

Project Acronym:

Hydroptics

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Grant Agreement number:

871529 (H2020-ICT-2019-2)

Project Full Title:

Photonics sensing platform for process optimisation in the oil industry



DELIVERABLE

D9.8 – Communication activities: First

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V1.0	26/02/2020	ALPES	First complete version
V2.0	28/02/2020	ALPES	Final version, after review by the Coordinator

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Executive Summary

The present deliverable entitled “Communication activities: First” defines the main guidelines and means of the HYDROPTICS Dissemination and Communication strategy to be implemented in the course of the project.

The purpose of this deliverable is thereby to:

- Present the HYDROPTICS identity
 - Logos/Templates
- Present the HYDROPTICS first Communication kit
 - Brochure
- Present the HYDROPTICS strategy: how the project will disseminate and promote project activities and work,
- Provide a complete overview of the planned communication activities and updates that will follow after this deliverable.

Via those means the HYDROPTICS consortium foresees to promote the concept and results of the project towards selected stakeholders and multipliers, as well as to outreach to the targeted entrepreneurs and start-ups so they enroll on the ideation and acceleration activities organised or promoted by the consortium.

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1. Introduction

1.1. Purpose and Scope

The purpose of this manuscript is to present the first 3 months of overall communication activities, taking into account the characteristics of the information that needs to be disseminated. The expected outcomes and impacts, assessment metrics and tools are defined. This strategy provides the framework within which the different awareness raising, and promotion activities will be carried out in the course of the project.

The purpose of this deliverable is thus to cover four main aspects:

- Define a Project identity (logo/templates)
- Present projects first Communication kit (flyers/key messages)
- The HYDROPTICS strategy: how the project will disseminate and promote project activities and work,
- Dissemination activities executed thus far

This is a living document, able to accommodate any required customisation. The dissemination planning will thus be constantly evaluated and revised in the course of the project. Major updates and reporting of the activities will be included in the Periodic Reports.

1.2. Document Structure

The Sections of the deliverable are organised in the following manner.

After introduction in Section 1, Section 2 depicts the full set of communication kit that will be used for all the dissemination/communication activities, where we show the project identity logo, designs for the project's brochures, templates for presentations, as well as templates for projects documents such as minutes of meeting, meeting agenda, deliverable document.

Section 3 provides an overall approach of how we see the projects dissemination plan throughout the projects duration. It also provides all the dissemination activities done thus far, including press release, social media presence.

Section 4 provides a description of the main conclusions that can be drawn in respect to the communication and dissemination work carried out thus far.

2. Project Identity

As an EC co-funded research and innovation project, a clear project brand identity needs to be implemented in order to have an impact with the dissemination of respective work and achievements.

The recognition and perception of a brand is highly influenced by its visual presentation. A project visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colors, and graphic elements.

A visual identity has been created since the early stage of the project, so as to secure a strong and unique brand. It will be incorporated in all promotional / dissemination material produced during the project and will be used by all project partners in their communication activities.

The identity is composed of visual elements such as the HYDROPTICS logo, color palette and templates for documents and presentations. All dissemination materials refer to the project name, the project's website and the Horizon 2020 with associated graphic elements in line with the European Commission's guidelines. Materials produced are the deliverable template, PowerPoint template and Internal documents. Those which will also be produced are a press release template and newsletter template.

2.1. Logo

The core of this visual identity is the logo. The logo is part of the project communication and branding; it provides a consistently unique and coherent visibility and identity, making HYDROPTICS stand out relative to similar projects.

The HYDROPTICS logo has been designed in the very early stages of the project (M1) with the aim of presenting the Project's concept and vision to external stakeholders.

The logo has been created according to an iterative design process taking into account the opinions of multiple stakeholders (project partners). Below we present a sketch board on which the design process of the logo is displayed. On these sketch boards we go from multiple, very diverse logo concepts to detailing one specific concept.



Figure 1: HYDROPTICS logo – initial sketch board, testing multiple concepts

After numerous discussions and modification rounds, weighing up pros and cons, the consortium decided on the HYDROPTICS logo to be the following one. The strength of this logo is also the continuous identity we can create with it. It has been especially designed so that it can also be used in Social Media. With that recognition value, HYDROPTICS gets a trustworthy identity in all possible media.



