

FLAMINGO

Fabrication of Lightweight Aluminium Metal matrix composites and validation In Green vehicles

Deliverable D 9.1 Project Web Portal, Blog and Social Media

Lead Beneficiary

AXIA Innovation

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¹PU = PUBLIC

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Publishable Executive Summary

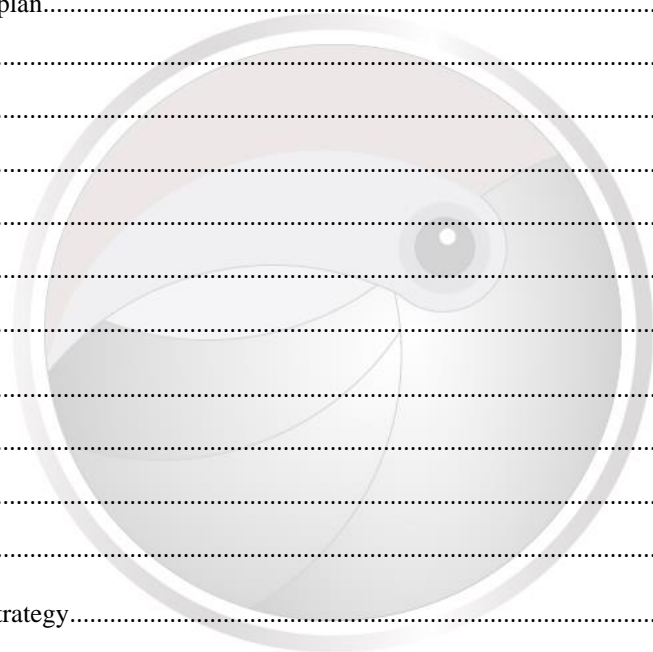
The FLAMINGo project aims to develop high-performance lightweight aluminium composite materials thanks to a novel metallurgical and forming combined approach for making automotive parts for Green Vehicles. As a result, the weight of electric vehicles (EV) will be reduced and will ensure a short lead time. Depending on, advanced aluminium alloys with nanocomposites and by using topology optimization procedures FLAMINGo will contribute to the sustainability of the electric vehicles, the weight reduction as well as the maintenance and reinforcement of the EV mechanical properties. Moreover, monitoring and non-disruptive quality control techniques will the structural integrity and safety of components. The FLAMINGo consortium is comprised of 12 partners across 8 European countries.

Deliverable 9.1 is a public report in connection with the WP9 on Exploitation, Communication, and Dissemination activities and specifically with the Task 9.2 on Communication and Dissemination activities. These activities convey messages to targeted audiences and soaring the impact of this research project. In this report, the actions that took place and are connected with the web-portal, the social media platforms and the logo will be presented.

The dominant dissemination tool of the FLAMINGo project will be the Web-portal. Hence, a website was created to disseminate results to targeted audiences, provide project information to the general public, and facilitate partners to manage the results of the project. Visitors will have the ability to read general information about the scope, the objectives, and the results of the project. Moreover, news and future events will be available, as well as a digital library with content such as newsletters, press releases, and public deliverables. Furthermore, a restricted area, accessible only to partners will constitute a private archive area for the confidential results. Additionally, to the website, social media platforms were created. In 2021, social media platforms (Facebook, Linked In, Twitter) can be fast-reaching tools for the audience. Through social media, the FLAMINGo network will be reinforced in terms of geography and group diversity and will be a wide news spot for the FLAMINGo.

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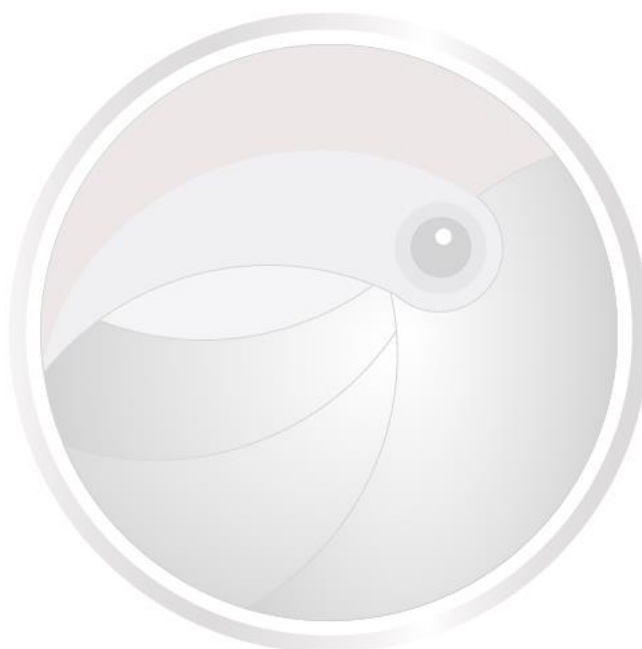
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Table 1: This table shows the audience that the FLAMINGo website will reach 10



Abbreviations and Acronyms

Abbreviation	Explanation
EV	Electric Vehicles
NGO	Non-Governmental Organisation



1. Project Website

The FLAMINGo website aims to increase the public awareness of the project by providing visual and easy comprehension about all the FLAMINGo aspects. The public and the professional audience (Table 1) will get informed about the technologies, the progress and the work plan of the project, as well as on some upcoming events and technology articles. The website was created through the WordPress Platform and was based on:

- The attractiveness to engage individuals
- Relative and helpful embedded material to boost the public awareness
- A functional website navigation
- The search engine optimization to increase the traffic and engagement of the website

The website consists of public and private areas. The private area is permitted only by partners and it is a consortium repository for the deliverables, reports, data files, etc. The website in general will be accessible by all. The website structure is:

- **Home:** On this page basic information about the project and the website are centralized in connection with information about the project, the consortium and the duration of the project.
- **Why FLAMINGo?:** On this page, the general concept, the objectives, and the impact of the project are presented.
- **FLAMINGo Technologies:** This is an informative page about the technological processes within the project.
- **Partners & Management:** The consortium and the general work plan of the FLAMINGo project is presented in this scroll-down tab.
- **News/Blog:** This is a page about the news and the articles related to the project as well as the upcoming events of the project and relative events.
- **E-Library:** The section where all the dissemination material such as newsletter, flyers and publications will be assembled.
- **Newsletter:** The newsletter subscription form
- **Contact**

The performance of the website such as the visibility and the efficiency will be measured with performance metrics indicators such as the number of visits and the contacts to the webpage administrator through google analytics.

