

Sustainable Jet Fuel from Flexible Waste Biomass

Deliverable D9.2: Branding Materials

presented by GreenFlexJET project consortium:

Short	Beneficiary	Role
UOB	THE UNIVERSITY OF BIRMINGHAM	CO
FRA	FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V.	BEN
UNIBO	ALMA MATER STUDIORUM - UNIVERSITA DI BOLOGNA	BEN
STR	STERLING POWER LTD	BEN
WRG	WRG EUROPE LTD	BEN
GF	GREEN FUELS RESEARCH LTD	BEN
HYG	HYGEAR BV	BEN
ETA	ETA - ENERGIA, TRANSPORTI, AGRICOLTURA SRL	BEN
SkyNRG	SKYENERGY BV	BEN
LEITAT	ACONDICIONAMIENTO TARRASENSE ASSOCIACION	BEN
USFD	THE UNIVERSITY OF SHEFFIELD	BEN
SOM	SORMEC SRL	BEN

CO: Coordinator, BEN: Beneficiary

Florence, 18th October 2021

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Prepared by: ETA (Lead)
 Responsible Persons: Stefano Capaccioli, Marielena Rago
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Document Type		
<i>PRO</i>	Technical/economic progress report (internal work package reports indicating work status)	
<i>DEL</i>	Technical reports identified as deliverables in the Description of Work	X
<i>MoM</i>	Minutes of Meeting	
<i>MAN</i>	Procedures and user manuals	
<i>WOR</i>	Working document, issued as preparatory documents to a Technical report	
<i>INF</i>	Information and Notes	

Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	
CON	Confidential, only for members of the Consortium	

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2.0	23/08/2018	Revised version	WP Leader	---
3.0	29/10/2021	Updated version	WP Leader	---



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1 EXECUTIVE SUMMARY

This deliverable is related to the project Visual Identity of GreenFlexJET project, as part of measures and activities aiming to maximize impact and reach target audiences. It therefore addresses basic project dissemination material, including a project logo (graphic version), a leaflet (graphic version and printed), an introductory slideshow presentation (PowerPoint version), an introductory poster and a roll-up (graphic and printed version).

The project logo has been discussed and agreed at consortium level. The final version has been finalised some days after the project kick-off meeting. The logo has been updated on September 2021, taking into consideration the new project acronym. This logo is based on two key elements: an image (“pictogram”) and the project acronym (“lettering”).

The introductory poster defines aim, activities and advantages of GreenFlexJET and can be downloaded by potential stakeholders and the wide public from the webpage “Resources” of GreenFlexJET website.

The leaflet, which will be available in graphic version and in 2.000 printed copies, is about to be finalized. It outlines, in simple but scientifically correct language, GreenFlexJET aim and objectives as well as the advantages of the overall process in terms of innovation and flexibility. Pictures in this leaflet have been inserted as in a diagram, for favouring the understanding of GreenFlexJET process and final scope.

The PowerPoint slideshow presentation is currently under preparation with the collaboration of all partners. It depicts the entire project while provides a specific description of each partner’s role within organizational, technical, communication and dissemination activities.

The roll-up will provide the basic information on the project and will be showed at project booths during EU and international events related to GreenFlexJET fields.

All partners have the access to these materials from the intranet project area, while potential stakeholders and the wide public are able to download them directly from the webpage “Resources”: <http://www.greenflexjetproject.eu/resources/>.

All partners will be asked to be active players in terms of communication and dissemination of GreenFlexJET activities and project results, with the scope to maximize project impact.

1.1 Description of the deliverable content and purpose

The GreenFlexJET D9.2 is a public report with the description of the visual identity and project branding material to engage with the general public. Its due date is M4 and it applies to the Task 9.2. The structure



and content of project material can be improved and updated during the project development and management.

Following chapters of this deliverable describe the basic project dissemination material (a project logo, a poster, a leaflet, a PowerPoint slideshow presentation), its design and possible utilisation.