Figure 2: Final version of the HYDROPTICS logo

It is characterised by smart, simple and intuitive design. It provides an easily recognisable project trademark to be used in all dissemination material and activities to contribute in creating awareness and promotion.

2.2. Brochure

A first draft of the project brochure can be found below:

a)



b)



Figure 3: First drafts of the HYDROPTICS brochures; version 1 a), version 2 b)

It comprises of a two-fold sheet, available in English, with a clean, modern and attractive design. It is envisioned that there will be multiple iterations of the brochure, and possibly in the end multiple brochures will be made for the project. At each brochure, different aspect of the project's idea will be presented.

2.3. EU emblem

Projects approved under the European Union's Horizon 2020 research and innovation programme are publicly funded. This is a commitment to carry out communication actions to maximize their impact, and ensure the transparency and visibility of their funding, activities, and results. Therefore, any communication action or material created by the project must clearly indicate the source of the funds. For this reason, all European projects shall use the European emblem (flag), associated to a sentence that indicates the name of the programme our project has received funding from.

The EU flag along, and Photonics21 logo with the declaration that “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 871529” will be used by HYDROPTICS in all its communication material and the website.



Figure 4: EU flag, Photonics21 logo and message

2.4. Templates

The PPT presentation, the deliverable and the agenda templates have been created in order to be used by the partners to create their deliverables and presentations for all external and internal events, meetings, etc., based on a common look and feel. The templates have been designed by a third party AVENEW and validated by all partners.

The templates for HYDROPTICS presentations, deliverables, meeting agenda, and minutes of meeting are presented below:

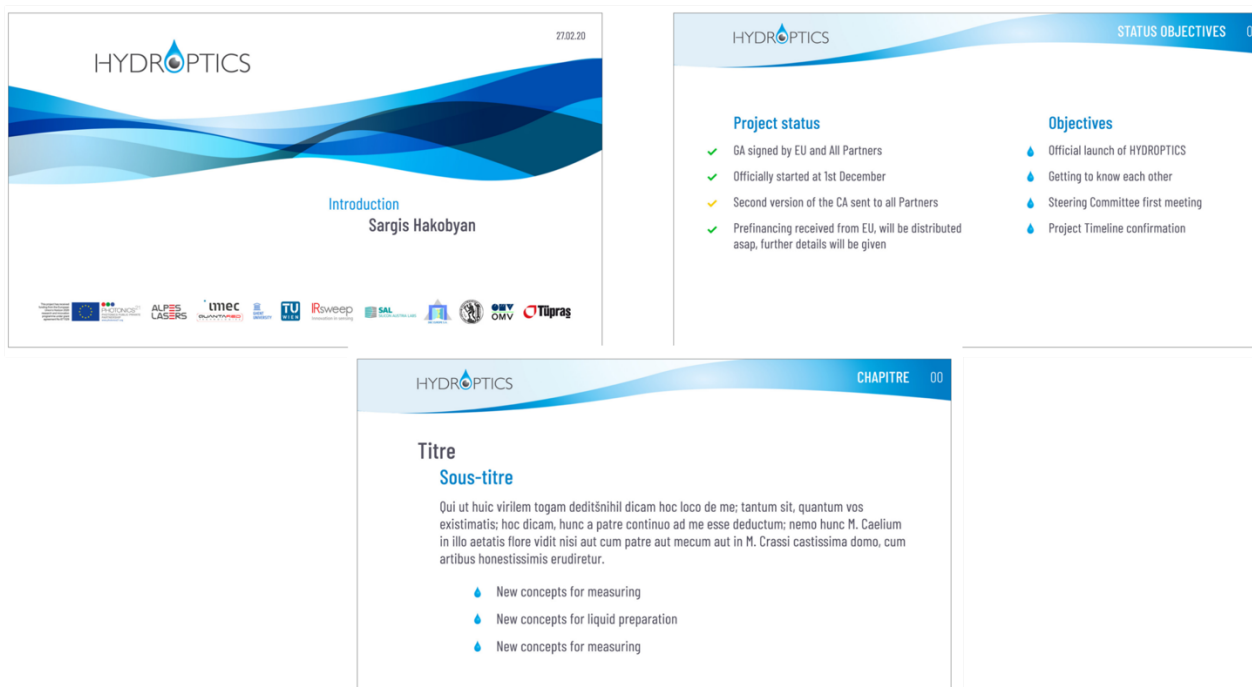


Figure 5: HYDROPTICS PowerPoint template

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Dx.x – Title of the Deliverable

