

D5.1 Project website and logo

CATCHER

Creation of innovative “humidity to electricity” renewable energy conversion technology towards sustainable energy challenge



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catcher



Project factsheet

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Consortium:	COFAC Cooperativa de Formacao e Animacao Cultural CRL , Portugal (Ulusofona), Coordinator Ecole Royale Militaire - Koninklijke Militaire School , Belgium (RMA) Cascatachuva LDA (CASCATA) , Portugal (CASCATA) Donetsk institute for physics and engineering named after o.o. Galkin of the national academy of Sciences of Ukraine , Ukraine (DIPE) Nanotechcenter LLC , Ukraine (NANOTECHCENTER) SYNYO GmbH , Austria (SYNYO) LAVOLA 1981 SAU , Spain (ANTHESIS LAVOLA)

Deliverable factsheet

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Abbreviations

EAB:	Expert and Advisory Board
EC:	European Commission
FAQ:	Frequently Asked Questions
PWS:	Project Website

Executive Summary

This report provides information on the main digital resources and channels, which were implemented as part of the CATCHER project. First of all, the structure of the project website is explained and its content is highlighted. Some selected screenshots illustrate the design, the functions and the sections and subsections of the site. Then, the report documents various logo drafts which were developed in context of the project identity. As well, the main communication activities and channels are presented.

Finally, we would like to remark that the website will be regularly updated, possibly including new sections, and it represents only a first step of our communication and dissemination activities. In the future, further social media channels (e.g., Twitter, ResearchGate) may be set up whenever the consortium considers it necessary.

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1 Introduction

This report provides information on the CATCHER project website, which will serve as one of the main digital resources implemented in the CATCHER project. First of all, the structure of the project website is explained and its content is highlighted. Some selected screenshots illustrate the design, the functions and the sections and subsections of the site. Then, the report documents various logo drafts which were developed as part of the project identity. We would like to remark that the website will be regularly updated, possibly including new sections, and it represents only a first step of our communication and dissemination activities. In the future, further social media channels (e.g., Twitter, ResearchGate) may be set up whenever the consortium considers it necessary.

2 Project website

The project website can be accessed through <https://catcherproject.eu/>

2.1. Structure

The structure of the CATCHER website is illustrated in Figure 1. In the following, each subsection will be described with more details.

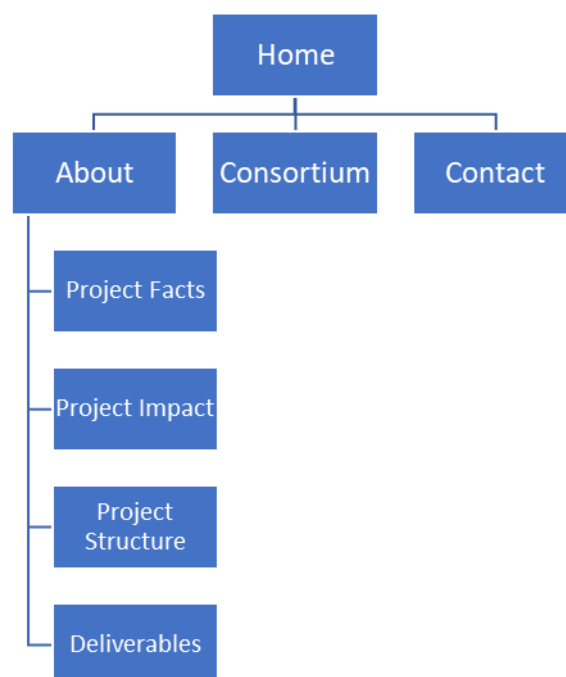


Figure 1: Structure of catcherproject.eu

Figure 1 shows the high-level sitemap of the website. The main menu includes the most frequently required links like shortcut to the home page, About section, Consortium page and contact.

The sitemap is also created as XML Sitemap and connected to SEO (Search Engine Optimizer) for better indexing and searching on search engines like Google, Bing, Yahoo and more.

2.2. Outline of the content

The front page (“**Home**”) highlights the main facts in brief and provides information on the project and the funding scheme as well as the project number and the coordinator. It also highlights the main targets and partners within the project.



Figure 2: CATCHER Homepage

2.2.1 About

Project Facts

The subsection provides a project overview and presents the main facts. It includes a brief introduction in the background of the project. The subpage also briefly describes CATCHER's science towards technology breakthrough.