The website is reachable at the domain: flamingo-project.eu

Table 1: This table shows the audience that the FLAMINGo website will reach

Target Audience	Description
End Users	Supply/service chain (EVs producers, raw material providers, nano-particle producers, end users), engineering companies related to EVs production, EVs recycling companies, technology companies, investment groups.
Policy Makers	Authorization and permitting bodies, regulators, standardization bodies, sector associations.
Public Bodies	European and regional authorities
Research Community	Academia, Research institutes, applied technology experts, open innovation hubs
General Public	Environmental NGOs, citizen organizations, students, individual citizens.

1.1 Homepage

The homepage appearance is significant since it is the first impression for a visitor interested in the project. The theme tab selected on this page provides interactive and amused navigation to the visitor and an alternative-modern appearance. On the upper side of the home page, a navigation main menu panel exists with the FLAMINGo logo attached on the left of the screen, for the association between the project and the logo. On the top right corner, the social media links and the private partners area are placed.

In the rest of the page, information about the overview, the objectives, the impacts, and the technologies of the project are available in an interactive way. Moreover, a section of general information about the project (Duration, Number of partners, etc), a news section, and a newsletter subscription form exists. On the footer bar funding from European Union under the H2020 program is acknowledged, information about the project and some contact details for the project coordination are displayed.

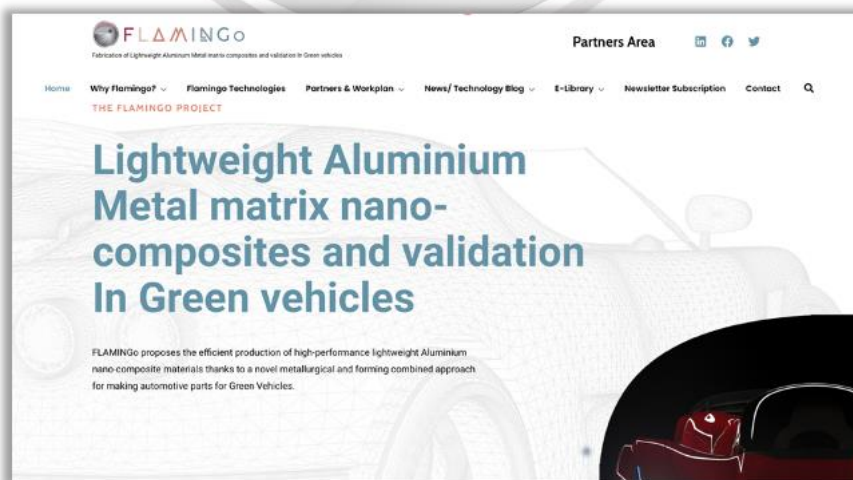


Figure 1: FLAMINGo Website – Homepage

1.2 Why FLAMINGo

The title of this page aims to attract and agonized the visitor over the FLAMINGo project. This section is comprised of three pages: The Overview page, the Objectives page, and the Impact page. It is a section for the general concept of the project and its results.

The Overview: On this page, the overall concept of the FLAMINGo and its technologies and processes to be used are presented in a simple page form. The visitor can be informed about the general concept of the project.

The Objectives: The target points of the project are presented here.

The Impact: The expected impacts of the FLAMINGo are analysed in a scroll right row, where visitors read the title of the solution or the achievement of the project and they can click to read the details of each impact.



Figure 2: FLAMINGo Website – Overview



Figure 3: FLAMINGo Website – Objectives

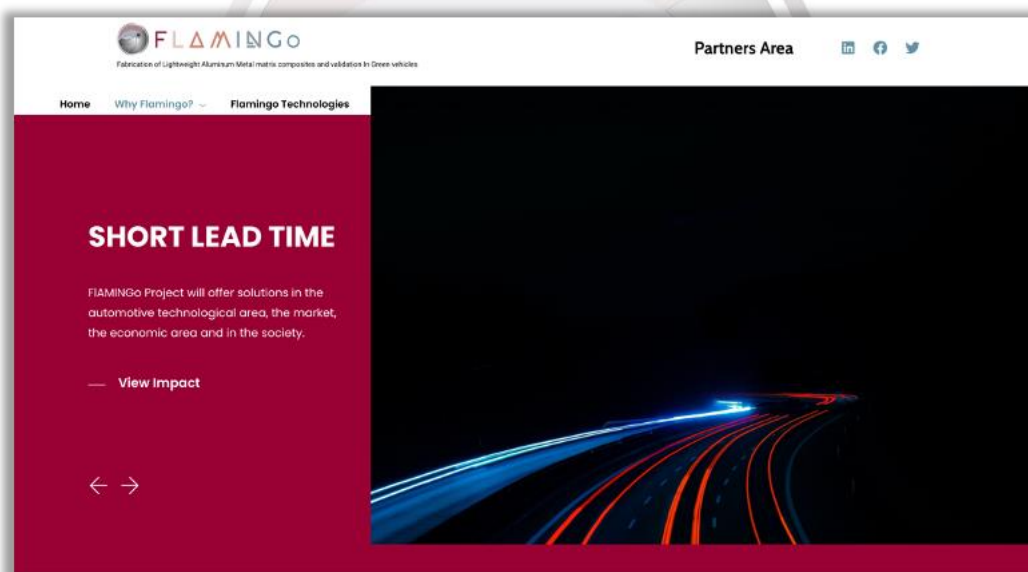


Figure 4: FLAMINGo Website – Impacts

1.3 FLAMINGo Technologies

This section allows the visitor to get informed about the technologies within the FLAMINGo Project. Technologies that are responsible for the development of lightweight aluminium metal matrix nano-composites (Topology optimization, Welding, Extrusion, Casting), for the monitoring and the recyclability are presented.

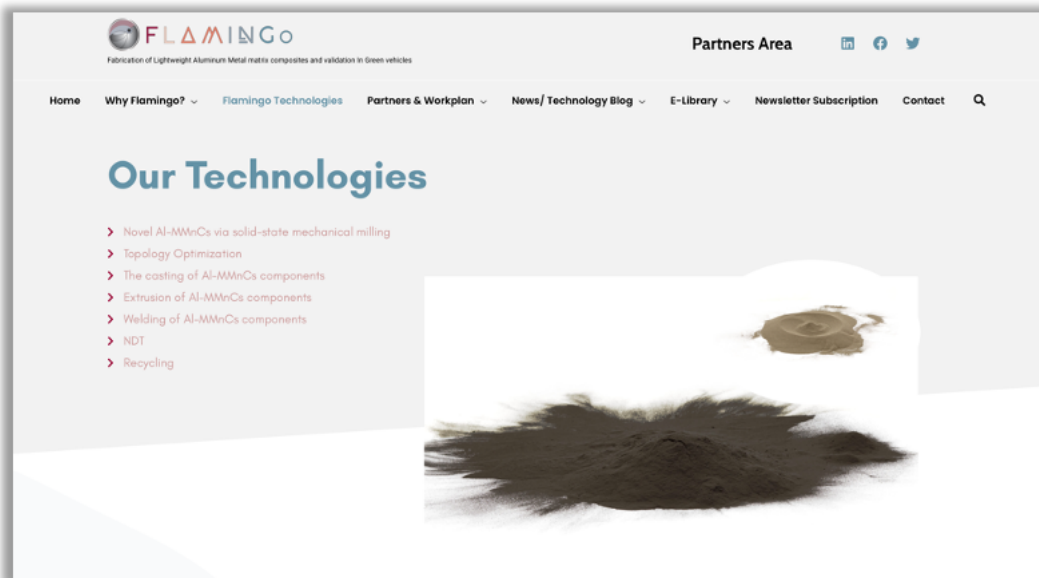


Figure 5: FLAMINGo Website – Technologies (1)

