



IMPROOF

Deliverable 6.1 Project Identity

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Document Information

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Project Information

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Document approval

Name	Position in project	Organisation	Date	Visa
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Document history

Version	Date	Modifications	Authors
V0	21/03/2017	Writing of the report	B. Cuenot
V1	9/04/2018	Updates following the reviewer's request	B. Cuenot

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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:

No	1	2	3	4	5	6	7
Like	8	6	2	7		2	
Don't like		1	3		1		4

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



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

- Page 2 reports the main objective
- Page 3 lists the main innovations foreseen in the project
- Page 4 illustrates the methodology
- Page 5 details the motivation
- Page 6 finally details the Consortium

Emission & Energy reduction

It is critical today to drastically improve the energy efficiency of steam cracking furnaces in a cost effective way, while simultaneously reducing emissions of greenhouse gases and NOx.

Innovative technologies will allow:

- to increase energy efficiency by at least 20%
- to reduce greenhouse gases and NOx / ton ethylene produced by at least 25%
- to increase the time on stream by a factor 3

CONSORTIUM

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GHENT UNIVERSITY, AVGI, LRP, CERFACS, CRESS, JOHN ZINK HAMWORTHY COMBUSTION, SCHNIDT + CLEMENS GROUP, POLITECNICO MILANO 1363, TechnipFMC, Associated partner: Emisshield

PROJECT DETAILS
 Duration: 48 months
 EU Grant: 6 878 401 €

This project has received funding from the European Union's Horizon 2020 research and innovation programme, under Grant Agreement No 723706

IMPROOF

INTEGRATED MODEL GUIDED PROCESS OPTIMIZATION OF STEAM CRACKING FURNACE

www.improof.cerfac.fr

IMPROOF

OBJECTIVE

Develop new techniques to reduce coke formation, use high emissivity coatings, and include biogas and bio-oil as fuels to drastically improve the energy efficiency of steam cracking furnaces in a cost effective way, while reducing emissions of greenhouse gases and pollutant emissions.

INNOVATIONS

- New 3D reactor design for improved process control and increased run length
- Renewable fuels (biogas and bio-oil) for lower net CO₂ production
- High emissivity coatings for lower fuel consumption

METHODS

- CHEMICAL KINETICS FOR OXY-COMBUSTION AND BIOFUELS
- ADVANCED NUMERICAL SIMULATION
- UPSCALING AND INTEGRATION

IMPROOF

The brochure has been uploaded on the project web site and can be downloaded by visitors.

2.3 Slide and Deliverable template

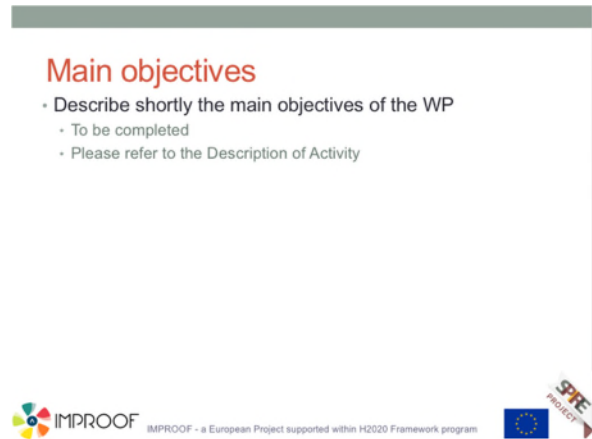
The Deliverable and slide templates use the logo and graphical chart of the project. The slide template is illustrated below.



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MEETING


WP##
Speaker's name

Date - Place

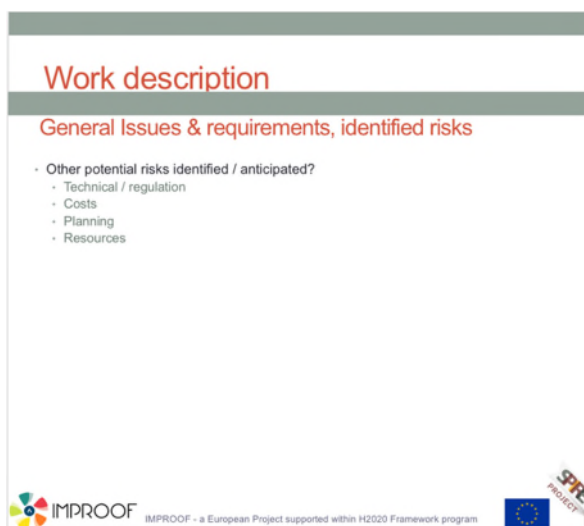




Main objectives

- Describe shortly the main objectives of the WP
 - To be completed
 - Please refer to the Description of Activity




IMPROOF - a European Project supported within H2020 Framework program





Work description

General Issues & requirements, identified risks

- Other potential risks identified / anticipated?
 - Technical / regulation
 - Costs
 - Planning
 - Resources



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Deliverables and Milestones

Action plan

- Action plan for the first 6 months
 - To be completed
 - What? When? How? With who? To whom?



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3 COMMUNICATION & DISSEMINATION

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:

1- IMPROOF: Integrated model guided process optimization of steam cracking furnaces. AIChE Spring Meeting and Global Congress on Process Safety - March 28, 2017

<https://www.aiche.org/academy/videos/conference-presentations/improof-integrated-model-guided-process-optimization-steam-cracking-furnaces>

2- IMPROOF: Integrated model guided process optimization of steam cracking furnaces. *International Conference on Sustainable Design and Manufacturing*. Springer, Cham, 2017.

3- IMPROOF. *2017 EU PROCESS INDUSTRY CONFERENCE (SPIRE)*. 2017.

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.