



Grant Agreement No.: 955413

Project acronym: ENGIMMONIA

Project title: Sustainable technologies for future long-distance shipping towards complete decarbonisation

Call (part) identifier: H2020-EU.3.4. - Smart, Green And Integrated Transport

Thematic Priority: LC-MG-1-13-2020 - Decarbonising long distance shipping

Starting date of project: 1st May, 2021

Duration: 48 months



**WP9 – “Dissemination, exploitation and communication of results”
D9.1 – “ENGIMMONIA Project Website”**

Due date of deliverable

31st July 2021

Actual submission date

28th July 2021

Deliverable version

1.0

Organisation name of lead contractor for this deliverable: RINA-C¹

Dissemination Level		
CO	Confidential	
PU	Public	X

¹ The deliverable has been realized by UNIGE as agreed since the beginning of the project and as communicated to the PO

Executive Summary

The deliverable D9.1- “ENGIMMONIA Project Website” is a public document of the ENGIMMONIA project, produced in the context of WP9, Task 9.1 “Dissemination and communication activities”. The objective of WP9 is to develop tools and guidelines to maximize the impact of the ENGIMMONIA project by connecting research and innovation activities to the public and professional audience.

The project website is one of the fundamental tools that will be used during the entire duration of the project to communicate its objectives and goals, disseminate the project results, and update news and events. It includes several technical documents and information; it is structured and organized to be easily accessible by a wide range of users, stakeholders, and other interested parties. Together with the social media profiles, the website is another relevant means of disseminating and communicating the goals and progress of the project, achieving a wide audience.



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Abbreviations and acronyms

CMS	Content Management System
GDPR	General Data Protection Regulation
MySQL	My Structured Query Language
PHP	Hypertext Pre-processor
SEO	Search Engine Optimisation
ToU	Terms of Use
URL	Uniform Resource Locator



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1. Introduction

This deliverable was prepared within the Work Package 9, WP9 – “Dissemination, exploitation, and communication of results” and presents the ENGIMMONIA project website structure and the social media profile setup.

The official project website (<http://www.engimmonia.eu/>) has been available online and fully operative since M4 (September 2021) and the following pages explain more about the website, its visual elements, its structure, the contents, and the decision process behind its concept. The University of Genoa (UNIGE), following an agreement reached with RINA-C as communicated to the PO, together with the Project Coordinator (RINA-C), has developed the website specifications before the website development. The website will be responsive, SEO optimized, and GDPR compliant.

The ENGIMMONIA website is the central dissemination channel, and it will ensure the largest possible project impact and dissemination. It is part of a bigger communication strategy that is carried out in the framework of WP9.

The whole ENGIMMONIA external communication strategy is built upon the core concepts of the project:

- Innovative fuel for marine application
- Zero-Carbon energy vectors
- Decarbonization
- Low emission
- Sustainable maritime transportation
- Ammonia
- Energy harvesting
- Clean energy technologies integration
- Onboard clean energy solution



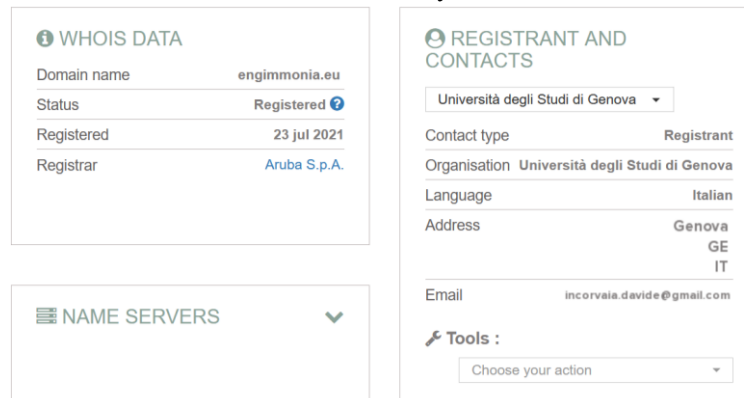
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2. Website Characteristics

2.1 URL and technical specifications

The ENGIMMONIA website is accessible at <http://www.engimmonia.eu>. The University Of Genova (UNIGE), in accordance with the Coordinator (RINA-C), has registered this URL name at the very beginning of the project and reserved the URL for 5 years, well beyond the whole project lifetime (see Figure 1). Since all the promotion, communication and dissemination will be centered around the brand name ‘ENGIMMONIA’, it was crucial to secure this easy-to-find URL.



The image shows two panels of WHOIS data for the domain engimmonia.eu. The left panel, titled 'WHOIS DATA', lists the domain name as engimmonia.eu, status as Registered, registration date as 23 Jul 2021, and registrar as Aruba S.p.A. The right panel, titled 'REGISTRANT AND CONTACTS', shows the registrant as Università degli Studi di Genova, contact type as Registrant, organization as Università degli Studi di Genova, language as Italian, address as Genova GE IT, and email as incorvaia.davide@gmail.com. There is also a 'NAME SERVERS' section and a 'Tools' section with a 'Choose your action' dropdown.

Figure 1 Registration details for the <http://www.engimmonia.eu> URL

The cross-referencing from partners’ websites to the ENGIMMONIA website is included to ensure that the contents of the website are highly visible on search engines, such as Google, and that relevant traffic is driven to the website. It also allows to find dedicated content when searching, e.g., the search term ‘ENGIMMONIA demonstration’ would list the corresponding calendar item in a privileged position. The website was set up in a WordPress CMS, which makes it responsive and compatible with a big number of devices, browsers, and screen sizes.

The ENGIMMONIA project website is designed and maintained by UNIGE and RINA-C having as its main objectives the following:

- To describe capabilities and benefits provided by the ENGIMMONIA solutions to audiences beyond the project’s communities, comprising the media and the public, to raise general awareness and achieve societal acceptance, releasing ENGIMMONIA results through all of the website’s features.
- To disseminate project results included in articles, reports, and other relevant dissemination material, to the academic and industrial community.
- To attract stakeholders (cities, event organizers, industrial manufacturers) potentially interested in building up strategic partnerships and stimulate interaction with the consortium.