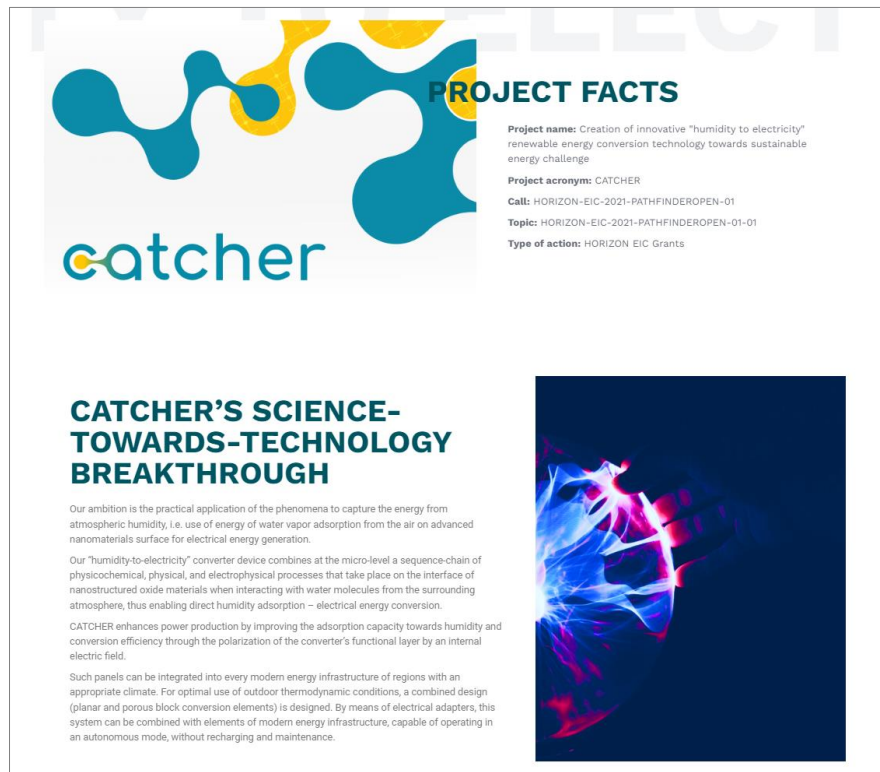


Figure 3: Project Facts & description on science-towards-technology breakthrough

Project Impact

An overview on the main project impacts will be given in this subsection. The section describes, how CATCHER will contribute to S&T advances in four of the total six EU Key Enabling Technologies.

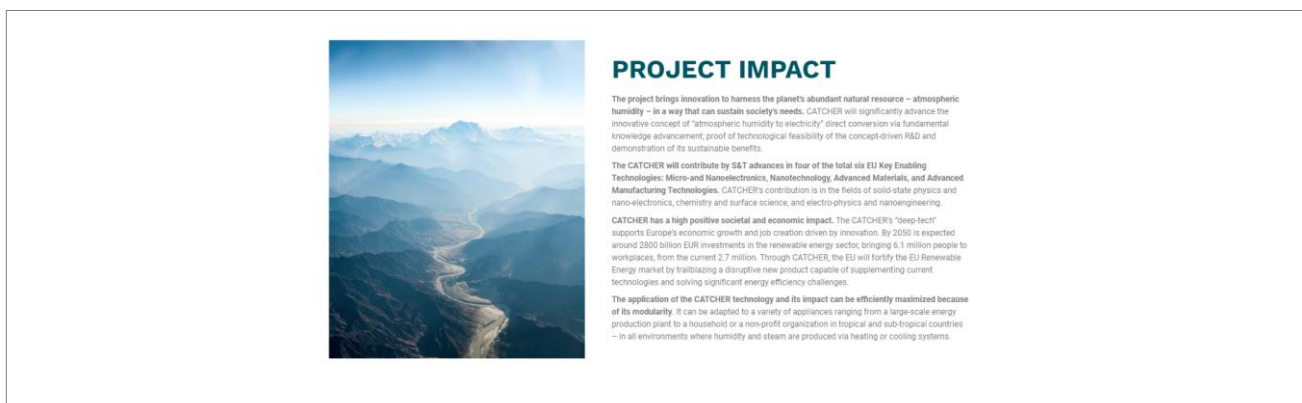


Figure 4: Overview on Project Impact

Project Structure

The project structure (work packages, tasks & deliverables) is described in this section.

