



# SisAl Pilot

Innovative pilot for Silicon production with low environmental impact  
using secondary Aluminium and silicon raw materials

Project acronym ([SisAl Pilot](#))

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**Table of Contents**

INTRODUCTION ..... 4

DISSEMINATION MATERIALS ..... 5

    LOGO..... 5

    CONCEPT IMAGE..... 6

    PROJECT WEBSITE..... 7

    Partner Private Area ..... 10

    Dissemination and Communication Report ..... 11

    BROCHURE..... 11

    POSTER ..... 13

    ROLL-UP ..... 13

    POWER POINT PRESENTATION TEMPLATE..... 13

    WORD TEMPLATE ..... 14

CONCLUSION ..... 15

## Table of Figures

Figure 1. Logo Proposal .....	6
Figure 2. SISAL PILOT Logo Design .....	6
Figure 3. Concept image.....	7
Figure 4. Project's Website.....	8
Figure 5. Project's website (homepage).....	9
Figure 6. Login to the private area .....	10
Figure 7. Partner Private Area - Project Management Area .....	10
Figure 8. Brochure - First page .....	11
Figure 9. Brochure - Second, Third and Forth Pages.....	12
Figure 10. Brochure - Fifth and sixth page .....	12
Figure 11. Poster (left) and Roll-up (right) .....	13
Figure 12. Powerpoint templates.....	14

## INTRODUCTION

The purpose of the SisAI Pilot dissemination materials and templates is to promote the project actions and its results widely across Europe.

Different dissemination materials have been designed and crafted and will be continued to be produced throughout the entire course of the project. More specifically, in addition to the materials described in the following sections, the dissemination materials will be designed and studied according to different communication needs, to various event typologies, targeted on different types of audience, and being tailored to closely follow the evolution of the project.

## DISSEMINATION MATERIALS

As part of the project, a logo and other dissemination material has been developed. Although INNEN is leading this activity, input is always requested from all partners before any material is made publicly available. Material developed so far are:

- Logo
- Concept Image
- Project Website
- Brochure in pdf format
- Project Poster Template
- Roll-up Template
- PowerPoint presentation template

The materials are available for the consortium on Innovation Place - the project management platform used in the framework of SisAI Pilot and accessible through the project website (see the relative paragraph) – and for the external audience on the project website.

## LOGO

INNEN developed 15 potential logos for the project, which were proposed to the consortium.

All were intended to convey the main concept of the project, in particular the development of an innovative solution for Silicon production with low environmental impact using secondary Aluminium and silicon raw materials.

The proposed logos have been developed all with the main intention to remember the name of the project in one hand and the main project goal (the above-mentioned project objective) on the other, starting from the first draft designed during the proposal preparation.

As the logo is such an important aspect of the project, all the project partners were invited to vote for the most preferred option and to provide suggestions for improvements.



Figure 1. Logo Proposal

The final design of the SisAl Pilot logo is the one reported (version 2) in the picture below and the Style Guide has been drafted.