This report is strictly related and linked to the deliverable D9.3: Website and social media feeds online (public report with the description of the structure of project website and social media on the project activities and results to engage with the general public).

2 LOGO

ETA proposed different versions of the logo. Then, the project logo has been discussed and decided with all project partners. ETA finalised the actual version of the logo (Figure 1) with the agreement of the project coordinator some days after the project kick-off meeting.

A schematic image of a setting-off airplane is entwined with the project name and a green barrel with a blue drop on it, the latter representing the relation with “bio” (in particular, the green colour) and the relation with “fuel” (in particular, the drop). The combination of these elements reminds to bio jet fuel production and usage, while the dynamism within the logo suggests the rise and the uptake of GreenFlexJET technology on the market envisaged within the project. The main colours constitute of a matte variation of blue, which is generally associated to the sky, and a bright vivid green, mainly related to sustainability and ecological concepts.

It has been chosen a modern style to emphasize the innovation that the project aims to bring in the advanced biofuels field.



Figure 1: Current version of project Logo.

It is important to report that the font and the colour system of the project website, as well as those of branding material, have been defined in coherence with the project logo colours. Furthermore, the logo is integrated within the poster, the leaflet, the PowerPoint slideshow template and the roll-up so that is always visible, therefore assuring the recognizability of the project. All these relations were made



in order to establish graphic connections between different tools and to maintain a visual identity of the project and its dissemination material.

Several versions of the logo had been prepared in order to respond to different necessities: in order to help all project partners to cope with that, a Logo User manual has been prepared and promptly shared in a restricted platform for sharing the documents of GreenFlexJET project.

Another version of the project logo has been prepared without the barrel and the airplane (Figure 2), showing only the acronym of the project. This version can be used in infographics, as for example the infographic representing the project chain, from feedstock to the plant, then converted to oil/fuel and finally to the airplane, and added to the Home page of the project website, www.greenflexjetproject.eu.



Figure 2: "Lighter" version of project Logo.



Figure 3: Infographic representing the project chain.



3 VISUAL IDENTITY AND TEMPLATES

Concerning the application of the Visual Identity, this chapter provides a series of layouts for different communication materials in line with the visual identity rules previously mentioned, and also according to communication, dissemination and exploitation plan of the project.

The list of examples not being exhaustive, the project visual requirements apply to all communication materials produced at project level in written, online, electronic or audio/visual formats. The correct implementation of the guidelines will imply a consistent and coherent visual identity for GreenFlexJET project.

In pursuance of a consistent brand identity all templates have the typical GreenFlexJET look. The templates are developed for internal and external use. Combined these templates shall be provided as a toolkit on the collaboration platform accessible to all partners. All templates that have been created for GreenFlexJET use the same colour palette, fonts and style sheets. Settings have been defined in the interest of allowing a consistent design for every communication tool.

- **For project deliverables:**

For all public and confidential deliverables, a general template has been created (Figure 4), which consists of about 4 “basic” pages and gives a detailed description of how it has to be used. From executive summary to conclusions, it gives a brief definition and explains the formatting of headings, tables, figure etc. Furthermore, there are predefined settings with hyperlinks to header and footer. These measures shall ensure that all partners can easily issue a well-structured document for their deliverables as used e.g. in the document at hand. This template is available on online folders restricted to the project consortium for all partners free to use.



GreenFlexJET | Sustainable Jet Fuel from Flexible Waste Biomass
Enabling pre-commercial production of advanced aviation biofuel
H2020-LCE-2017-RES-IA | LCE-20-2016-2017 | GRANT AGREEMENT NUMBER: 792216

Sustainable Jet Fuel from Flexible Waste Biomass

Deliverable DX.X:
Title of the deliverable

presented by GreenFlexJET project consortium:

Short	Beneficiary	Role
UOB	THE UNIVERSITY OF BIRMINGHAM	CO
FRA	FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V.	BEN
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Place, Date

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 792216.