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2.2 Technical details

The site is developed in PHP programming language in collaboration with MySQL database. It is fully responsive and adapts to all screen analyses of any device (



Figure 2).

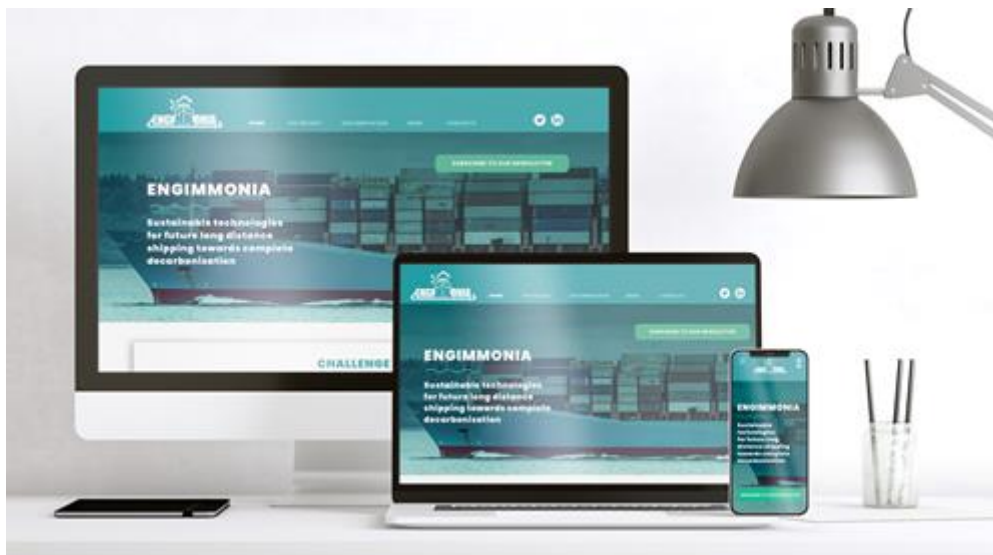


Figure 2 Website adaptation to every screen analysis

Moreover, sophisticated techniques for appearing and displaying the various elements of the website have been used, particularly in the partners' sub-page where the details of each appear in a modern way. Since in some sub-pages the content may be long enough, a special item is automatically displayed on the right side of the web page, whereby the user will be taken to the top of the web page automatically by gently scrolling effect. The text font selected is Open Sans to provide a uniform display of the content regardless of the device used to visit the website. The Open Sans Font selection provides a user-friendly and easy-to-read font suitable for all devices (computer monitors, tablets, smartphones).

The web server hosts all the security requirements, and its operating systems are currently the latest versions of PHP and MySQL. The public section of the website describes the project and its partners in detail and will be updated with various news and announcements to be posted on the relevant sections.



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2.3 Project logo

A common public image/branding for the project allows an easier identification by the public and ensures visibility and recognition. For this reason, it is essential to include the project logo as much as possible on the website; it is clearly visible and repeated in the upper banner of every page. ENGIMMONIA adopts a captivating project logo as a common project and graphical visual identity to attract external users and increase interest in the website content (Figure 3).



Figure 3 ENGIMMONIA Project Logo

The logo symbolizes the main objectives that are integrated and investigated throughout the project's life. On one hand, the ammonia fuel is represented by the ammonia molecule in the top-left and, on the other hand, the use of the innovative fuel for marine applications is represented by the vessel bow in the middle of the logo containing also the "double M" of *EngiMMonia*. In the end, the arrows represent the circular economy and the energy harvesting and reuse for a sustainable marine sector.

2.4 Website structure

The structure of the website has been developed to be able to quickly address the key questions that external users of the website are expected to have, such as:

- SECTION "THE PROJECT":
 - What is the importance of the project and what specific challenges does it address?
 - Who is behind the project?
 - What are the objectives of the project?
- SECTION "DEMONSTRATION":
 - What are the relevant test facilities/experiments conducted/computational results?
- SECTION "DOCUMENTATION"
 - What are the main project outcomes?
- SECTION "NEWS":
 - What is currently being done in the project?
- SECTION "CONTACTS":
 - How to follow the project?
 - How to receive information?

In Figure 4, the EGIMMONIA Website Map is reported.



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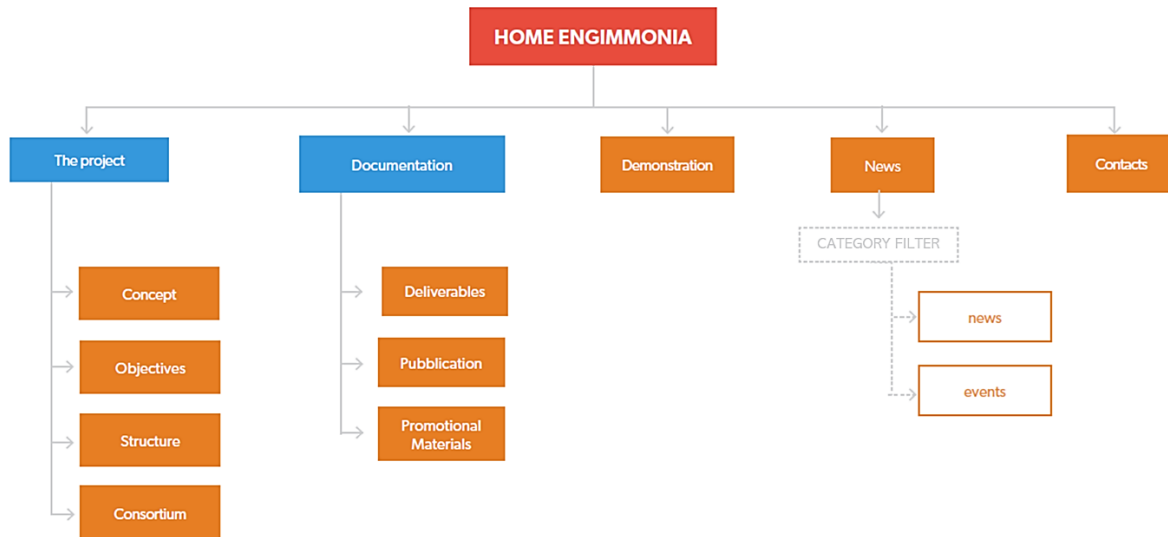


Figure 4 ENGIMMONIA Website Map

The ENGIMMONIA Website consists of the following elements.

