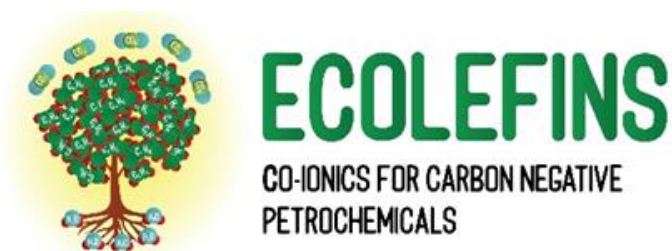


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Deliverable Number: D6.1

Deliverable Name: Website and project logo

Dissemination Level: PU – Public

Grant Agreement No: 101099717

*European Innovation Council and SMEs Executive Agency (EISMEA)
European Innovation Council (EIC)-E.1 EIC Pathfinder*

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Document Control Sheet

Project Name	Nano-Engineered Co-Ionic Ceramic Reactors for CO ₂ /H ₂ O Electro-conversion to Light Olefins		
Project Acronym	ECOLEFINS		
Grant Agreement No	101099717		
Deliverable No	D6.1		
Deliverable Name	Website and project logo		
Lead Beneficiary	1 - CERTH		
Work Package No	WP6		
Type	R — Document, Report		
Dissemination Level	PU – Public		
Version	Date	Description	
3.0	31.01.2024	This document provides the link and access to the ECOLEFINS website and relevant social media links. It describes its main contents and presents the project logo which will be the unique graphical identity for the ECOLEFINS project.	
Due Date of Deliverable	30.11.2023		
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Authors	George Marnellos, Konstantinos Athanasiou, Angeliki Banti		
Contributors	All partners		
Reviewer(s)	Dr. Eva Nanaki (Helleniq Energy) as WP6 Leader		

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Document History

Revision Version	Date	Changes	Changes made by partner
1.0	20/12/2023	First release	CERTH
2.0	31/01/2024	Second release	CERTH, RUG, TUC, Helleniq Energy
3.0	15/02/2024	Final Version	CERTH, Helleniq Energy

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1. Introduction

Dissemination and Communication (D&C) are key activities to maximize the impact of the project. CERTH, as the D&C manager will be responsible for these outreach activities and will coordinate all partners to be actively part in these efforts. This report focuses on the initial phase which includes:

- i. Project website and
- ii. Project logo

2. Project website – Navigation menu

The website design of the ECOLEFINS project started at the end of October (M1) and up to its official launch was update in terms of its structure, graphics, and content. The website employs a minimal design and style to effectively convey information about the ECOLEFINS project to various audiences with different background on Power to X, energy conversion and storage, and solid oxide cell technologies. This includes individual EU citizens with limited knowledge as well as personnel at academia, research institutes, companies, governmental organizations and NGOs specialized in the aforementioned fields.

A dedicated domain and hosting were purchased before the end of the second project month (M2) on the 17th of November 2023. The dedicated address comprises only the project name and the eu. domain extension to emphasize its affiliation with the EU community: <http://ecolefinsproject.eu/>

The website was officially launched on January 2024, with a minor delay compared to what was initially planned (M2). Till to date, continuous updates to the website design and content are implemented to align with the ongoing activities, deliverables, and news produced by the consortium.

2.1 Homepage

The webpage includes the overall vision of the project, its objectives, public deliverables, outreach activities, as well as a brief description of each partner and contact details, along with links to relevant to ECOLEFINS projects' websites. Below, in **Figure 1**, the ECOLEFINS homepage is illustrated:

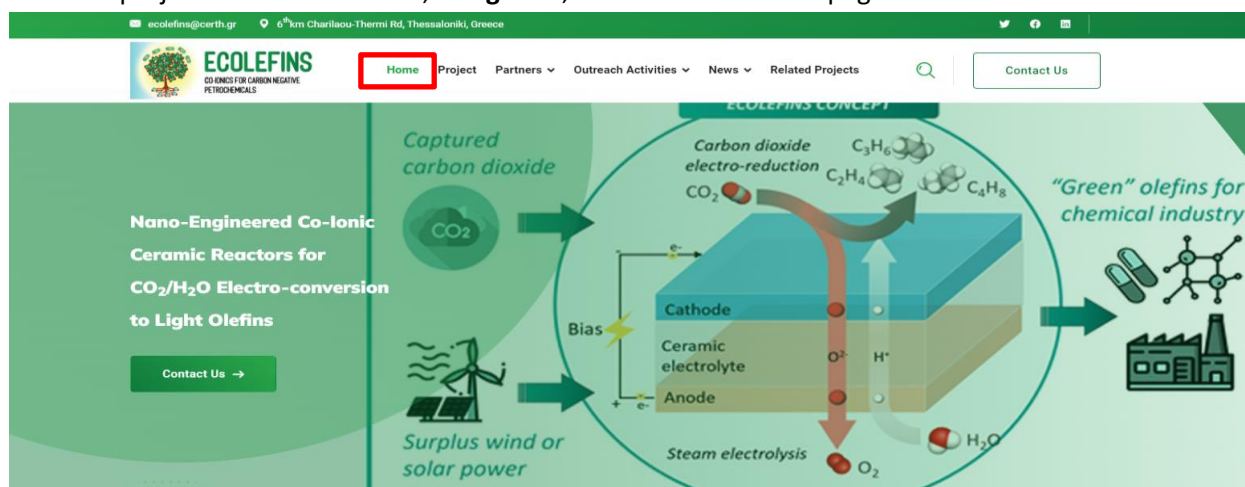


Figure 1. ECOLEFINS website homepage

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The contact email address (ecolefins@certh.gr) for the project is consistently displayed at the top left corner of the website. Additionally, social media accounts (Twitter, Facebook, LinkedIn: @Ecolefins Project) can be found on the right side of the homepage (Figure 2).

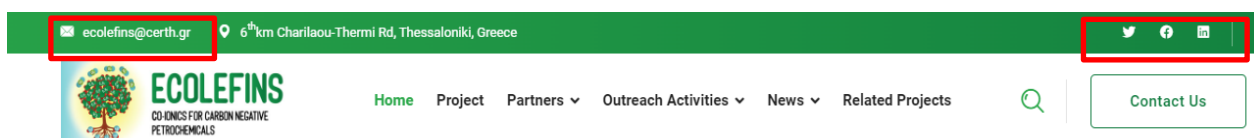


Figure 2. ECOLIFINS contact email address and account on the social media.

The homepage incorporates the general concept of the project and its ambition represented in Figure 3. Additionally, the main three key messages - namely a. the breakthroughs, b. vision and c. long-term impacts – are featured prominently on the homepage.

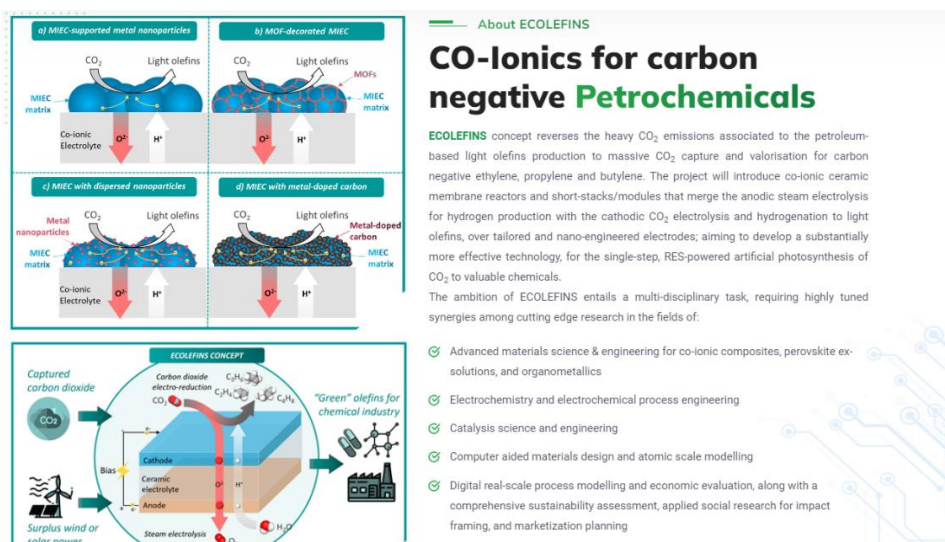


Figure 3. The concept and the ambition of the ECOLIFINS project.

