



# **PANTERA**

## ***Pan European Technology Energy Research Approach***

### **Work Package 8**

Deliverable D8.2 Promotion and marketing material

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## Document Approval

Final Approval	Name	Resp. Partner	Date
Review	Christina Papadimitriou	FOSS	18.04.2019
Review	Paula Carroll	UCD	18.04.2019
Review	Venizelos Efthymiou	FOSS	20.04.2019



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## Scope and objectives of deliverable 8.2


The current deliverable presents the project website and its structure, showing the most important elements of the website, and the project promotion and marketing materials. Furthermore, it elaborates on the target, main functionalities, contents and future developments of these project resources.

Besides demonstrating the items that make up the set of project promotion materials, the report also touches on particular elements that make up the project visual identity and that are therefore used in the mentioned materials. These elements are, for example, the project logo and project images.





## Content

- Project Website
  - Promotion and marketing material
    - Project images
    - Project Flyer
    - Factsheet
    - Poster
    - Rollup Banner
    - Channels for promotion and marketing material
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- 

# Project Website



The website set-up, web design and the content structure were provided by the WP leader (DERlab). All partners reviewed the website before it was put online in March 2019 (M3).

[www.pantera-platform.eu](http://www.pantera-platform.eu) aims to disseminate the project's objectives, ongoing activities, and its results to a broad audience. It is the main information channel between the project and the general public. It aims to facilitate dissemination activities by providing general information on the project and on the possibilities to participate in specific events and workshops. The website layout is designed to support this target in a visually appealing way.

The website content targets a wider audience, including those with a general interest in the project, subject specialists and the European Commission.

Furthermore, the website acts as the main information platform for project stakeholders and, in particular, aims to attract new stakeholders through a page containing information about what a PANTERA stakeholder is and possibilities to become one. The website also offers the opportunity for the stakeholders to be engaged in the project through the questionnaire and the newsletter, which they can subscribe to and access through the website.

Throughout the project duration, the project website will be a live platform regularly sharing ongoing activities, publications and recent outcomes in the project. This will mostly concern the pages **News**, **Resources** and **Events**. All WPLs are dedicated to formulating news content and providing those to DERlab as the WP8 leader and the website maintainer.

# Project Website

The website [front page](#)



The website frontpage presents a brief overview of the project; it comprises a short description of the project, an integrated twitter feed, a preview of the latest project news, social media links and newsletter subscription links. All website pages contain a notice of the EU's H2020 funding with an EU flag and a privacy policy link.

A screenshot of the PANTERA website front page with several annotations. At the top left is the PANTERA logo. Below it is a navigation bar with links: Home, About, Project Data, News, Events, Resources, Contact, and Become Stakeholder. To the right of the navigation bar are social media links (Facebook, Twitter, YouTube, LinkedIn), a search bar, and a "Stay Informed" button. Below the navigation bar is a large image of solar panels. To the right of the solar panels is a "Project Info" section with a brief description of the project. Below the solar panels is a "News" section with a photo of a group of people and a headline "Official kick-off of the PANTERA project". At the bottom left is a footer section with the EU flag, a notice about funding from the European Union's Horizon 2020 Research and Innovation Programme under GA No.: 824389, and a "Privacy Policy" link. At the bottom right is a "Subscribe to our Newsletter" section with a "Name" input field. Annotations with arrows point to various elements: "Social media links" points to the social media icons; "Quick link to newsletter subscription" points to the "Stay Informed" button; "Short project description" points to the "Project Info" section; "Twitter feed with project updates and news" points to the Twitter feed; "Overview of news articles" points to the "News" section; and "Footer: EU funding acknowledgement and privacy policy document" points to the footer section.





# Project Website

The [About](#) section

The **About** page presents and further explains the project, by detailing each major characteristic and objective of the project; the true Pan European forum, the collaborative multi-dimensional platform, the community of stakeholders, the sustainability and collaboration.

The project concept figure is included at the end of the page to further explain what the project consists in and how the platform will operate (the actors involved, the digital repository, tools and features of the platform, etc.)

The overall goal of this page is to make the project operation as transparent and comprehensive to the public as possible.



## True Pan European forum

PANTERA will help bridge the gaps that currently exist in the energy field in Europe between Member States, by bringing together the attractiveness of successful partnerships being national, regional or European, building through them the will for enhanced adaption to areas and partnerships that can broaden active participation for mutual benefit.



## Collaborative multi-dimensional platform

It is PANTERA's vision that through the planned multi-functional collaborative platform, we can create this reference operational point to unify European activity, incentivize further investments in smart grids and support access to exploitable results that can spark further work and cooperation capable of bridging the existing gaps.

