



CO₂ Routes across Europe.

Deliverable	
D6.1 Coreu Website	
Deliverable Lead	Domina
Deliverable Due Date	30/06/2024
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Version	1.0

Deliverable 6.1

COREu Website

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List of Abbreviations

CA	Consortium Agreement
EC	European Commission
EU	European Union
GA	Grant Agreement
PC	Project Coordinator
TC	Technical Coordinator
WP	Work Package



Executive Summary

The following deliverable outlines the process of establishing and refining the visual representation of the project, encompassing the creation of the project logo, templates, promotional materials, and the COREU website. Specifically, within the scope of WP6 and task 6.1, defining the project's visual identity and structuring the website are crucial to support dissemination efforts. A robust visual identity is essential to ensure a consistent and recognizable brand for all project communications, emphasizing its philosophy and goals. The activities undertaken in this task aim to fulfil the project's need for a cohesive graphical identity, including the development of a project logo and its associated colour palette. These visual elements will accompany the project throughout its duration, providing a unified and coherent means of conveying its image to the public, thereby enhancing the partners' capacity to communicate the project's mission, objectives, and accomplishments. This deliverable provides a detailed account of the steps taken in creating the project's visual identity, website, and primary materials.



1. Introduction

1.1. Purpose and Objectives

The primary objective of this document is to meticulously outline the activities involved in defining the visual identity of the project, as well as the creation and development of the project's website. The establishment of a clear visual identity was an essential and preliminary step, which served as the foundation for the subsequent design and development of a functional and aesthetically appealing website. These activities fall within the scope of Task 6.2, specifically addressing the creation of the media kit, scheduled for completion in (M4), and the development of the website, slated for completion in (M6). Both the media kit and the website are critical components of the overall communication toolbox, playing pivotal roles in the project's communication strategy.

1.2. Relation to other WPs and Tasks

All the materials generated during task 6.1 are interconnected with every other task within the project. The importance of having a consistent and recognizable visual identity cannot be overstated, as it greatly benefits all subsequent tasks. This is because every project partner will utilize the templates and adhere to the visual guidelines that were established and produced during task 6.1.

1.3 Structure of Deliverable

This document is organised as follows:

- **Chapter 1:** this chapter serves as an introduction to the T6.2 task, providing a broad general overview of its purpose and significance. It lays the groundwork for subsequent chapters, explaining the overall goals, context, and objectives of T6.2 in the broader context of the project.
- **Chapter 2:** this chapter provides a detailed overview of the COREu label. It explains the various elements that make up the brand identity, including logos and colour schemes. It also explores how these elements work together to create a cohesive and strong COREu brand presence.
- **Chapter 3:** this chapter provides an in-depth overview of the COREu website. It examines the structure, design, and functionality of the website, emphasising its importance as a hub for information and interaction.
- **Chapter 4:** this chapter provides a comprehensive overview of the COREu project's social media presence. It explores the various social media platforms used, the strategies employed to engage the audience. It also assesses the impact of these social media activities on the project's outreach and visibility.
- **Chapter 5:** this chapter provides a detailed overview of the templates produced in activity 6.1. It describes the different types of templates. It describes the different types of templates created, their specific purposes, and how they are used within the project. The chapter includes examples and discusses the importance of these templates in ensuring consistent and efficient communication and documentation.
- **Chapter 6:** this chapter presents the conclusions drawn from the project so far and offers perspectives on next steps. It synthesises key insights from previous chapters, providing a reflective summary of the project's progress. It also outlines



future directions, recommendations, and potential areas for further development, setting the stage for ongoing and future efforts within the COREu project.



2. COREu Branding

The development and creation of the Coreu brand is an integral part of the project goals and toolkit. This particular task had a deadline set for month 4 (M4) of the project timeline. A complete Media Kit was scheduled to be released by this deadline. The Media Kit was to include the following components: the official logo, key images, a promotional flyer, and templates which are available in the project archive for the use and benefit of all project partners. Access to this archive requires specific credentials. To obtain these credentials, interested parties should contact the project coordinator, Chiara Caccamo, by e-mail or other contact methods provided.

Additionally, this task includes ongoing activities to update and maintain the website and social media channels, and to revise the communication materials as needed.

All the activities in this task were carried out with the involvement of all the partners of WP6 (all partners) in the creation and decision-making process. This approach was chosen to foster discussion on communication and dissemination topics and to collaboratively select the most relevant brand identity features.

The COREu branding process started with Domina analysing the project's needs, identifying the theme, context, target audience, and objectives to create the appropriate concept.

Through the following list of keywords related to the project, the COREu concept was created based on the intersection of the roads travelled and nature:

- CO2
- Carbon capture
- Europe
- Cross-European
- Road
- High technology
- Cross-connecting
- Circular economy
- Digitalization
- Nature

Thanks to the concepts of CO2, carbon capture, Europe, cross-European collaboration, roads, high technology, cross-connecting systems, circular economy, digitalization, and nature, we created a moodboard to arrive at the design of COREu's brand identity. A moodboard is a visual tool that gathers a collection of images, colours, textures, and text to convey a specific theme, concept, or idea. It is often used in design and creative processes to inspire and direct the development of projects. This moodboard combines elements that reflect the technological advancements in carbon capture, the collaborative efforts across Europe, and the integration of sustainable practices within a circular economy. Additionally, it highlights the role of digitalization in enhancing these systems and the importance of preserving nature, creating a comprehensive visual representation of these multifaceted



concepts.

Once the concept was defined, the definition of the graphic elements and the COREu logo began.

2.1. Project identity

2.1.1. Logo

The concept for the logo stemmed from the idea of representing the routes taken by vehicles transporting CO₂ across Europe to various gas storage sites.

This visual imagery aims to reflect the intricate network and movement involved in the process of carbon transportation. Additionally, the inclusion of leaves in the design symbolises the natural mechanism of gas capture by plants, directly referencing and reinforcing the environmental theme and objectives of the project.

This combination of elements is intended to convey both the technological and ecological aspects of the initiative, highlighting its commitment to sustainability and the natural cycle of gas absorption. The following picture shows the finalised COREu project logo.



Figure 1: COREu Icon Logo

Here below the negative version of the COREu logo with label.