The various public sections accessible from the website menu, as illustrated in Figure 4 include:

- Home (Breakthroughs, Vision, Long Term Impact)
- Project
 - o ECOLIFINS objectives
 - o Activities
- Partners
 - o ECOLIFINS partners
- Outreach activities (Dissemination Material, Public Deliverables, Video Gallery)
- News & Events

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- Related Projects

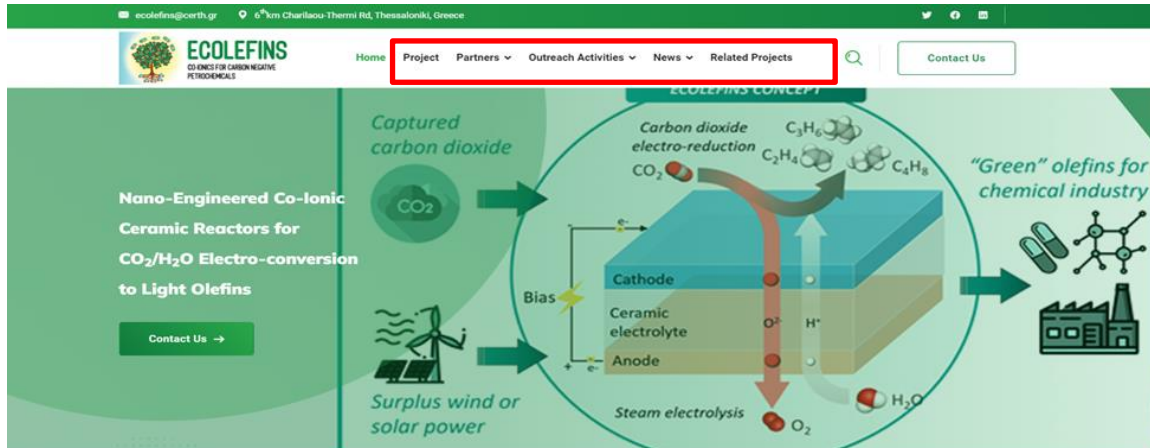


Figure 4. Navigation Menu from the homepage.

2.2 Project

This section contains a summary of the ECOLIFINS project objectives and activities (Figure 5).

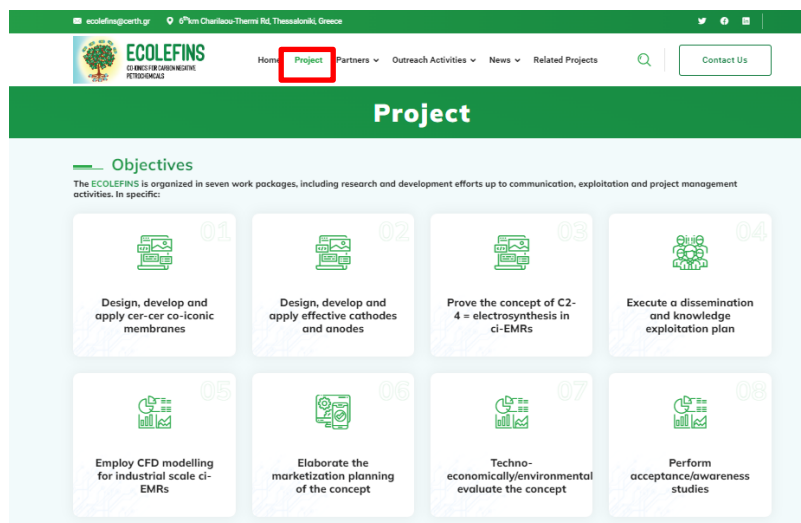


Figure 5. ECOLIFINS objectives and activities section.

2.3 Partners

The “Partners” section includes a list of ECOLIFINS project partners. Each partner is represented with the organization’s logo, name, and a link to its website. Clicking on each partner’s logo provides access to the detailed information about the specific partner group involved in the ECOLIFINS project (Figure 6).

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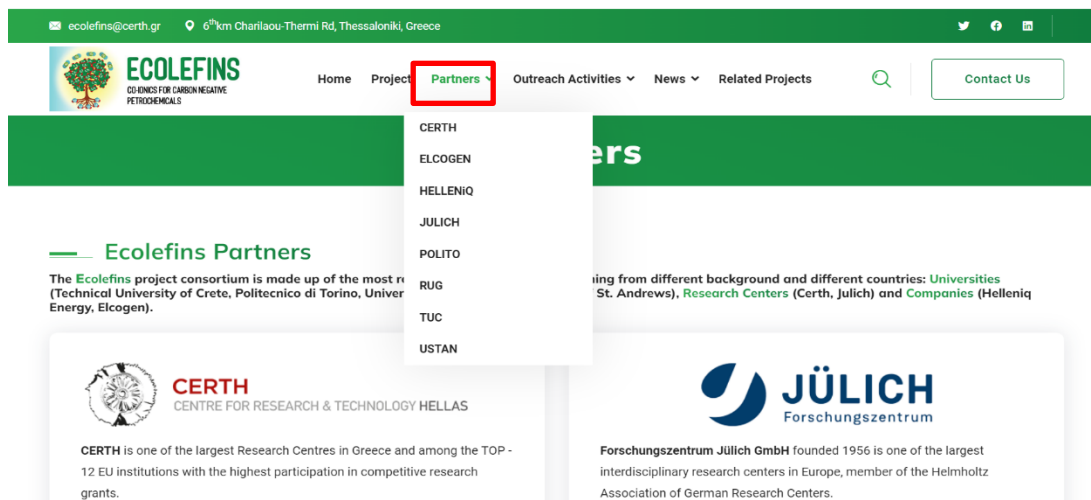