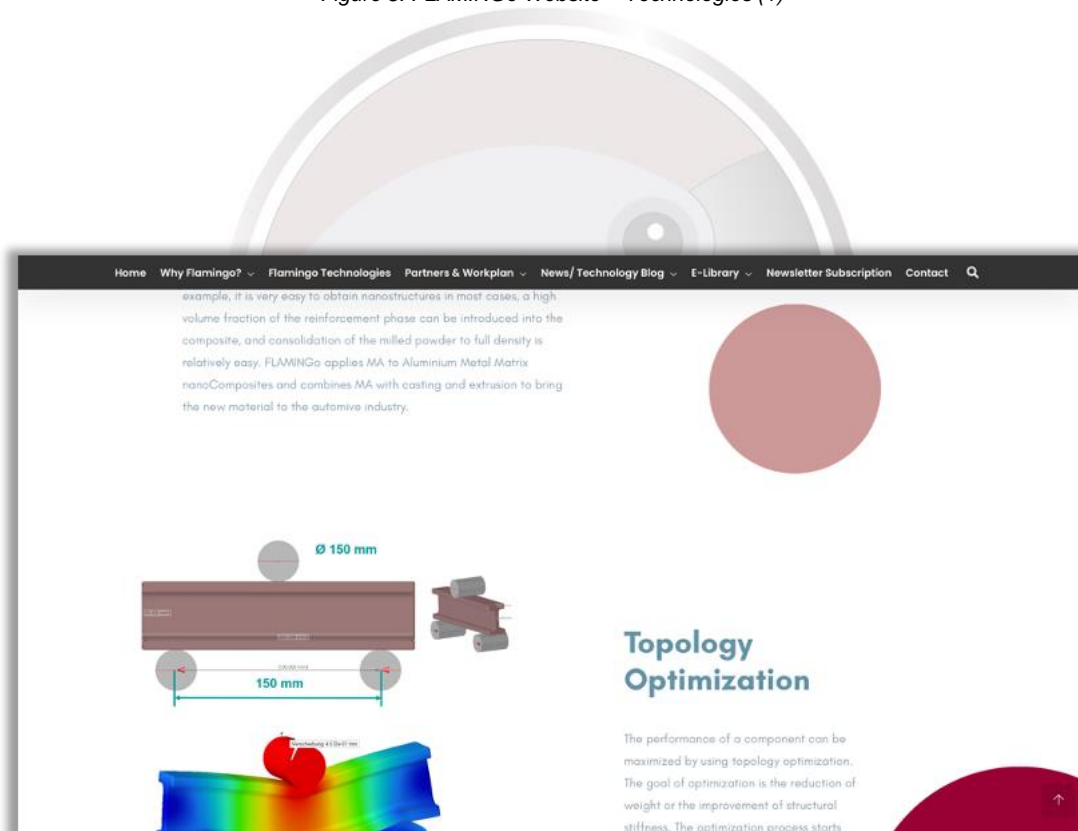


Figure 6: FLAMINGo Website - Technologies (2)

1.4 Partners and Workplan

This tab is comprised of two pages: The partner's page and the Workplan page.

The partners: On this page, the partners of the consortium are described. Each partner's profile and logo, their website links, and a description of their role in the project are provided here.



Figure 7: FLAMINGo Website - Partners (1)



Figure 8: FLAMINGo Website - Partners (2)

Workplan: The work plan of the FLAMINGo project is presented here through a digital and interactive timeline. The title and the duration of the Work Packages are presented in a chronological linear.



Figure 9: FLAMINGo Website – Workplan

1.5 News/Blog

This is a scroll-down tab for the News, the Technology Blog, and the Events.

News: This page will present all the news related to the FLAMINGo project and the consortium. The progress of the project, project meetings, achievements of the partners such as publications in peer-reviewed scientific articles, participation in events and conferences, and announcements for the release of dissemination material will be in this section. This page will be constantly updated during the project.

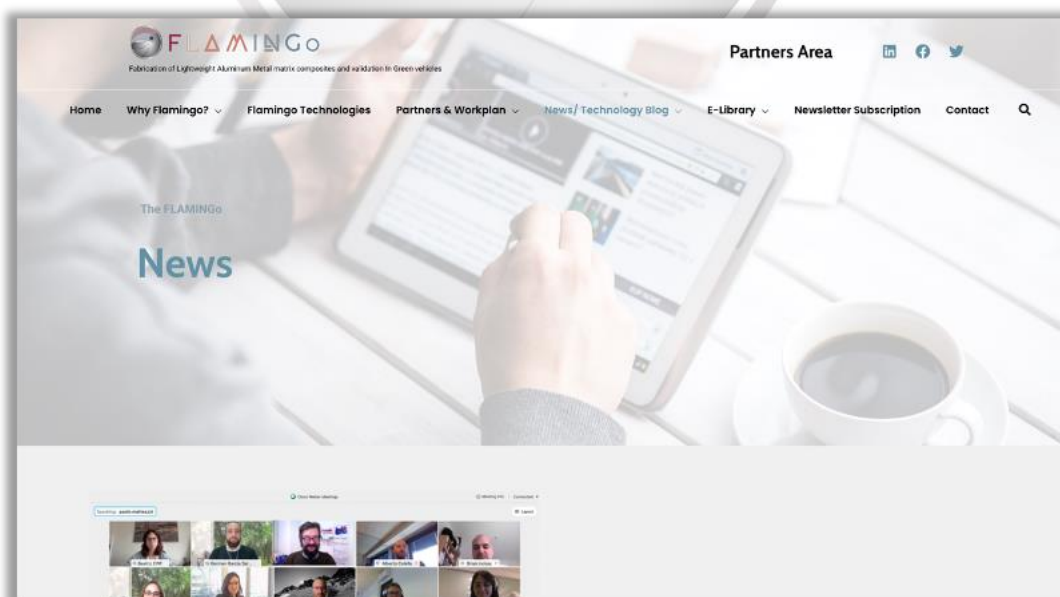


Figure 10: FLAMINGo Website – News (1)