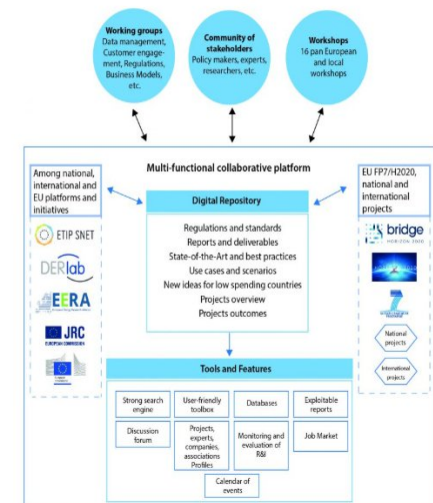
## Community of stakeholders

PANTERA is aimed at setting up a community of stakeholders in the Research & Innovation fields of smart grids, storage and local energy systems, standardisation bodies and other relevant actors.



## PANTERA Concept

Alignment and collaborative work are needed for creating the pan-European modus operandi that is envisioned in this activity. It is with the feedback and continuing support of relevant stakeholders and their active participation, along with national, international and EU platforms and initiatives, H2020, national and international projects that PANTERA platform will become a reference operational point.



# Project Website

The [project data](#) section

The **project data** page presents basic contractual information on the project; its project coordinator, the consortium and the countries they come from, the starting date, duration and budget of the project.

There is also a table comprising all project partners with their logos and links to their respective website, to give a clear view of the PANTERA consortium.



The project consortium is led by FOSS Research Centre for Sustainable Energy, University of Cyprus and consists of 9 partners from Germany, Italy, Norway, Latvia, Cyprus, Ireland and Bulgaria.

Project Coordinator: FOSS

Starting date: 01/01/2019

Duration: 48 Months

Budget: 3.9 Million EUR

## PANTERA Consortium



# Project Website

The [news](#) section

The **News** page aims to inform the project audience about all public project achievements, activities and announcements of upcoming and past events. The news items can also be previewed on the front page of the website, to bring further attention to important announcements, achievements, etc.

The possibility to share the news items on social media is also included, to further communicate and raise awareness about the project.



## NEWS



Official kick-off of the PANTERA project

📅 23. January 2019

Official Kick-off of the PANTERA Project  
On 30-31 January 2019, the kick-off meeting of the PANTERA project took place at the Hilton Cyprus in Nicosia (CY), coordinated by FOSS (University of Cyprus). Further partners are DERlab, RSE, SINTEF, Fizikalas Energetikas

📧 Stay informed



# Project Website



The [events](#) section

The **Events** page gives an overview of all project workshops and events and events where PANTERA had any kind of involvement, such as a presentation, a talk, involvement in a panel session, etc., both public and closed.

This list aims to provide, where possible, any further event details and to demonstrate the activeness of the project consortium in physically promoting, disseminating the project and performing knowledge exchange. Task 8.2 (WP8) Presenting PANTERA Activities in Special Events specifically tackles the presence and involvement of PANTERA in various events and activities, supported by all project partners.

The page differentiates two tabs, to separate the upcoming workshops and events from the past ones.

Here is an overview of upcoming and past workshops and events of PANTERA project.

Upcoming workshops and events

Past workshops and events



# Project Website



The [resources](#) section

The **Resources** page provides an overview of all public materials produced in the project. These resources are categorised under corresponding tabs:

- Deliverables, where all public deliverables will be available for download.
- Overview material & Press area, where general project materials and the project logo can be downloaded.
- Newsletters, where all previous newsletter issues will be available.
- Publications, where all PANTERA publications will be listed and linked to corresponding sources.
- GDPR, where the PANTERA GDPR statement can be found.

The goal of this resources tab is to make all non-confidential information, produced by the project, easily accessible for open access of the public.



# Project Website



The [stakeholders](#) section

The **stakeholders** page informs about what a PANTERA stakeholder is and explains the benefits to join the project as a stakeholder.

It also aims to attract and engage new stakeholders by giving the possibility to fill out a questionnaire. PANTERA project consortium will manage the data provided through this form in compliance with the GDPR.

## PANTERA Stakeholder Engagement

Are you active in the fields of smart grids, storage or local energy systems?

Do you want to contribute to the establishment of a true Pan European energy community?

### Your benefits in joining PANTERA

- Networking with the consortium and stakeholders from all points of Europe.
- Identifying new business and research opportunities and new project partners.
- Participation in project events, workshops, webinars, etc.
- Sharing your projects outcomes on a Pan European level
- Access to a Pan European level database

Please fill out the survey to be considered as a PANTERA stakeholder



[Read PANTERA's Privacy Policy guidelines](#)





# Promotion and marketing material



PANTERA promotion materials enable the dissemination of project activities and informing interested parties about the project in general, and about the relevant news and developments within the project.