GreenFlexJET DX.X Name

General Information

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Start date of project: 01/04/2018
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New submission date: ---
Reference Period: **01/04/2018 – 30/06/2018**

Prepared by: **Company**
Responsible Persons: **Name**
Dissemination Level: **Copy from the table**

Document Type	
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Version History				
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1.0	----	--	--	--

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GreenFlexJET DX.X Name

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GreenFlexJET DX.X Name

1 EXECUTIVE SUMMARY

1.1 Description of the deliverable content and purpose

2 INTRODUCTION

3 Title

xxxxxxxxxx

3.1 Sub-title

xxxxxxxxxx

3.1.1 Sub-title

xxxxxxxxxx

4 CONCLUSIONS

xxxxxxxxxx

5 ACKNOWLEDGEMENTS

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6 BIBLIOGRAPHY/REFERENCES

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Figure 4: Public deliverable template.

- For PPT presentation:

Slides for PowerPoint presentations have been created and designed, one for 4:3 (Figures 5, 6 and 7) and another one for 16:9 (Figures 8, 9 and 10), as follows:



Figure 5: Cover slide, for introduction (4:3).

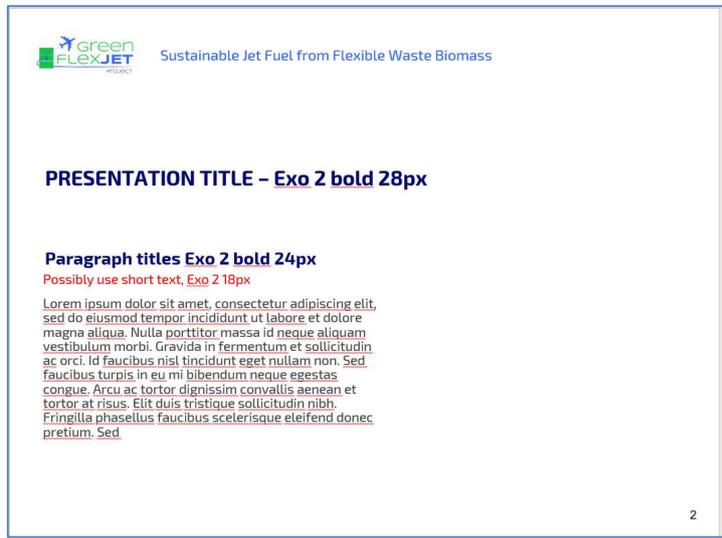


Figure 6: Slide for sharing information (4:3).



Figure 7: Final slide, for closing (4:3).



Figure 8: Cover slide, for introduction (16:9).

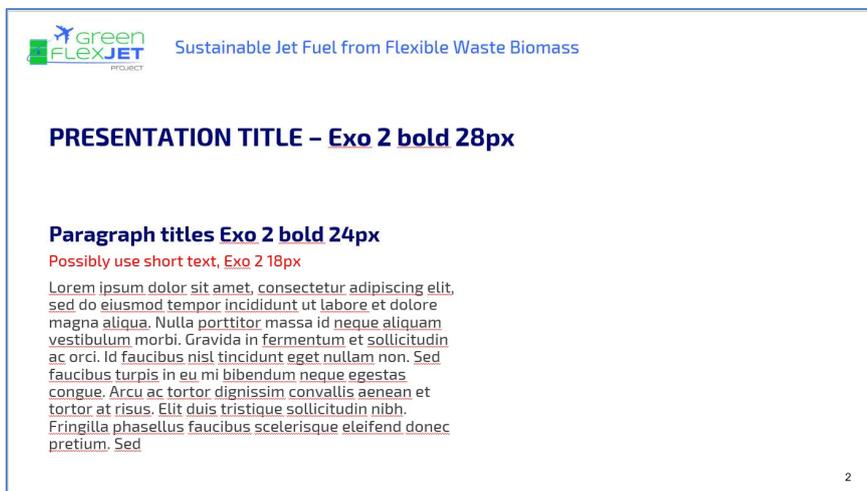


Figure 9: Slide for sharing information (16:9).