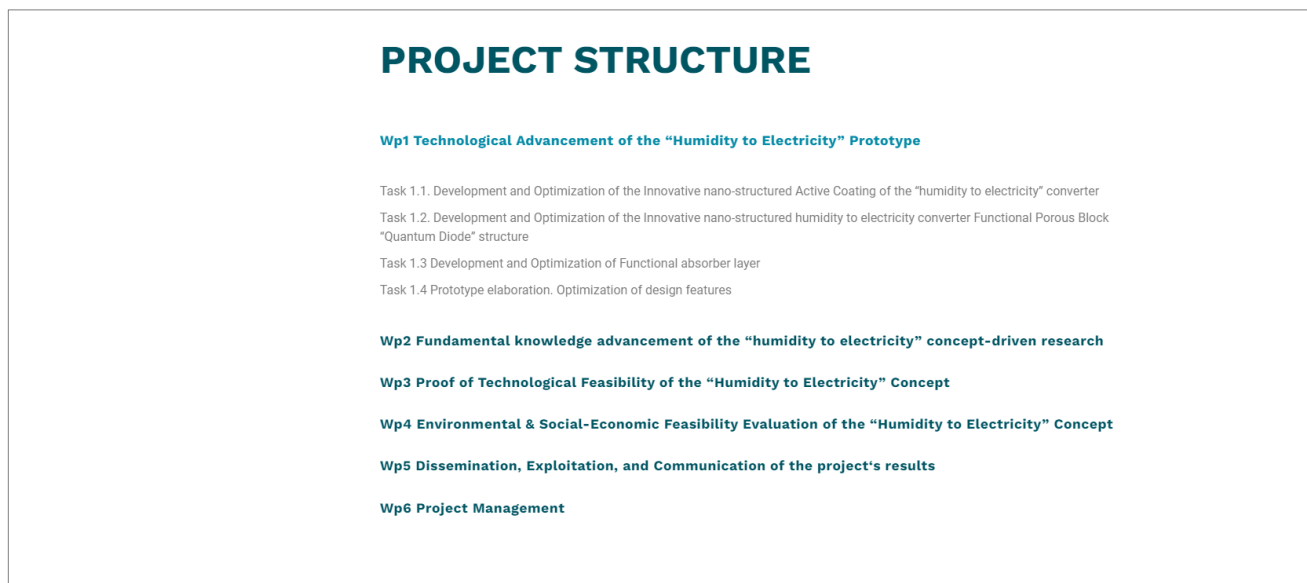


Figure 5: Project Structure

Project Deliverables

A list of all of the project’s deliverables will be presented in this part. Public deliverables will also be available for download.

