

<p>Project Partners:</p> <ol style="list-style-type: none"> 1. LEITAT Technological Center 2. Votteler Lackfabrik GmbH & Co KG 3. OHL INDUSTRIAL SL 4. Kolzer srl 5. NEMATIA INGENIERÍA INTEGRAL, SL 6. GEOCAD H2V S.L 7. FUNDACION TEKNIKER 8. COMMISSARIAT A L'ENERGIE ATOMIQUE ET AUX ENERGIES ALTERNATIVES 9. FERTIBERIA SA 10. AGENZIA NAZIONALE PER LE NUOVE TECNOLOGIE, L'ENERGIA E LO SVILUPPO ECONOMICO SOSTENIBILE 	<h2 style="color: #76923c;">In-Power</h2> <p style="color: #76923c;">Advanced Materials technologies to QUADRUPLE the Concentrated Solar Thermal current POWER GENERATION</p> <p>H2020-NMBP-2016-two-stage NMBP-17-2016 Advanced materials solutions and architectures for high efficiency solar energy harvesting</p> <p>Collaborative project</p> <p>Start date of the project: Duration 48 months</p> <h1 style="text-align: center;">Deliverable 9.2</h1> <h2 style="color: #76923c; text-align: center;">Communication Materials</h2>
---	---

WP	9	Name of the WP: Exploitation, Dissemination, Communication and Business Plan			
Dissemination level ¹		PU	Due delivery date		
Nature ²		R	Actual delivery date		

Lead beneficiary	LEITAT
Contributing beneficiaries	

Version	Date	Author	Partner	Email	Comments ³
V1	31/05/2017	Max Viallon	LEITAT	mviallon@leitat.org	
V2	13/06/2017	Javier Casellas	LEITAT	jcasellas@leitat.org	

¹ Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium (including the JU), **CO** = Confidential, only for members of the consortium (including the JU)

² Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

³ Creation, modification, final version for evaluation, revised version following evaluation, final

--	--	--	--	--	--

Deliverable abstract

This deliverable aims to present the communication materials developed for the IN POWER project in order to assure a high quality communication during its execution. Several materials were created in digital and printed format. This includes a website, a leaflet, a roll-up and a Twitter account. Its use by all the partners will greatly increase the project's visibility.

Table of Content

1. Introduction.....	4
2. Website.....	4
3. Leaflet.....	6
4. Roll Up.....	7
5. Social Media.....	9
6. Conclusion.....	9

1. Introduction

The communication materials of IN POWER aim to provide support to all partners to ensure the dissemination and communication of development, testing and demonstration results into European and global solar power market and industry. This task runs during the whole project duration in order to achieve as early as possible grounding toward successful communication, dissemination and exploitation of project results. The activities aim at communicating and disseminating information and results of the project within the partners and outside the consortium.

For the communication (defined as the promotion of the project and its results in a non-specialised language), the messages will concentrate on the following themes: the new technology for mirrors (NEMATIA, KOLZER, VOTTELER and GEOCAD), the results coming from the demonstration sites (OHLI, CEA and ENEA), the efficiency gains in energy transmission and harvesting (FERTIBERIA, IK4-TEKNIKER), and the characteristics of the new coatings (LEITAT).

The materials produced will be updated during the project lifetime and aim to demonstrate how IN POWER results are cutting-edge contributions to the European Innovation Union. These materials will be used during every type of event, face-to-face meeting, scientific conferences, workshops, and networks such as ETPs. The IN-POWER consortium will also establish linkages and collaboration with relevant other projects and initiatives to amplify the impact of the project. An important event will be the design and organisation of the final IN POWER project conference. For these events, good communication materials are important.