Figure 6. ECOLEFINS project website - Partners section

2.4 Outreach Activities

Under the “Outreach Activities” tab, the dissemination material, public deliverables, and a video gallery can be found (Figure 7). The dissemination material section focuses on the leaflet and brochure, which, will be posted in this section once they are ready in their final form. In the deliverables section, publicly available outputs will be posted in PDF format according to their deadlines. The video gallery section will feature videos captured during the program by collaborating entities, showcasing the progress of the project.

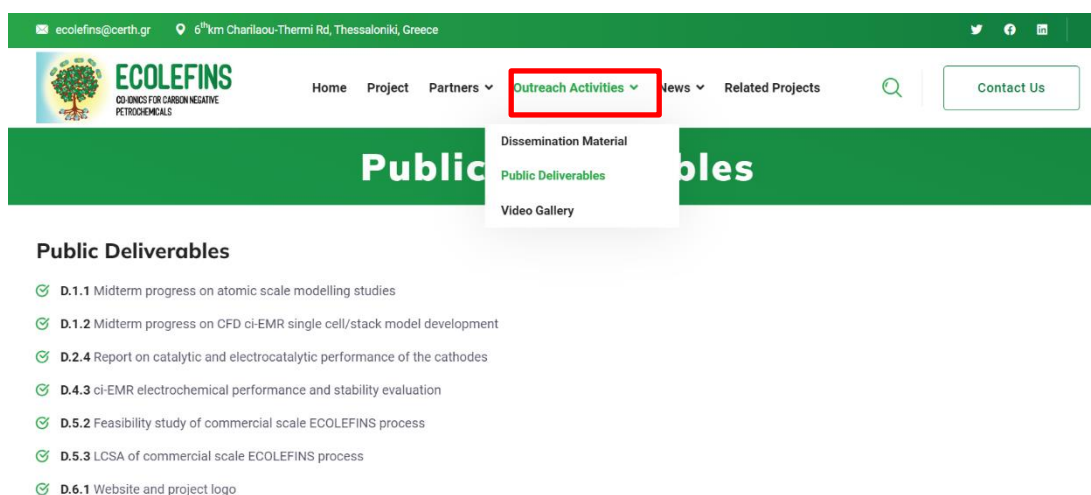


Figure 7. Outreach activities on the ECOLEFINS website.

2.5 News

The “News” section is divided into 'News & Events' (also visible from the homepage) encompassing all updates on the Ecolefin Project and R&D activities. This includes information on project events, meetings, and relevant conferences/workshops (Figure 8).

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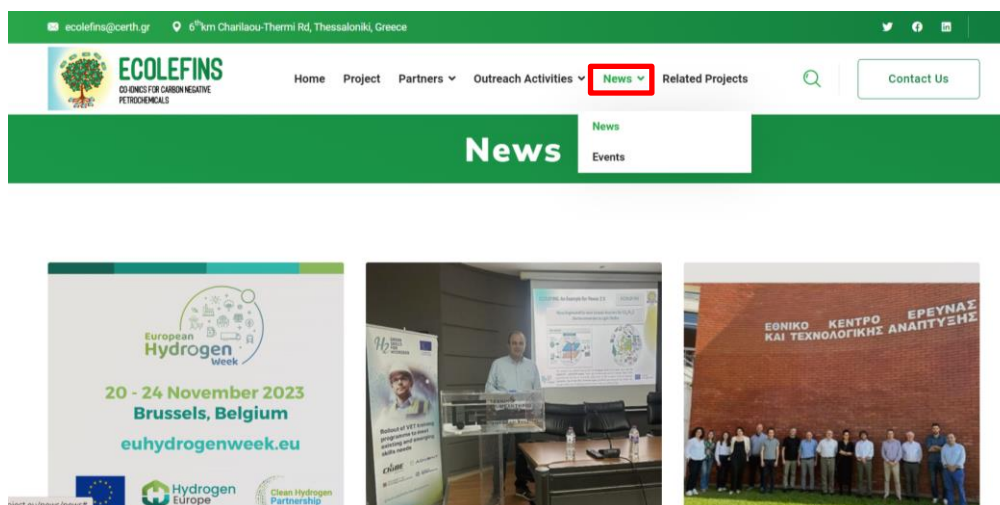


