASE.



Empowering Local Energy Communities!



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 834442.

Figure 4: MUSE GRIDS roll-up

5 Visual identity

5.1 Logo

The visual aspect of the project has received particular attention. A common public image / branding for the project allows an easier identification by the public and ensures better visibility and immediate recognition. The logo displayed below has been selected by the consortium's partner after an internal brainstorming and consultation. The logo design was subcontracted, on the basis of best value-for money.



The two words MUSE GRIDS are coloured in different colours, while the background is white. The colours represent the different technologies involved in the project: electricity networks, hydrogen systems, gas networks, heat networks, cooling networks, and water network.

5.2 Graphics

To graphically convey the MUSE GRIDS project and its objectives, three graphical illustrations have been prepared. The objects and human figures represent, in a nutshell, what the project is about.

Figure 5 presents people cooperating to obtain energy, a reference to the key role played by local energy communities in MUSE GRIDS. Besides, the innovative aspects of the project are represented by the light bulb, an object that often symbolises having new ideas. Moreover, the roles played by the different technologies are highlighted by the drawings surrounding the light bulb. Finally, the light bulb, alone in a white background, suggests that the project focuses on weakly connected areas.



Figure 5: MUSE GRIDS general visual identity

Figure 6 also underlines that the project focuses on energy. But to do so, it highlights that there is a “green” dimension behind it: MUSE GRIDS aims to contribute to the fight against climate change by relying on innovative and sustainable technologies. The two demosites, in Italy and Belgium, are also underlined.



Figure 6: MUSE GRIDS visual identity represent interconnection between the two demos

To conclude, Figure 7 also highlights the centrality of energy and innovation, using the previously mentioned light bulb.



Figure 7: MUSE GRIDS innovation

5.3 Visual identity consistency

The visual elements listed mentioned in the two previous sections shall be used for the project deliverables, presentations, as well as for the official documentations and other dissemination activities. This was defined in order to maintain coherence among the partners during their interaction with the public.

Here is a non-exhaustive list of cases where the visual elements will be used:

- Project website
- All documents developed within the framework of the project and in particular in documents to be submitted to the EC such as deliverables, agendas and minutes of meetings etc.
- PowerPoint presentations used for communication and dissemination activities carried out by each Participant
- All the dissemination materials
- Posters
- Equipment

6 Conclusion

Having a smart visual identity and sound leaflets, poster, and roll-up will play a key role in the communication and dissemination actions of MUSE GRIDS. Promotional material will be used during the four years of the project, targeting a wide range of stakeholders and interested parties. When necessary, the promotional material will be updated: new versions of the leaflet, poster, and roll-up will be elaborated to better highlight MUSE GRIDS' work and advancements; and, eventually, to show the results obtained.

The work achieved so far will help achieve the main goals of all communication activities within the MUSE GRIDS project: to increase the economic impact of innovation actions undertaken within the project by speeding the adoptions of developed technologies/products/services, through market and non-market-channels, towards new customers, countries, regions, sectors, markets and organisations.