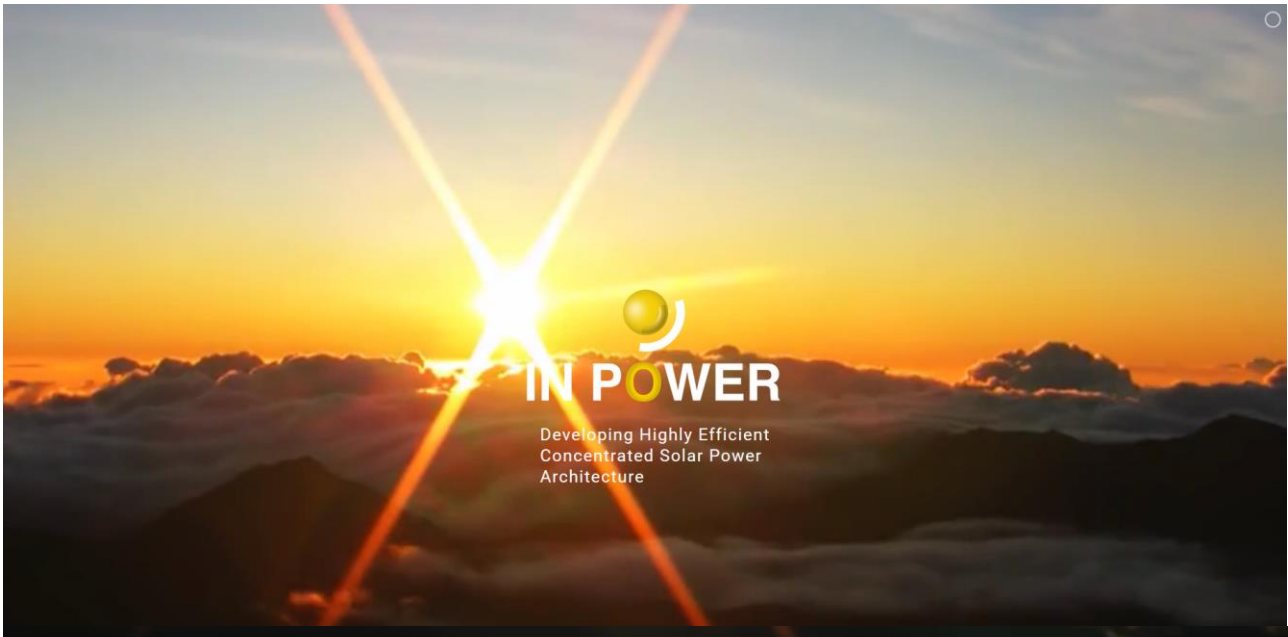
2. Website

As presented in the deliverable 9.1, IN POWER benefits since the beginning of the project of a website that presents the project objectives and activities. It is the project's main digital communication channel and is being updated on a regular basis.

It aims to present the project in a visual and attractive way. As the activities of the project are easy to represent in a graphical manner, the consortium will try to benefit from it as much as possible to ensure an excellent communication.

The animated first page shows the importance of the sun in the project, that the project is about concentrated solar power and the main objectives of the activities. At the bottom, a button drives the visitor to the next page of the website explaining in greater detail the objectives of the project. There is a progression of complexity of the information starting with simple information to more and more complex one in order that each visitor can pick the amount of information he/she is seeking for.

The news section is updated regularly with important news related to the project such as meetings. In the future, intermediary results will also be published to inform the stakeholders about the public developments.



[HOME](#) [PROJECT](#) [PARTNERS](#) [NEWS](#) [CONTACT](#)

IN-POWER: DEVELOPING HIGHLY EFFICIENT CONCENTRATED SOLAR POWER ARCHITECTURES

OBJECTIVES:

01



INCREASE 3 TIMES STANDARD THERMAL STORAGE CAPACITY BY NOVEL MATERIALS

02



REDUCE 4 TIMES THE LAND USE COMPARED TO CURRENT PARABOLIC TROUGH COLLECTOR

03



BRING LEVELIZED COST OF ELECTRICITY BELOW 0.10 €/KWH BEYOND 2020



DEVELOPING HOLISTIC MATERIALS AND INNOVATIVE MANUFACTURING PROCESSES:

- 1 High reflectance, tailored shapes, self-healing and anti-soiling coated, light glass-free smart mirrors
- 2 Optimized and lighter mirror support structure
- 3 High-operational-temperature absorber coating in new vacuum-free-designed receiver

IN-POWER aims at developing and integrating new innovative material solutions into concentrated solar technology to increase the efficiency while simultaneously decreasing the energy production cost.