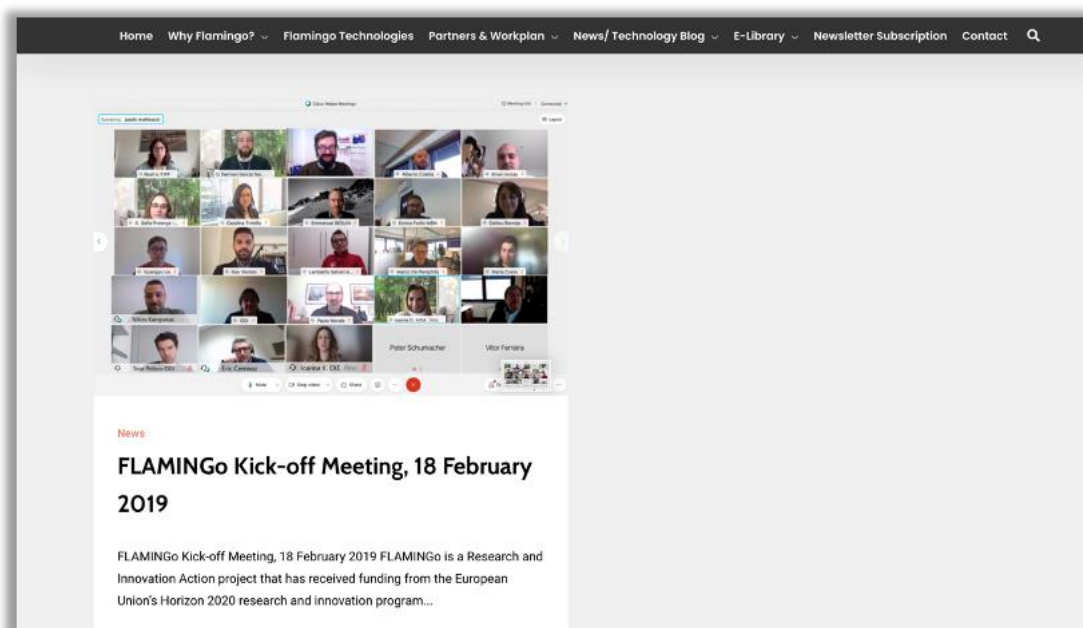


Figure 11: FLAMINGo Website - News (2)

Technology blog: This is the technology watch page in which scientific publications in peer-reviewed journals and relative articles in the similar technology and research & development field of the project will be included.



Figure 12: FLAMINGo Website - Technology Blog

Events: Upcoming events, conferences, and workshops of the FLAMINGo project will be announced here as well as upcoming important events in which a large amount of the consortium will participate. All the necessary information for each event will be included.

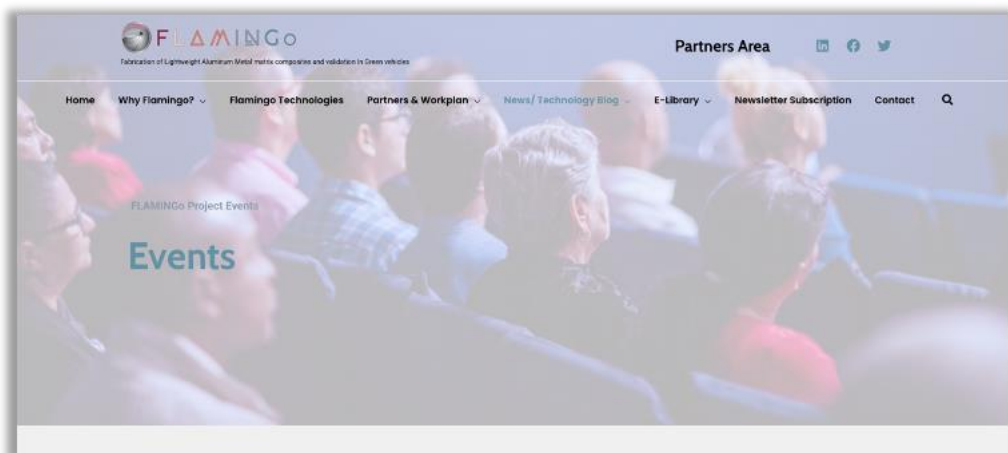


Figure 13: FLAMINGo Website – Events

1.6 E-Library

In this page, public documents related to the project's results and to the dissemination activities will be included. Specifically, three sections were created:

- The **Digital material** page where newsletter issues flyers, brochures, press releases, roll-ups and other dissemination materials will be embedded.
- The **FLAMINGo publications** page where publications from FLAMINGo partners will be announced and offered for download
- The **FLAMINGo public deliverables** page in which deliverables accessible to the general public will be available.

