S2S4E
Climate Services for Clean Energy

Research and Innovation action

H2020-SC5-2017

Communication and PR materials (roll-up and brochure)

Deliverable D7.5

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Summary

The aim of this report is to list and describe briefly all the communication and Public Relations materials that have been created for the project and provide the links to each of them.

Keywords

Communication, PR materials, Leaflets, social networks

About S2S4E

The project seeks to improve renewable energy variability management by developing a tool that for the first time integrates sub-seasonal to seasonal climate predictions with renewable energy production and electricity demand.

Our long-term goal is to make the European energy sector more resilient to climate variability and extreme events.

Large-scale deployment of renewable energy is key to comply with the emissions reductions agreed upon in the Paris Agreement. However, despite being cost competitive in many settings, renewable energy diffusion remains limited largely due to seasonal variability. Knowledge of power output and demand forecasting beyond a few days remains poor, creating a major barrier to renewable energy integration in electricity networks.

To help solve this problem, S2S4E is developing an innovative service to improve renewable energy variability management. The outcome will be new research methods exploring the frontiers of weather conditions for future weeks and months and a decision support tool for the renewable industry.

More information: www.s2s4e.eu

Introduction

The WP7 team coordinates the dissemination, communication and outreach activities of the project, and facilitates user engagement. To do so, a number of physical materials -posters, cards, brochures, a project roll-up and a promo video- have been produced and made available to the rest of the consortium to foster a unified image and discourse. Some of these materials have been prepared with the support/feedback from other WPs, like the full-size DIN-A4 brochure, with information on a case study (WP4) and the DST (WP5).

The aim of this report is to list and describe briefly all these communication and Public Relations materials and provide the links to each of them.

1 Promo video

A video with basic information about the project and its objectives was produced to raise awareness among the community. In the video, Albert Soret, project coordinator, explains the aims of S2S4E in a simple yet formal manner, while facts about the future of renewable energies are displayed. The piece is short (1'30'') and can be understood even in muted mode. This structure boosts the sharing in social networks such as Twitter and Facebook.

The promo video was shot at the BSC facilities and edited by CICERO with quotations from the project documentation and stock video clips. The final version was uploaded to the CICERO YouTube channel (https://youtu.be/K0AQENTydpk).

Figure 1: Frame from the promo video for S2S4E.

2 General poster

A full DIN-A1 size poster (594x841mm) was produced with basic information on S2S4E. It was designed using the visual identity elements of the project. The poster contains funding details, main objectives and mission, and a brief description of its operational framework for providing

subseasonal and seasonal predictions, potential applications for renewable energy users, the challenges to overcome and the strategy to reach the project goals.

When attending a workshop or a meeting, any member can use the general poster to introduce the basics of S2S4E to the broad audience. The document was designed for clarity, with special focus on the position of S2S predictions in relation to weather forecasts and climate projections. The stress was put on how the project outcomes may benefit the users.

A printer friendly pdf version was uploaded to the S2S4E wiki space under the generally accessible 'publications and dissemination' tab (downloadable from THIS link).