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Type of Document	Report
Contractual date of delivery	dd/mm/yyyy
Deliverable Leader	Name Surname (Organization)
Status & version	Vx.x
WP / Task responsible	WP / Organization
Keywords	Quality, Quality assurance, Management

Deliverable Leader:	Organization
Contributors:	Name Surname (Organization)
Reviewers:	Name Surname (Organization)
Approved by:	Name Surname (Organization)

Version	Date	Contributor(s)	Description
V1.0	dd/mm/yyyy	ALPIS	First complete version
V2.0	dd/mm/yyyy	ALPIS	Final version, after review by the Coordinator

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Dx.x - Title of the Deliverable
Final, Vx.x – dd/mm/yyyy
H2020 Contract No 871529

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Dissemination level: CO - Confidential

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Executive Summary

Summary of the deliverable, meant for readers to rapidly become acquainted with the deliverables purpose and content.

Dissemination level: CO - Confidential

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1. Introduction

2. Deliverables

- 2.1. Document version control
- 2.2. Internal deadlines and procedures
- 2.3. Deliverables template
- 2.4. Tools and use of the deliverable template
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 - 4.3. Presentations template
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 - 5.1. Consortium bodies meetings
 - 5.2. Technical meetings and teleconferences
- 6. Risk identification management
 - 6.1. Risk identification
 - 6.2. Risk management & mitigation

Conclusions

Dissemination level: CO - Confidential

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Figure 6: HYDROPTICS Deliverable template

Meeting Agenda

Meeting Title:	Kickoff meeting	Meeting Date/Time:	Date time
Meeting Location:	locations Map Links to maps	Dinner:	Information on dinner
Meeting Coordinator:	Coordinators name	Issue Date:	28/02/2020

Meeting Objectives

- Objective 1
- Objective 2
- Objective 3
- Objective 4

List of Participants

#	Name	Presence: Day1 / Day2	Email address	Organization
1	Name Surname	✓ / X	email	Organization
2	Name Surname	✓ / ✓	email	Organization
17	Name Surname	✓ / ✓	email	Organization

Transportation

Zürich Flughafen – Neuchâtel
Geneve-Aéroport - Neuchâtel

SBB trains, there are stations at the airports (Geneve and Zurich), and trains that go directly to Neuchâtel every hour. Tickets can be bought at the station or online with the link below:
[sbb.ch](#)

Neuchâtel - Alpes Lâzers

- Information on Buses
- Information on trains

Date

12:30 – 13:00	Welcome coffee
13:00 – 13:20	Kickoff
	<ul style="list-style-type: none"> Introduction to the project HYDROPTICS
13:20 – 14:10	Partners Introduction (5 mins each)
	<ul style="list-style-type: none"> ALPES, QRT, IRSWEEP, TUW, IMEC, SAL, DBC, NTUA, OMY, TUPRAS
14:10 – 14:40	Coffee break
14:40 – 15:10	WP3: "WP title"
	<ul style="list-style-type: none"> Presentation by WP3 leader (15 min) Discussion
15:10 – 15:40	WP4: "WP title"
	<ul style="list-style-type: none"> Presentation by WP4 leader (15 min) Discussion
15:40 – 16:10	WP5: "WP title"
	<ul style="list-style-type: none"> Presentation by WP5 leader (15 min) Discussion
16:10 – 16:40	WP6: "WP title"
	<ul style="list-style-type: none"> Presentation by WP6 leader (15 min) Discussion
16:40 – 17:20	WP1: "Project Management"
	<ul style="list-style-type: none"> Presentation by WP1 leader (15 min) Financial rules (10 min) Discussion
17:20	End of the meeting day
19:30 – 21:30	Dinner

Minutes of Meeting

Meeting Title:		Meeting Date/Time:	06/12/2019
Meeting Type:	Meeting	Location:	
Meeting Coordinator:		Issue Date:	28/02/2020

List of Participants

#	Name	Presence	Email address	Organization
1	Name Surname	X / ✓		
2	Name Surname	X / ✓		
3	Name Surname	X / ✓		
4	Name Surname	X / ✓		
5	Name Surname	X / ✓		