2.4.2 Homepage

The home page of the ENGIMMONIA website provides a summary of the project’s key objectives, concept, and vision and serves as the entry point for users. The primary purpose of the home page is to provide the basic information around the project to let the users get a quick grasp of what the project is about and become attracted to navigate through the rest of the sections to learn more about the project. The front page is vertically split into 3 conceptual parts: the upper part, the main part, and the footer part.



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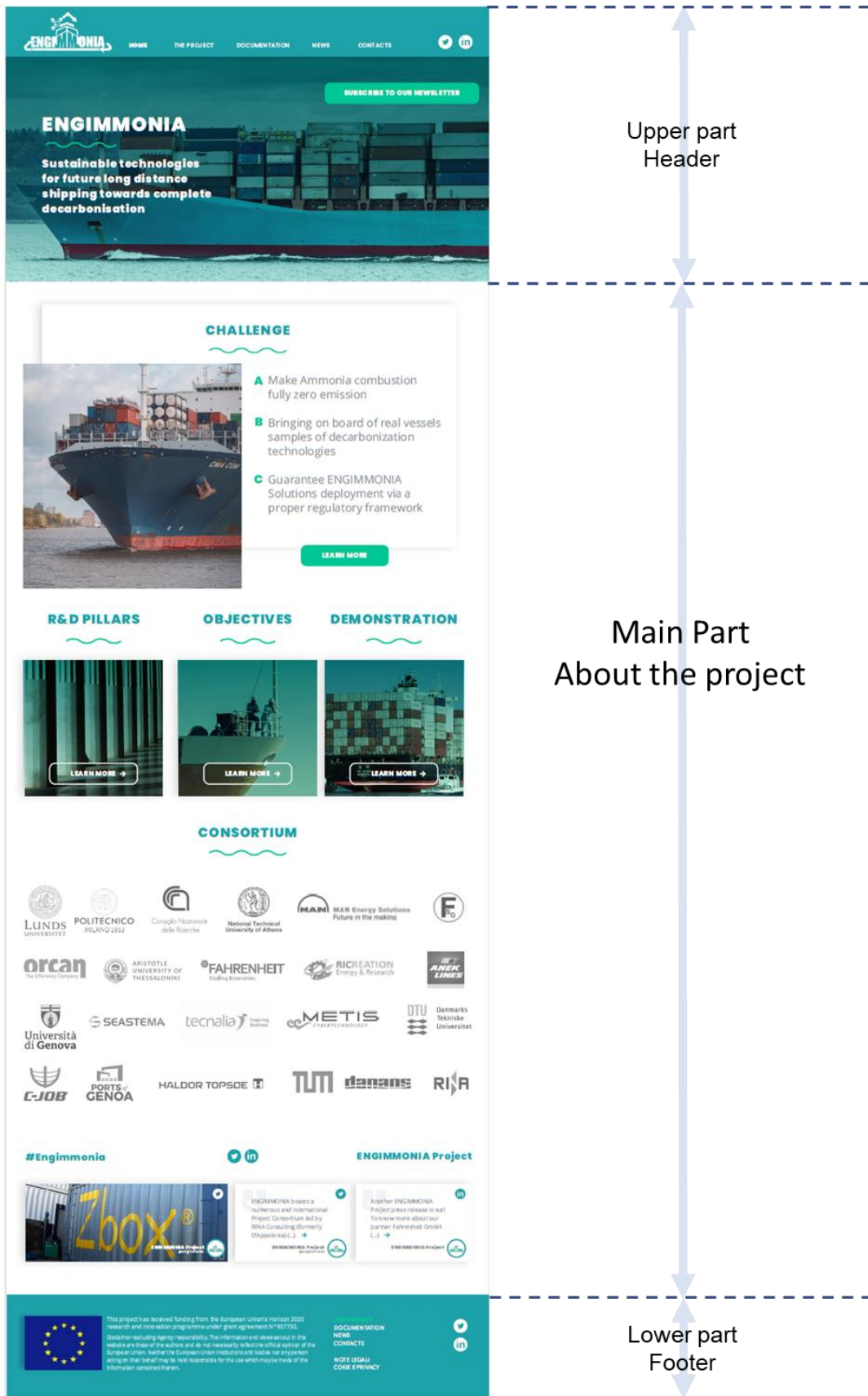


Figure 5 ENGIMMONIA Website Home Page



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The **Website Header** (Figure 6) includes the project logo, the navigation menu, the social media icons, and the “subscribe” button. The **Menu bar** allows for navigation to all the public sections of the project website. The **social media icons** serve as links to the project’s Twitter and LinkedIn accounts. Their placement on the upper part of the page and close to the top menu bar has been chosen for enhancing their visibility to the user and for making it easy to navigate to the project’s social media websites right after visiting the ENGIMMONIA project website. The “**subscribe**” **button** allows users of the website to subscribe to the newsletter and be updated on the outcomes of the project.