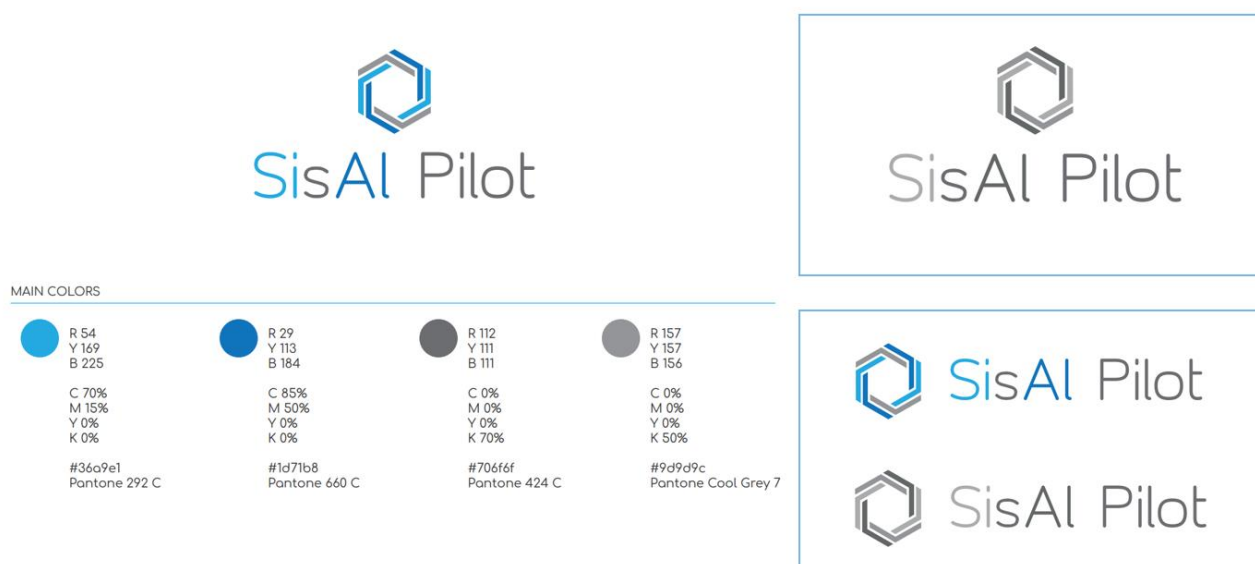


Figure 2. SISAL PILOT Logo Design

## CONCEPT IMAGE

The concept image for all the dissemination material has been carefully designed. A collage has been created to get a semi-abstract image that immediately screams “SisAl”. The image easily calls to mind the grey

recycling of aluminium and the blue of solar silicon. The logo has been inserted into the process of transformation and recycling of the elements (Figure 3).



Figure 3. Concept image

## PROJECT WEBSITE

The SisAI Pilot public website, available in English at <https://www.sisal-pilot.eu/>, has been developed by INNEN after several iterations with all the partners to agree on the layout and graphic.

The aim of the website is to provide main information about the project and the progress of the activities, to keep visitors and user group members updated on SisAI Pilot achievements.

The Sisal Pilot web site (Figure 4), includes:

- ✓ General description about the project and consortium
- ✓ Public information on the main output, such as project's brochure and public deliverables
- ✓ News and Events from the consortium partners
- ✓ Subscription to the project newsletter
- ✓ Access to internal area (only for partners) to facilitate the management of project's documentation

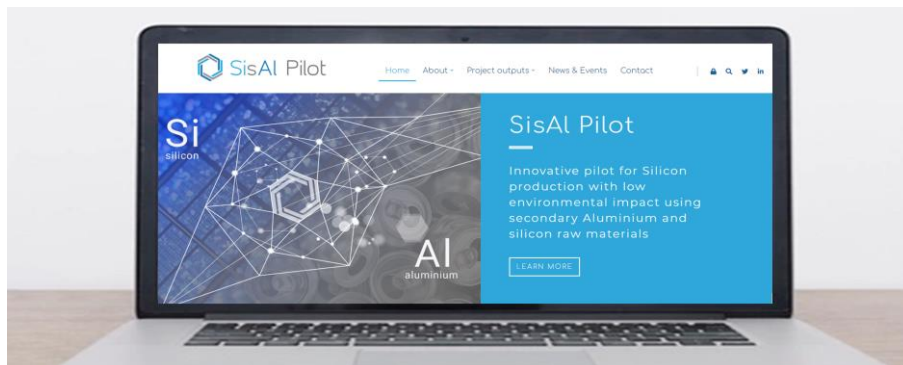


Figure 4. Project's Website

The homepage (Figure 5) provides a short description of the project and the direct links to the different available pages (About – Project Output – News and Events – Contact).

The public website is composed by the following sections:

- **About:** provide a general description of the project, in particular it consists of the main pages:
  - **The project:** a brief abstract of the project
  - **Objectives:** the general objectives and the specific objectives are listed here
  - **Partners:** the list of the project partners with a brief description of their major activities, the link to their corporate website and the official logo
  - **Work Packages:** the work packages are described here, and the PERT diagram is shown
- **Project Output:** a structured document management system to gather and classify:
  - **Dissemination Material**
  - **Deliverable**
  - **Newsletter**
  - **Press Release**
- **News and Events:** page providing brief news from the project and published events organized by the consortium and/or related to the project objectives;
- **Contact:** page containing a standard web based form to submit feedback or questions to the SisAl Pilot consortium and the list of the contact of PROJECT COORDINATOR, Gabriella Tranell ([gabriella.tranell@ntnu.no](mailto:gabriella.tranell@ntnu.no)); EXPLOITATION MANAGER, Torstein Haarberg ([th@bnw-energy.com](mailto:th@bnw-energy.com)); ADMIN MANAGER, Maria Wallin ([maria.wallin@ntnu.no](mailto:maria.wallin@ntnu.no)), and DISSEMINATION MANAGER, Valentina Cinti ([v.cinti@ciaotech.com](mailto:v.cinti@ciaotech.com))