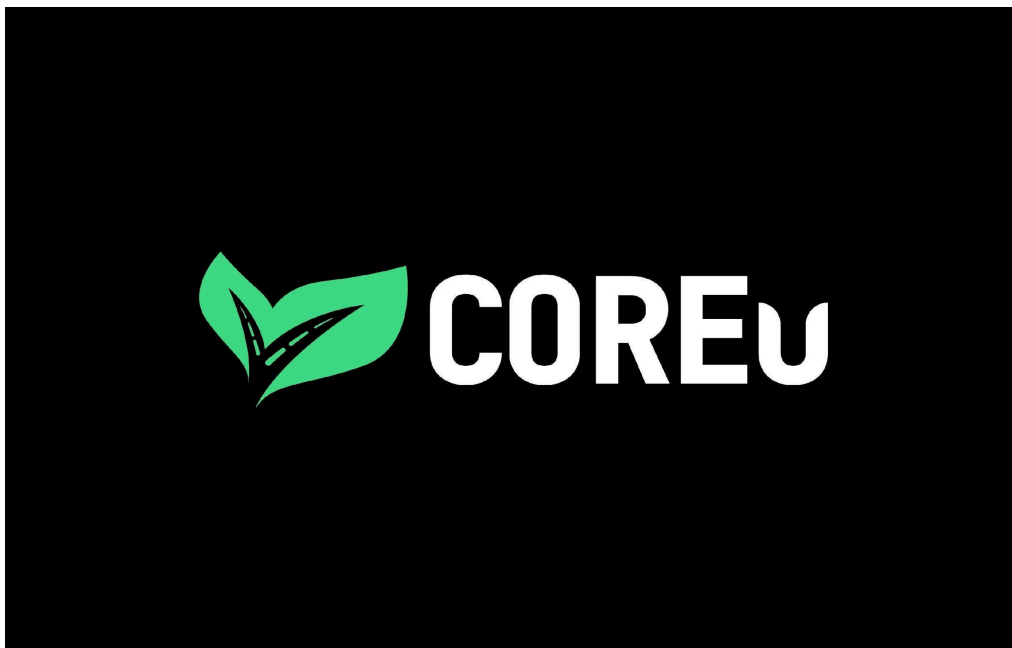


Figure 2: COREu logo negative version with label

The logo was delivered in png, pdf, and vectorial formats, together with some visual instructions for its use in the project repository.

2.1.2. Key visual

All the key concepts of the COREU project have been meticulously translated into visual forms. These visual representations have been crafted to serve as graphic elements that are seamlessly integrated into the user interfaces of both the COREU website and the Coreu4Learn platform. This transformation ensures that the project's core ideas are effectively communicated and visually engaging, enhancing the overall user experience.

The COREU project incorporates distinctive graphic elements across various platforms, including its official website. A notable feature of these graphics is the prominent use of leaf imagery. These leaves are not merely decorative but serve as a symbolic representation of the natural gas capture process that is performed by plants. This imagery is intentionally chosen to highlight and draw a direct connection to the project's environmental focus and the natural mechanisms that inspire its initiatives. This visual metaphor effectively ties the project's branding to its environmental focus.

Furthermore, the cover image on the website homepage incorporates the fundamental concepts of the project, depicting both carbon capture and the transportation of CO₂ across Europe (for the full description of the website, please refer to paragraph 2.2). This imagery not only reinforces the project's mission but also provides a cohesive visual narrative that aligns with the project's goals and activities. Through these graphic elements, the COREU project aims to communicate its commitment to sustainable practices and the natural processes of gas absorption and transportation.

2.1.3. Graphic identity

The main colours of the COREU project's visual identity are green and dark blue, each carefully selected for its specific significance and impact on the overall design:



- **Green** represents nature, highlighting the project's commitment to environmental sustainability and the natural processes involved in gas capture by plants.
- **Dark blue** conveys a modern and technological aesthetic, emphasising the innovative and cutting-edge aspects of the project's identity.
- **Light grey** is utilised as a neutral background colour. This choice serves to complement the primary colours, ensuring that other design elements and content are accentuated and clearly visible, thereby enhancing the overall clarity and visual appeal of the project's materials.

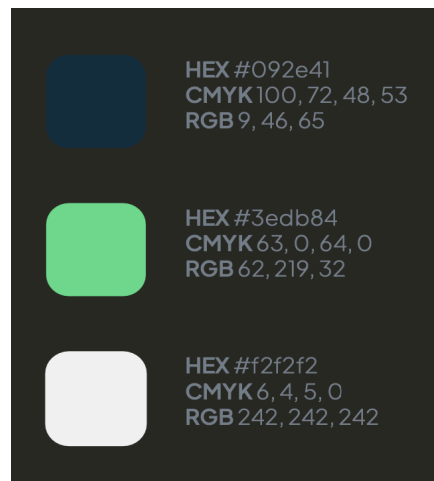


Figure 3: Project colour palette and related codification



3. Website

The COREU website, designed and deployed by DOMINA, involved the whole UX-UI team composed by: UX architect, UX designer, UI designer, Graphic and marketing responsible, web developer.

From M6 the website is publicly accessible at the following link: www.coreu.eu

The development process exploited a Domina proprietary Content Management System (CMS) tailored to host the backend and manage dynamic content. This CMS ensures efficient content management and allows for regular updates. DOMINA will be responsible for overseeing and maintaining this system, ensuring the website remains up-to-date and fully functional.

The content featured on the website was originally provided by Domina. Following this, it was carefully reviewed and subsequently approved by both SIG and Sintef.

SIG will be responsible for the provision of new contents and of the update of the news section, accessing to the website backend. The website technical updates and maintenance is under the responsibility of Domina for the whole duration of the project and beyond. The website will be maintained for another 5 years after the end of the project.

3.1 Website structure

In designing the COREu site, we followed a structured and thorough UX design method, ensuring that every detail contributed to an excellent user experience. Here are the main steps in our process:

- **Information architecture:** Initially, we defined the information architecture of the site, organising the content in a logical and intuitive way. This allowed us to establish a clear and consistent structure, making it easier for users to navigate.
- **Low-fidelity wireframes:** Next, we created low-fidelity wireframes to outline the basic structure of the site. These preliminary diagrams helped us identify key elements and their layout, without focusing on aesthetic details. This step is essential for laying the foundation for the design.
- **High-fidelity wireframes:** Once the basic structure was approved, we developed high-fidelity wireframes. These detailed models included more defined visual components and realistic graphic representations, allowing us to visualize the final look of the site and facilitating design decisions and communication with clients.
- **Final evaluation:** The usability of the website has been intentionally crafted through a deliberate design process. A specialized team, well-versed in user experience and interface design, meticulously created the website. Their expertise ensured that the site adhered to best practices, considering factors such as usability, navigation, and overall user satisfaction. Additionally, the website underwent rigorous validation by both SIG (Special Interest Group) and SINTEF (Scandinavian Institute of Technology), confirming its functionality, reliability, and user-friendliness.

In addition, COREu's site is designed to be fully responsive. This means that the site adapts perfectly to any device, be it a desktop, tablet, or smartphone, providing a uniform and satisfying user experience across all platforms.



The COREU website features a comprehensive homepage designed to give an overview of the project's primary aspects. Beyond this initial page, the website includes several sub-pages dedicated to providing in-depth information on specific topics. These sub-pages are easily accessible through the navigation bar, which contains the following links: **about**, **pilots**, **project documents**, **news**, **contact**, and **exploitation toolbox**.

The **about** page is divided into two distinct sections:

- **Description:** This section offers detailed and thorough information about the project, outlining its objectives, scope, and key components.
- **Partner:** This section enumerates all the partners and collaborators involved in the project, providing insights into their roles and contributions.

The "Exploitation Toolbox" page is a specialised resource area that includes three external links, each leading to different exploitation resources:

- **C4L** provided by **Domina**
- **Innovation sprint** provided by **Sintef**
- **COREu Metaverse Platform** provided by **Neosis**

Each of these links directs users to additional tools and information pertinent to the project's goals and applications, offering valuable resources that support the effective utilisation and implementation of the project's outcomes.

