



EHL CATHOL



## D9.1- Communication strategy, logo and guide

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EHL CATHOL – <http://ehlcathol.eu/>

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006744*

<b>Grant Agreement Number</b>	101006744
<b>Action Acronym</b>	EHL CATHOL
<b>Action Title</b>	Chemical Transformation of Enzymatic Hydrolysis Lignin (EHL) with Catalytic Solvolysis to Fuel Commodities Under Mild Conditions (EHL CATHOL)
<b>Funding Scheme</b>	H2020-LC-SC3-2020-RES-RIA
<b>Version date of the Grant Agreement against which the assessment will be made</b>	27/10/2020
<b>Start date of the project</b>	1/11/2020
<b>Work Package</b>	WP 9
<b>Due date of the deliverable</b>	30/11/2020
<b>Actual date of submission</b>	28/12/2020
<b>Responsible</b>	Frédérique Battin-Leclerc, CNRS
<b>Contributors</b>	CNRS
<b>Dissemination level</b>	Public

This document has been produced by the EHL CATHOL project, funded by the Horizon 2020 Programme of the European Community. The content presented in this document represents the views of the authors, and the European Commission has no liability in respect of the content.

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## Executive Summary

Deliverable 9.1 reports on the project visual identity set created to promote the project. The project identity includes the creation of a logo, of a leaflet (project presentation including the challenges/context of the project, objectives, results/applications, consortium), as well as templates for the first page of EHL CATHOL deliverables and for EHL CATHOL presentations slides and an e-mail banner. The leaflet, templates and e-mail banner have been distributed to the consortium partners.

In addition, Deliverable 9.1 presents the general lines of the communication strategies.

*The strategy set in order to facilitate the communication and dissemination will be fully detailed in D9.2. In addition, a Project public website (<https://ehlcathol.eu/>) is under development. Information needed to complete it has been requested from the consortium partners at the kick-off meeting of November, 23-24. Its complete description will be provided in D9.3.*



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# 1. Selection of the EHL CATHOL logo

CNRS has contacted two external companies (the company of Nadia EL HAMDANI and Agence 8ème Citoyen) for the design of a logo and Graphical chart. The company of Nadia EL HAMDANI has been chosen according to the provided quote. This company has then proposed 5 proposals of logo as shown in Figure 1, which were found satisfactory. A vote using a web link and open to all kick-off meeting participants was made, the results of which are also shown in Figure 1. Logo number 2 was then chosen as shown in Figure 2.

- 17 participants = 17 unique votes

17 responses

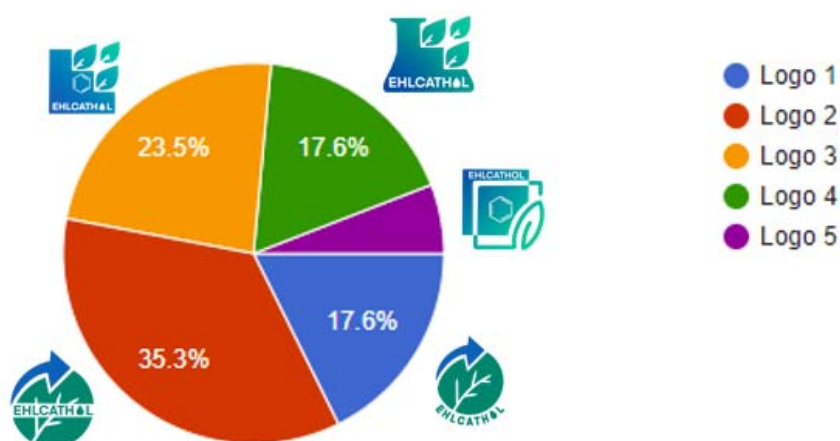


Figure 1 – Selection process of the logo



Figure 2 – The chosen EHL CATHOL logo

## 2. Creation of the leaflet

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A leaflet has been produced by the company of Nadia EL HAMDANI, with texts written by CNRS and photos provided by Prof. Yongdan Li from Aalto University. The leaflet has the size of an A4 page, to be folded in 3, and contains the following:

- Front page: a background image has been chosen to illustrate the overall aim of the project, being environmental-friendly industrial processes,
- Page 2 reports the main objectives,
- Page 3 lists the main innovations foreseen in the project
- Page 4 illustrates the methodology
- Page 5 details the motivation
- Page 6 finally details the Consortium.