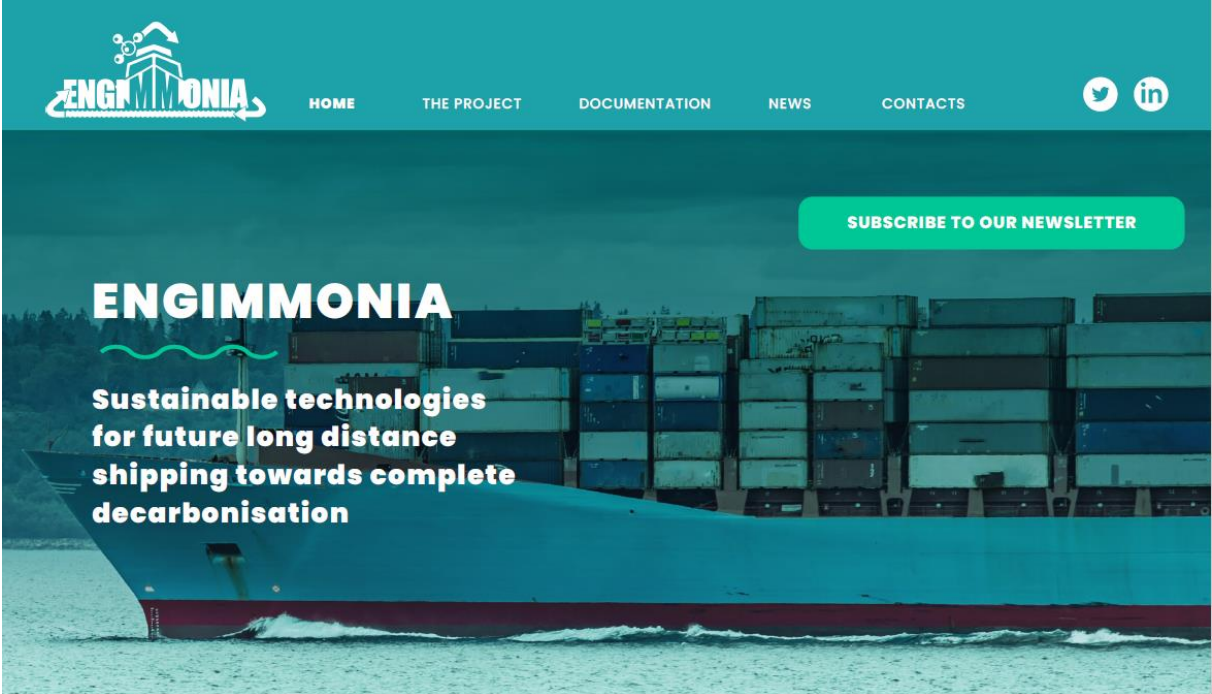


Figure 6 ENGIMMONIA Website Header



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The **main part** of the home page contains the following sub-sections: challenge, three short-cuts to the sections *R&D Pillars*, *Objectives*, *Demonstrations*; consortium, and the link to the latest news and events.

Each sub-section has been designed with the aim to catch the attention of the user with icons representing key relevant information of the project.

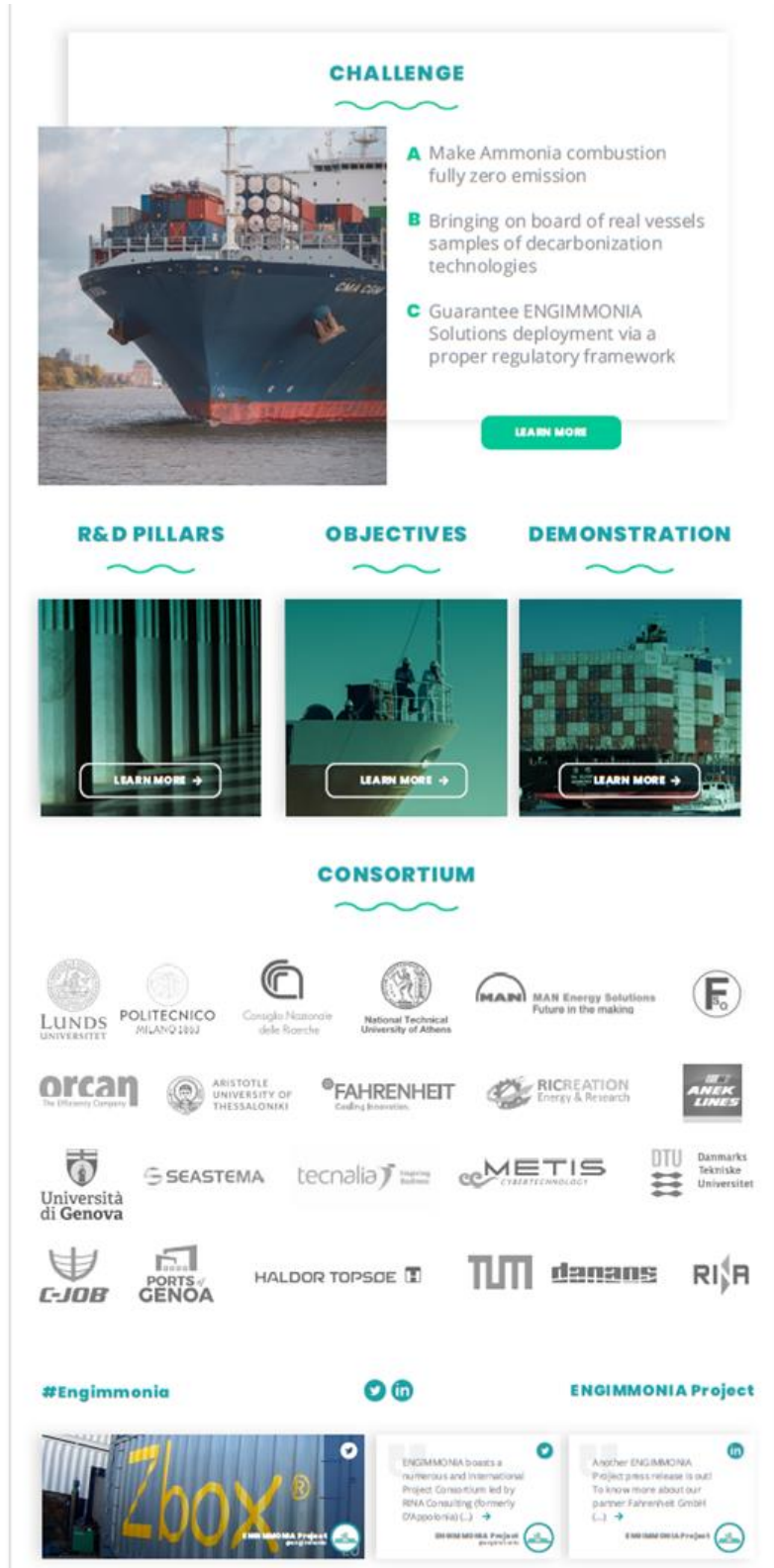


Figure 7 ENGIMMONIA Website Homepage Main part

The **footer** appears on all pages and contains links to the social media, the menu of the website, the contact information, and the information on the Grant Agreement/funding acknowledgment as well as logos for a direct connection to ENGIMMONIA social media profiles (Figure 8).