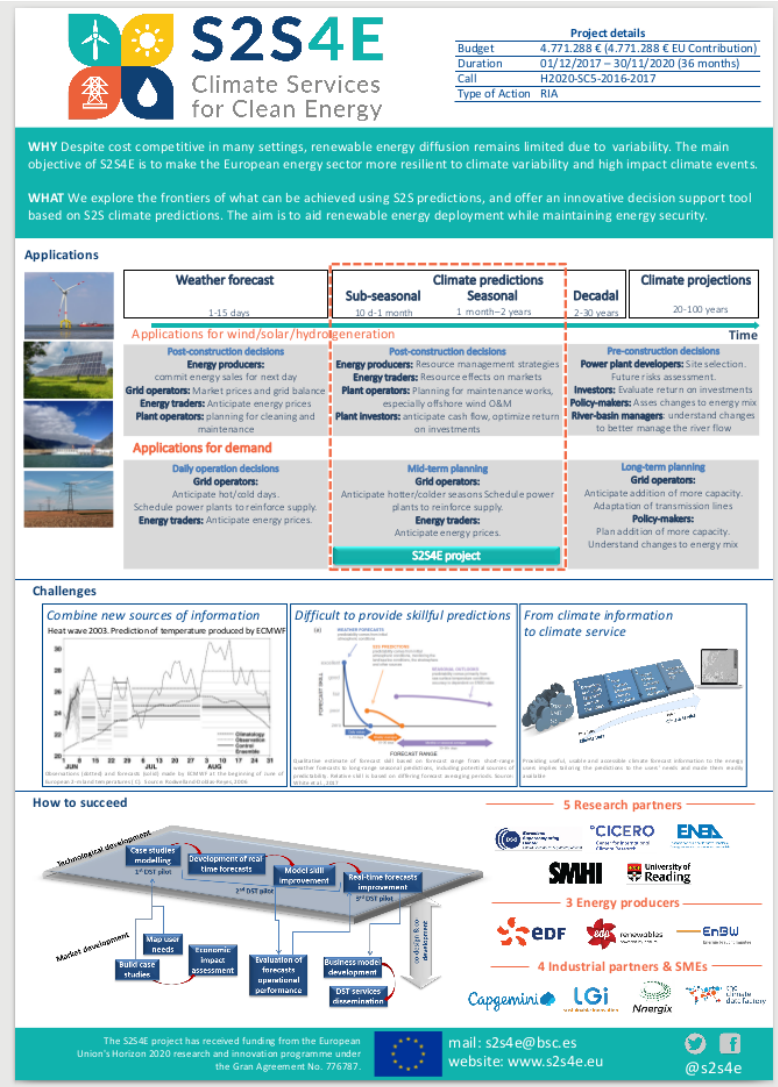

Figure 2: S2S4E general poster

3 Business cards

Small business cards (85x55 mm) were produced using the main visual identity elements of S2S4E (logo, colours and banners), with the basic contact information and social channels of the project: website URL, Facebook and Twitter profiles and general email address.

Any partner can download (HERE), print and use the S2S4E business cards upon attending any kind of workshop, meeting or networking activity.

Figure 3: Business card for S2S4E

4 General brochure

The poster in section 2 is appropriate for attending meetings, but there are a number of events where there are no poster sessions, like networking venues or user workshops. For these occasions, some brochures with the main details of the project were designed in a more portable format.

The brochures contain a compressed version of the information present in the general poster, designed in such a way that helps in the overall understanding of the project objectives, the partnership composition and the benefits for the users. One of the Brochures also incorporates information on one of the case studies of the project, helping the reader to understand the potential benefits of having had sub-seasonal to seasonal predictions in a user-relevant climatic situation of the past years. Besides, the Decision Support Tool, one of the main results expected from the project, is briefly introduced with screenshots of the current mock-up. From this point of view, and compared to the poster, the brochures have some persuasive elements (appealing design and images) besides the purely informative material.

Both brochures are freely accessible to any partner in the wiki space (HERE)