Figure 8. News & Events Section

2.6 Related Projects

Finally, the last section “Related Projects” refers to other projects that are related to research activities similar to that of the Ecolifins Project (Figure 9).

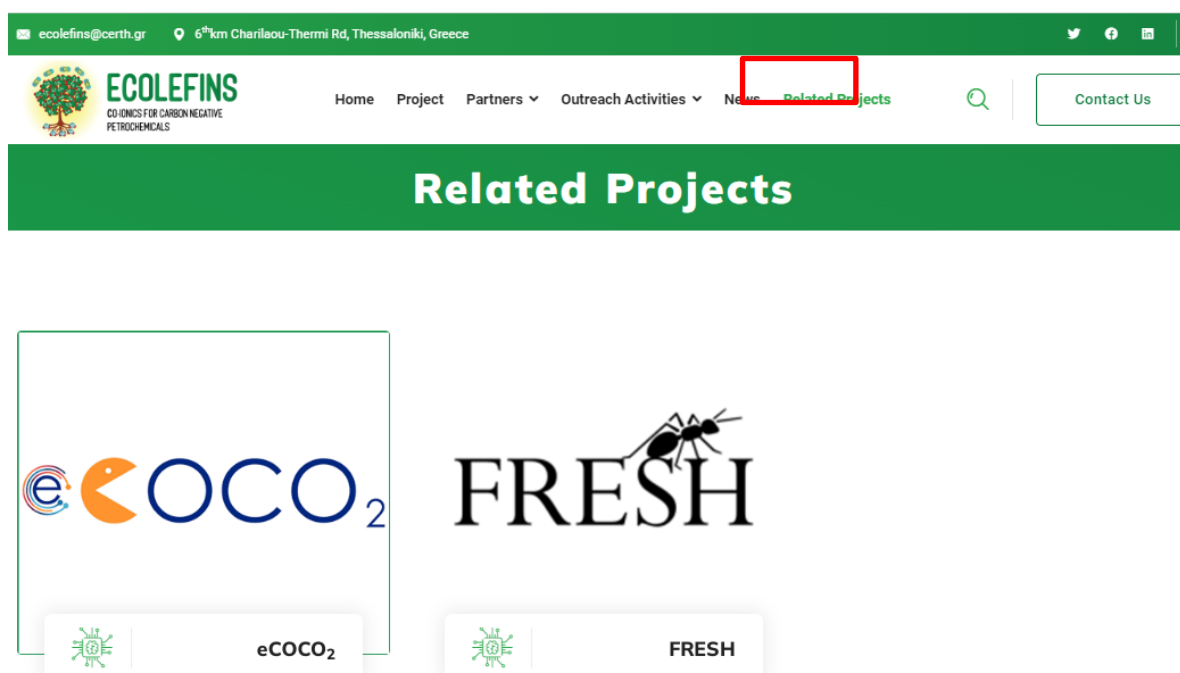


Figure 9. Related Projects Section.

3. Project social media accounts

The consortium has opened project accounts at X ([Ecolifins Project \(@EcolifinsProj\) / X](#)), LinkedIn ([Ecolifins Project | LinkedIn](#)) and FACEBOOK ([Facebook](#)) to promote ECOLIFINS through the relevant activities of ECOLIFINS partners and personnel. The corresponding front pages are presented in Figure 10.