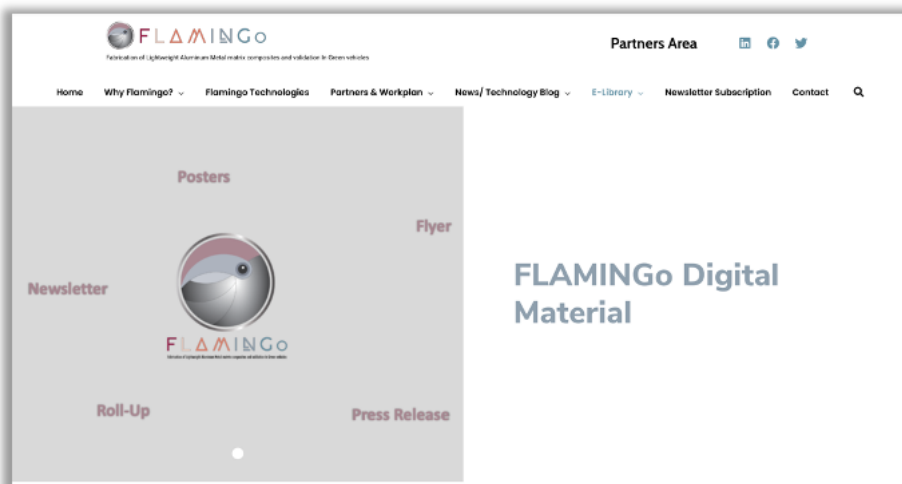


Figure 14: FLAMINGo Website - Digital Material

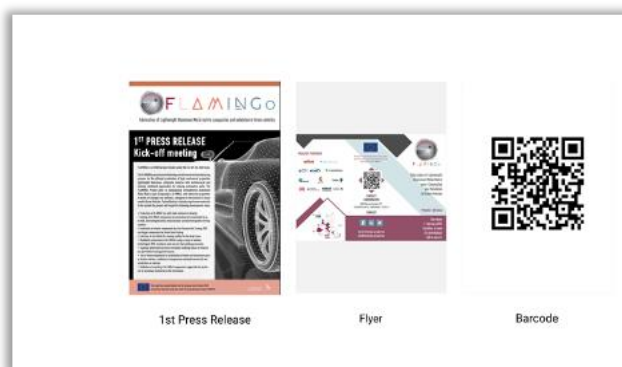


Figure 15: FLAMINGo Website - Digital Material

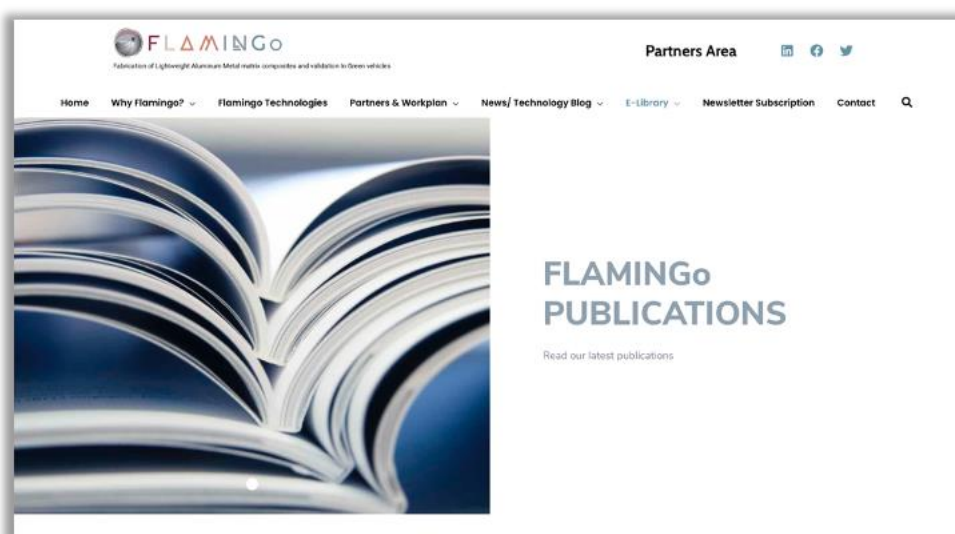


Figure 16: FLAMINGo Website – Publications

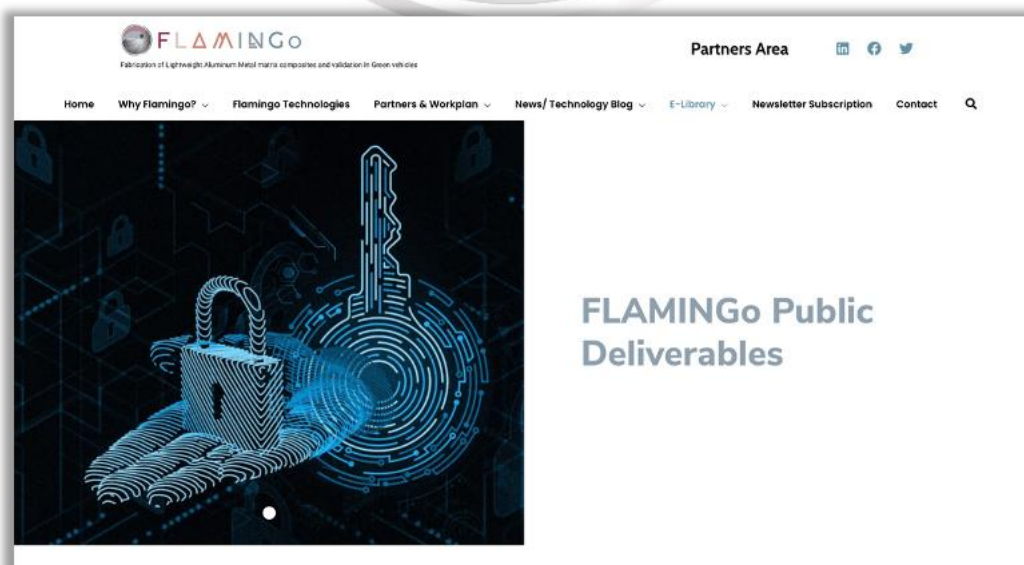


Figure 17: FLAMINGo Website - Public Deliverables

1.7 Newsletter

FLAMINGo's newsletter will be disseminated through the Mailchimp® Marketing Platform. A subscription form available to all visitors will be existed in this page. People that are interested to stay updated for the FLAMINGo project, will fill in some personal details such as their personal email and they will get notifications when the last FLAMINGo newsletter version is available.

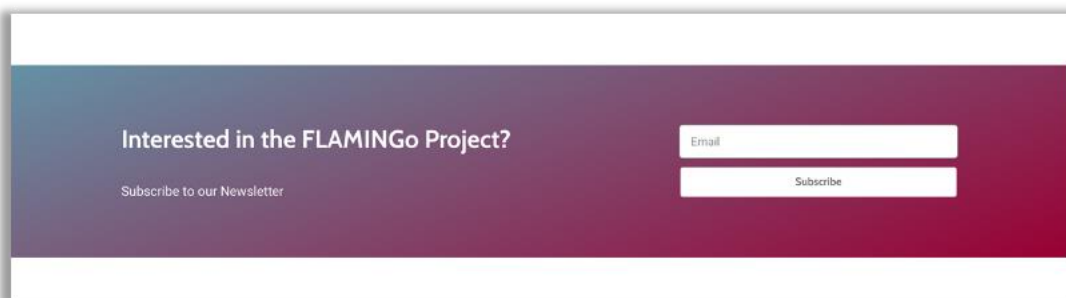
A screenshot of a newsletter subscription form. The form has a dark blue header with the text "Interested in the FLAMINGo Project?" and "Subscribe to our Newsletter". Below the header is a white input field labeled "Email" and a white "Subscribe" button.

Figure 18: FLAMINGo Website - Newsletter

1.8 Contact

In this section the contact details of the coordinator (address, email, etc.) are provided. The visitor is given the opportunity to address questions or remarks to the consortium, through an online contact form.