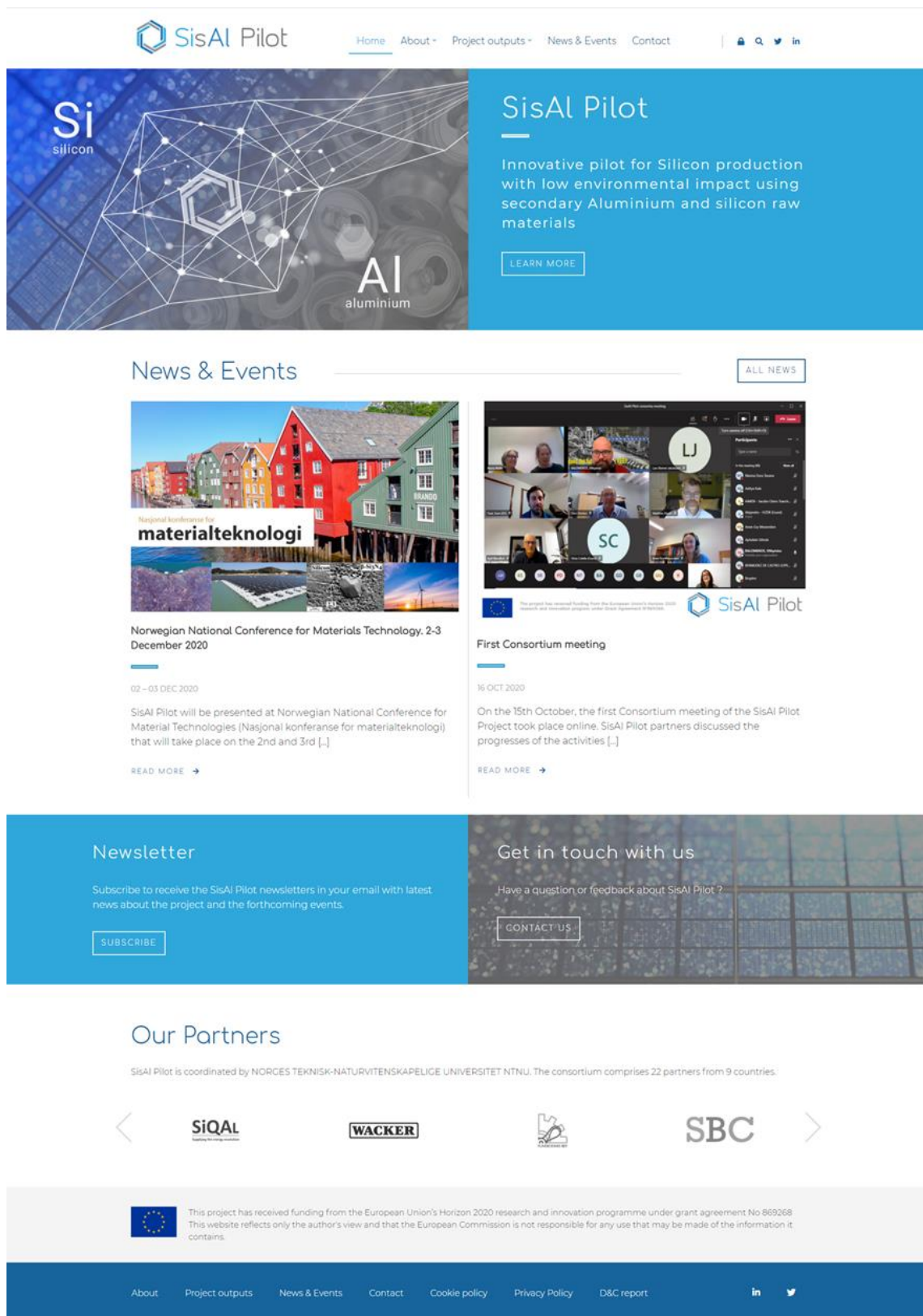


Figure 5. Project's website (homepage)

## Partner Private Area

As visualized in Figure 6, the homepage provides access to the LOGIN AREA (Partner Private Area). Depending on the user id and password indicated, the users will enter in the project management section associated to the own password.

