



LISA Project

Deliverable 8.1

Project logo, leaflets and website

Collaborative project

Grant agreement No. 814471

Start date of the project: 01/01/2019

Duration: 43 months

WP	8	Communication, Dissemination and Exploitation
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Nature²	R	Actual delivery date	05-04-2019

Lead beneficiary	LEITAT
Contributing beneficiaries	LEITAT

¹ Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium (including the JU), **CO** = Confidential, only for members of the consortium (including the JU)

² Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

³ Creation, modification, final version for evaluation, revised version following evaluation, final

Document history

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1. Introduction

This deliverable aims to present the communication materials developed for the LISA project in order to assure a high-quality communication during its execution. Several materials were created in digital and printed format. This includes a logo, a website, a leaflet, a roll-up and a Twitter account. Its use by all the partners will greatly increase the project's visibility. On top of that, several pieces of content have been created and disseminated widely.

2. Objective

The communication materials of LISA aim to provide support to all partners to ensure the dissemination and communication of development, testing and demonstration results into European and global lithium sulfur batteries and electric cars market and industry. This task runs during the whole project duration in order to achieve as early as possible grounding toward successful communication, dissemination and exploitation of project results. The activities aim at communicating and disseminating information and results of the project within the partners and outside the consortium.

For the communication (defined as the promotion of the project and its results in a non-specialised language), the messages will concentrate on the following themes: lithium sulfur batteries, electric cars and renewable energy.

The materials produced will be updated during the project lifetime and aim to demonstrate how LISA results are cutting-edge contributions to the European Innovation Union. These materials will be used during every type of event, face-to-face meeting, scientific conferences, workshops, and networks such as ETPs. The LISA consortium will also establish linkages and collaborations with relevant other projects and initiatives to amplify the impact of the project. An important event will be the design and organisation of the final LISA project conference. For these events, good communication materials are essential.

3. Content

3.1. Logo

The project's logo has been created according to its most relevant features. Lithium sulphur, electric cars and green energy are represented on it by means the colours and images. The yellow colour reminds us the colour of the sulphur. The leaf with the plug symbolizes green energy and has the same shape as the "A" of LISA, which also represents the wheel of the car. Moreover, the line of the ALISE's logo in terms of font has been maintained to ensure an easy recognition of the projects link. Below you can see the final design of this logo.



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3.2. Website

LISA benefits are shown since the beginning of the project on a website that presents the project objectives and activities. It is the project's main digital communication channel and is being updated on a regular basis. It is accessible here: <https://www.lisaproject.eu/>

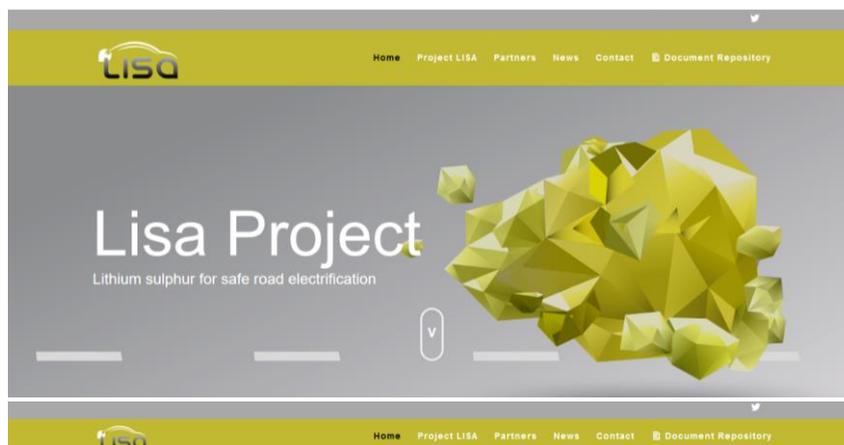
It aims to present the project in a visual and attractive way. As the activities of the project are easy to represent in a graphical manner, the consortium will try to benefit from it as much as possible to ensure an excellent communication.

The first page shows the great characteristics of the project's lithium sulfur batteries concept with visual images that show the main activities of LISA. A button drives the visitor to the next page of the website, which explains in greater detail the objectives of the project. There is a progression of complexity of the information, starting with simple information to more and more complex one in order that each visitor can pick the amount of information he/she is seeking for.

The news section will be updated regularly with important news related to the project such as meetings. In the future, intermediary results will also be published to inform the stakeholders about the public developments.

Below a few screenshots of the website:





News



LISA Kickoff meeting: lithium sulfur batteries on track

On the 14th of February, the consortium of the LISA project met for the first time in the headquarter of Leitat in Terrassa. LISA is a European project financed under the Horizon 2020 framework programme that aims to develop a high energy and safe



Developing a high energy and safe lithium-sulphur battery for automotive integration

LISA, standing for Lithium sulphur for safe road electrification, a research and development project, has been granted 7.9M€ by the European Union's Horizon 2020 programme to develop a high energy



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3.3. Leaflet

The second communication material of LISA is the leaflet, which is distributed in printed and digital format. In 8 pages, it aims to present visually and graphically the activities of the project in an attractive manner.

