



Grant Agreement No.: 955413

Project acronym: ENGIMMONIA

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

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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”
D9.2 – “ENGIMMONIA Communication material
(poster, flyer and roll-up)”

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1.0

Organisation name of lead contractor for this deliverable: RINA Consulting S.p.A.

Dissemination Level	
CO	Confidential
PU	Public

X

Executive Summary

The ENGIMMONIA project is aimed at developing an innovative strategy to decarbonise the maritime transport by using ammonia as an alternative fuel through technologies already available for terrestrial applications. ENGIMMONIA would provide sustainable energy sources (photovoltaic), waste-heat recovery solutions and after treatment systems to avoid uncontrolled pollutants dispersion.

This deliverable is to document the process of development and to collect the information related to the ENGIMMONIA promotional material's study, design and construction of the project's visual identity (logo) as well as brochure and poster.

For visual identity, a catchy and effective logo should be standing for the key project concept as well as its character.

For the flyer, brief introduction about the project concept would be essential for this first version of promotional materials. It was prepared based on the defined visual identity, together with figurative and schematic representation to highlight the project purpose, fundamentals and development. ENGIMMONIA poster and flyer are essential for increasing the project awareness and wide dissemination at various events and situation.



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1. Introduction

This deliverable constitutes D9.2 “ENGIMMONIA Communication material (poster, flyer and roll-up)”, it was prepared within the framework of Work Package 9 “Dissemination, exploitation and communication of results” – task 9.1 “Dissemination and communication activities” and released at M4.

The aim of this deliverable is to define how to communicate ENGIMMONIA content, starting from the project brand identity and taking advantage of the official promotional material (leaflet and poster) that will be available on the website at the following link: www.engimmonia.eu/documentation/.

In particular, this report aims at presenting ENGIMMONIA communication and dissemination kit to:

- Project partners
- Journalists
- Event organisers
- Media
- Project stakeholders

The document is constituted by the following chapters:

- Chapter 1: Introduction
- Chapter 2: Brand Identity
- Chapter 3: Project Flyer
- Chapter 4: Project Poster
- Chapter 5: Conclusions



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2. Brand Identity

The Consortium has identified unique selling points of the ENGIMMONIA project in terms of beneficial impacts to highlight the uniqueness of the innovation by taking into account three main aspects: economical, environmental and social (Table 1).

Table 1: Unique selling points of the ENGIMMONIA project

Benefit	Stakeholders	Unique Selling Points
Economical	Technology providers/R&D Users/customers Industrial manufacturers	ENGIMMONIA will adapt technologies already used for terrestrial application to the onboard vessels for long travels. This will enable the birth of new business activities towards the management of ammonia both on vessels and harbours. Among these, there are for example: new vessel design, new storage refuelling systems in harbours, new regulatory issues.
Environmental	Policy making bodies and governance Representative of citizen groups/citizens	ENGIMMONIA will grant carbon-free emissions of the maritime shipping by using recycling solutions, solar energy, ORC technologies and after treatment systems to avoid pollutants from the ammonia combustion. Advantages are also to promote a cleaner shipping and less polluted ports and neighbouring areas.
Social	Policy making bodies and governance Representative of citizen groups/citizens	ENGIMMONIA will tackle the decarbonisation by using ammonia and renewables for a cleaner maritime shipping.



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2.1 Project Logo

The project logo has been created during the proposal phase by RINA Consulting and confirmed/chosen by the Consortium members after the kick-off meeting and it has- been created to build-up a consistent brand identity to make it strongly visible and recognisable.