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THE PROJECT
DOCUMENTATION
NEWS
CONTACTS

TERMS OF USE
COOKIE AND PRIVACY POLICY



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Figure 8 ENGIMMONIA Website – Footer

2.4.3 Section “The project”

The section “The Project” has been designed with the aim to provide to the user information on the importance of the project, the main concept behind it, the specific challenges to be addressed, and the people behind them. This section is constituted by the following sub-sections:

- **Concept:** this sub-page contains a general description of the ENGIMMONIA project describing the three main pillars on which the project relies

CONCEPT

ENGIMMONIA tackles IMO challenges targeting decarbonization by proving the capabilities and the key role of ammonia as the most promising clean fuel for the future of the shipping sector, demonstrating clean energy solutions for on-board electricity and HVAC, testing replicability at business, regulatory, policy and naval level/operation

Pillar 1
Development of Ammonia Engine with low GWP

The role of the diesel engine in the coming sustainable energy economy will be determined by its ability to evolve with climate-friendly fuels like ammonia, LNG, LSP, etc.

ENGIMMONIA aims at promoting ammonia as the cleanest and most promising fuel for the shipping sector by testing, validating, and implementing an ammonia dual-fuel engine concept on a standard marine engine platform, with minimal changes to the base design. To prove the Ammonia Engine decarbonization potential and guarantee ultra-low GHG emissions profile, an innovative dedicated exhaust after treatment system (EAIS) is developed and validated at 10,2-5. The groundwork in ENGIMMONIA towards handling H₂O in an EAIS will fasten the availability of a commercial product.

Pillar 2
Clean Energy technologies integrated onboard

ENGIMMONIA effectively demonstrates the integration in the ship environment of clean energy solutions for on-board electricity and HVAC supply reducing the electric load and fuel consumption of the gensets contributing to the further decarbonization of the non-propulsion energy (e.g. accommodation services). Specifically, **Waste Heat Recovery Solutions** for power and space cooling production (i.e. Organic Rankine Cycle and absorption chillers), **easy-to-integrate** structural parts, **Photovoltaic PV Surfaces**, and **optimized on-board energy management and optimization strategy** are developed and demonstrated at TRU on three different types of vessels.

Pillar 3
Technology replication at the regulatory and business level

Currently, no rules and regulations are addressing the use of ammonia on-board ships while ammonia as fluid to be transported/tanked is already considered in International Regulation. To implement the ENGIMMONIA concept and foster its replicability at the business, regulatory, policy and naval classification level, interacting with ongoing international initiatives (IMO, LMSA, IACS, etc.), ENGIMMONIA acts at the regulatory/classification level by promoting consolidated Alternative Design/ Equivalence procedures and approaches in accordance with SOLAS/MARPOL guidelines. Taking into account also the HSF aspects, the project will be the first keystone of an “ammonia revolution” for a cleaner shipping sector and towards higher social acceptability of ammonia and widespread application.

[DOWNLOAD ROADMAP](#)

Figure 9 ENGIMMONIA Website – Concept Section



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- **Objectives:** this sub-page contains the description of all the objectives of ENGIMMONIA project.

OBJECTIVES

To reach ENGIMMONIA main mission of proving the reliability and cost-effectiveness of ammonia engines and proposed clean energy solutions usage in the maritime sector, five main objectives (MO) are addressed.

MO1
Low emission ammonia dual-fuel engine by dedicated EAT system

The ammonia dual-fuel engine configuration is studied, modeled, test and validated at a laboratory scale to maximize the process efficiency. While a dedicated EATS is developed and its control strategy optimized to minimize the pollutant emission.

TARGET → 1)42% for the research engine and further optimization towards 50%; Ensure compliance with the current IMO Tier III - NOx regulations

MO2
Integration of clean energy solutions to support the decarbonization of shipping

The enhancement of clean energy technologies for the recovering and valorization of the wasted heat and the exploitation of renewable energy is investigated to reduce fuel consumption and support the decarbonization process of the shipping sector. The integration of Waste Heat Recovery solutions (i.e. ORC and adsorption cooling systems) together with PV composite surfaces and a dedicated energy Control and Management tool is developed, design, and tested at a lab-scale.

TARGET → Minimization of the system footprint (< 0.08 m³/kWe); Reduction of the gensets annual fuel consumption by up to 10-20%; providing solutions and recommendations for the energy efficiency optimization according to the different vessel types requirement

MO3
Demonstration of the clean energy solutions onboard operational shipping

The integration of clean energy technologies is demonstrated onboard three different demo vessels with different applications: an Oil-Tanker, a containership, a passenger ship.

TARGET → at least 1000 hours of sailing for all project technologies

MO4
Impact evaluation and support to replication

Development and use of dedicated tools and methodologies for a thorough evaluation of the impacts of all the solutions, as well as to assess any regulatory, naval classification, health, and safety aspect towards replication on board of different types of vessel.

TARGET → Demonstrate a reduction of GtG emissions by more than 50% compared to the reference vessel; Replicate the ENGIMMONIA concepts also supported with pre-feasibility studies in different ships, towards the next development stages and finally the take-up of the technologies.

MO5
Dissemination, communication, and business planning of ENGIMMONIA Solutions

The fifth main objective of this project is to pave the ground for the future commercial exploitation of ENGIMMONIA solutions in the EU and worldwide by mean a coordinated set of activities aimed at increasing awareness about the technology and the benefits it can provide among the general public and relevant stakeholders.