It is used for any face to face meeting, public event, conference or any other occasion by the partners to promote the project and inform stakeholders.

According to the needs of the consortium, more will be printed or new versions will be published including updated information. Here is shown a provisional model of the leaflet:



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Main objective

To demonstrate the technology by developing Li-S cells with significantly higher performance, costs and safety levels.

Specific objectives

- Develop high energy LiS pouch cells with improved features (power/energy, 700Wh/L)
- Develop a safe technology (UL94) tested (Level 4)
- Achieve 100% recyclability (L1-E-waste Directive 2006/44/EC)
- Demonstrate economic viability of Li-S cells (< 10 € kWh at end of cell)

LISA technology has a low environmental impact and is fully compatible with mass production by green and low-energy processes. The use of natural graphite, cobalt and nickel is discarded, delivering a technology free of critical raw materials and toxic components.

www.lisaproject.eu
info@lisaproject.eu



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3.4. Roll-up

The roll-up is a further communication material that will rather be used in a printed format during events such as fairs and conferences where the project will have a stand. It aims to explain very briefly that LISA is developing lithium sulfur batteries for electric vehicles with some unique features. It should attract attention and be visually appealing.

As the leaflet and according to the needs, new versions will be created along the development of the project.



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LISA

LITHIUM SULPHUR FOR SAFE ROAD ELECTRIFICATION

What is being done in LISA?

- 1 Develop high energy and safe Lithium sulphur (LiS) battery cells.
- 2 Solve specific problems of LiS batteries developed by ALISE such as the power rate and the volumetric energy density
- 3 Assess the technology's sustainability from an environmental and economic perspective.

Specific Objectives

- Deliver high energy Li-S pouch cells with improved features (20Ah / 450Wh/Kg / 700Wh/L)
- Demonstrate economic viability at lab-scale (< 70 € kWh⁻¹ at cell level)
- Achieve 50% recyclability (in line with Directive 2006/66/EU)
- Develop a safe technology (EUCAR Hazard level ≤ 4)

LISA technology has a low environmental impact and is fully compatible with mass production by green and low-energy processes. The use of natural graphite, cobalt and nickel is discarded, delivering a technology free of critical raw materials and toxic components.

LISA Partners

oxis, VARTA, CIC energy store, ARKEMA, Fraunhofer IAS, DELSEDA, ACCUREC, optimat, TECHNISCHE UNIVERSITÄT DRESDEN, VDI, GROUPE RENAULT, LEITAT

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@H2020Lisa

3.5. Social media

The project created a Twitter account for two main purposes: the first one, to communicate smaller pieces of news and to amplify the ones published on the website to drive traffic; and the second one, to interact with stakeholders, mainly industries in the field of lithium sulfur batteries and to raise awareness around LISA. All members of the consortium are encouraged to actively provide content and tweet about their activities to position LISA as a reference in the field.



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3.6. Templates

Word and Power Point templates (for deliverables, presentations and posters) have been designed. They are used by the partners to write the deliverables and presentations about the project, and they are a great tool to strengthen the brand recognition.



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3.7. Press release

A press release about the project has been written and published on different sites, such as the LISA website:

Title: Developing a high energy and safe lithium-sulphur battery for automotive integration

LISA, standing for Lithium sulphur for safe road electrification, a research and development project, has been granted 7.9M€ by the European Union's Horizon 2020 programme to develop a high energy and safe lithium-sulphur battery for cars. The consortium led by Leitac and gathering 12 partners aims during the next 43 months to improve this technology and bring it closer to the market.

Barcelona, 19th of December 2018 – On January 1st, 2019, the LISA project will officially start and run for 43 months. It is financed by the European Union's Horizon 2020 research and innovation programme with an amount of 7.9M€ and involves a total of 13 organisations. The consortium is coordinated by Leitac and involves OXIS Energy, Cranfield University, Varta Micro Battery, CIC Energigune Fundazioa, Argem, Fraunhofer Gesellschaft IWS, Pulsedion, ACCUREC Recycling, Optimat Limited, Technische Universität Dresden, VDL Enabling Transport Solutions and Renault.

The goal of LISA is to develop a high energy and safe lithium-sulphur battery cells with hybrid solid state no-flammable electrolytes for automotive integration. The cell aims to be validated at 20Ah according to EUCAR industrial standards. In addition, LISA will solve specific lithium sulphur bottlenecks such as the metallic lithium protection, the power rate, and volumetric energy density. A target has also been set for production cost, as it is the main selection criteria for EV batteries.

Lithium-sulphur cells have three main advantages: only 10% of the sulphur theoretical energy density has been reached, lithium-sulphur cells are twice as light as lithium-ion cells and free of critical raw materials. Improving lithium-sulphur batteries could be a key factor for mass scale adoption of electrified vehicles.