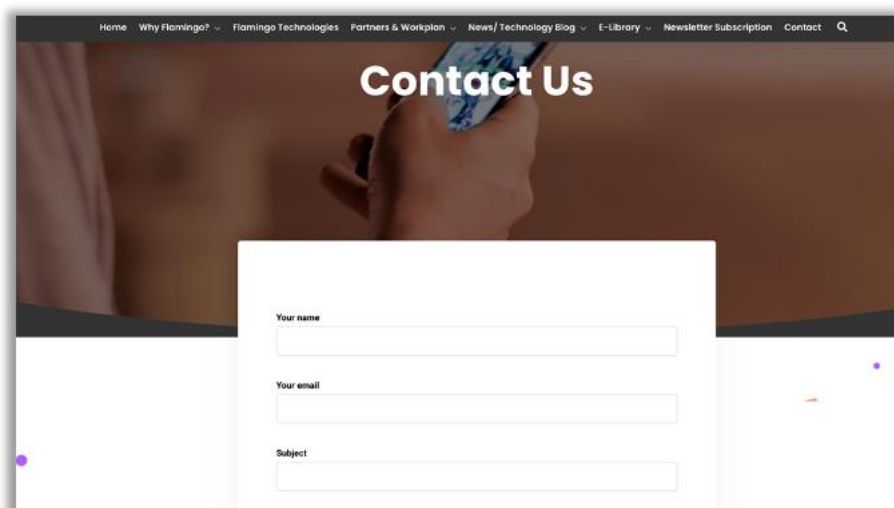
A screenshot of the "Contact Us" form on the FLAMINGo website. The form is white and contains three input fields: "Your name", "Your email", and "Subject". The background of the page is a dark image of a hand holding a smartphone. The navigation bar at the top includes links: Home, Why Flamingo?, Flamingo Technologies, Partners & Workplan, News/ Technology Blog, E-Library, Newsletter Subscription, and Contact.

Figure 19: FLAMINGo Website - Contact (1)

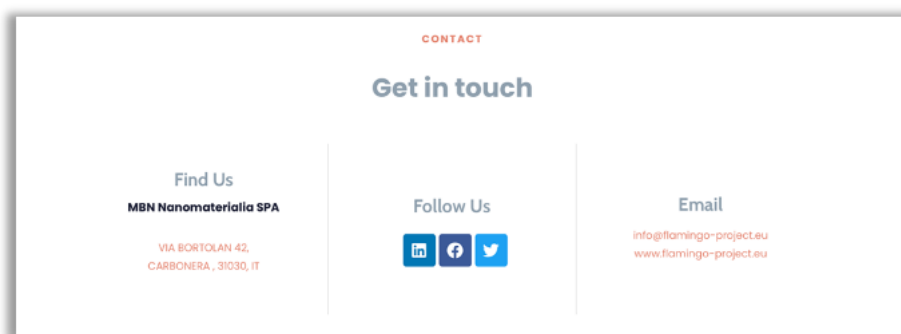
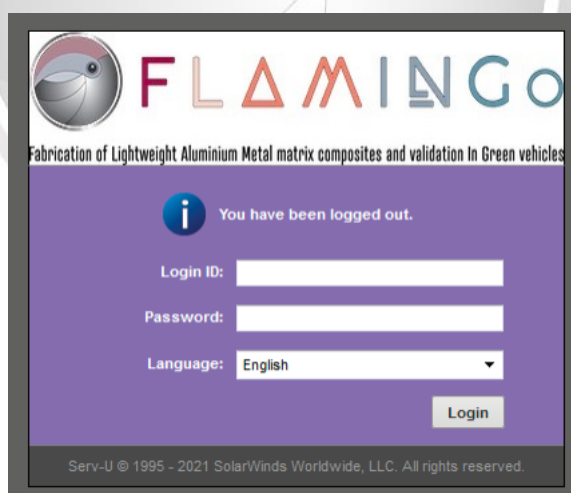


Figure 20: FLAMINGo Website - Contact (2)

1.9 Partners Area

Partner's area has an authorized access and was created, by the project Coordinator MBN, for the facilitation of sharing information among the consortium members such as restricted reports and data. General public has no access in this area. The verification of the access for the partner's area will be through the usage of a username and a password, all partners have received them already and it is up and operating (Figure 21). Moreover, full access could be also available to the European Commission Officer by request. In order to create an account partners should send a request to the webpage administrator.



FLAMINGo workspace: operations



Use the arrow to navigate back and forth in the folder directories

Press to load a file in the current open folder

Press to resume within the directory path

Press to generate a new folder

Press to download the file you selected in the current folder

Press to open the selected folder

Add to «Favorites» list the selected item

Allow to jump in in the directory path by simply typing the directory path

More Actions

- Rename
- Add to Favorites
- Directory Properties
- Go To Directory
- Preview Image
- Slide Show
- Play Media
- Play List

1M - Kick Off Meeting

Name	Size	Time
FLAMINGo - KOM agenda_v2.pdf	194.14 KB	21/4/2021, 11:41:03

1M - Kick Off Meeting

Parent Directory | New Directory | Open |

Name

Slides

FLAMINGo - KOM agenda_v2.pdf

Favorites



This project has received funding from the European Union's Horizon2020 Research and Innovation Programme, Grant Agreement 101007011 - FLAMINGo

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Figure 21: FLAMINGo workspace: operations



2. Social Media

Social media platforms have a strong presence globally counting billion of users. Facebook has almost 2 billion users, Linked In 600 million users, and in Twitter there are almost 200 million active users daily. Moreover, social media platforms are easy to use and access and they are free of charge. Hence, they can constitute an enormous communication platform for the FLAMINGo project and can maximize all the dissemination activities. FLAMINGo created pages on these three platforms and has started sharing information regarding the project. On these pages project's news, the progression of the project, partner's updates, upcoming events, pictures, and useful links will be posted each week. FLAMINGo through the social media platforms will attract professionals interested in the aluminium, electric vehicles, lightweight materials, and metals field as well as the public, in general, aiming to be informed about technological and research projects. Facebook, Linked In and Twitter partners will invite their network to follow or like these pages, establishing social media pages as a complementary channel to the main dissemination tool, the website. Several indicators such as the number of followers, the number of visits, the engagement rate, and the impression will calculate the efficiency and accessibility of these social media platforms.