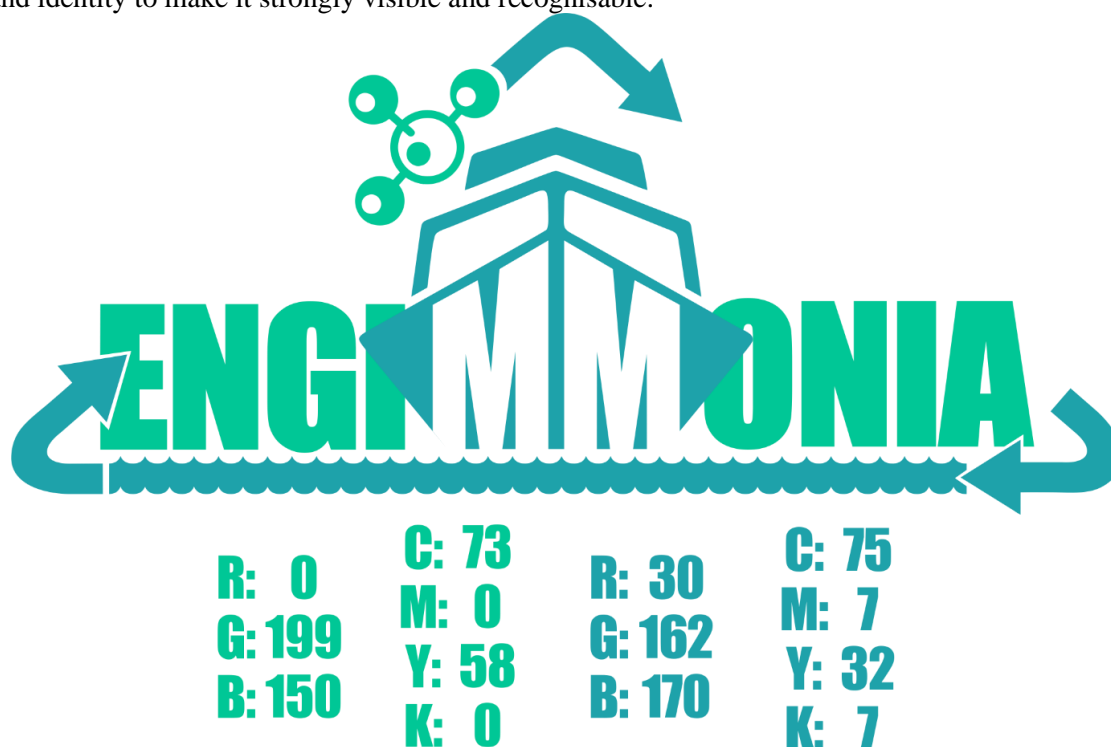


Figure 1: ENGIMMONIA project logo

The ENGIMMONIA logo design easily represents the ENGIMMONIA objectives by combining the draw of a front view of a ship in the centre (the target of project demonstration), the ammonia molecule with the three atoms of hydrogen and the one of nitrogen in the upper-left (one of the key protagonist of the project), and three circulating arrows representing the circularity of valorisation of waste heat on-board (another key solution of the project) (Figure 1). Considering the colour shades, green represent the nature and environmental clean sources and technologies promoted in the project, by moving from the dark green to the aquamarine green of the sea. The project logo will be always present in all type of communication and dissemination channels and material.

2.2 EU emblem and official disclaimer

The project's promotional material according to the Grant Agreement rules, provide information on the EU funding through the EU Emblem and the official disclaimer "The project received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 955413".



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3. Project Flyer

The project's leaflet is a trifold leaflet that follows the roll fold design as in Figure 2.



Figure 2: ENGIMMONIA flyer structure.

The project flyer will be used by project's partners during dissemination events, and it will be freely available on the ENGIMMONIA website. The brochure will be periodically updated according to the project's developments and to the informational needs of selected target groups.

Thanks to the ENGIMMONIA topic focused on clean maritime transport, the technical messages have been translated into simpler messages by the use of representative scheme, vessel and sea images so that the leaflet can be used to disseminate ENGIMMONIA also to the general public.



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Figure 3: ENGIMMONIA flyer cover

The cover highlights the project logo, title, funding, and website address in order to invite potential stakeholders to become part of the online community presenting in the background a vessel as key protagonist of the project (Figure 3).



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THE PROJECT

The 2018 directive of the International Maritime Organisation – IMO - aimed to reach the 50% reduction of greenhouse gas - GHG - emissions due to international maritime transport by the 2050, pushed the shipping sector to study practical innovative solutions.

The ENGIMMONIA project develops a strategy to decarbonise the maritime transport promoting the use of ammonia as an alternative fuel and the on-board exploitation of clean energy technologies already available for terrestrial applications. ENGIMMONIA would develop and test on-board sustainable energy (photovoltaic) and waste recovery solutions and after treatment systems to avoid uncontrolled pollutants dispersion, even for a cleaner fuel as ammonia is.

Demonstrators of the project will be three pilot vessels: an oil tanker, a ferry and a container ship.



22 PARTNERS



48 months



8 EU countries



9.35 M Funding



Figure 4: ENGIMMONIA flyer first section

The first section of the brochure gives a general overview via an abstract of the project by summarizing the project through the use of icons, key messages, images of the three ENGIMMONIA's demonstrators and numbers: 22 partners, 48 months, 8 EU countries and 9.5M€ funding (Figure 4).




