Deliverable 6.1
Project Identity

Contractual delivery date: M3
Actual delivery date: M6

Document Information

<table>
<thead>
<tr>
<th>Version</th>
<th>Dissemination level</th>
<th>Public</th>
</tr>
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<td>V1</td>
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<table>
<thead>
<tr>
<th>Editor</th>
<th>CERFACS</th>
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<td>Other authors</td>
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Project Information

<table>
<thead>
<tr>
<th>Grant Agreement n°</th>
<th>Dates</th>
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<tbody>
<tr>
<td>723706</td>
<td>1st September 2016 – 30th August 2020</td>
</tr>
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Document approval

<table>
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<tr>
<th>Name</th>
<th>Position in project</th>
<th>Organisation</th>
<th>Date</th>
<th>Visa</th>
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<tbody>
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<td>Coordinator</td>
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<td>P. Lenain</td>
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<td>AYMING</td>
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## Document history

<table>
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<th>Date</th>
<th>Modifications</th>
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<td>V0</td>
<td>21/03/2017</td>
<td>Writing of the report</td>
<td>B. Cuenot</td>
</tr>
<tr>
<td>V1</td>
<td>9/04/2018</td>
<td>Updates following the reviewer's request</td>
<td>B. Cuenot</td>
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EXECUTIVE SUMMARY

1.1 DESCRIPTION OF THE DELIVERABLE CONTENT AND PURPOSE

1.2 BRIEF DESCRIPTION OF THE STATE OF THE ART AND THE INNOVATION BREAKTHROUGHS

1.3 CORRECTIVE ACTION (IF RELEVANT)

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2.3 SLIDE AND DELIVERABLE TEMPLATE

3 COMMUNICATION & DISSEMINATION

3.1 COMMUNICATION STRATEGY

3.2 DISSEMINATION
EXECUTIVE SUMMARY

1.1 Description of the deliverable content and purpose

Deliverable 6.1 reports on the project identity set created to promote the project and facilitate the communication and dissemination. This includes the creation of a logo, a brochure (project presentation including the challenges/context of the project, objectives, results/applications, consortium) and a slide template. A Project public website with dedicated sections has been set-up and is described in detail in D6.2.

1.2 Brief description of the state of the art and the innovation breakthroughs

N. A.

1.3 Corrective action (if relevant)

Following the review, the Monitor commented:

*The document does not include very much information regarding the identity and communication image and content of the project. Please review it, highlighting the main communication items to be used during the project communication. A draft version of a leaflet is provided lacking information and is not understandable why the final version for printing is available at month 12. The document is not available in any of the websites of the project. Please use the IMPROOF Report template.*

The updated template has been used. The choice of the logo has been detailed, and explanation on the different on the different tools provided. This deliverable will also be uploaded on the project website.

1.4 IPR issues (if relevant)

N. A.
2 PROJECT IDENTITY

2.1 Logo

CERFACS has contacted two external companies for the design of a logo and graphical chart. This has resulted in the proposition of a total of 7 logos (shown below Fig. 1). The logos were submitted to a vote to the partners, with the following result:

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Logo number 1 was then chosen, and CERFACS contracted with the company which proposed this logo.

![Logos](image)

*Figure 1: the 7 logos proposed to the Consortium*

2.2 Leaflet

A leaflet has been produced by CERFACS and is shown below in its printable version. The leaflet has the size of an A4 page, to be folded in 3, and contains the following:

- Front page: a background image has been chosen to illustrate the overall aim of the project, being environmental-friendly industrial processes
The brochure has been uploaded on the project web site and can be downloaded by visitors.
2.3 Slide and Deliverable template

The Deliverable and slide templates use the logo and graphical chart of the project. The slide template is illustrated below.
3.1 Communication strategy

The communication tools will be available on the website and on the internal platform (AymingSphere). They will be used all along the project:

- Leaflet to have a very general approach on the project
- Template to use for the different presentation, within the consortium or to a public
- Website for disseminating project results and improvements.

Based on the above project identity, newsletters and press releases will be drafted when notable results are obtained.

The project has already been advertised at international conferences where oral presentations were given:


Several other actions like ‘open doors days’ and workshops are planned at the partners as part of their communication strategy and will be detailed in their respective Deliverables.

3.2 Dissemination

A dissemination plan and policy has been set up. The Consortium has agreed on the following procedure for publications of project results:

- All articles are subjected to the Consortium agreement before publication
- An agreement request form must be downloaded from the project web site, filled and sent to the web contact at CERFACS
- The web contact at CERFACS sends the request form to the partners contact and collects their answers
- The web contact at CERFACS sends back the answers to the requesting author.
- If the time between the request and the submission deadline (for conference papers) is too short, the author must collect the answers himself.
- Once the paper is published, the author sends the information and pdf file to the CERFACS web contact for an update on the web site.

To make sure that the procedure works efficiently, two persons have been appointed at each partner to examine publications and give their agreement.