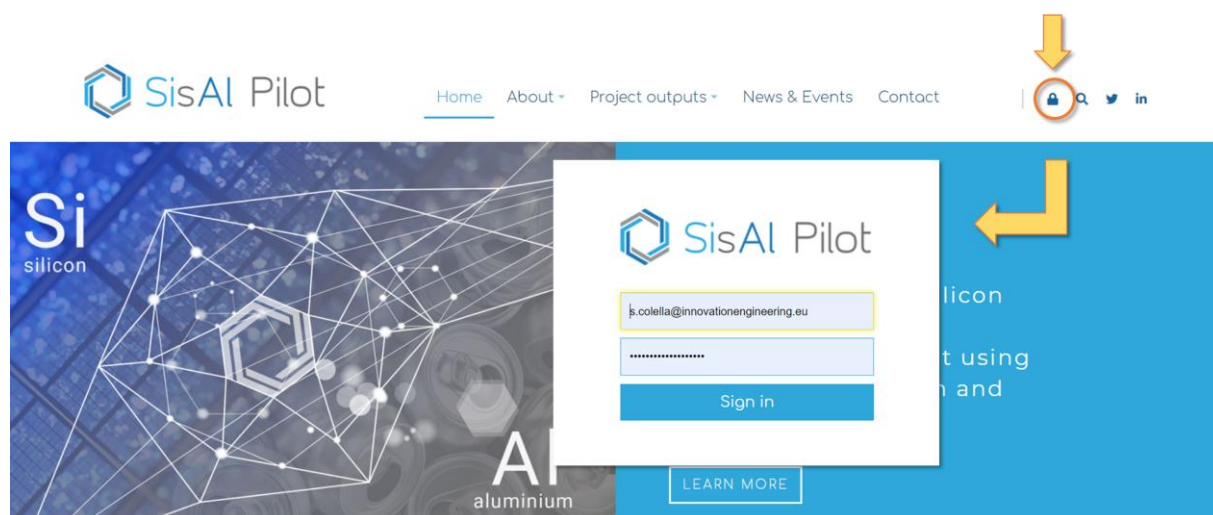


Figure 6. Login to the private area

The internal area for management purposes has been customized within the platform “Innovation Place” providing an easy to use and affective knowledge sharing platform, as shown in Figure 7.