2.1 Facebook

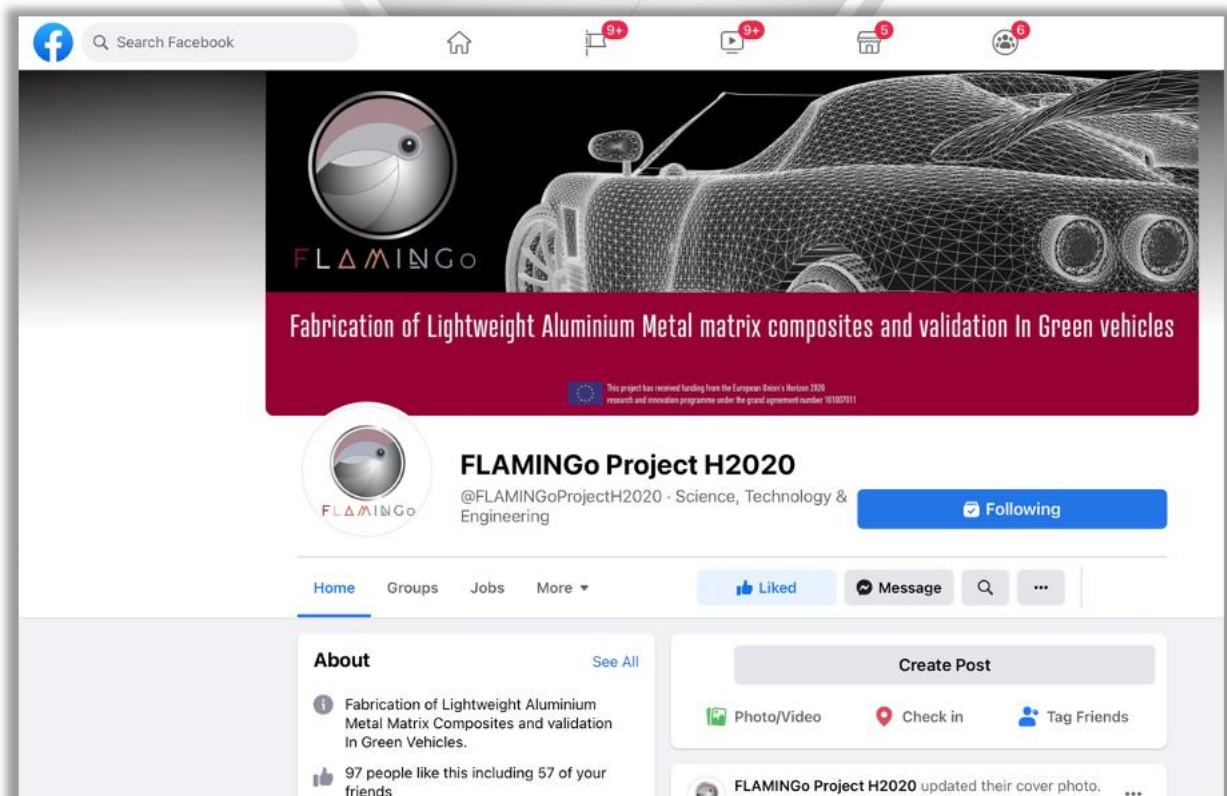


Figure 22: FLAMINGo Facebook

Facebook is one of the biggest social media platforms and the main platform that established social media globally. It was initially created to help people communicate and connect, with no boundaries and limits. Facebook will raise the awareness of the FLAMINGo project in the general public. People across the world will be able to get informed about the general concept and updates of the projects and to interact with messages.

2.2 Linked In



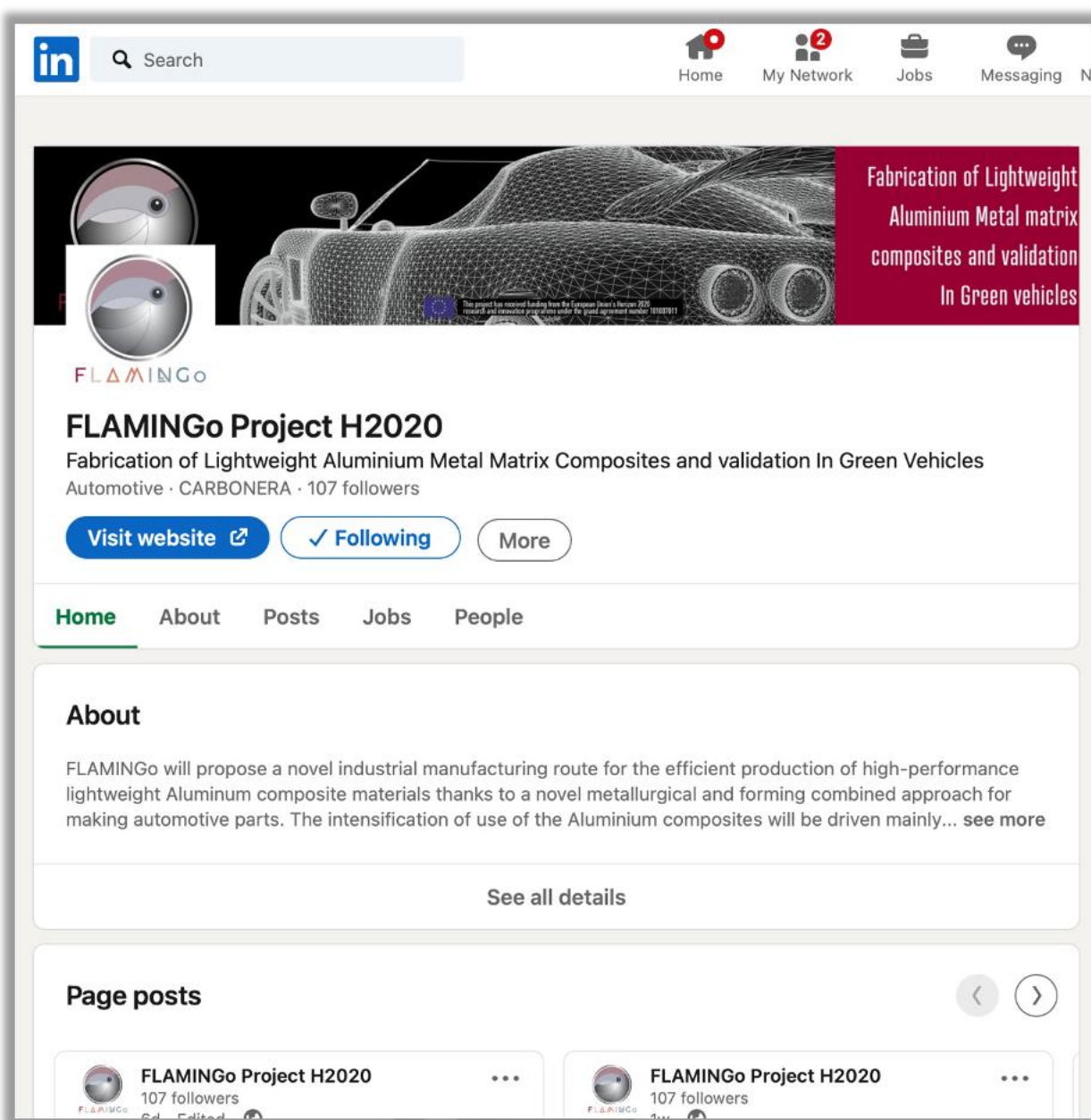


Figure 23: FLAMINGo Linked In

Linked In is a professional and business-oriented platform. FLAMINGo targets to disseminate its results to a professional group of people working in the electric vehicles, metal-aluminium, and lightweight materials industry. The scope is the creation of a network from Academia, Industry, Policymaking, and investments field.