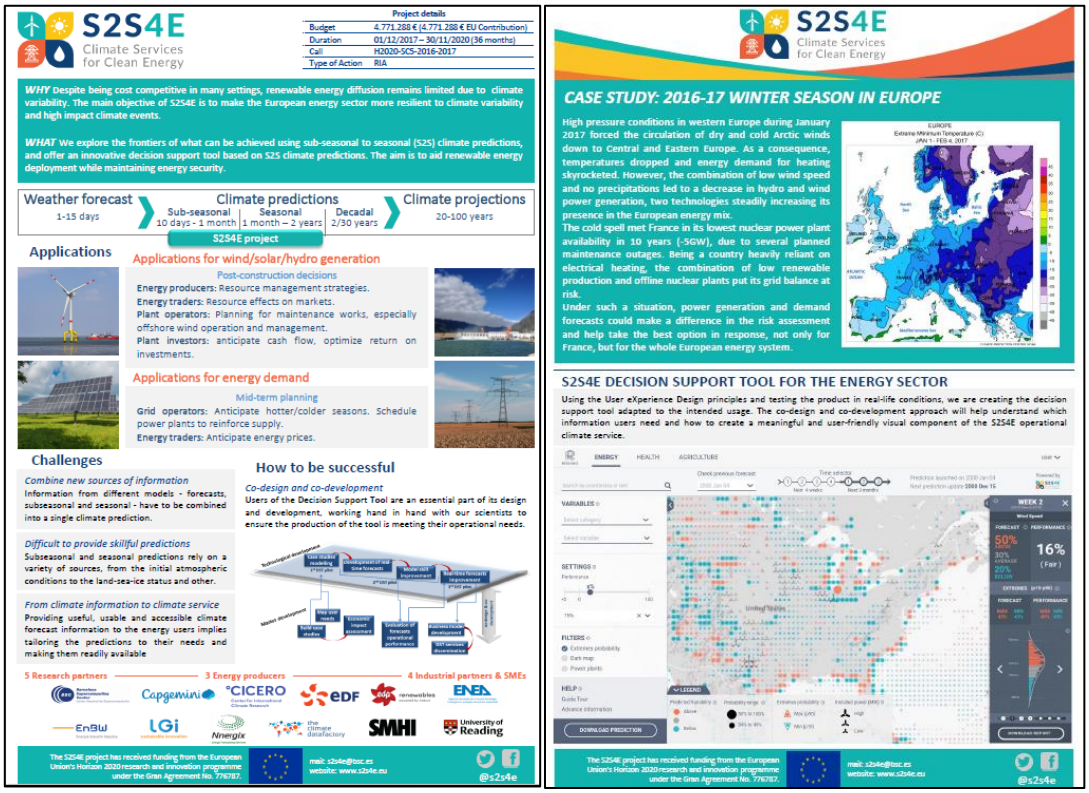

Figure 4: Full DIN-A4 brochure with case study and DST information

Figure 5: Cover and back cover of folded DIN-A5 sized brochure

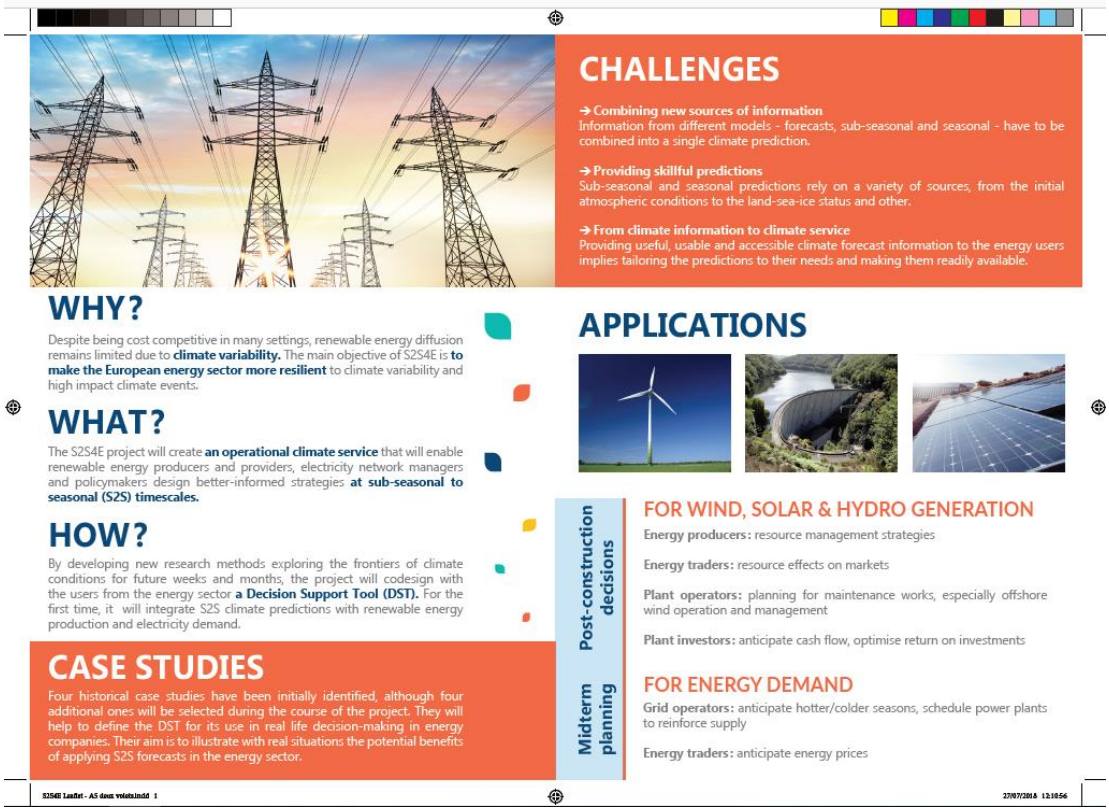

Figure 6: Inside of folded DIN-A5 sized brochure

5 Roll-up

Roll-ups are signage elements used to advertise our presence in an event. Any partner participating in a fair (or any similar event) in the name of S2S4E can use the partnership roll-up to make the booth (or any space allowed) more visible.

As a signage element, a roll-up does not contain information besides the name, slogan and logos