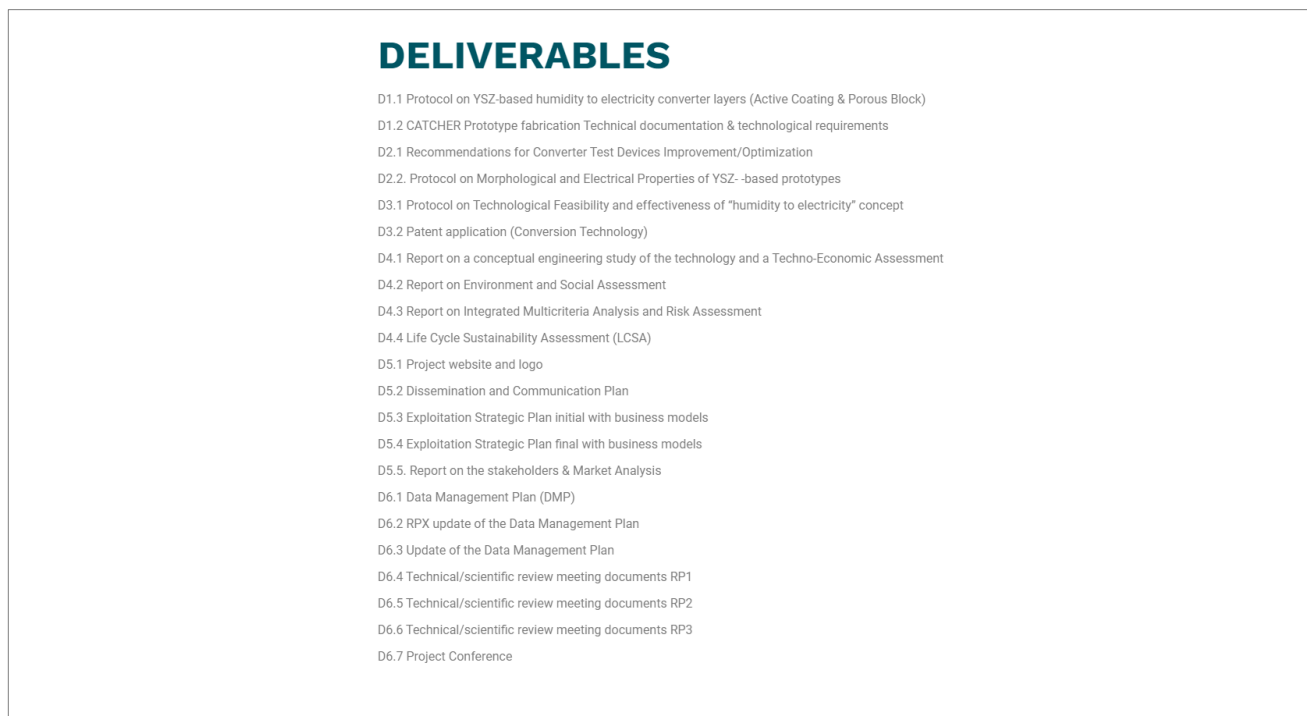


Figure 6: List of Deliverables

2.2.2. Consortium

This section provides information on the partners of the project. It includes a description of the institutions and their role in the project. Additionally, a simple click on the specific link brings to the related institution.

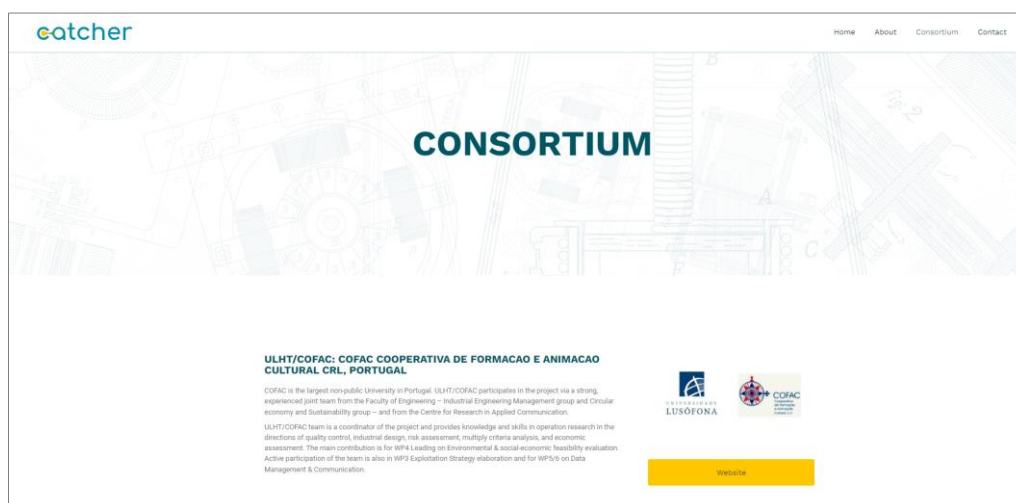


Figure 7: CATCHER Consortium

2.2.3. Contact

The section shows the contact details of the coordinator (ULHT/COFAC) of this project. It includes a web form for getting in touch with the project team.