2.3 Twitter



<https://twitter.com/FLAMINGoPH2020>



Figure 24: FLAMINGo Twitter

Twitter is an online news and social networking platform. The scope of this platform is to provide news and information in small and easy-to-read posts. FLAMINGo Twitter subscribers will be informed about the latest news and progress of the project. In Twitter the hashtags are vital and the search engine machines of twitter are based on these.

3. FLAMINGo Logo

The Logo is the main identity of the project and will be used in all dissemination activities (social media platforms, newsletter, digital material such as flyers and brochures, marketing channels, etc). The Logo aims to:

- Provide a unique identifier for the project and separate it from other relevant projects.
- Attract stakeholders, from Academia, Entities, Industry and General Public.
- Boost the marketing exploitation.

3.1 The design Logo strategy

The design strategy of the FLAMINGo logo was based on three pillars:

- **The name of the project:** FLAMINGo project inspired its name from the bird flamingo. This creature's body can completely be leaned on its thin, lightweight but strong leg. It is in connection with the lightweight metals with enhanced properties concept.
- **Scientific metal field:** FLAMINGo project aspires to create lightweight aluminium metal matrix nano-composites for Green vehicles. Welding, casting, alloying and topology optimization processes will contribute to the development of these materials.
- **Marketing indicators:** A logo supporting the exploitation strategy of the project. The logo must distinguish the project from similar projects and be unique. Moreover, an easy to remember scheme and appealing characteristics are vital for the exploitation phase of the project.

These indicators contributed to the design of two suggested logo versions provided below:

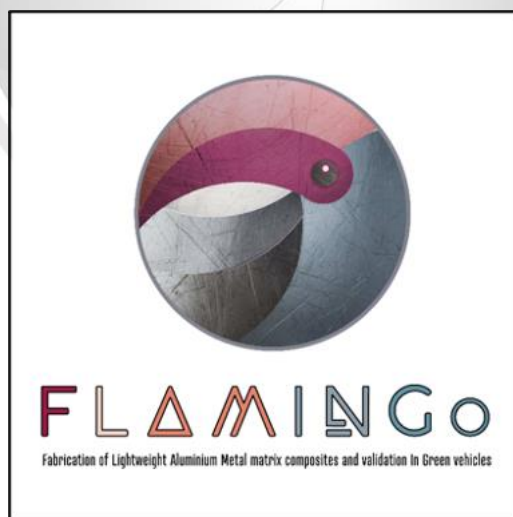


Figure 25: Logo 1



Figure 26: Logo 2

3.2 The final Logo

Open voting for all the consortium members of the project was conducted from March 1, 2021, to March 4, 2021. The selected logo was Logo 2. This will also constitute the social media profile picture. Regarding the final logo, different versions were designed for different purposes. Below all versions of the FLAMINGo project are presented:



Figure 27: Logo versions



Figure 28: The main Logo



Figure 29: The main logo - no coloured

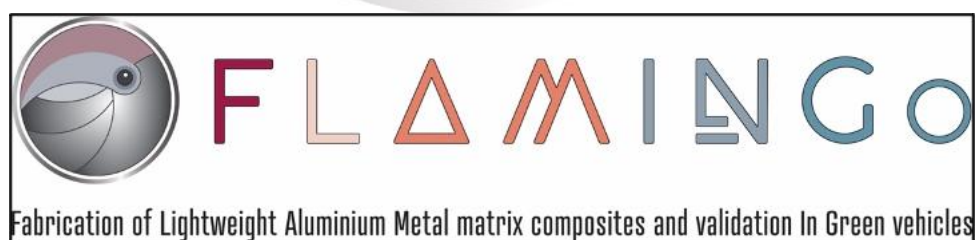


Figure 30: Horizontal Logo



Fabrication of Lightweight Aluminium Metal matrix composites and validation In Green vehicles

Figure 31: Horizontal logo - no coloured



4. Future work

Future work will contain constantly visual improvements on the website and addition of technical content with the support of all partners. The website will remain online for at least 2 years after project completion. The website and the social media will be maintained in AXIA Innovation and they will be updated every week. An important indicator for the update of these dissemination channel is the progression of the project on a monthly basis or when it is crucial. In addition, a dissemination questionnaire is already created and circulated among the consortium, aiming to assemble monthly valuable information from the FLAMINGo partners on publications, attendance to events and workshops and possible upcoming events.



5. Conclusions

The FLAMINGo website is a key factor for the successful dissemination of the project's results. Rising the visibility of the project, facilitating the dissemination of the project's results and supporting the exploitation of the project will be boosted through the website platform. Furthermore, the Social Media pages existence (Facebook, LinkedIn, Twitter) is vital for the dissemination strategy of the FLAMINGo H2020 project. The project website and its social media will continuously be transformed and evolve in accordance with the project progress.

Attainment of objectives

WP9 Objectives	Achievements
Disseminating the project results to targeted meetings, workshops and conferences, and marketing tools.	Set up of project website and social media groups as dissemination tools for project activities and results
To estimate the incremental economic value of the end users the project and analyze market data	Not relevant for this deliverable
Development of a proper plan for the communication, dissemination, exploitation and protection of the knowledge, technologies and products developed with the project.	Project website and social media groups are part of the project dissemination plan.
Continue to monitor the market situation and assess arising business opportunities. The results of this task will be fed into the global exploitation plan. Identification of multi-interest's stakeholders.	Not relevant for this deliverable
Demonstrate the potential of FLAMINGo solution in creating industry business opportunities.	Not relevant for this deliverable
European patents: To proceed to application of patents for some of the tools or services of FLAMINGo.	Not relevant for this deliverable
To design and implement a powerful communication campaign for engagement with key stakeholders.	Project website and social media groups serves as portals for other communication activities.
Use the standardization system to disseminate and facilitate the acceptance and utilization by the market of the developed solutions.	Not relevant for this deliverable
Specific project objectives related to D9.1	Achievements
C.5: Overview of EU Research Policy, technology transfer/offer of results to stakeholder in both direction (technology push – offer the results to the stakeholder –	The website and the social media will constitute a channel for the dissemination of results of the

and/or demand pull – search for stakeholder which request for the technology results).	FLAMINGO project and will support the transfer of results to potential stakeholders
C.2: To organize the IPR protection strategy. This will include initial patent search as well as determination of the IPR handling (e.g. patents, industrial secrets, trademarks).	Digital material on the website will be available to the public, according to IPR strategy and data management plan (see D9.2).

Deviations

No main deviations on content and timing have been identified for this deliverable. As minor deviation, content related to FLAMINGO logo was added (chapter 3), since this section was considered necessary towards the high relevance with the website and the social media design identity.

Following to Project Officer's remarks, and subsequent deliverable reopening, this updated version 2.0 including required revisions has been re-submitted in M6, in particular for "attainment of objectives" and "deviations" paragraphs.