Figure 10 ENGIMMONIA Website – Objective Section



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- **Structure:** in this sub-page, the structure of the ENGIMMONIA workplan is reported and visualized with an infographic.
- **Consortium:** in this sub-page, a short description of the consortium is reported including a “partner profile” displayed for each partner of the consortium, with the following information: a short description of the organization, role in the project, and contact persons.



ENGIMMONIA
An Industry Driven Consortium

The ENGIMMONIA consortium is composed of **22 partners from 8 EU** key countries having high value knowledge in all needed scientific and technological branches to cover the whole value chain towards the demonstration of ENGIMMONIA decarbonization technologies.

COORDINATOR

	RINA Consulting S.p.A. – RINA-C	IT
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PARTICIPANTS






















	National Technical University Of Athens – NTUA	GR
	Consiglio Nazionale delle Ricerche - CNR	IT
	Technische Universität Muenchen – TUM	DE
	Università Degli Studi Di Genova - UNIGE	IT
	Aristotelio Panepistimio Thessalonikis - AUTH	GR
	Fundacion Tecnalia Research & Innovation - Tecnalia	ES
	Danmarks Tekniske Universitet – DTU	DK
	Lunds Universitet – LUND	SE
	Politecnico Di Milano – POLIMI	IT
	Orcan Energy AG – Orcan	DE
	Metis Cyberspace Societe Anonyme Software And Electronic Systems – METIS	GR
	Fahrenheit GmbH – FAHR	DE
	C-Job & Partners B.V. – C-JOB	NL
	Ricreation Ike – RIC	GR
	Seastema S.P.A. – Seastema	IT
	MAN Energy Solutions SE - MAN	DE
	Anonimi Naftiliaki Eteria Kritis (ANEK) S.A. – ANEK	GR
	Danaos Shipping Co. Ltd. – Danaos	CY
	Autorità di Sistema Portuale del Mar Ligure Occidentale – POG	IT
	Famous Accounting, Technical, Commercial, Brokering, Shipping Single Membered Company Limited – Famous	GR
	Haldor Topsoe AS – TOPSOE	DK

Figure 11 ENGIMMONIA Website – Consortium Section



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2.4.4 Section “Demonstration”

The section “Demonstration” has been designed to provide information to the user on the demonstration activities that will be carried out within the project. The three main demo vessels are described:


- ANEK ferry – ELYROS
- Famous Oil Tanker– M/T City of Tokyo
- Danaos – Zim Luanda

Updates about the demo vessels and activities performed in WP6 (e.g. video tour of the vessels, pictures of the installation, etc) could be included during website updates.




Anek ferry
ELYROS

What to be demonstrated on board
Adsorption Chiller (2x25-30 kWc), PV Solarface (50 m2 on different parts, even walkable), METIS/Seastema system in parallel to operating one



Famous Oil Tanker
M/T City of Tokyo

What to be demonstrated on board
eP 200 ORC unit, PV Solarface (25 m2 on different parts, even walkable), METIS/Seastema system in parallel to operating one



DANAOS Container Ship
ZIM Luanda

What to be demonstrated on board
PV Solarface (25 m2 on different parts, even walkable), METIS/Seastema system in parallel to operating one




Figure 12 ENGIMMONIA Website – Demonstration Section



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2.4.5 Section “Documentation”

The section “Documentation” has been designed with the aim to provide to the user the material related to the project. The section includes the following sub-sections:

- **Project Deliverables:** in this sub-page, all the public deliverables of the ENGIMMONIA will be shared and the related files will be available for download.
- **Publications:** in this sub-page, all the scientific publications published by the members of the consortium will be shared and the related files will be available for download.
- **Promotional Materials:** in this sub-page, all the promotional materials (e.g., logo, leaflet, poster, public presentation, and video, etc.) will be shared and made available for download.



Figure 13 ENGIMMONIA Website – Documentation Section



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2.4.6 Section “News”

The section “News” has been designed to provide information regarding the latest news (e.g. press releases, articles in magazines and journals, etc.) and events, both internal (e.g. consortium meetings, Working Groups meetings, etc.) and external (e.g. dissemination event, stakeholders workshop, etc.).