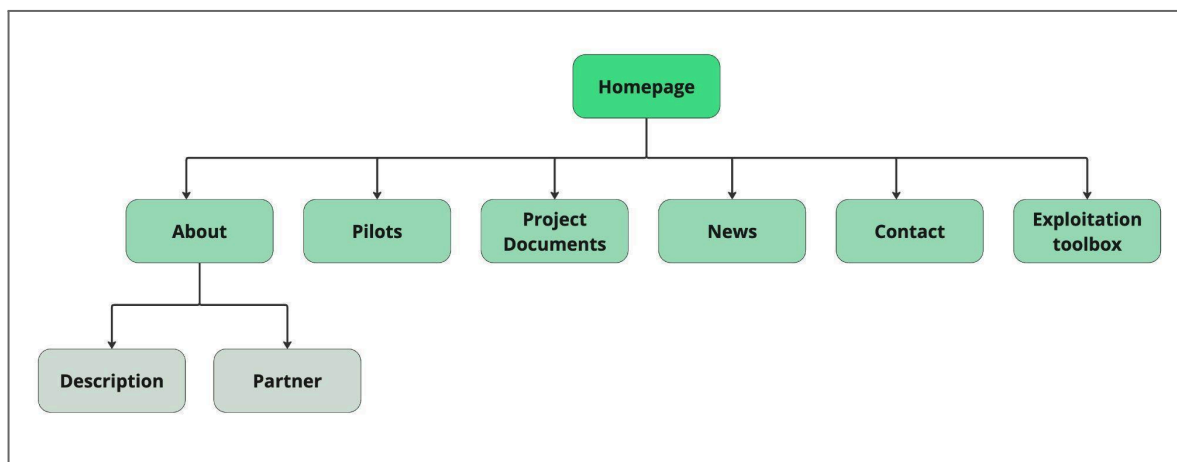


Figure 4: COREu website structure



3.2 Contents

A brief description of the project and its objectives, along with the latest news updates, can be found on the **homepage**.



Figure 5: Homepage of the COREu website



For more detailed information, the **description** page offers an in-depth presentation of the project, including:

- Start date
- Duration
- Funding
- Grant Agreement
- Context
- Objectives
- Vision and mission

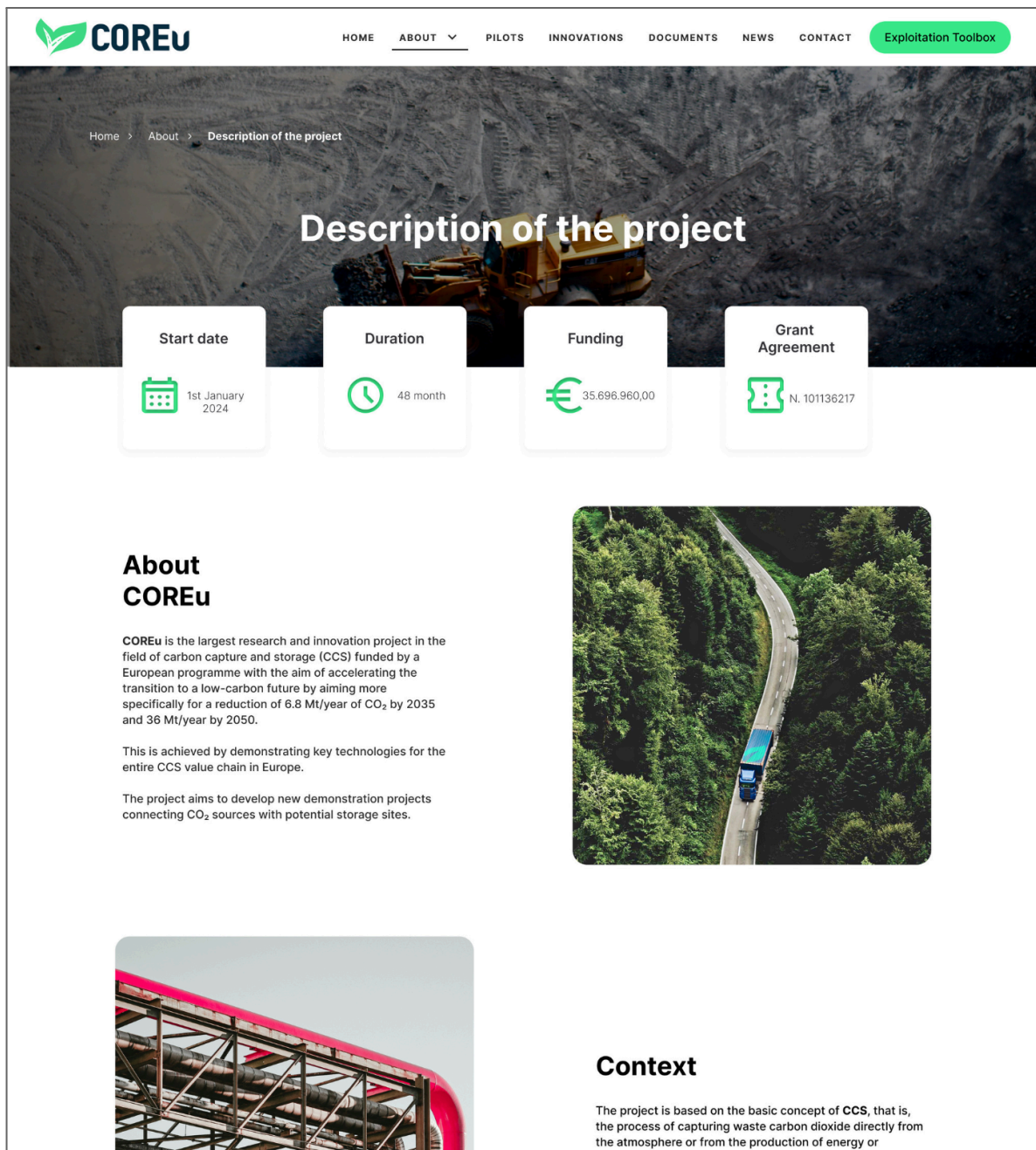


Figure 6: Description page of the COREu website



The **partner** page is dedicated to listing all the entities participating in the project. This section provides a comprehensive overview of each party involved. By showcasing all collaborators, the page highlights the collective effort and diverse expertise that drive the project's success.