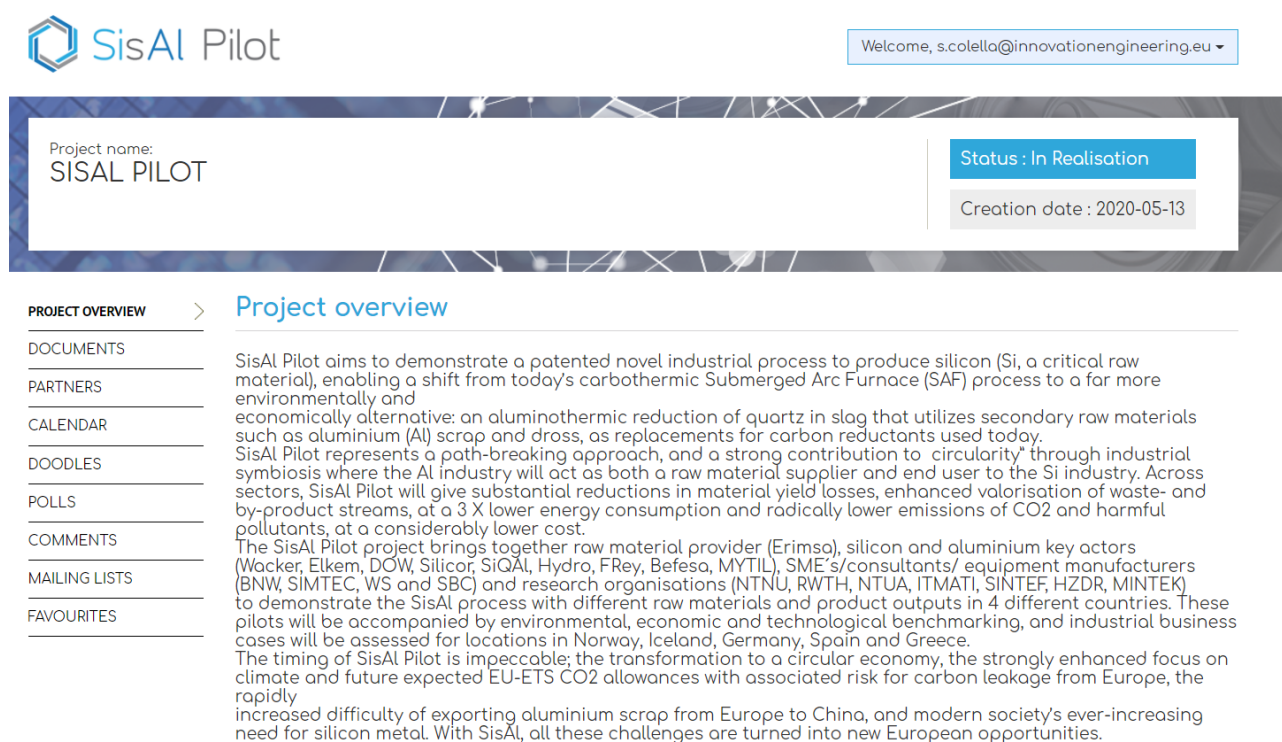


Figure 7. Partner Private Area - Project Management Area

## Dissemination and Communication Report

The SisAI Dissemination Questionnaire is a tool that aims at supporting the Dissemination and Communication (D&C) teams during their activities to be performed in the framework of the project. In particular, this tool has the goal to facilitate the collection of data from the consortium partners regarding the D&C Activities as usually requested by the European Commission.

## BROCHURE

The first brochure has been prepared and shared to be approved amongst the consortium partners. Such brochure is a tri-fold A4 brochure. The first page presents the project logo, an image and a sentence representative of the project objective, see Figure 8.



Figure 8. Brochure - First page

The second, third and fourth pages offer information about the project, in particular, the scenario, the main objective with an image describing the project approach, and the specific objectives and activities that will be developed during the project, see Figure 9.

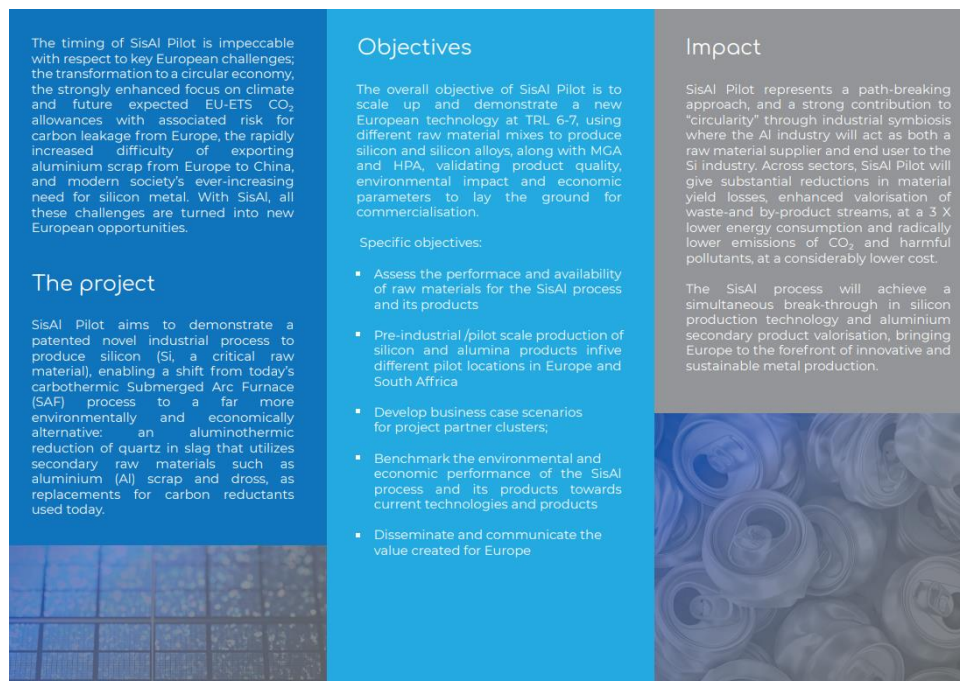


Figure 9. Brochure - Second, Third and Forth Pages

The fifth page offers the information needed to get in touch with project coordinator (e.g. name, email and company are reported), and to follow and to be updated on the project activities, namely the project website URL, the project email, LinkedIn and Twitter account, and the sixth page shows the partners' list, Figure 10.

### Partners



Figure 10. Brochure - Fifth and sixth page



## POSTER AND ROLL-UP

The first version of the poster (70x100 cm) and the Roll-up (80X200cm) have been drafted as shown in Figure 11.