All project promotion materials, both the ones available at the time of writing this deliverable and the ones foreseen in the future, comply with the project visual identity and follow EC contractual obligations of acknowledging the EU support.

All PANTERA marketing materials contain:

- project logo
- project colours
- font used: Arial, Calibri or Frutiger
- EU emblem with the notice “This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 824389”

# Promotion and marketing material



## Project images



Different images were selected through the Adobe Stock and Pixabay platform to be part of the project visual identity and the corresponding promotion and marketing package. These images were chosen as they strongly visually correlate with the project scope and objectives.



# Promotion and marketing material



## Project flyer

The PANTERA project flyer comes in the DIN-long format, 2-fold letter fold, which is an efficient format to get across the basic facts and the focus of the project both to the general public and to any specific audience in a small and mobile shape.

The flyer provides a very structured and pertinent presentation of the project mission and planned activities, splitting the information according to the main aspects: scope & objectives, concept, impact. This structure provides a comprehensive breakdown of the project work. Furthermore, the flyer promotes the possibility of external engagement with the project as a project stakeholder with a corresponding link to the website

This first flyer is a general and informative flyer about the project, which will be adapted and updated according to the further developments in the project. Specific flyers can also be created for certain workshops.

# Promotion and marketing material

## Project flyer



Spread your vision on a Pan European level



**Are you active in the fields of smart grids, storage or local energy systems?**

Your benefits in joining PANTERA

- Networking opportunities with the consortium and other stakeholders
- Participation in project events and workshops
- Sharing your project outcomes on a Pan European level
- Access to Pan European level databases

Please visit [pantera-platform.eu/stakeholders](http://pantera-platform.eu/stakeholders)



### Project Coordinator

FOSS Research Centre for Sustainable Energy,  
University of Cyprus

### Budget

3.9 million EUR

### Contact

[pantera-platform.eu](http://pantera-platform.eu)

[contact@pantera-platform.eu](mailto:contact@pantera-platform.eu)

### Partners



[www.pantera-platform.eu](http://www.pantera-platform.eu)

## Pan European Technology Energy Research Approach

January 2019 - December 2022

Coordinated by



# Promotion and marketing material

## Project flyer



### Scope & Objectives

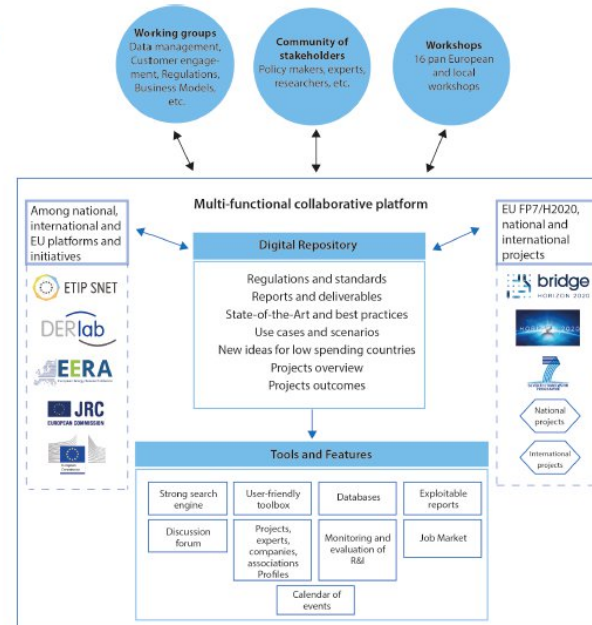


PANTERA (PAN European Technology Energy Research Approach) is a EU H2020 project aimed at setting-up a European forum composed of Research & Innovation stakeholders active in the fields of smart grids, storage and local energy systems, including policy makers, standardisation bodies and experts in both research and academia representing the EU-28 energy system.

### This will be realised through:

- Setting up a sustainable and interactive multi-dimensional **platform** of Pan European status and influence.
- Developing an innovative top-down and bottom-up approach for effectively identifying the key challenges in accelerating R&I activities and investing in smart grids.
- Developing **knowledge-sharing mechanisms** that will help identify, discuss and structure the key R&I challenges.
- Organising dedicated **workshops** to facilitate exchanges of experiences and capacities between members of R&I community in collaboration with already on-going activities, aiming at wider participation.
- Delivering, through the platform, **ready-made tools** that will facilitate the collection of real data / results from on-going projects, build a useful shareable data repository capable of supporting case studies of exploitable results, scenario building and local energy system analysis accessible by all interested stakeholders.