Figure 10: Final slide, for closing (16:9).

- For poster:

A template for the A0 poster has been created and designed for the project partners (Figure 11), as follows (there will be also space for e.g. the conference logo, if required):

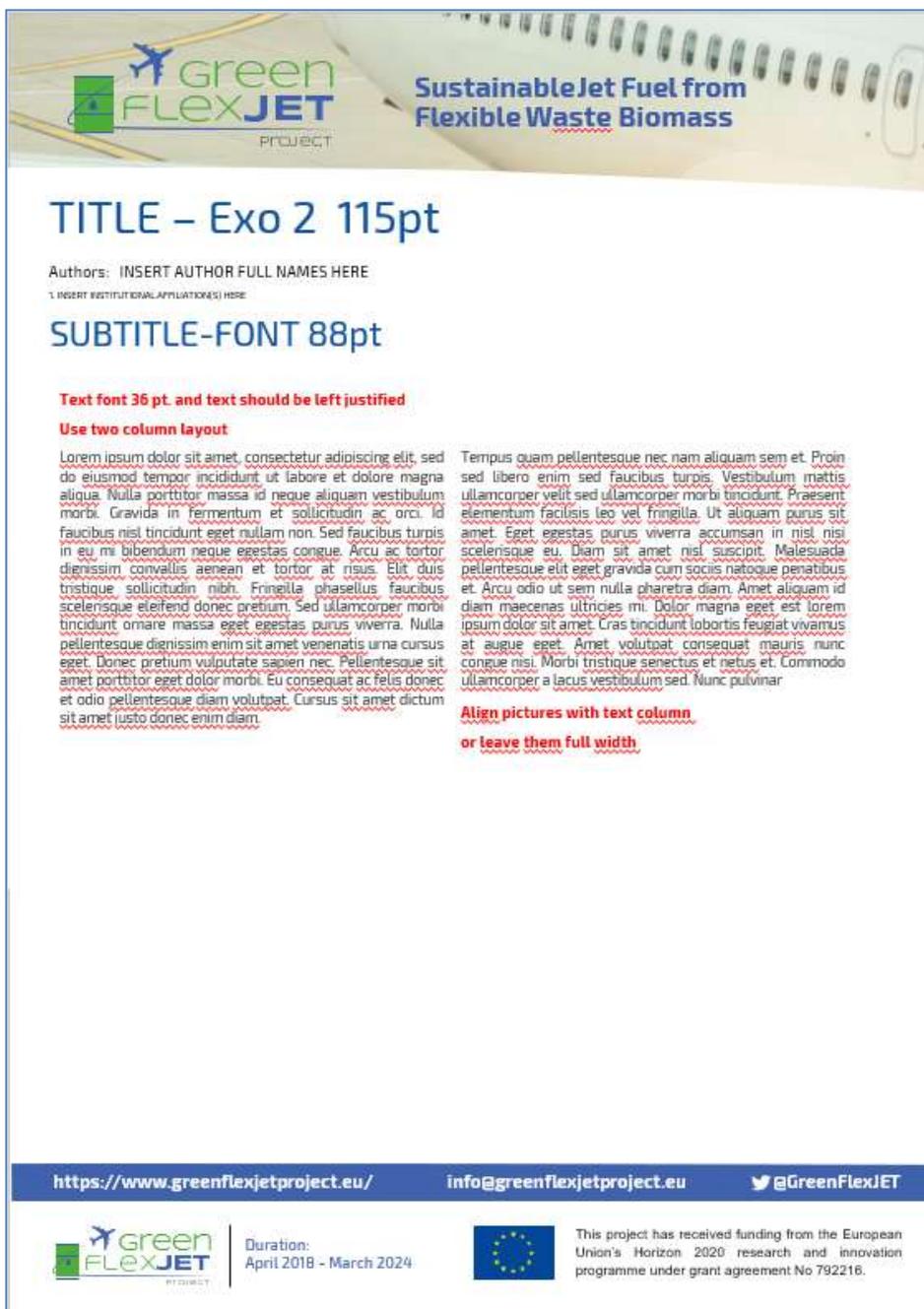


Figure 11: A0 poster template.

