



# EMB3Rs

Heat and Cold matching platform

# Dissemination Kit

Poster – Banner - Brochure

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## Technical References

Project Acronym	EMB3Rs
Project Title	User-driven Energy-Matching & Business Prospection Tool for Industrial Excess Heat / Cold Reduction, Recovery and Redistribution
Project Coordinator	Zenaida Mourão
Project Duration	September 2019 – August 2022 (36 months)

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Dissemination level <sup>1</sup>	PU
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<sup>1</sup> PU = Public

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)

## Document history

V	Date	Beneficiary	Author
1	27. May 2020	ESCI	Corinna Barnstedt
2			
3.1			
3.2			



## Summary

Dissemination and awareness activities are a core part of the EMB3Rs project and will ensure that the tools and results developed within the project are communicated and exploited by relevant target audiences.

In order to reach this objective, i.e. to promote the project to both stakeholders, policy makers, potential investors and the public, a number of different dissemination and communication tools are required.

As outlined in D6.1, a dissemination kit – including brochure, A1 poster and roll-up poster – is part of the communication strategy. The brochures are for wide, individual distribution to potential end-users and other stakeholders, the posters support the communication of EMB3Rs project at fairs and conferences.

The dissemination kit was originally scheduled for M6 (see D6.1). As a new partner joined in M6, its approval of the print material had to be awaited. Thus the scheduled date of D6.3 was updated to M8 in the project's amendment request.

## Disclaimer

This publication reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.



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# Dissemination Kit

## Brochure

An EMB3Rs brochure providing an overview of the project has been produced for distribution at events and conferences, e.g. the Energy Modelling Platform for Europe (EMP-E), IEEE PES General Meeting, Power Systems Computation Conference, IEEE PES ISGT conference, IEEE PES Powertech conference, among many others. The main idea is to inform relevant target groups about the project, its objectives and expected impacts. It is designed for wide distribution at fairs and conferences for all partners so that they can distribute them individually to potential end-users and other stakeholders.

The brochure is a one-fold design, each page measuring the handy and easy to pocket format of 10,5 x 14,5 cm. 2300 copies have been printed, 1500 in English, 500 in Portuguese, 300 in Greek and been sent to all partners for their dissemination activity. Electronic versions of the brochure in pdf-format in English, Portuguese, Greek and German are downloadable from the EMB3Rs website [www.emb3rs.eu](http://www.emb3rs.eu).

On the front page the title and logo as well as the slogan can be seen. Also, some relevant numbers describing in short the project and attracting the readers' interest: number of project partners, number of case studies and duration of the project.

The left page on the inside of the flyer explains in a concise text the planning phase of the project. This is visualized by a graphic on top. On the right page the same is done with the implementation phase of the project.

On the backside of the flyer the link to the project's website and social media channels guides the reader to further information about EMB3Rs. A QR code links directly to the website. All project partners are listed with their logos. The brochure ends with the EU flag and funding information "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°847121"



Figure 1 – EMB3Rs brochure



**Waste heat reuse** has come to the fore as a means to increase energy efficiency of industrial and urban energy systems, while providing an additional source of revenue and cost reduction.

16 companies and institutes from seven European countries have joined forces as part of the EU-funded project EMB3Rs to develop a **novel platform** that enables industry and end-users to find out how to reuse excess H/C profitably, while improving the carbon footprint on site and in local energy systems.

By entering meaningful data users can **autonomously and intuitively** assess the feasibility of matching technology and new business scenarios.

**Matching excess heat and cold** providers or industries with end-users will benefit each individual producer or consumer in a given industrial community but also enable **win-win solutions** between industries.

**Seven case-studies** will deliver data to create and validate the platform including the re-use of excess heat from a cement producer, a metal casting company, an industrial park and local supermarkets in district heating networks.