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AMBITION


- Promoting ammonia as the cleanest and most promising fuel for the shipping sector studying how to abate all global warming potential -GWP- emissions from ammonia fueled engines, also understanding how to facilitate ship refueling;
- Demonstrating on-board clean energy solutions to promote renewable power production and waste heat recovery via technologies already proved for terrestrial applications, but still facing non-technical/regulatory challenges;
- Fostering replicability at business, regulatory, policy and naval classification level, interacting with on-going international initiatives and bodies (IMO, European maritime security agency -EMSA-, International association of classification societies-IACS).



**AMMONIA ENGINE
WITH LOW GWP**



**CLEAN ENERGY
TECHNOLOGIES INTEGRATED
ON BOARD**



**REPLICABILITY AT
THE REGULATORY &
BUSINESS LEVEL**

Figure 5:ENGIMMONIA flyer second section

The second section of the flyer is dedicated to ENGIMMONIA ambition, listing the key messages, highlighting the technical and non-technical innovations also by using explicative icons (Figure 5).



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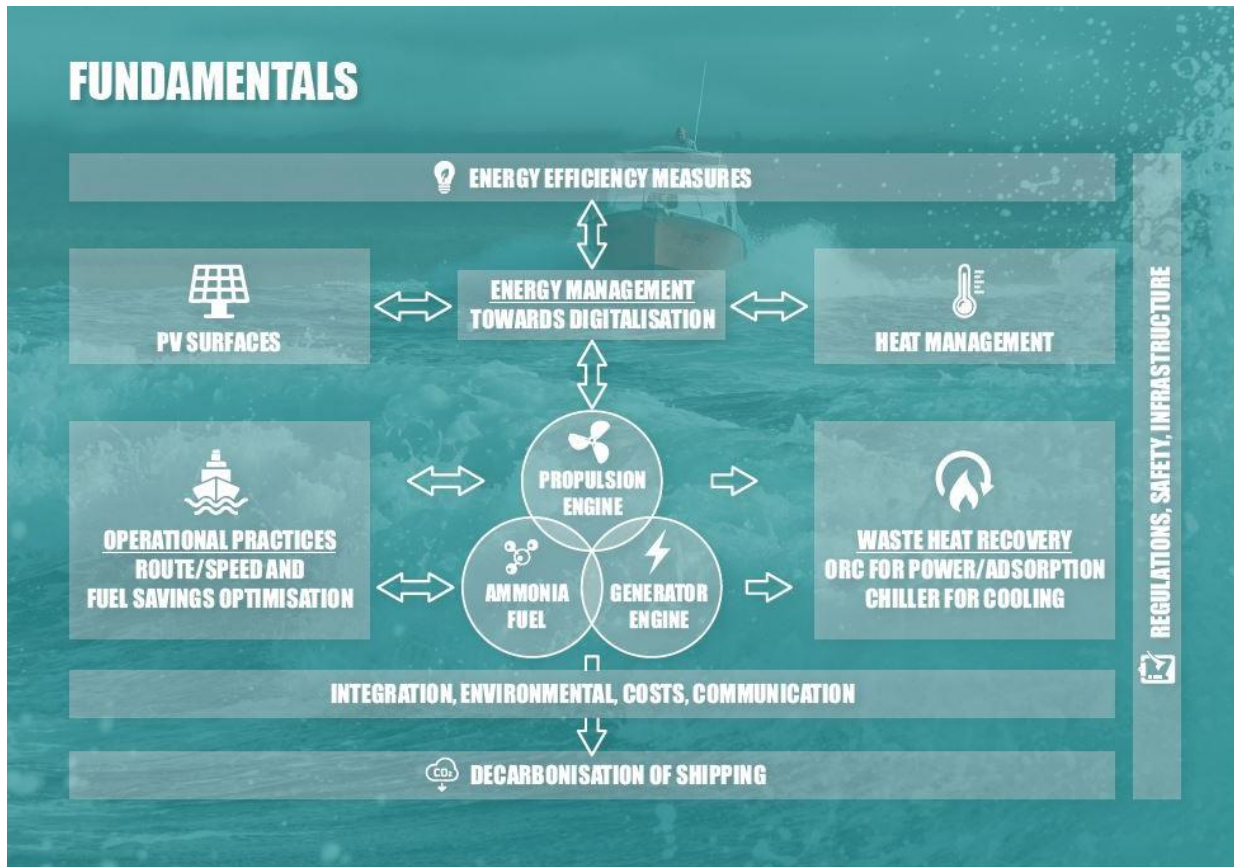


Figure 6: ENGIMMONIA flyer third section

Through a simple-to-understand scheme, reported in Figure 6, the third section graphically represents ENGIMMONIA research and development areas and strategic solutions to the global needs to increase the penetration of low-carbon technologies in marine long distance shipping.