- For newsletter:

As for the online newsletter a layout proposal has been designed. Newsletters will be issued when specified in the communication plan of the project. Newsletters are sent regularly, with always updated content. A regular newsletter is a key tool to inform the relevant target audiences about the evolution of the project. The newsletter can be mailed in electronic format and be published on the website. Templates for newsletters could also vary according to the subject covered, but the cover page should clearly identify the project. The upper banner of the newsletter will be constant. In the proposed layout the upper banner and the footer would be constant while the content is variable.



This newsletter template has been created in order to ensure a matching appearance of the newsletter emissions, which are planned to happen on a regular basis informing both internal and external audiences about recent and upcoming events and the progress made in the course of GreenFlexJET project. The communication manager is in charge of the coordination of the newsletter. This template is intended to serve as guidelines for the newsletter. As it could be sent via mail chimp (an email and marketing platform) the colours, font and font size, structure, use of pictures, etc. have been defined and are ready to use for implementing.

A template for project newsletters (Figure 12, first page, and Figure 13, final page) has been created and designed as follows:



Figure 12: Header section of the project newsletter.

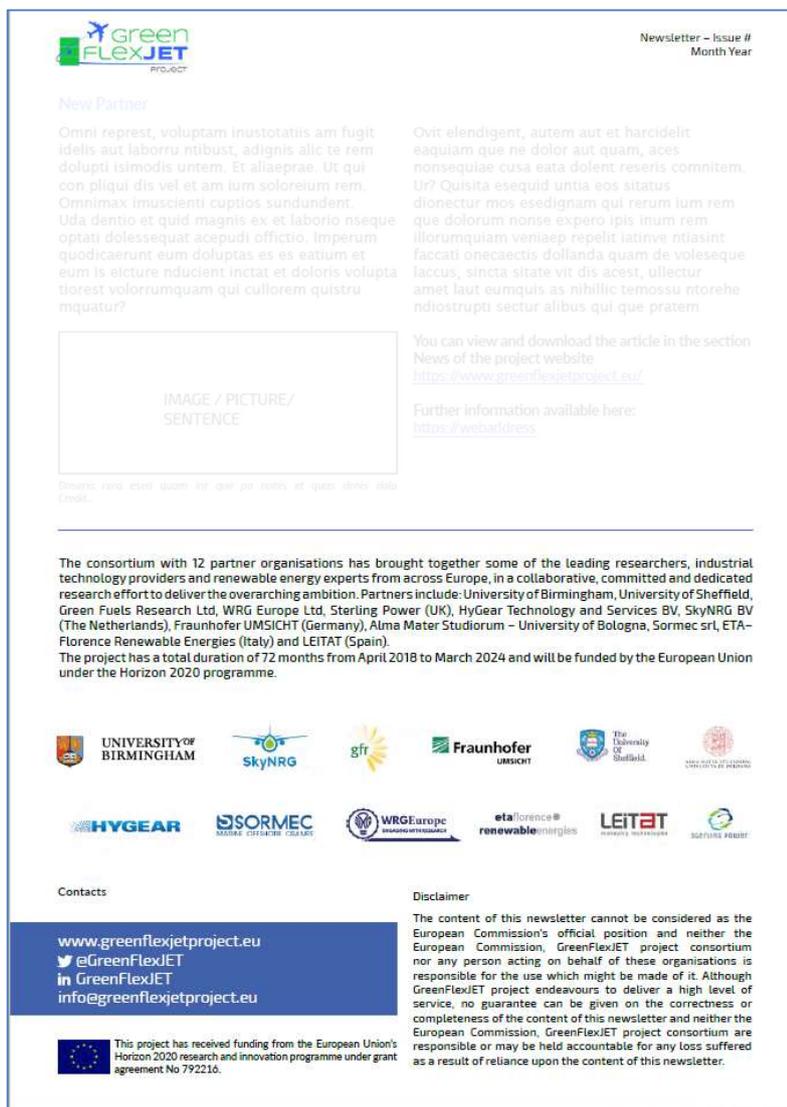


Figure 13: Final section of the project newsletter.