Meeting Agenda

- Point 1
- Point 2

Meeting Summary

- Discussion 1
 - Points raised during that discussion
- Discussion 2
-

Decisions taken

Decision ID	Description	Date of Decision Taken	Decision Owner
1	Decision 1	dd/mm/yy	
2	Decision 2	dd/mm/yy	

Actions / ToDo Items

Action ID	Creation Date	Description	Status	Target Resolution Date	Owner
1	dd/mm/yy	Action 1	Open	dd/mm/yy	
2	dd/mm/yy	Action 2	Closed	dd/mm/yy	

Proposed Agenda for Next Meeting

If Planned already

Proposed Next Meeting Date:	
------------------------------------	--

Related Documents

Related Documents	Location

Figure 7: HYDROPTICS Meeting agenda (top row) and Minutes of meeting (bottom row) template

2.5. Project management platform

In order to efficiently manage the project and keep the track of tasks and deliverables, OpenProject has been selected as a platform for tracking the works for the project. The Gantt Chart can be found in the figure below.

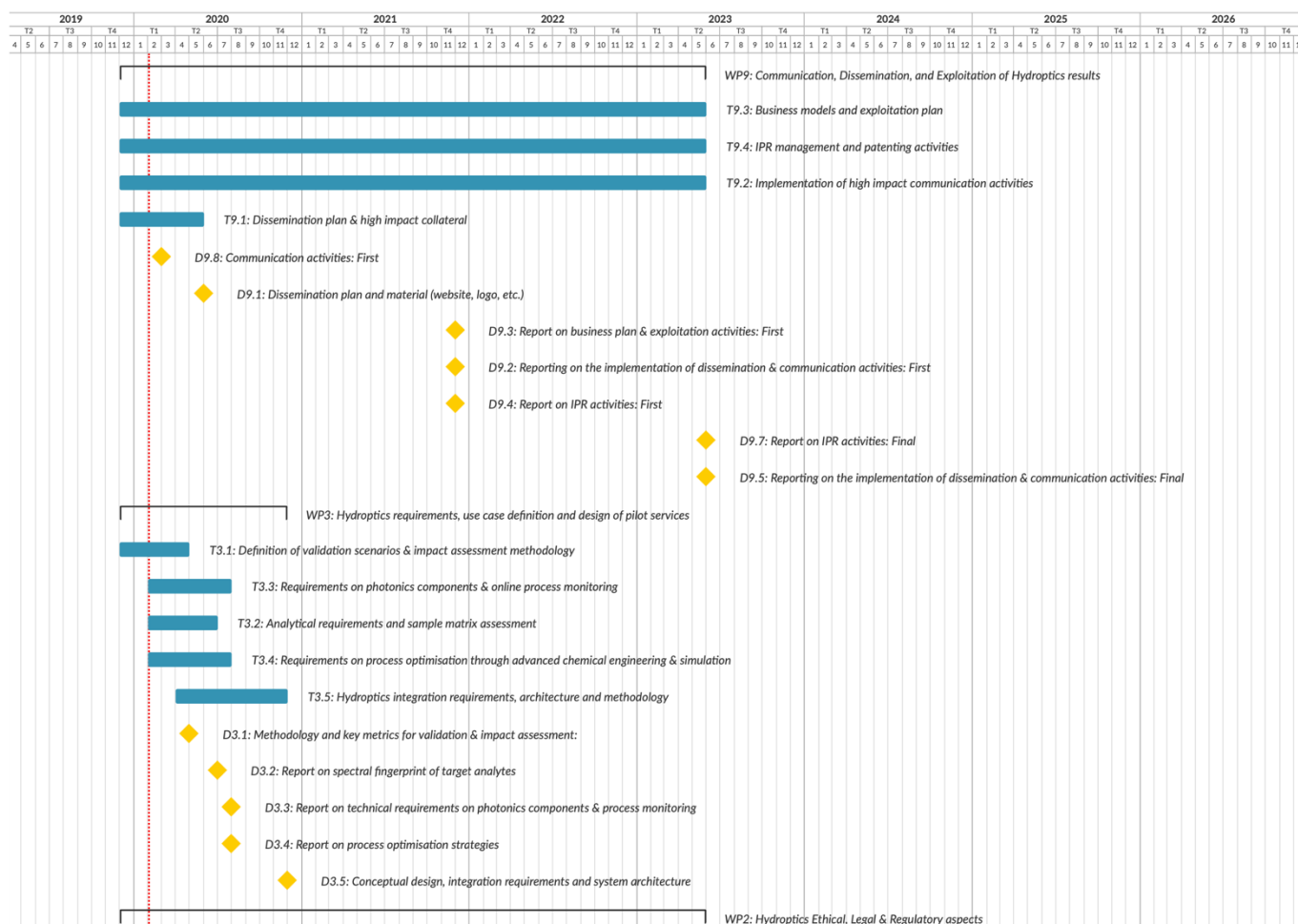


Figure 8: Gantt Chart of the upcoming works within the HYDROPTICS project.

3. Dissemination activities

Dissemination and Communication in the context of HYDROPTICS is designed as a leading activity to ensure knowledge diffusion and stakeholders' involvement, regarded as a two-way dynamic and interactive process, which should be continuous and progressive during the project.

The success of dissemination activities strongly depends on the dissemination channels identified, used and/or established. HYDROPTICS will use a balanced mix of traditional (printed dissemination material, participation to workshops, conferences, trade fairs and scientific publications) and online (Social Media, website-related, publishing on external professional platforms and blogs) communication materials that will be adjusted to each stakeholders' group and continuously adapted in accordance with the different phases of the project and the changing requirements.

3.1. Website

The website is on the process of being created, it will be delivered at M6 of the project (May 2020) as previewed by the DoA. The general content of the website, however, is already known. It will contain main information on the project, including the scope of the project, motivation, background, and the vision/solution that the project provides. The webpage will be very active and will be updated each time there are accomplishments/news/important deadlines approaching. It will also contain information on any publication/filed patent/inventions accomplished within this project (with getting a prior agreement of the entire Consortium). The