Figure 11. Poster (left) and Roll-up (right)

## POWER POINT PRESENTATION TEMPLATE

To ensure a consistent style and image of the SisAl Pilot project when each of the project partner present the project, a standardized PowerPoint template has been designed (Figure 12):

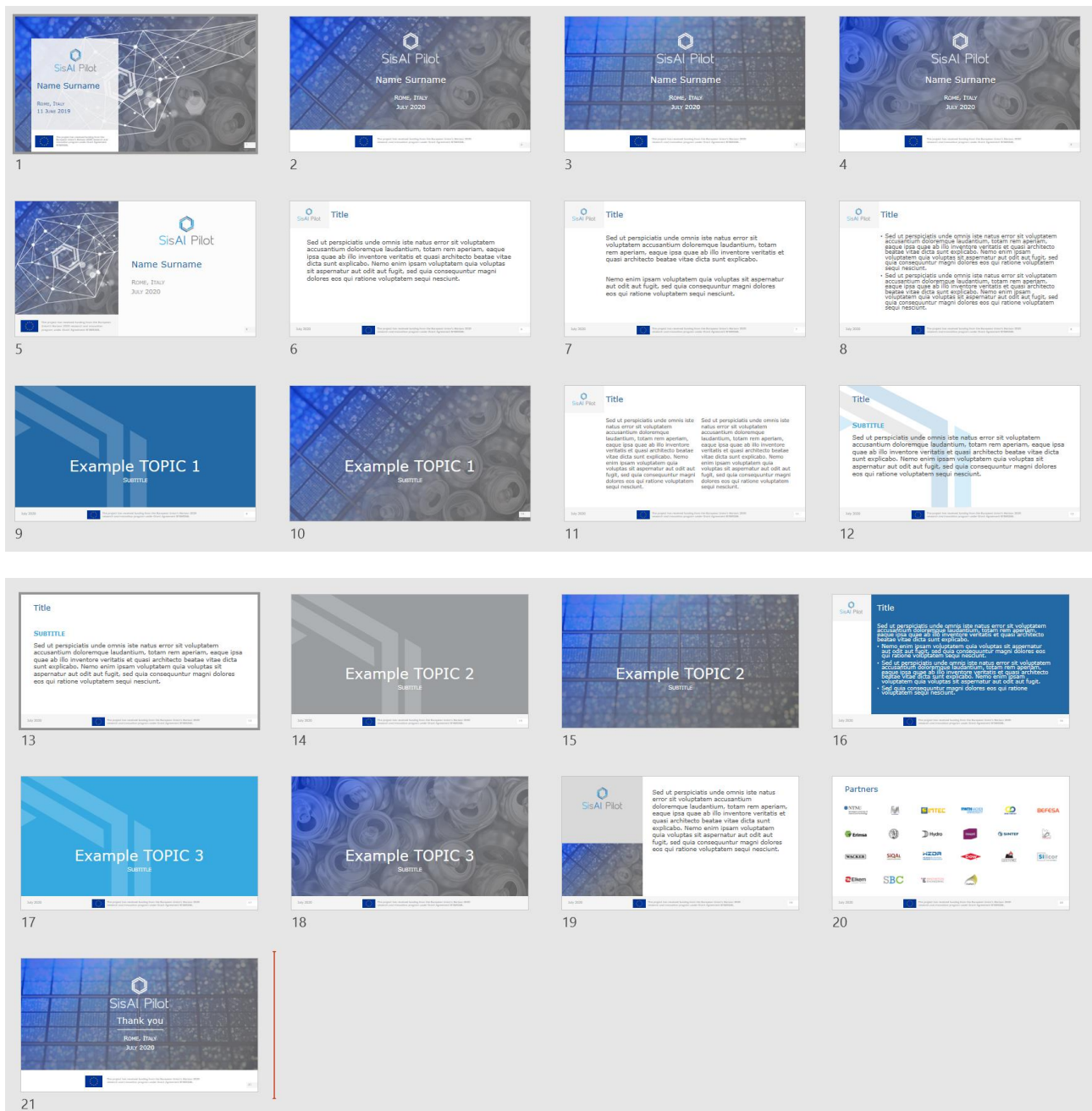


Figure 12. PowerPoint templates

## WORD TEMPLATE

The word template for the deliverables has been designed and shared among the consortium as it is used in this document.

## CONCLUSION

The communication and dissemination materials set up during the first part of the project consist of a branded logo, the project website, brochure, and poster and PPT templates.

All the materials produced are the output of a joint activity of all the project partners. In particular, INNEN designed all the materials and the other partners provided feedback on the design and on the contents shared.