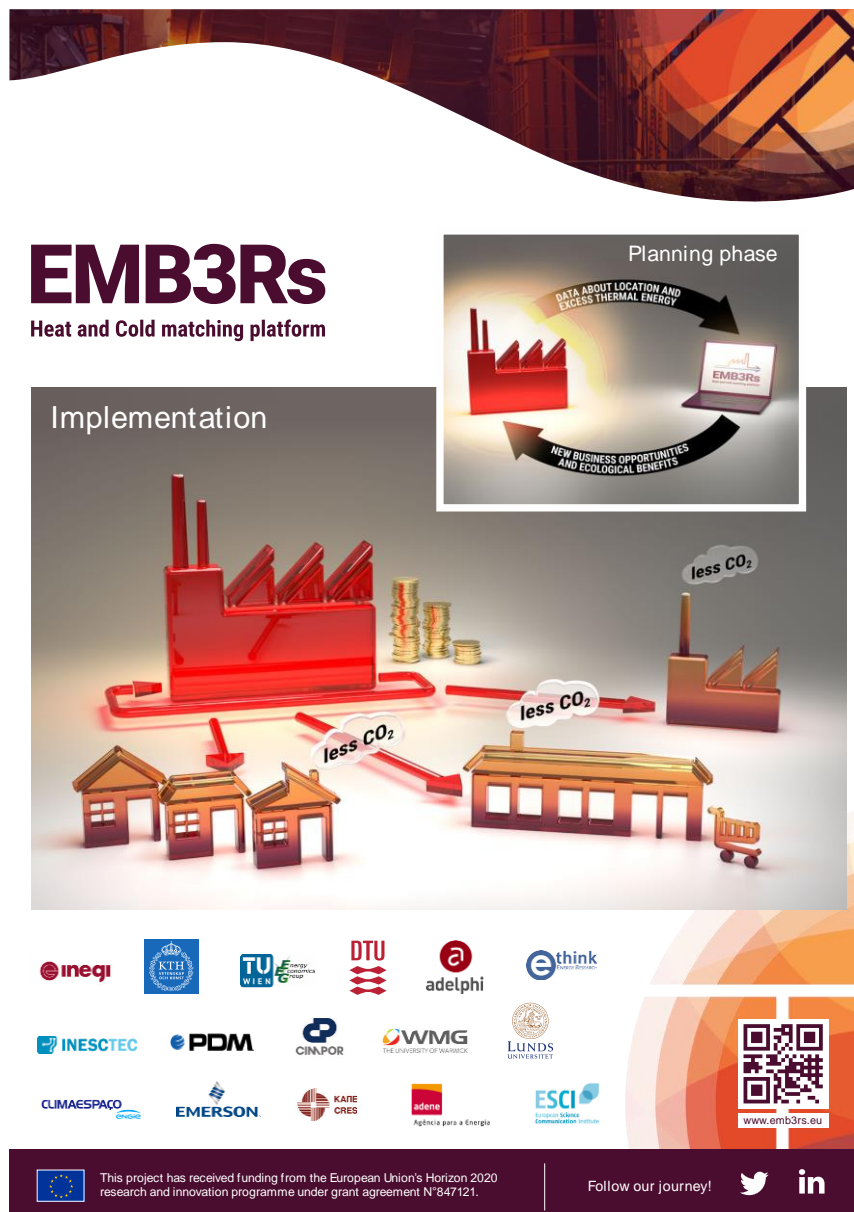
### A1 Poster

A poster in A1 format was designed for static display and visual support giving the key facts and outputs of the project. It will be used by project partners for promoting the project at relevant events and conferences.

The A1 poster is a visual addition to explain the project. It includes the first two graphics that were designed for the project. The first one shows the planning phase when data is collected by the EMB3Rs platform and solutions for the reuse of excess heat and cold are sent back to the user. The second one focuses on the implementation phase, which will provide win-win solutions for heat and cold matching from industries with local energy systems and impacts on CO<sub>2</sub> emissions.

48 A1 posters were printed and distributed to the project partners. 10 in English and 18 in Portuguese and 20 in Greek.

**Figure 2 – EMB3Rs A1 poster**





## Roll-up poster

A roll-up poster was designed for static display and visual support giving the key facts and outputs of the project. It will be used by project partners for promoting the project at relevant events and conferences.

The roll-up focusses on the 4 key messages of the project:

- Easy matching between sources and sinks for excess heat and cold (HC)
- Exploring of economically viable business cases for the use of excess HC
- Optimisation of techno-economic parameters of proposed solutions
- Lower energy costs, improved competitiveness and reduced environmental impacts

12 roll-up posters have been printed and distributed to the project partners. Here as well several language versions were designed and printed, depending on the needs of the partners: 7 in English, 4 in Portuguese and 1 in Greek.





Figure 3 – EMB3Rs Roll-up poster



## Conclusion

The offline communication tools detailed in this deliverable aim to provide an output of compelling content to make target audiences aware of the project strategies and aims. Target audiences shall further be informed, engaged, and committed to new business models and opportunities resulting from the EMB3Rs project by means of these tools.

The described tools are part of the wider collaboration of communication and dissemination detailed in D6.1 Communication and Dissemination Plan. They will ensure that the project concept, activities, and results are communicated to potential end users and other relevant stakeholders in a clear and consistent manner. In the longer term, the aim of the communication activities is to maximise the opportunities for the exploitation of project results at the European and national levels.