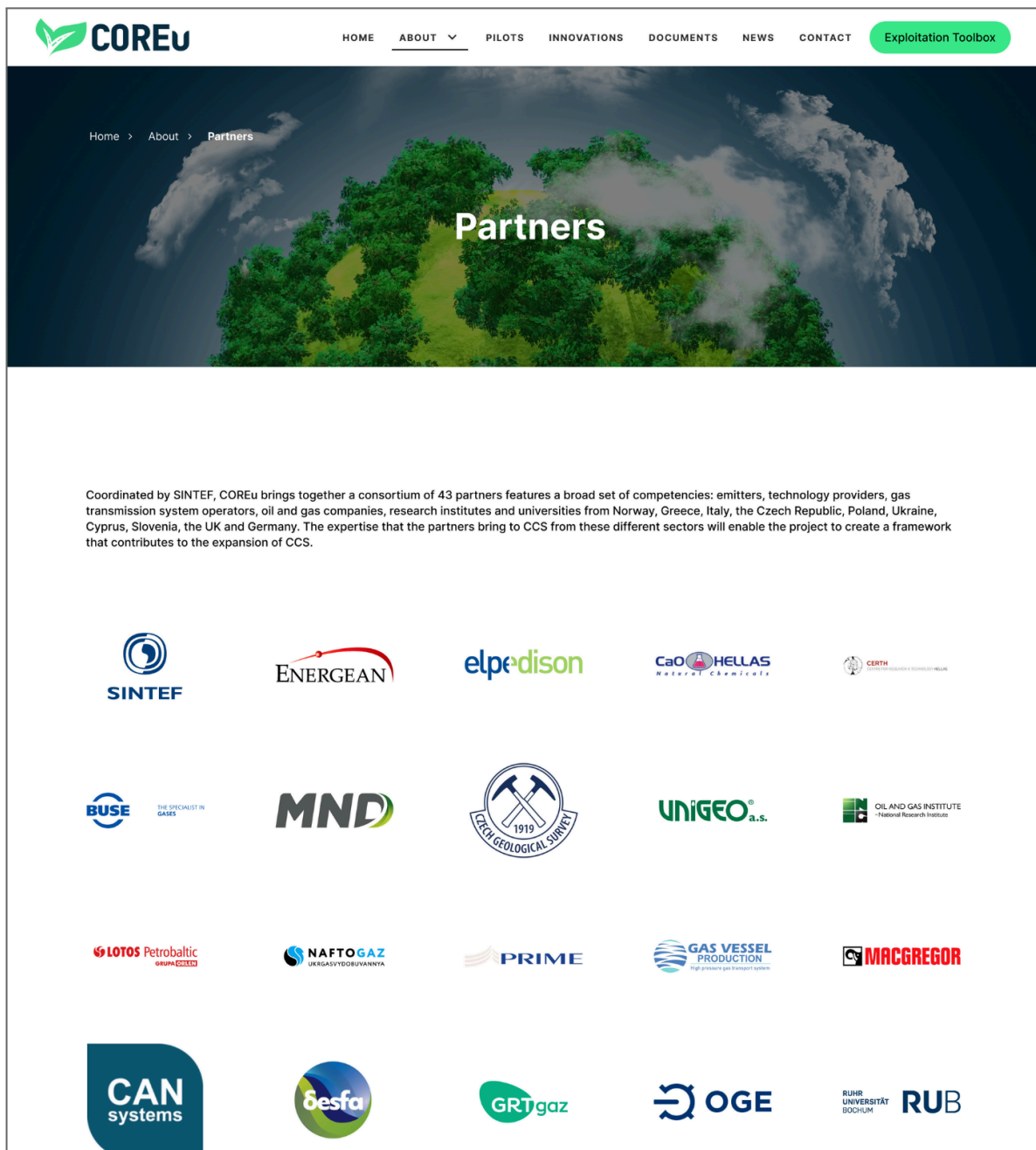


Figure 7: Partner page of the COREu website



The **pilots** page is a section dedicated to showcasing "demonstrations" of the project, complete with a wide array of details. This page provides an in-depth presentation of various aspects and features of the project, highlighting practical examples and applications. Through these demonstrations, users can gain a comprehensive understanding of the project's functionalities and real-world implementations.

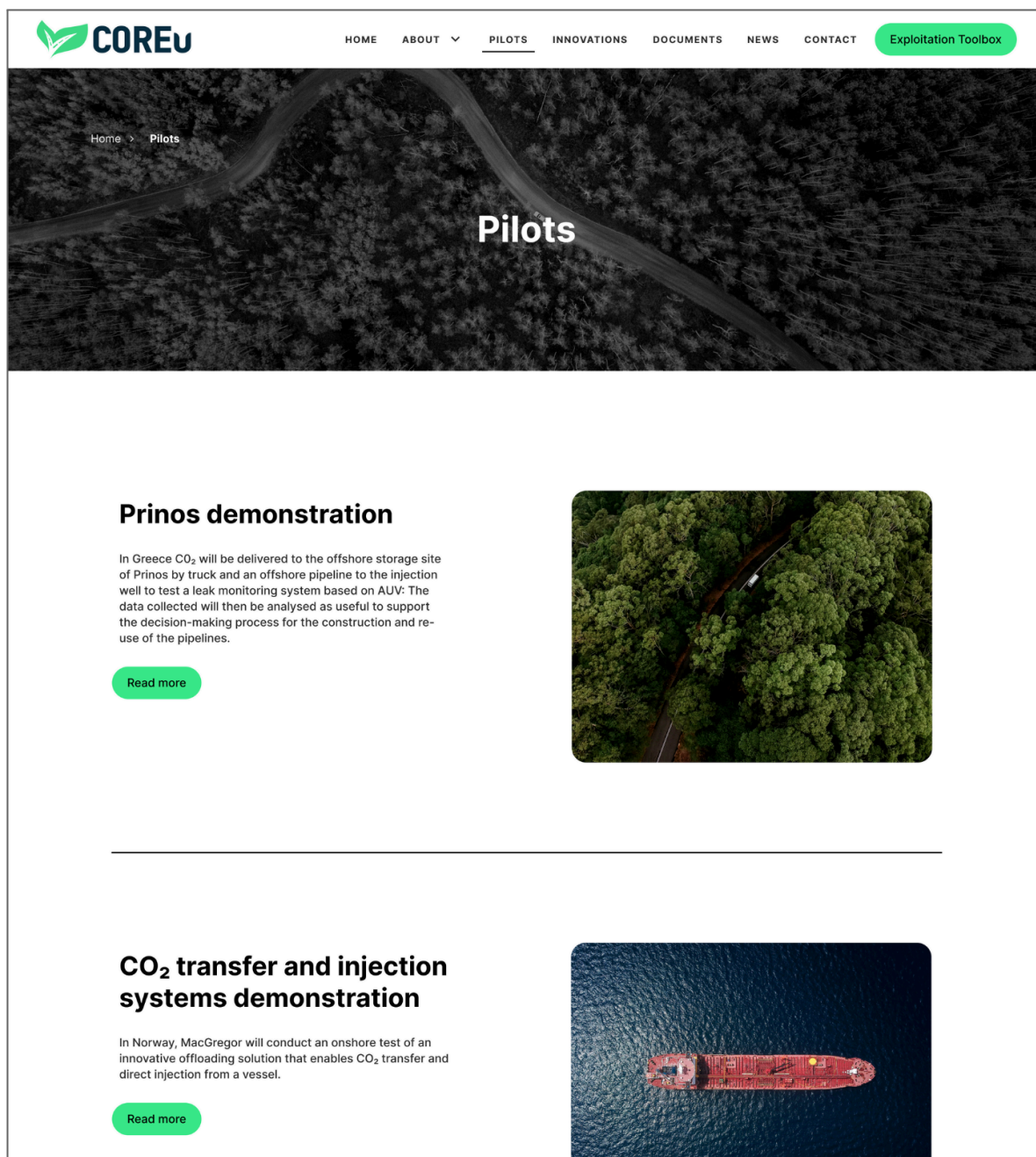


Figure 8: Pilots page of the COREu website



The **project documents** page offers visitors the opportunity to download a comprehensive collection of all documents relevant to the project. This section serves as a centralized repository where users can access and retrieve various files and materials related to the project with a focus on public deliverables that will also be downloadable, ensuring that they have all the necessary information available.