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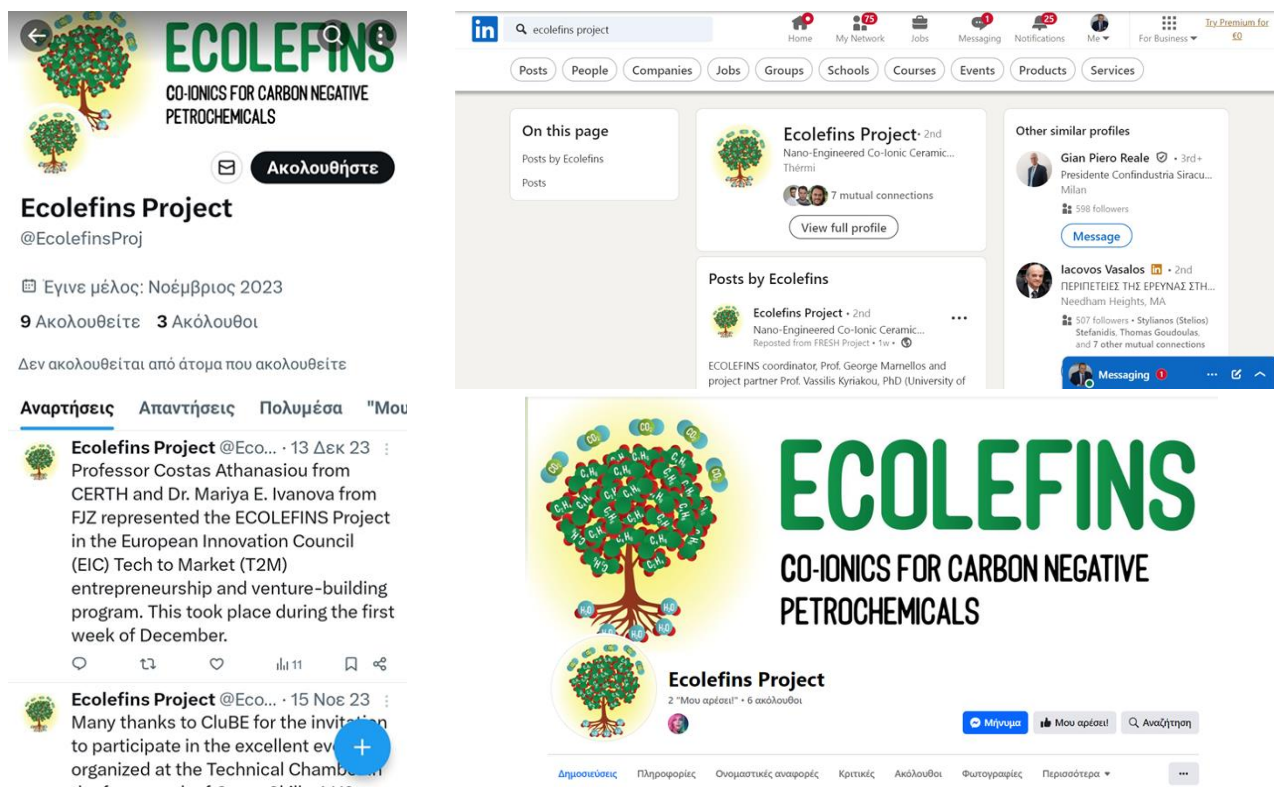


Figure 10. Front pages of ECOLEFINS X, LinkedIn and Facebook accounts

4. Project logo

The project logo serves as the distinctive graphical identity for the ECOLEFINS project and will be utilized in all official documents and outreach activities.

The final version of the logo (Figure 11) captures the main concept and message of the ECOLEFINS project, which is the artificial photo-synthesis of platform chemicals (i.e., light olefins) by RES-powered co-electrolysis of abundant and low-cost CO₂ emissions and H₂O toward carbon negative petrochemicals. Specifically, in the ECOLEFINS logo, the yellow color symbolizes the sun and the process involves the electrosynthesis of light olefins (ethylene, propylene and butenes represented by the leaves of the tree) from H₂O (depicted as the roots of the tree) and CO₂ (in air).

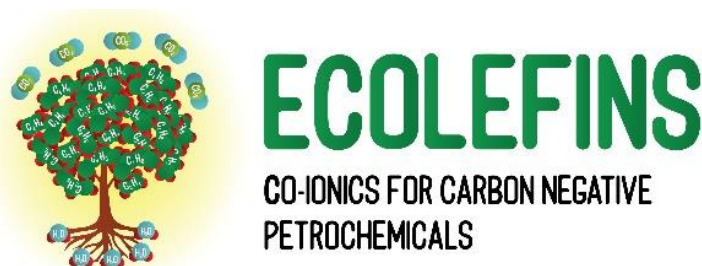


Figure 11. Logo of ECOLEFINS project.

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5. Conclusions

The present Deliverable D6.1 describes the content of the ECOLEFINS project website as well as the ECOLEFINS social media tools and logo as primary tools to disseminate and communicate the ECOLEFINS results and to describe the graphical identity of the project.