[+ More about the project](#)



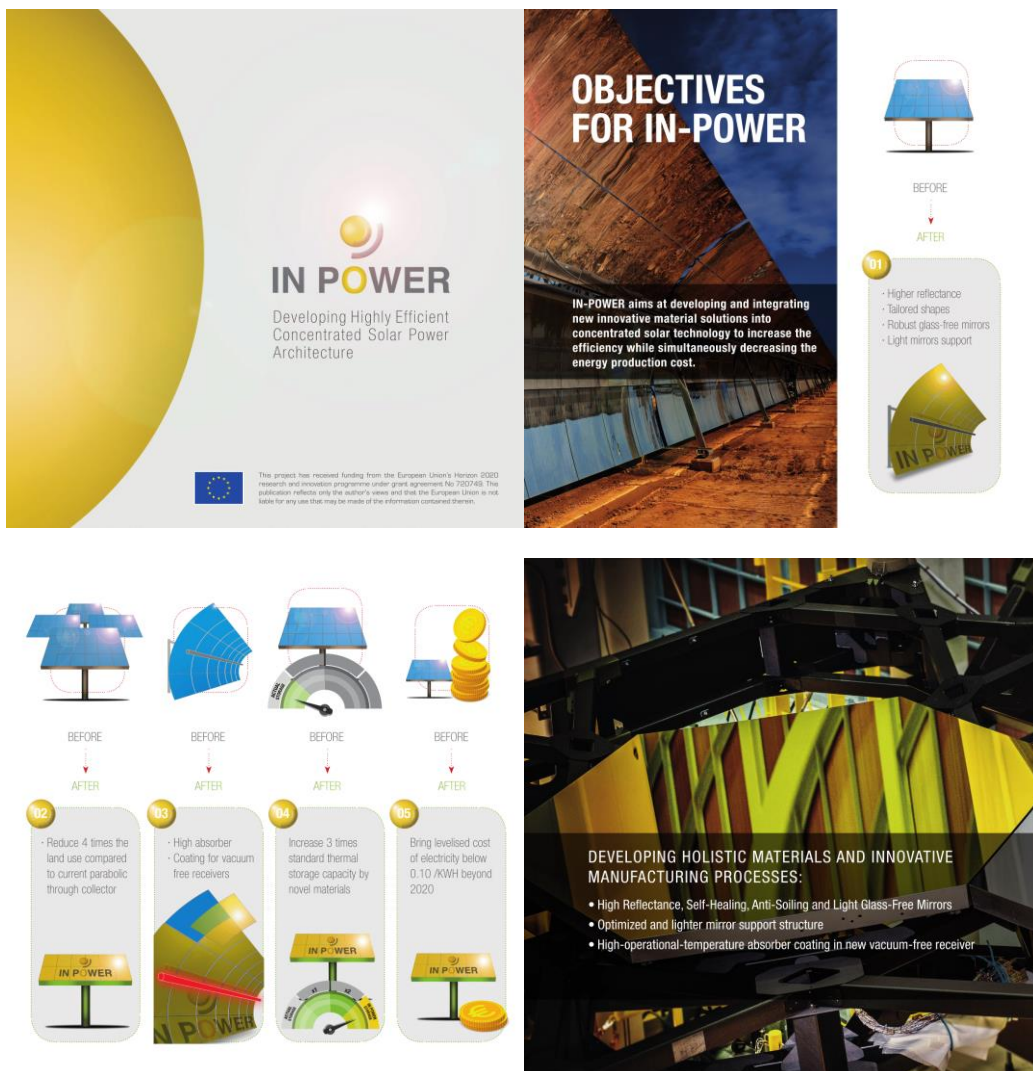
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 720749. This publication reflects only the author's views and that the European Union is not liable for any use that may be made of the information contained therein.