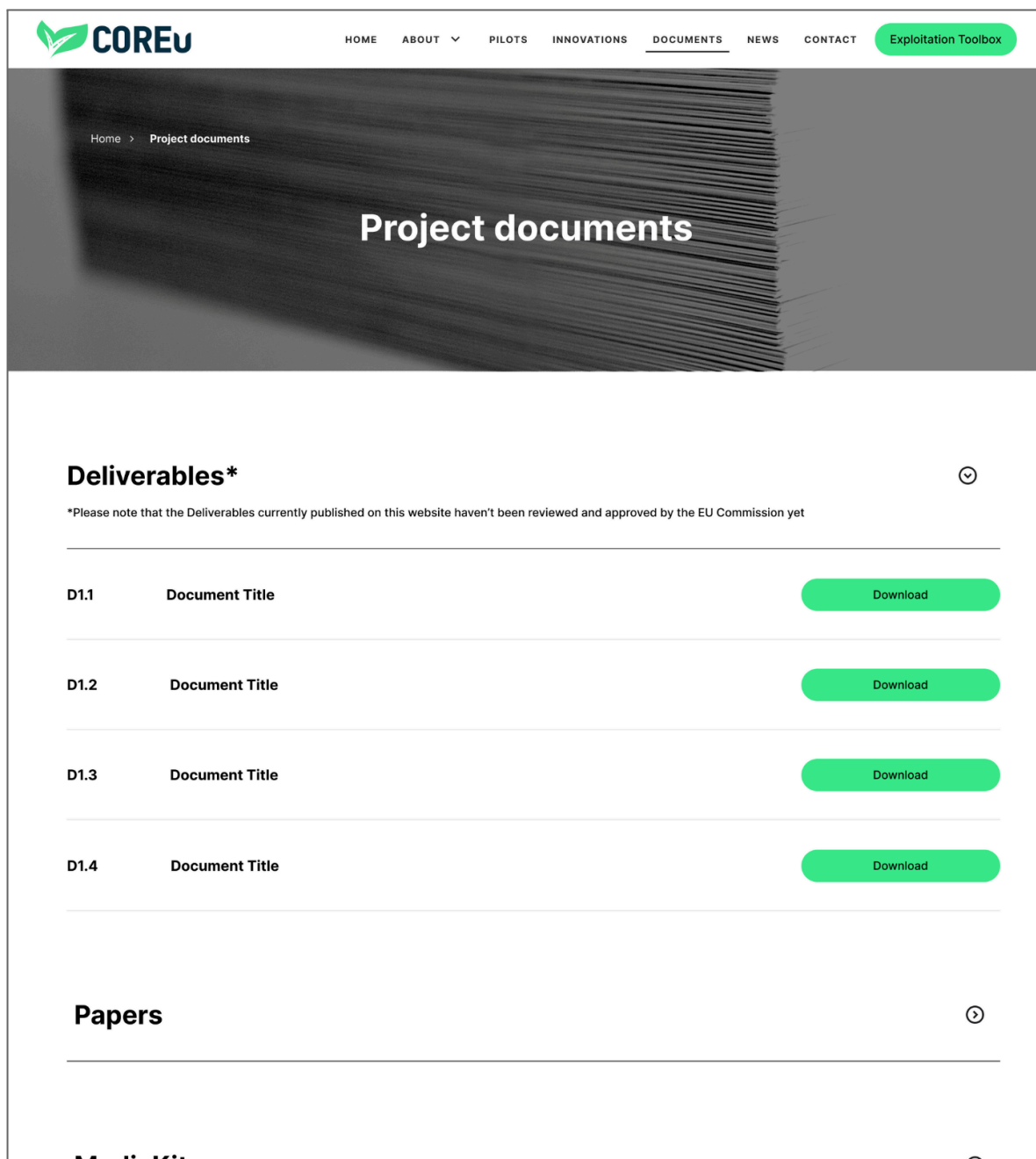


Figure 9: Project Documents page of the COREu website



The **news** page is dedicated to providing the most recent updates and announcements regarding the project. This section features a continuous stream of news articles and bulletins, ensuring that visitors are kept informed about the latest developments and significant milestones related to the project.

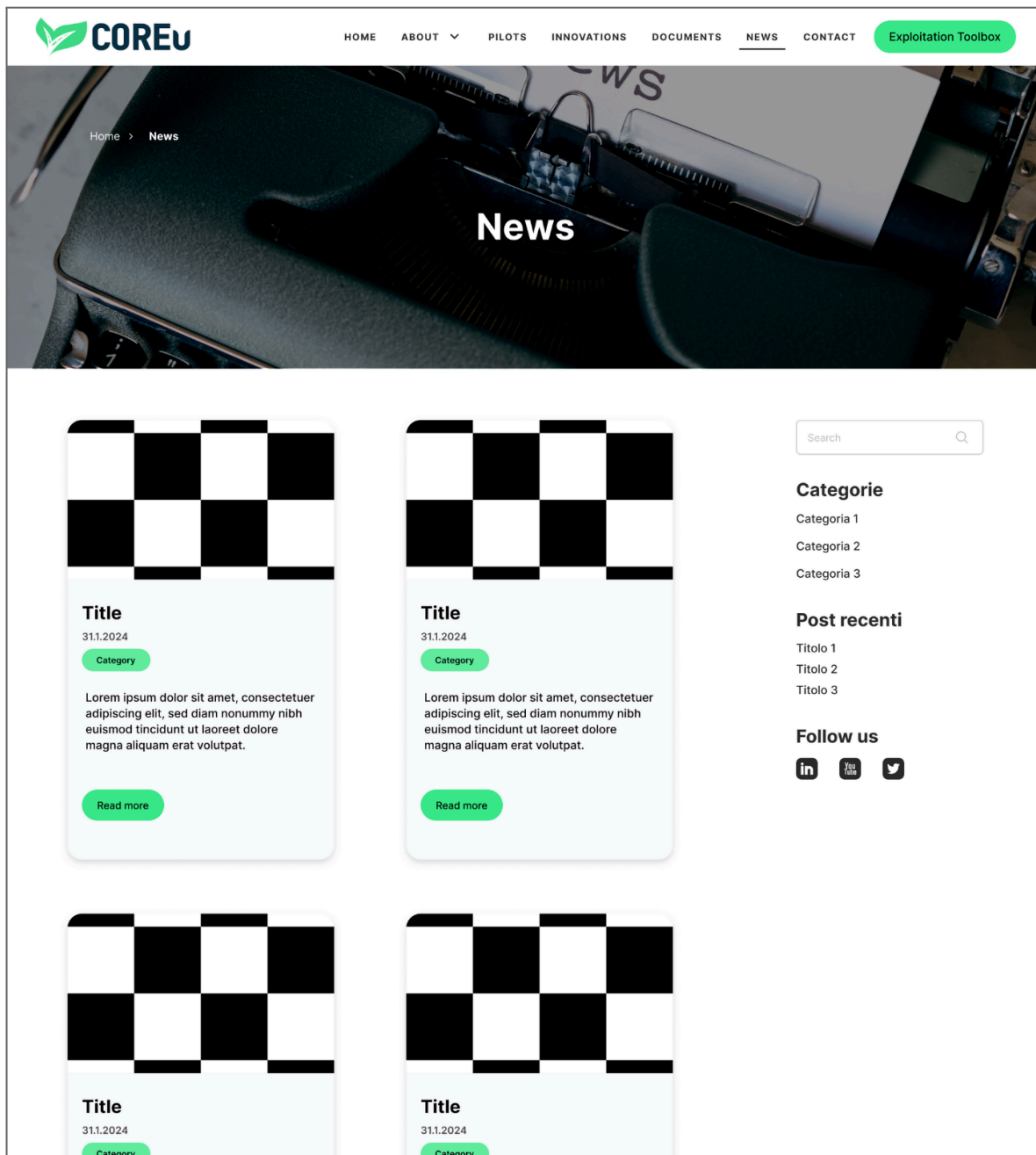


Figure 10: News page of the COREu website



The **contact** page offers detailed contact information along with references to the project's various social media channels. This section is designed to facilitate communication by providing visitors with multiple ways to reach out to the project team, whether through direct contact details or by engaging with the project's social media platforms.