scientific publications will be in a free access basis to facilitate the dissemination of the project's methodology. The website will also contain full information of any upcoming and past dissemination event on the project (workshops, presence on various scientific or other conferences etc.). All the Partners will be presented in the website, with links to their organization's webpages.

3.2. Press release

At the launch of the HYDROPTICS project, press release has been done via Coordinator's official website with the link below:

<http://www.alpeslasers.ch/?a=36,154,199>

And with the following content:

Neuchâtel (Switzerland). EU funded project "Photonics sensing platform for process optimisation in the oil industry", in short HYDROPTICS, had its official kick-off meeting on the 5th December 2019. The projects goal is to increase the competitiveness of the EU oil industry sector, by providing high-accuracy oil-in-water analyzer based on state of the art mid-IR light sources and spectroscopy techniques. The project has a duration of 42 months (1st December 2019 - 31st May 2023) and a total budget of 7.5 Million Euros, bringing together 10 European research and academic institutions, industries and SMEs from the oil, spectroscopy, IT, and instrumentation domains.

The EU is the second largest producer of petroleum products in the world after the United States, with a crude refining capacity of about 15 million barrels per day, representing 16% of total global capacity. Technology for oil production needs to be constantly refined and improved for competitive oil production in Europe as well as by European companies overseas. In both up- and down stream processing, water is of crucial importance. Often it is the water quality that has a decisive effect on the overall efficiency of upstream operations in Europe as well as in downstream oil processing. Therefore, having a reliable, cost-effective, and high-accuracy monitoring of produced water quality is of utmost importance for oil industry.

HYDROPTICS will develop and apply advanced photonic components as key enabling technologies for optimizing most critical steps in oil production as well as to control downstream processing routines for final mineral oil product development. In this regard process water has been identified as a key product of high relevance both in upstream and downstream process monitoring. It will also elaborate how data provided by the advanced sensors can be combined with readily available process data, and a digital twin of the process apparatus to gain in-depth process understanding. Digitalisation of process data, data fusion, machine learning and artificial intelligence shall enable a new level of process optimization yielding high and constant product quality despite fluctuating process conditions.