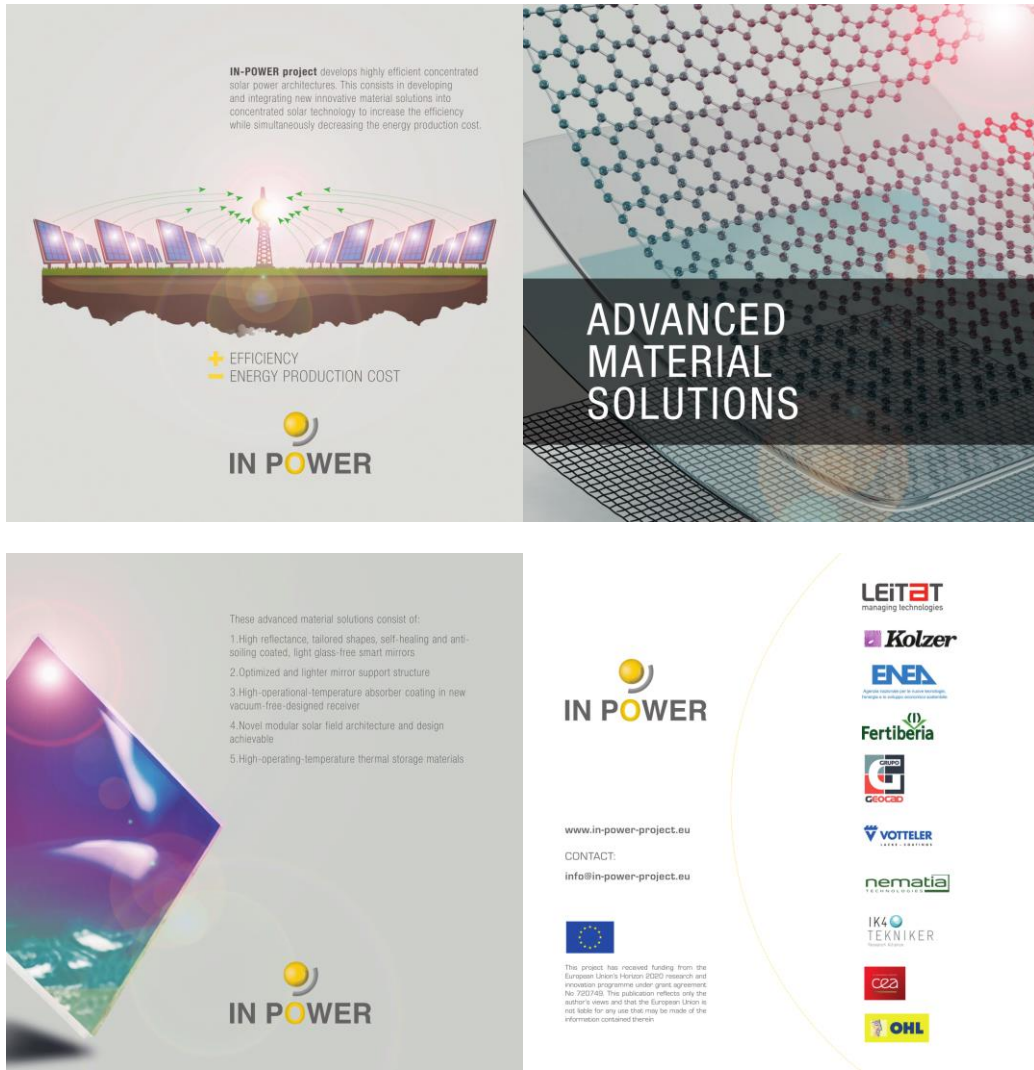
3. Leaflet

The second communication material of IN POWER is the leaflet that is distributed in printed and digital format. In 8 pages, it aims to present visually and graphically the activities of the project in an attractive manner.

It is used for any face to face meeting, public event, conference or any other occasion by the partners to promote the project and inform stakeholders.

According to the needs of the consortium, more will be printed or new versions will be published including updated information.