The leaflet, shown in Figures 3a and 3b in its printable version, will be uploaded on the web site to be downloaded by visitors.



## OUR VISION

**To contribute to the EU's carbon neutral goal in 2050**

Our target is to develop a novel technology that fully takes upcycle residual enzymatic hydrolysis lignin (EHL) from cellulosic ethanol (2G) plants to high-quality liquid transport fuels for the automotive and aviation market. This action will more than **double the advance biofuel output of 2G ethanol plants** and, in doing so, increase not only profitability of the sector, but bring a carbon neutral EU by 2050 another step closer.



### Acknowledgment

The project has received funding from the European Union's Horizon 2020 research and innovation programme, (BUILDING A LOW-CARBON, CLIMATE RESILIENT FUTURE: SECURE, CLEAN AND EFFICIENT ENERGY) under Grant Agreement No 101006744.

Leifert, Institute for Energy EOL an der Universität Hamburg	<a href="https://www.eurostyle.de/hq/leifert/">https://www.eurostyle.de/hq/leifert/</a>
Centre National de la Recherche Scientifique CNRS	<a href="https://www.cnrs.fr/fr">https://www.cnrs.fr/fr</a>
Technische Universiteit Eindhoven	<a href="https://www.tue.nl/en/">https://www.tue.nl/en/</a>
Waters	<a href="http://www.waters.com">www.waters.com</a>
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Surgeo Thomas Schuerenberghs Université d'États	<a href="http://www.ue.ac.be/">http://www.ue.ac.be/</a>
Adm technischheids in	<a href="https://www.admtechnischheids.nl/">https://www.admtechnischheids.nl/</a>

### Chemical transformation of enzymatic hydrolysis lignin (EHL) with catalytic solvolysis to fuel commodities under mild conditions



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<http://ehlcathol.eu/>



Figure 3a – EHLcATHOL leaflet 1





**Figure 3b – EHL CATHOL leaflet 2**

### 3. Definition of slide template

The slide template uses the logo and graphical chart of the project. The slide template is illustrated in Figure 3.



Figure 4a – EHL CATHOL Slide template (first slide).



Figure 4b – EHL CATHOL Slide template (first type).



Figure 4c – EHLcATHOL Slide template (second type).

## 4. EHL CATHOL e-mail banner

Finally, as shown in Figure 5, an EHL CATHOL e-mail banner has also been produced based on the same visual identity.



Figure 5 – EHL CATHOL e-mail banner.

## 5. EHL CATHOL communication strategy

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The communication tools will be available on the website and on the dedicated workspace in TEAMS. They will be used all along the project:

- The above presented leaflet to give a very general approach on the project,
- The above presented templates for the different presentation, within the consortium or to a public,
- The website, which will be fully described in D9.3, for disseminating project results and improvements.

To advertise the EU funding in the EHL CATHOL project, seminars will be given in different universities and plenary lectures will be given in conferences. In order to present the new European project, Prof. Yongdan Li, the EHL CATHOL coordinator, will give a seminar at Liaoning University of Technology, china on December, 22nd, 2020, and a plenary lecture at the 2nd National Symposium on Lignin Science and Technology (2nd NSLST-2021 (<http://lignin2021.scholarbee.cn>, January 8-10, 2021).

EHL CATHOL symposia, events and conferences will be organized as planned in the proposal. The detailed plan for communication and dissemination strategy (PDER) will be included in the next deliverable, D9.2.