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THE APPROACH

Thanks to its demonstration campaign on-board of three different types of vessels (a ferry, an oil tanker, a container ship), ENGIMMONIA represents a revolutionary road to clean energy for shipping, bringing technologies from TRL 4 up to 6/7, thus favouring their future take over thanks to the proactive engagement of shipping companies and vessel owners, the preparation of regulatory/policy certification authorities and studying how to adapt EU port infrastructure.

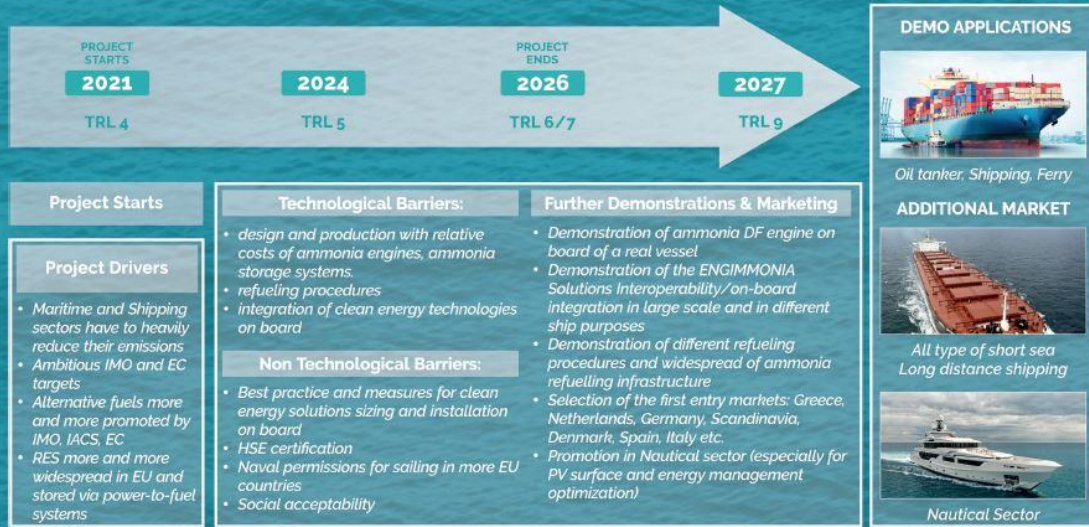


Figure 7: ENGIMMONIA flyer fourth section

In Figure 7, the fourth section of the ENGIMMONIA flyer, representing the approach, is shown. In this part, the project's roadmap highlights the developmental time points and R&D steps corresponding to future impacts of strategic innovation of the project, project drivers, project stakeholders sectors



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Figure 8: ENGIMMONIA flyer fifth section

Finally, the last section introduces the project’s consortium via each partner logo.

Particular attention is also put on ENGIMMONIA social media pages in order promote social engagement and invite potential stakeholders to keep up-to-dated through social media channels.

Project coordinators contacts are also introduced to guarantee a direct channel with project management team.



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4. Project Poster

The project poster focuses on the technical messages of ENGIMMONIA as it is meant to disseminate the project's results to the scientific community and to industry stakeholders during fairs, conferences, booths, events etc (Figure 9). Its contents are similar to flyer ones and, maximising the use of icons, key messages and pictures, it aims to attract people interest to the project via a first glance approach.



Figure 9: ENGIMMONIA poster



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5. Conclusion

In conclusion, a clear project brand identity has been elaborated in order to make the project stand out and to build a solid and long-lasting visual identity that can be easily recognised by potential stakeholders and general audience.

In consistency with the brand identity, a promotional kit (composed, further to previously presented poster and flyer, also by a project public presentation and a single slide project presentation) has been developed and made available at the following link: www.engimmonia.eu/docuementation/.

All project partners are invited to take advantage and to use ENGIMMONIA leaflet and poster for communication and dissemination activities.

The promotional material will be regularly updated by RINA Consulting, and specific leaflets and posters will be developed for special events.



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