COREu

HOME ABOUT PILOTS INNOVATIONS DOCUMENTS NEWS **CONTACT** Exploitation Toolbox

Home > Contact

Contact

General information

coreu@steinbeis-europa.de

Social

Follow us on LinkedIn

Follow us on Youtube

Follow us on Twitter

Subscribe to our newsletter

Leave a message

Name*

Email*

Company*

Country*

Message

☐ I agree with the Privacy Policy

Submit

Figure 11: Contact page of the COREu website



Lastly, the **exploitation toolbox** page includes external links to various exploitation tools. These links offer additional resources and tools related to the project's goals and applications.

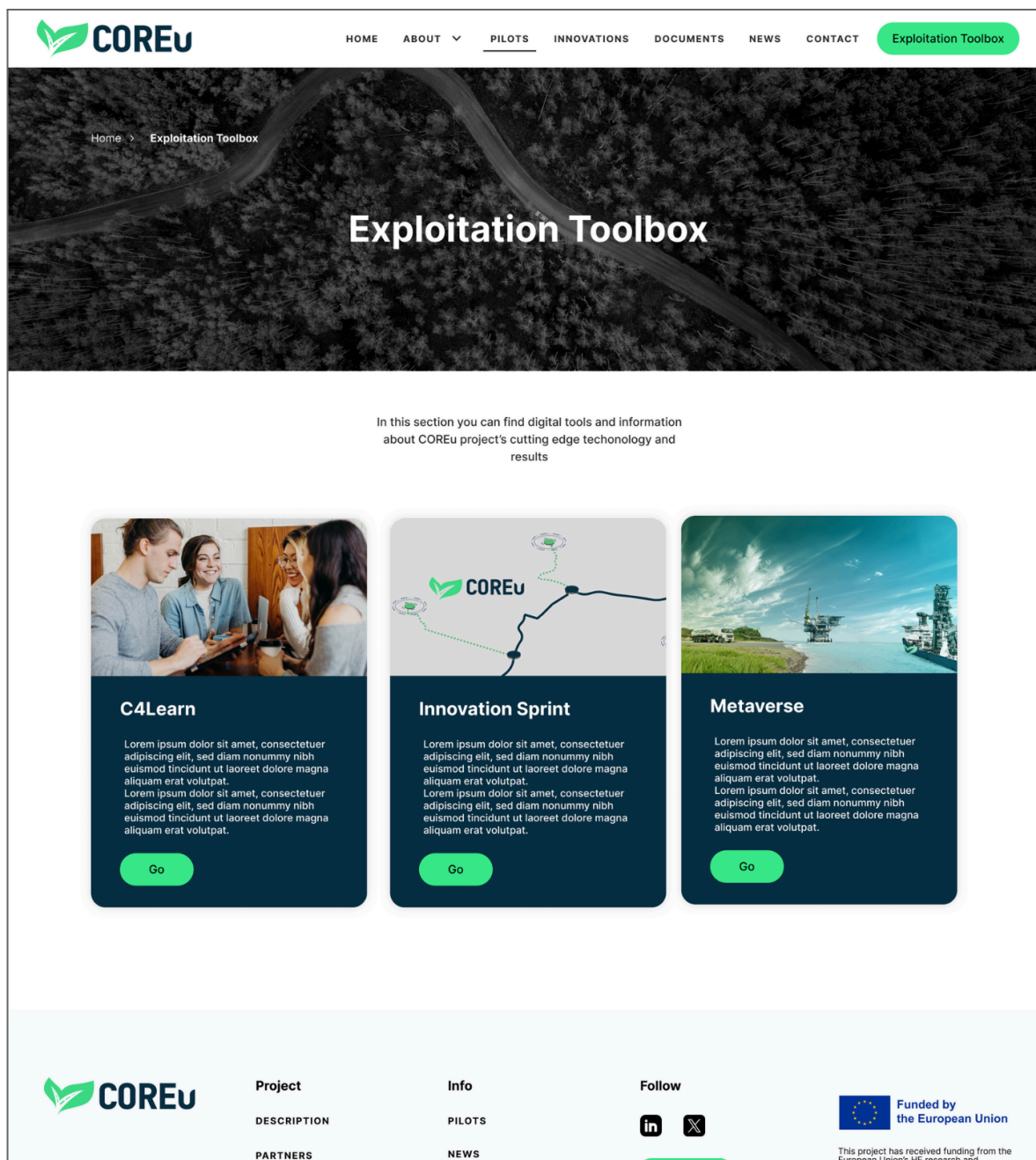


Figure 12: Exploitation Toolbox page of the COREu website



4. Social media presence

Based on the feedback gathered from the consortium, LinkedIn and X were identified as the most suitable social media platforms to promote the COREu project to the general public. This conclusion was drawn because LinkedIn and X are the platforms most frequently used by the consortium partners and align well with the communication goals of the project. The type of audiences and modes of interaction on LinkedIn and X are very consistent with the project goals, making it an ideal choice for outreach and engagement.

4.1 LinkedIn

The official COREu LinkedIn page can be found at <https://www.linkedin.com/in/coreu-eu-project/>. This platform is designed to engage professional users, with content specifically tailored to meet their interests and expectations.



Figure 13: COREu LinkedIn page



4.2 X

The official COREu page on X is accessible at <https://x.com/CoreuProject>. This platform will also cater to professional users, ensuring that the content type and style are appropriate for this audience.



Figure 14: COREu X page



5. Templates and other Communication materials

Various templates for official documents have been created, incorporating the project's colors and graphical elements. Specifically, the following templates have been developed:

- COREu Deliverable template
- Cover Letter template
- COREu meeting minutes template
- PowerPoint presentation template
- COREu Social profile image

In addition to other materials, a comprehensive Flyer has been developed for the COREu project. This communication piece is specifically designed to provide a broad and detailed explanation of the project's objectives, scope, and significance. The Flyer serves as an informative resource, outlining the key elements and goals of the COREu initiative in a clear and accessible manner for a diverse audience.

All the materials are available for internal consortium usage in the project repository.

5.1 Templates

In this section, you will discover a collection of diverse templates that have been meticulously designed and developed specifically for the COREu project. Each template within this compilation serves a unique purpose and has been crafted to meet the project's specific requirements and standards. By exploring this section, you will gain access to a variety of tools that will aid in the successful execution and completion of the COREu project. The templates provided here are essential resources, created to ensure consistency, efficiency, and quality throughout the project's lifecycle.



CO₂ Routes across Europe.