The Consortium, comprising of 10 partner organisations, is led by the company Alpes Lasers (Neuchâtel, Switzerland). The consortium is balanced in terms of competencies and involvement of industrial and SME partners: Quantared Technologies (AT), IRsweep (CH), DBC Europe (BE), OMV Exploration & Production GmbH (AT), and Turkiye Petrol Rafinerileri Anonim Sirketi (TR); and Academic research institutions and Research and Technology Organisations: Technische Universitaet Wien (AT), Interuniversity Microelectronics Centre (BE), Silicon-Austria Labs (AT), National Technical University of Athens – NTUA (EL).

Project Details

EU Project No:871529

Start Date:01/12/2019

Project Duration:42 months

Figure 9: HYDROPTICS Press release

3.3. Social media

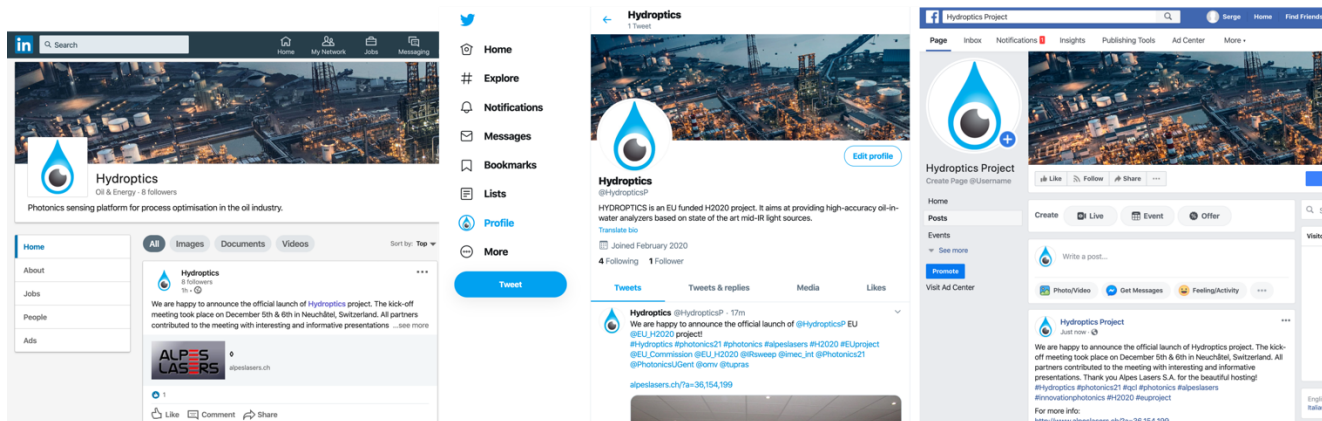
Dedicated pages have been created for HYDROPTICS project on Twitter, LinkedIn, and Facebook, the pages can be found with the following links:

<https://www.facebook.com/Hydroptics-Project-101143958150777/>

<https://twitter.com/HydropticsP>

<https://www.linkedin.com/company/hydroptics/>

And the cover pages look like the figures below:



All the updates and the lifecycle of the project will be very well expressed on these social media platforms, including announcements of any significant achievement, workshops, conferences, etc. The social media platforms are created in a way to attract not only scientist, but to capture much broader audience.

3.4. Video

We have already started the procedure of the video creation. Negotiations already have been initiated with one of the Partners (OMV) to shoot some video material in their facilities. The video will contain useful information on the current state of the market, project goals, success story, impact factor of the project.

3.5. Updates

It is provisioned that the logo and the templates won't be modified anymore, these versions are the final versions. The website will be updated each time there is an event happening, significant achievement, workshops, participation in international conferences etc. All the scientific outcomes will be uploaded on the website and will be in free access basis.

The project will be very active in Social media by posting any update/event/news of the project.

Conclusions

This deliverable presented HYDROPTICS Communication activities thus far. It has also provided first set of Communication kit, including logo, brochures, deliverable template, as well as templates for internal documents such as meeting agenda, minutes of meeting, presentation templates.

The consortium recognizes the significance of communication and dissemination activities throughout the project life, this deliverable gives the necessary tools to start the execution of dissemination activities.

The project will be very active in social media by sharing the projects identity, ideology, and methodology. Any non-confidential event within the project will be shared with all the communication means, in order to reach out much broader audience than scientific or professional society.

This is a living document to accommodate any customisation required. The dissemination planning will thus be constantly evaluated and revised in the course of the project duration.