4 INTRODUCTORY POSTER

The introductory poster, recently revised and updated (Figure 14), provides with all basic information related to the project in a clear and graphic way to be easily understandable by the wide public. Colours system and font has been developed in coherence with the project Visual Identity. The poster is downloadable from the project website (“Resources” webpage) by the public. This poster has been recently updated and created to represent the project on conferences and likewise events. Its aim is to give a positive first impression and to draw the spectator’s attention to the project. The use of picture/s intends to give off a likeable and modern vibe, conveying knowledge and innovation and the same time.

A printed first version of the poster has been used on the occasion of the CINEA (previously INEA) 2nd meeting on H2020 Biofuels and Alternative Fuels - 7 June 2018. The objective of the clustering meeting



was to get information on the state of the art of on-going projects funded by INEA and find synergies among consortia.

Green FLEXJET PROJECT
Sustainable Jet Fuel from Flexible Waste Biomass

AIM
The innovative GreenFlexJET project is diversifying the feedstock for sustainable aviation fuel (SAF) beyond vegetable oils, biodiesel and fats to include bio oil produced from a wide range of organic waste. This project provides clear technical and economic validation, by building a demonstration plant at pre-commercial scale to deliver high quality SAF.

OBJECTIVES
The GreenFlexJET process is highly scalable and less capital-intensive than current technologies and can be integrated into existing infrastructure. It provides for a sustainable, cost-competitive aviation fuel by combining regional and local supply and demand strategies in a circular economy and it contributes to the decarbonisation of the aviation transport sector.

ADVANTAGES
GreenFlexJET has many advantages and demonstrates flexibility:
 - Flexibility of Feedstock
 - Flexibility of Scale
 - Flexibility of Operation
 - Flexibility of Product

CONSORTIUM
 Coordinator: UNIVERSITY OF BIRMINGHAM
 Partners: SkyNRG, gfr, Fraunhofer UMSICHT, The University of Sheffield, INRAE INSTITUT NATIONAL RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT, HYGEAR, SORMEC, WRG Europe, eta|renewable energies, LEITAT, SCIFLING POWER

<https://www.greenflexjetproject.eu/> info@greenflexjetproject.eu @GreenFlexJET

Duration: April 2018 - March 2024

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 792216.

Figure 14: A0 introductory poster on the project.

A printed first version of the poster has been displayed on the occasion of the the European Biomass Conference & Exhibition (EUBCE, www.eubce.com) in Lisbon, May 2019.



5 LEAFLET

The leaflet is currently under revision: ETA is still making some adjustments before the final revision by project coordinator. The leaflet (Figures 15 and 16) will be constituted by two pages based on A4 sized paper in landscape orientation and integrated with the logo. The colours, as well as the font and the diagrammatic images within the leaflet are being prepared according to the logo as well as to the introductory poster. The leaflet outlines, in simple language and with specific terms, the project’s background (“Why?”), planned methodologies (“How?”), objectives, as well GreenFlexJET project. Key points outlined in the leaflet correspond very closely with the key points outlined in the first press release of the project, published on the BE-Sustainable Magazine 2018 issue edited in May 2018. Most importantly, the leaflet focuses on:

- the funding scheme supporting GreenFlexJET project, included the process and partners;
- the rationale for carrying out research on the demonstration of the most promising advanced bio jet fuel pathways in Europe;
- the basics of the technology to be implemented within the project.