Deliverable	
DX.X Replace with Deliverable Title	
Deliverable Lead	Partner Name
Deliverable Due Date	xx/xx/202x
Actual Submission Date	Xx/xx/202x
Version	x.x.

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Figure 15: COREu Deliverables Template
[Link repository](#)

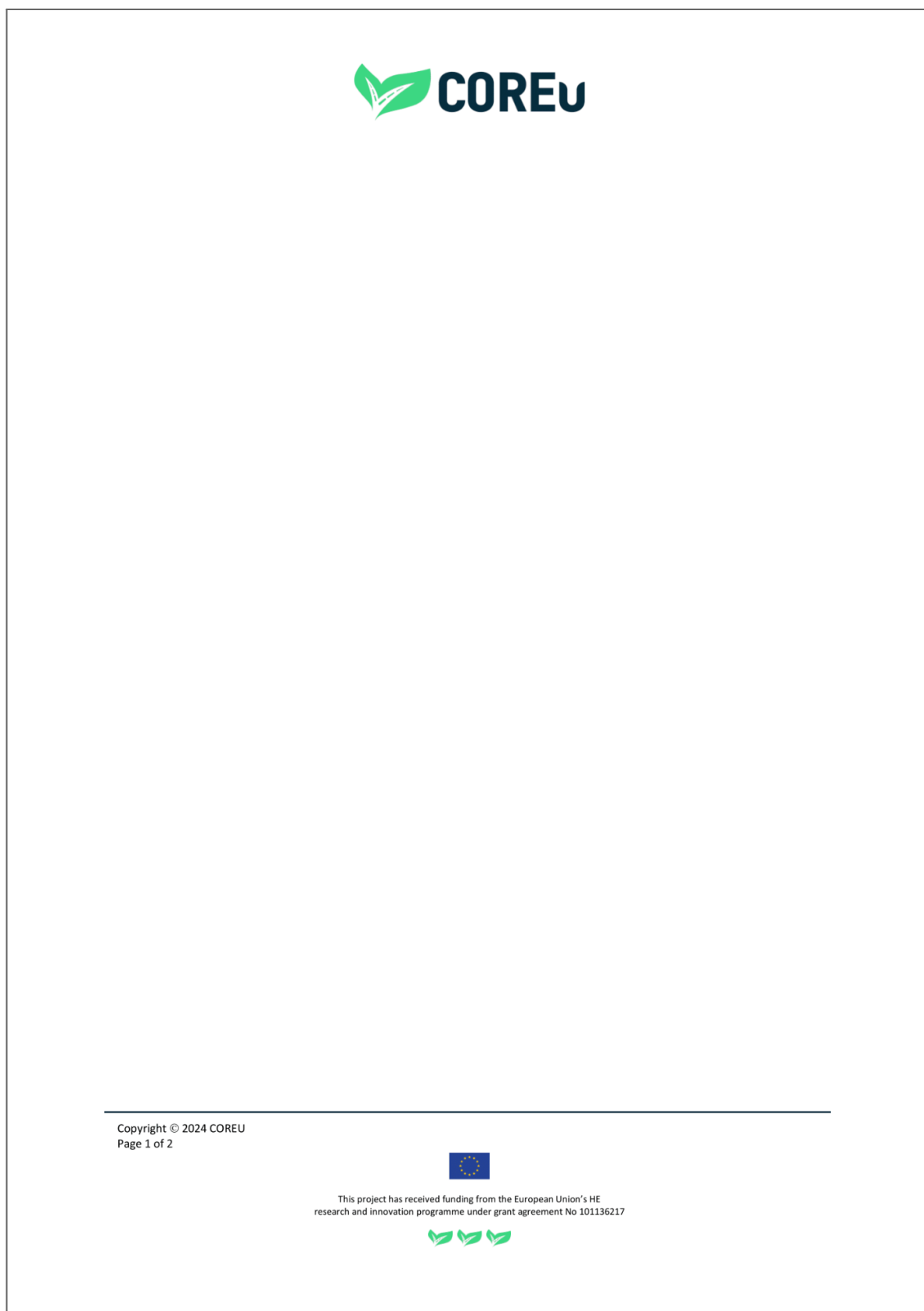


Figure 16: COREu Cover Letter Template
[Link repository](#)



Meeting title

Date: YYYY-MM-2DD **Time:** hh:mn – hh:mn
Location: Location/Online
Author: Name (company)
Creation Date: YYYY-MM-DD

PARTICIPANTS

1. Participant 1 (company)
2. xx
3. xx
4. xx

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Page 1 of 1



This project has received funding from the European Union's HE
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Figure 17: COREu Cover Letter Template
[Link repository](#)

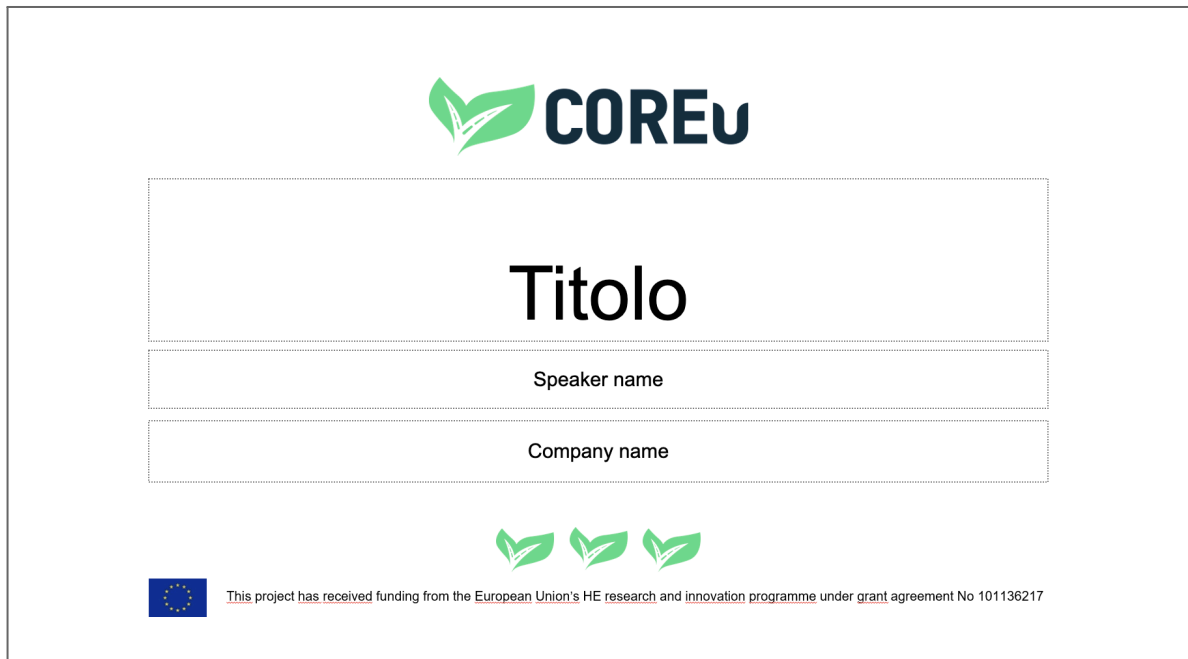


Figure 18: COREu PowerPoint Template

[Link repository](#)