### PANTERA Concept



### Impact

- Build a true pan European R&I community in the field of smart grids & associated flexibility measures / energy systems.
- Bridge the gaps that currently exist in the energy field in Europe between Member States and incentivize investments in smart grid.
- Establish new collaborations on a long-term perspective, with a potential to develop into industrial collaborations.
- Build, in the long-term, solidarity and trust for a well-functioning and resilient pan European energy system (e.g. contributing to risk preparedness).



# Promotion and marketing material

## Factsheet

The PANTERA factsheet template is A4 size, which is an extensive enough format for communicating specific project developments in detail to any specific audience.

Several kinds of factsheets on specific topics are foreseen to be designed later on in the project according to the workshops, specific events and their outcomes. At the time of writing this deliverable, a first general factsheet template has been created. The topics of the expected factsheets will cover the activities and the outcomes of the pan European and regional workshops.



Pan European Technology Energy Research Approach

Project duration  
January 2019 - December 2022

Contact  
pantera-platform.eu

Venizelos Efthymios (Project Coordinator)  
efthymios.venizelos@ucy.ac.cy  
contact@pantera-platform.eu

ROSS, DERlab, ASE, SINTEF, Suite5, UCC

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 824389



# Promotion and marketing material

## Poster

A template of a PANTERA poster is provided for the consortium to complete on demand on a specific topic or workshop and print for presentations at events and similar occasions.



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# Promotion and marketing material

## Rollup Banner

For the purpose of providing a bigger sized advertising item for promotion at events, a rollup banner has been designed and printed by DERlab. The rollup will be provided for PANTERA events and workshops to draw attention to the project presence.



Pan European Technology Energy Research Approach

Approach towards unified Pan European Research & Innovation efforts in the energy sector.

- Setting up a sustainable and interactive multi-dimensional platform of Pan European status.
- Developing an innovative approach to identify the key challenges in accelerating R&I activities.
- Developing **knowledge-sharing mechanisms** that will help identify, discuss and structure the key R&I challenges.
- Organising dedicated **workshops** to facilitate exchanges of experiences and capacities between members of R&I community.
- Delivering, through the platform, **ready-made tools** to facilitate the collection of real data / results from on-going projects, build a useful data repository accessible by all interested stakeholders.



### Project Coordinator

FOSS Research Centre for Sustainable Energy, University of Cyprus

### Contact

[pantera-platform.eu](http://pantera-platform.eu)  
[contact@pantera-platform.eu](mailto:contact@pantera-platform.eu)

### Become PANTERA stakeholder:

[pantera-platform.eu/stakeholders](http://pantera-platform.eu/stakeholders)

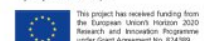
### Project duration:

January 2019 - December 2022



### Impact

- Build a true pan European R&I community in the field of smart grids & associated flexibility measures / energy systems.
- Bridge the gaps that currently exist in the energy field in Europe between Member States.
- Establish new collaborations on a long-term perspective, which have a potential to develop into industrial collaborations.
- Build, in the long-term, solidarity and trust for a well-functioning and resilient pan European energy system (e.g. contributing to risk preparedness).



# Promotion and marketing material

## Channels for promotion and marketing material



The promotion and marketing materials in printed form, such as flyers and factsheets, are intended for distribution on site at the partners' premises and primarily at workshops and relevant events. Posters based on the provided template will be prepared on demand for specific project presentations at events. The general project rollup banner will be provided for project events.

DERlab as WP8 leader also strongly employs its extensive network, promotion channels (DERlab website, newsletter, LinkedIn profile, Public Activity Report) and own events for distribution of the PANTERA materials. At the same time, all partners are encouraged by DERlab to do the same in order to maximize the impact of the project promotion.

PANTERA's own channels (project website, Twitter, LinkedIn, Facebook, Research Gate and YouTube) are also used to raise awareness about the project and communicate with the wider audience about project findings, workshops, resources, tools ,etc.

# Conclusion



Consistent visual presentation plays an important role within all kinds of the project presentation as it can significantly facilitate the perception of the PANTERA message and raise public awareness.

The design of the project promotion materials and their templates fully corresponds to the project visual image. At the same time, it was purposefully done with focus on simplicity and intuitive use. Templates of promotion materials, the process of completing a template and thus creating a PANTERA promotion material only requires moderate consideration of formatting issues on the user's part. It is also worth noting that the project document templates, such as the deliverable template and the presentation template, have been prepared in the same design line as the promotion and marketing materials.