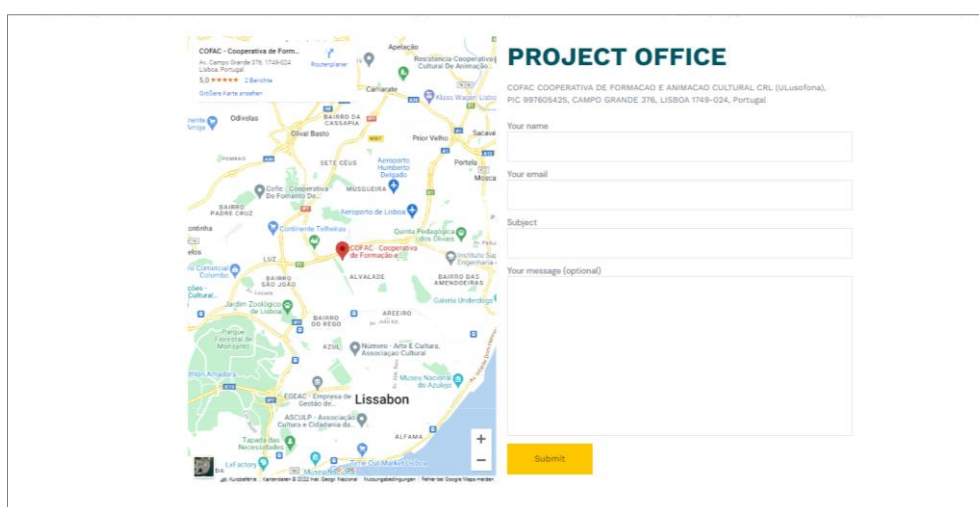


Figure 8: CATCHER Contact Form

2.3. Search Engine Optimiser

The website has installed a SEO plugin which will increase the visibility of the site. In addition, the website is connected with Google Webmaster Tools to increase the project index in search engines.

2.4. Google Analytics

The project website is connected also with Google analytics which will help to survey the usage of the site from end users in different dimensions like location, language, device, technology, demographic and more.

3 Project identity: Logo

Graphic materials were developed to promote the project at selected events providing general information and preliminary results, addressing both the technical and non-technical public. The materials will be continuously released during the execution of the project, firstly with a general presentation of the project and at the of the project gathering the results: Leaflet (project factsheet), Stickers, business cards and other dissemination materials. The printable versions will be uploaded on the project website and in the intranet of the project, as it will serve also as support document for fairs, congresses, forums and workshops.

The visual identity of the CATCHER project is an important first step in establishing not only the identity and very basis for the project, but also in branding the various products which are used to 'spread the word' about the project before and after project results are delivered. Visual identity includes the name, logo and of course the rules of graphic layout and use of the logo for those who will deploy it – in this case the project partners.

The CATCHER project identity reflects the topic of renewable energy in the logo. The logo of CATCHER project was selected by the consortium from a number of designs proposed, considering that it should be easily used in the products, printouts, projected slides and on the web.

LOGO VARIATIONS

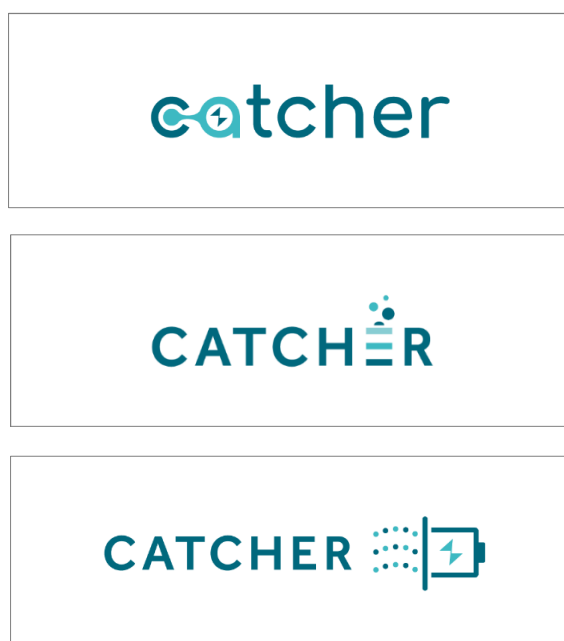


Figure 9: CATCHER logo drafts



Figure 10: Final CATCHER logo

4 Social media channels and communication activities

The project website will serve as an important resource and dissemination tool, where researchers, experts, stakeholders, the interested public and potential participants can find the relevant information about the project. The website is object to change as new information will be published or changed.

In addition to the project website, further dissemination channels and activities are planned to be enrolled including Dissemination materials. This entails a Twitter channel, as well as a ResearchGate channel, which aims to disseminate project outcomes towards the scientific stakeholders.

5 Conclusion

The project website will serve as an important resource and dissemination tool, where researchers, experts, stakeholders, the interested public and potential participants can find the relevant information about the project. The website is object to change as new information will be published or changed.

In addition to the project website, further dissemination channels and activities are planned to be enrolled including Twitter, ResearchGate and printed Dissemination materials.