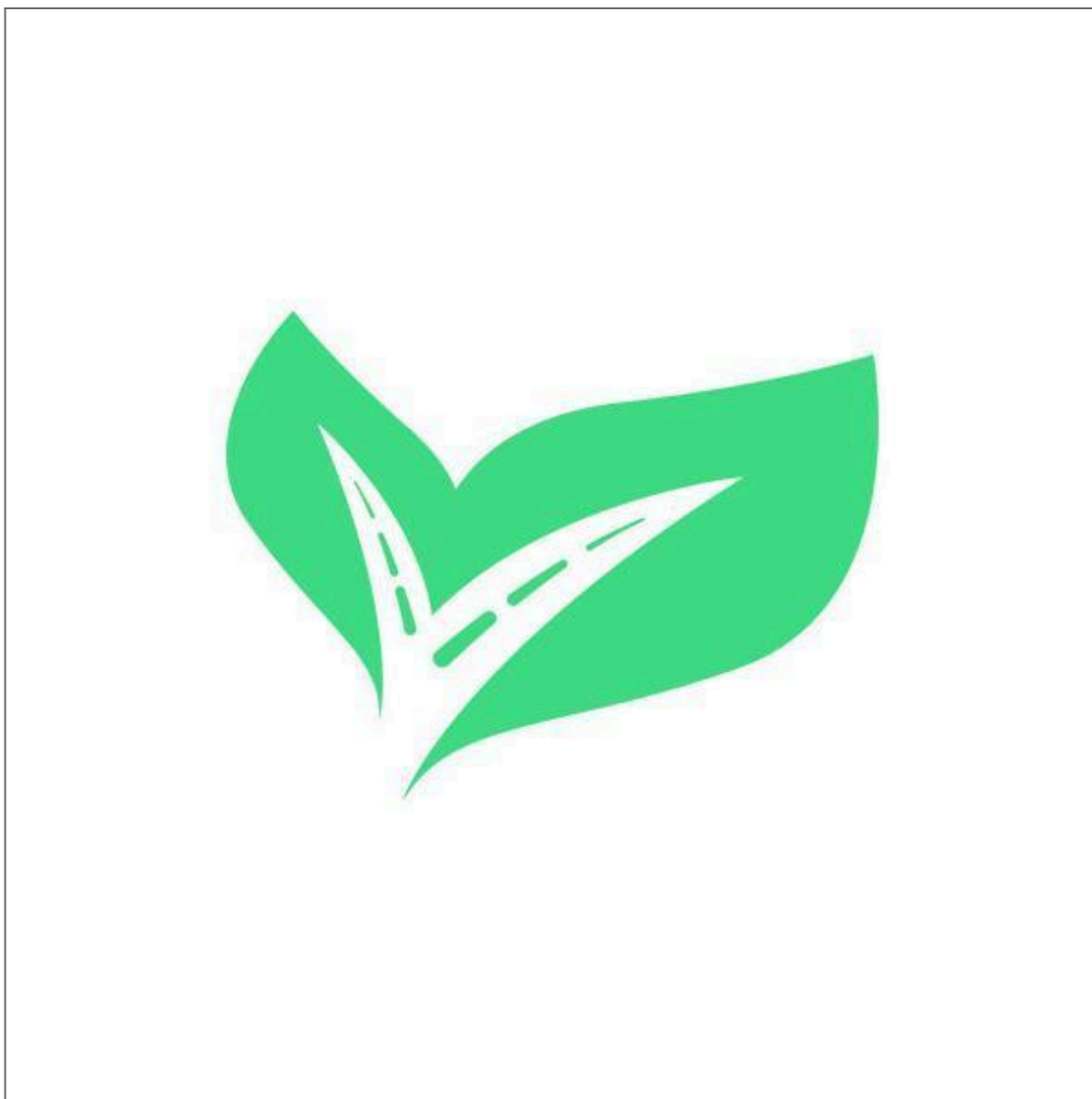


Figure 19: COREu Social Profile Image
[Link repository](#)



5.2 Flyer

This section features the Coreu flyer, which has been thoughtfully designed in adherence to the COREu branding guidelines. Enclosed within the flyer, you will find a concise yet informative description of the project. Additionally, it highlights the innovative aspects and objectives of the project, providing a comprehensive overview of its aims and the groundbreaking advancements it seeks to achieve. The flyer serves as an essential communication tool, encapsulating both the essence and ambitions of the COREu project while maintaining alignment with the brand's visual and thematic standards.



Figure 20: COREu Cover Letter Template

[Link repository](#)



About

COREu is one of the **largest** research and innovation **project in the field of carbon capture and storage (CCS)** funded under the Horizon Europe programme with the aim of accelerating the transition to a low-carbon future by aiming more specifically **for a reduction of 6.8 Mt/year of CO₂** by 2035 and 36 Mt/year by 2050.

This is achieved by demonstrating key technologies for the entire CCS value chain in Europe.

The project aims to develop **new demonstration projects connecting CO₂ sources with potential storage sites.**

Objectives

- Accelerate CCS deployment** by demonstrating safe and effective CO₂ transport and storage.
- Increase the TRL** of the CCS technologies developed.
- Define** economically viable, societal-and environmentally-aware **business models** for a sustainable upscaling of the deployment of CCS.
- Develop improved CO₂ stream specifications** for the demo, facilitating open-access transport, by targeted analysis and experiments.
- Provide experimental data, new methods and tools** for safe design and risk assessment **of CO₂ transport.**
- Provide experimental data and develop tools to de-risk and **optimize CO₂ storage.**
- Support the deployment of** multimodal, open-access **CO₂ transport** by experimental data, validated models and engineering design.
- Facilitate the safe operations of,** and enable revenues and credits allocation in, **CO₂ transportation networks** by advancing metering and analysis technologies.
- Develop a standard methodology for strengthening **social acceptance of CCS technologies.**
- Monitor, prevent and **reduce the environmental impact** of transport and storage deployment.
- Contribute to create a positive momentum for CCS across EU,** by mobilizing impacting stakeholders (beyond consortium) & offering an innovative setting for collaborative engagement, resulting in accelerated deployment of safe, sustainable and resilient CCS routes in Europe.

Figure 21: COREu Cover Letter Template

[Link repository](#)



6. Conclusion and Outlook

In this document, the activities performed in the communication and dissemination ramp-up phase have been reported. In particular, the description focused on the main tools designed to guarantee high prominence to the project, i.e. the website and the communication materials. Moreover, a specific focus has been placed on the tools and procedures for internal communication and dissemination, i.e. project templates, platforms, and processes to deal with the internal spreading of the project activities.

This activity contributes to the COREu project by ensuring visibility and publicity to the project's technical and exploitation activities. The main goal of this set of tasks will be to maximise, throughout the entire project, the impact of the results reached by COREu towards a wide range of audiences, from the technical, scientific, and industrial community to the general public. The website will stay online for the mandatory period after the project ends, and Domina will take care of maintaining it.

The tools described in this document will be regularly updated to maximise the promotion of the work done throughout the project's lifecycle. For example, the social media and the website news section will be regularly updated with insights from the project, as well as with relevant information coming from industrial and scientific communities and relevant to the project. Additional specific materials (e.g., dedicated presentation templates, dedicated flyers, roll-up banners, and leaflets) will be created according to the needs, to disseminate the project results in virtual and physical events.



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