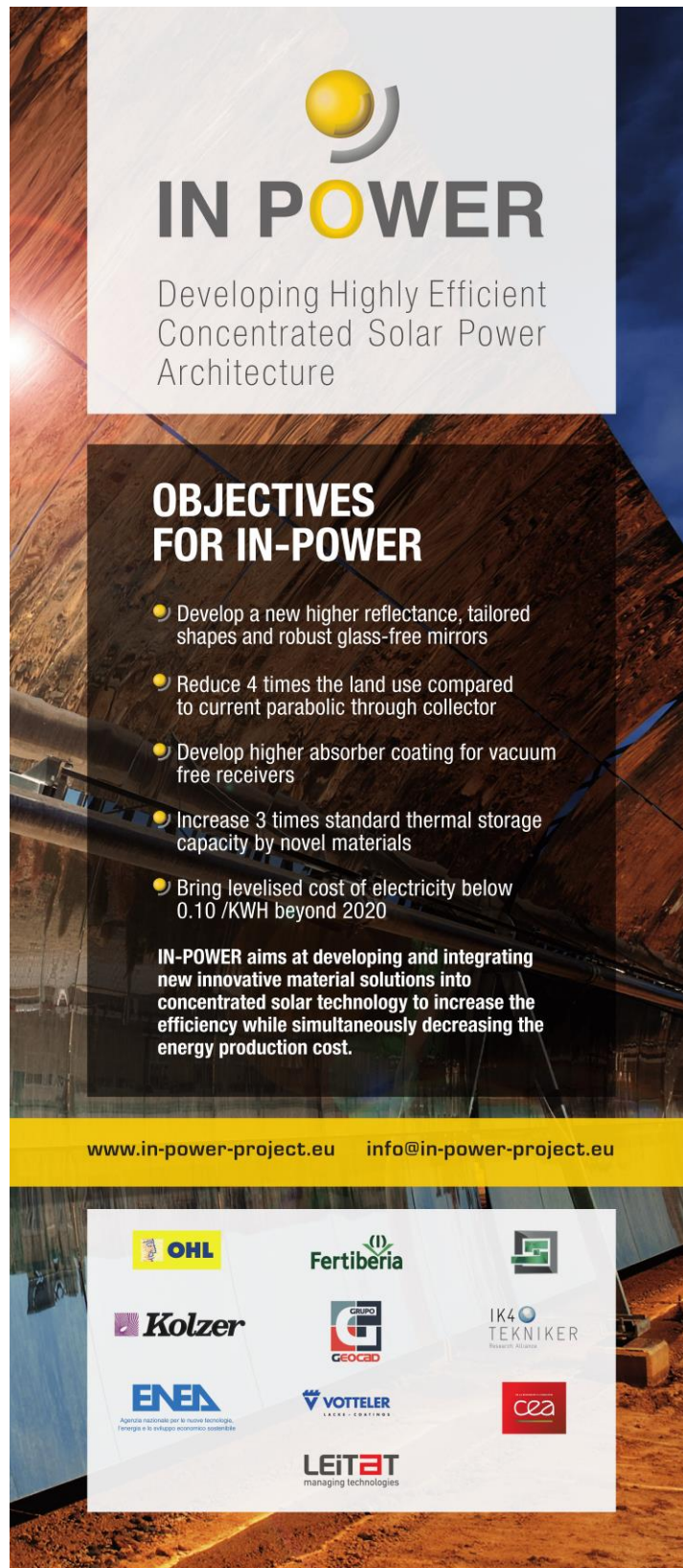




4. Roll Up

The roll-up is a further communication material that will rather be used in a printed format during events such as fairs and conferences where the project will have a stand. It aims to explain very briefly that IN POWER is developing new types of concentrated solar power panels. It should attract attention and be visually appealing.

As the leaflet and according to the needs, new versions will be created along the development of the project.



IN POWER


Developing Highly Efficient Concentrated Solar Power Architecture

OBJECTIVES FOR IN-POWER

- Develop a new higher reflectance, tailored shapes and robust glass-free mirrors
- Reduce 4 times the land use compared to current parabolic through collector
- Develop higher absorber coating for vacuum free receivers
- Increase 3 times standard thermal storage capacity by novel materials
- Bring levelised cost of electricity below 0.10 /KWH beyond 2020

IN-POWER aims at developing and integrating new innovative material solutions into concentrated solar technology to increase the efficiency while simultaneously decreasing the energy production cost.

www.in-power-project.eu info@in-power-project.eu



OHL, Fertiberia, IK4 TEKNIKER, Kolzer, GECCO, ENEA, VOTELER, LEIT3T



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 750748. This publication reflects only the author's views and that the European Union is not liable for any use that may be made of the information contained therein.

5. Social Media

The project created a Twitter account for two main purposes. The first one to communicate smaller pieces of news and to amplify the ones published on the website to drive traffic. The second one is to interact with stakeholders, mainly industries in the field of concentrated solar power and to raise awareness around IN POWER.

All members of the consortium are encouraged to actively provide content and tweet about their activities to position IN POWER as a reference in the field.



6. Conclusion

The communication materials produced for IN POWER are already and will be for the entire project of a great help for all the consortium members. It will help them to promote a common image and with high quality materials that will improve the quality of the message. For digital or physical communication, these materials will be of a great help.

The materials will be updated on a regular basis whenever it is considered necessary by the consortium to make sure that the content is aligned with the current state of the project and the strategy of the consortium.