of the project and sponsors, and a design consistent with the general visual image of S2S4E.

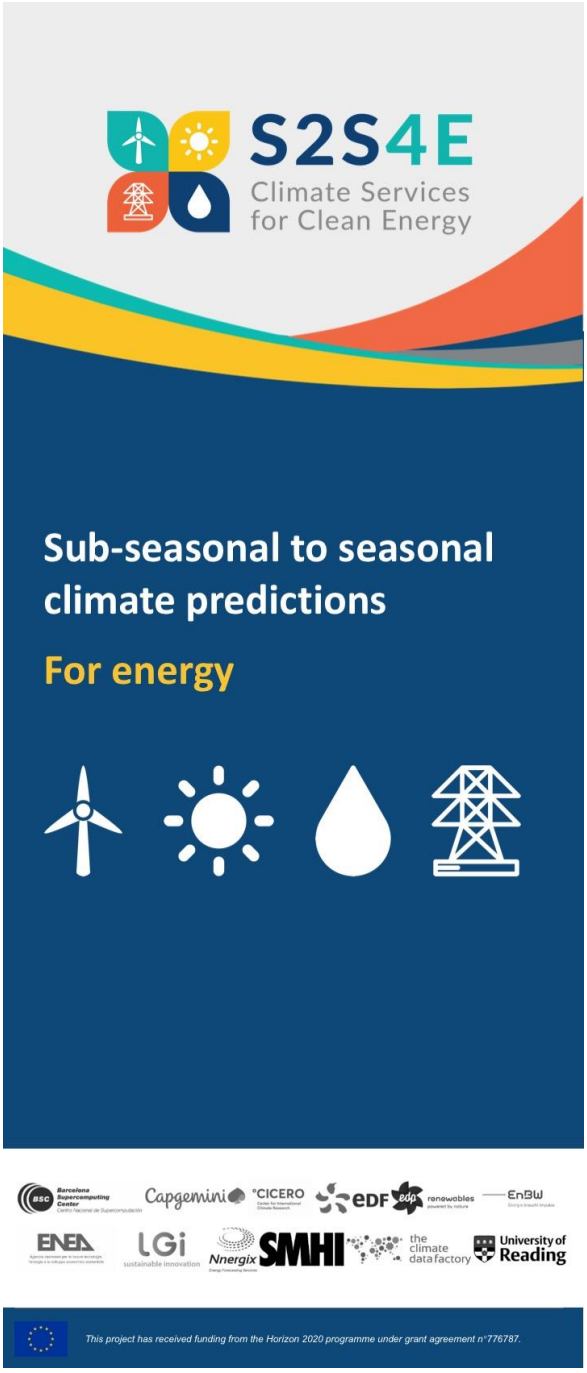

Figure 7: Design of the S2S4E roll-up

Conclusion

This report has presented the communication and PR materials created until the date. Over the project lifetime, other materials might be created and printed when needed, for instance, a leaflet presenting the operational Decision Support Tool to be shared during relevant energy user fairs. These additional materials, if any, will be internally communicated and uploaded to the proper section in the wiki page of the project.