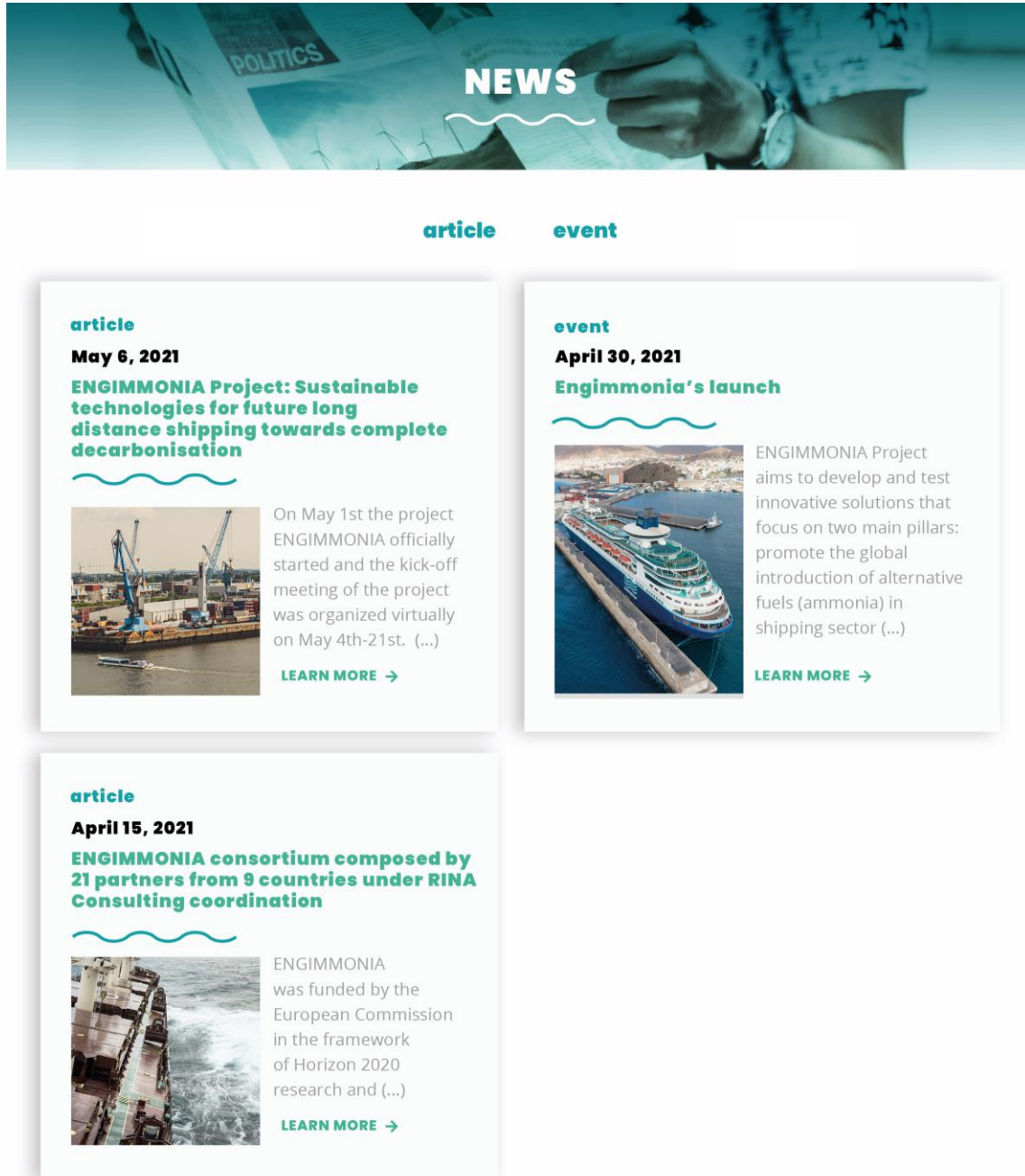


Figure 14 ENGIMMONIA Website – News Section

2.4.7 Section “Contact”

In this section, it is possible to retrieve information on how to contact the coordinator of the project as well as the secretariat. A contact form has been created to directly address specific questions on the project.



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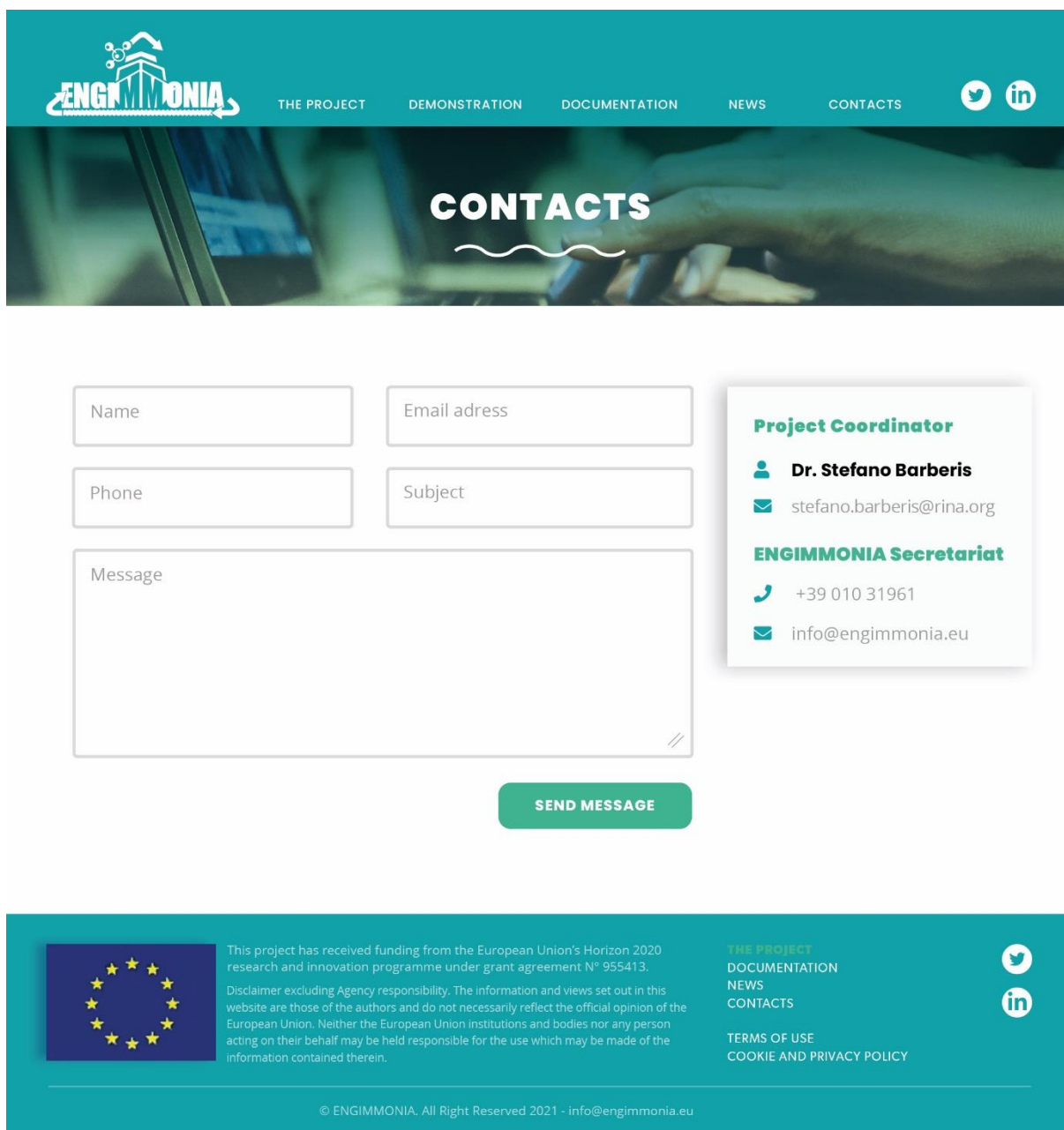


Figure 15 ENGIMMONIA Website – Contacts Section



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3. Supplementary information

3.1 Website visiting and traffic tracking

Google Analytics will be used to track the traffic and user behaviors. Data collected, processed, and stored by Google Analytics ("Google Analytics data") are several: location, demographics, language, device, user behavior, etc.