Figure 15: Cover of the project leaflet.



GreenFlexJET Project will validate a new integrated process to produce sustainable aviation fuel.

The innovative **GreenFlexJET** project uses a diverse range of **organic waste feedstocks** for sustainable aviation fuel (SAF). The process offers better economics and improved overall sustainability by processing waste feedstocks near the source and at a scale that matches the waste availability. This thermal conversion technology is the first ever to use green hydrogen from waste feedstock for refining of SAF thereby maximising greenhouse gas savings.

The **GreenFlexJET** process combines **SABR technology** for the refining of biodiesel from organic waste fats with the **TCR® technology** for the production of biocrude oil from organic solid waste. The hydrogen for refining will be separated from syngas using a standard PSA and directed to the HDO process to generate the biofuel.

Demonstrate technical viability and cost-competitiveness of the production of aviation fuels.

Through construction and operation of a pre-commercial scale demonstration plant, the **GreenFlexJET** project will provide clear technical and economic validation whilst delivering high quality fuels and will therefore be an exemplar showcasing production and distribution of this novel SAF technology, designed to deliver **a cost competitive sustainable process to produce fuels for aviation** whilst significantly reducing the carbon footprint of this industry.

The **GreenFlexJET** process is **highly scalable** and less capital-intensive than current technologies and can be integrated into existing infrastructure. It provides for a sustainable, cost-competitive aviation fuel by combining regional and local supply and demand strategies in a circular economy.

Decarbonisation of the aviation and road transport sectors.

As a key factor to the **decarbonisation** of the aviation transport sector, it contributes to the Renewable Energy Directive Targets in Europe and to the fulfilment of the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA) goals.

SABR-TCR® technology presents many advantages in terms of **flexibility** of scale and delocalisation at regional and local level, **flexibility** of feedstock, quality and reproducibility of output independent of feedstock, and relatively low cost (capital and operational).

Figure 16: Second page of the project leaflet.

6 SLIDESHOW PRESENTATION

The introductory slideshow presentation (almost ready) will provide a standardised yet valuable tool anytime project partners will need to talk about the project activities and show results in several occasions e.g. scientific conferences, market exhibitions, ad-hoc meetings, technical workshops, etc.

The template, as well as the colours and the font, are in line with the Visual Identity and the official EU acknowledgement (present on top of each slide).

The first part of the presentation will be dedicated to the project and the innovative SABR-TCR® technology, while the second part will be focusing on project partners' descriptions along with specific activities that will be implemented and expected impacts. It will be further updated by including updates, demonstration results, milestones, cooperation with other projects/initiatives during the project.



7 BILLBOARD

The billboard can serve as an eye catcher at the site of the demonstrator plant.

This billboard (Figure 17) presents official project information and it should be placed near to the demonstrator plant.



Figure 17: Billboard for the site of the demonstrator plant.

8 CONCLUSIONS

The basic project dissemination material has been designed, prepared and printed according to the deadline indicated in the DoA. The project logo has been integrated on the project website, appearing on the header section of all the webpages. It has been integrated also on project social media, leaflet, introductory slideshow presentation and poster.

The basic project dissemination material and digital channels have been designed in coherence with the project Visual Identity, assuring to stakeholders and the wide public project visibility during the project and beyond its closure. The acknowledgement of the EU funding (“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 792216.”) is present in a visible way in all materials and channels.

All project partners received these materials, while potential stakeholders and the wide public are able to download them directly from the webpage “Resources”:

<http://www.greenflexjetproject.eu/resources/>.



All partners will be asked to share these materials at events, scientific conferences, technical workshops they are going to take part to as well as among their formal and informal networks, for maximizing project impact and keeping the attention on GreenFlexJET activities and results as high as possible for the project duration and beyond its end.

9 ACKNOWLEDGEMENTS



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 792216.

10 BIBLIOGRAPHY/REFERENCES

- https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en