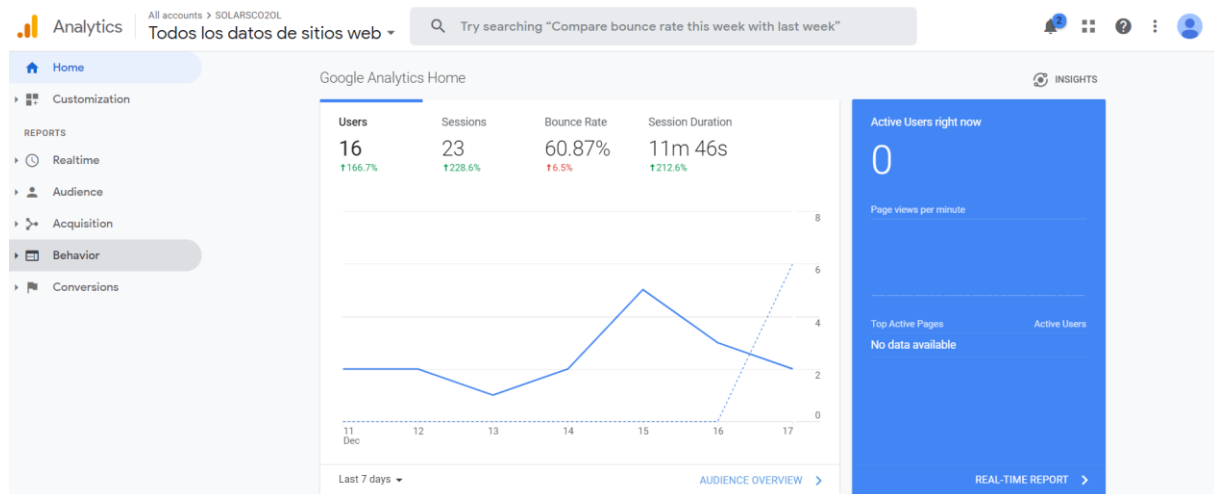


Figure 16 Google Analytics account interface

According to Google, data is secure and kept confidential. This data is used to maintain and protect the Google Analytics service, to perform system critical operations and in rare exceptions for legal reasons as described in Google's privacy policy.

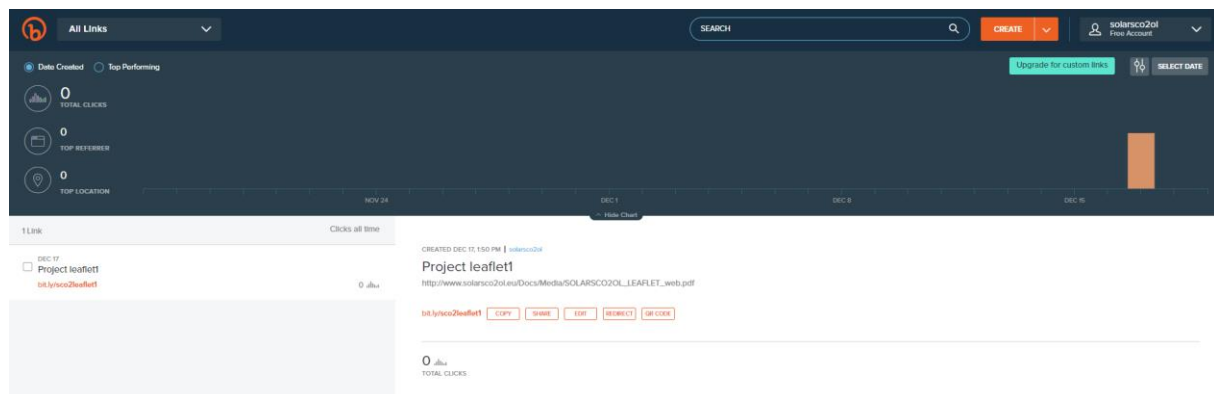


Figure 17 Bit.ly account interface

Bit.ly, a company providing URL shortening service, is used to track the clicking rate of a document or a link we share online. This is to monitor the downloading rate of our materials and the impact of dissemination.

3.2 Updates

The ENGIMMONIA Project website will be updated regularly to reflect the current state of the project's progress.

The website will continue to be updated for the entire duration of the project as well as at least two years after its completion.



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Additionally, the updating of the social media profiles will take place regularly by the authorized members of RINA-C and other involved beneficiaries and keep the followers/friends/connections up to date regarding the ENGIMMONIA innovations and findings.

The texts for the ENGIMMONIA website were drafted in a journalistic, easy-to-read style so that non-experts can also understand what the project is about. Illustrations and pictures, as well as short texts with bullet points and emphasized text parts, were favored over long descriptions.

Moreover, the website provides downloadable content, such as communication materials and public project deliverables.



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4. Conclusion

The ENGIMMONIA website, with its structure, content, and graphic design, constitutes the basis for an impactful website that attracts many users and will be the main communication channel for the project duration.

The website is effectively connected to all the other social media accounts of the project to guarantee an interactive and fruitful project communication. RINA-C will regularly update the pages of the website with UNIGE support knowing its structure and how it has been developed, upload relevant material and publish new items (such as news and public deliverables) as well as external events and project's events.

The communication strategy developed by RINA-C envisions continuous monitoring of the website traffic and evaluation of the stakeholders' engagement, in order to ensure a maximum outreach potential for the project communication and dissemination.



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