"LISA is the continuation of ALISE project, which Leitac also coordinates. We have reached a 310 Wh/Kg cell and aim to go much further with LISA", says Luis Santos, technical coordinator of the project and senior researcher at Leitac.

Furthermore, it has been published on the following media and partners' websites:

- <https://projects.leitac.org/developing-a-high-energy-and-safe-lithium-sulphur-battery-for-automotive-integration/>
- <https://www.greencarcongress.com/2018/12/20181217-lisa.html>
- <https://cordis.europa.eu/project/rcn/219988/factsheet/en>
- [https://www.electronicproducts.com/Power_Products/Batteries and Fuel Cells/LISA Project to develop lithium sulfur battery technology for electric vehicles.aspx](https://www.electronicproducts.com/Power_Products/Batteries_and_Fuel_Cells/LISA_Project_to_develop_lithium_sulfur_battery_technology_for_electric_vehicles.aspx)
- <https://www.optimat.co.uk/news-and-publications/2018/12/19/developing-a-high-energy-and-safe-lithium-sulphur-battery-for-automotive-integration/>
- <https://www.electrive.com/2018/12/17/e7-9m-lithium-sulfur-project-launches-in-europe-in-january/>
- <https://www.electrive.com/2019/02/12/oxis-energy-releases-details-re-brazilian-li-s-cell-manufacture/>
- <https://www.evs-cn.com/news/lisa-project-develops-lithium-sulfur-batteries-20640320.html>
- <https://www.eenewsautomotive.com/news/lithium-sulfur-battery-project-aims-safer-electric-vehicles-0>
- <https://chargedevs.com/newswire/lisa-project-aims-to-develop-li-s-battery-cells-with-solid-state-non-flammable-electrolytes/>

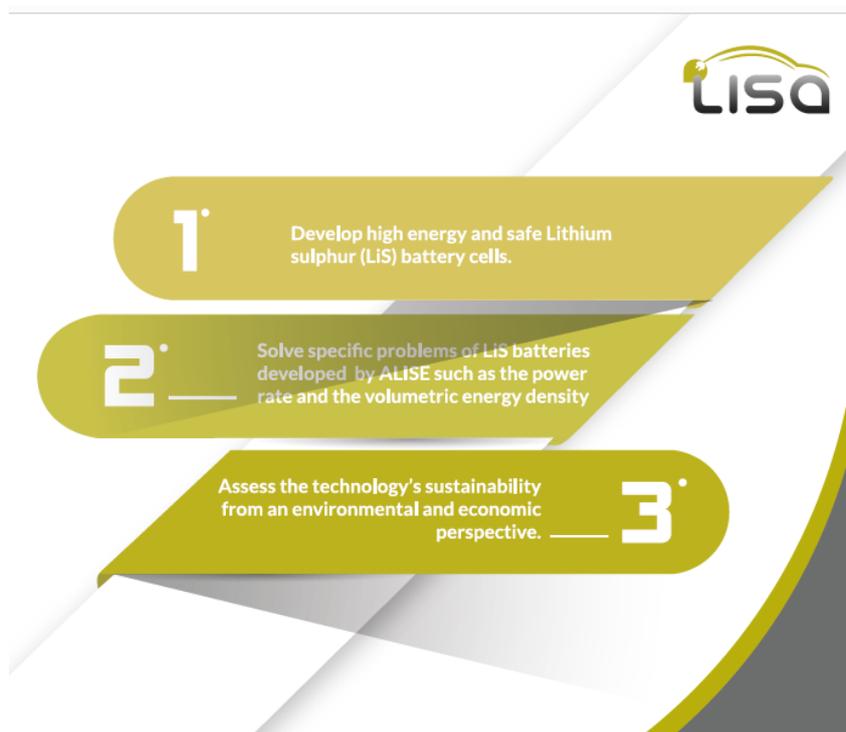


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- <https://www.upsbatterycenter.com/blog/lithium-sulfur-batteries-density-weight/>
- <http://www.cicenergigune.com/en/divulgacion/noticia/2019-02-14/kick-off-meeting-of-lisa-project-on-14th-february/>
- <https://www.intelligenttransport.com/transport-news/75113/lithium-sulphur-batteries-vehicles/>
- <https://oxisenergy.com/news/press/>
- <https://www.cranfield.ac.uk/press/news-2019/could-new-lithium-sulfur-battery-technology-lead-to-greater-take-up-of-electric-vehicles>
- <http://www.pulsedeon.com/uncategorized/130/>
- <https://supplierinsight.ihsmarkit.com/news/5247855/lisa-project-to-develop-lithium-sulfur-technology-for-ev-application>
- https://www.abc.es/motor/reportajes/abci-azufre-baterias-coches-electricos-reduce-peso-y-aumenta-capacidad-carga-y-autonomia-201901030150_noticia.html

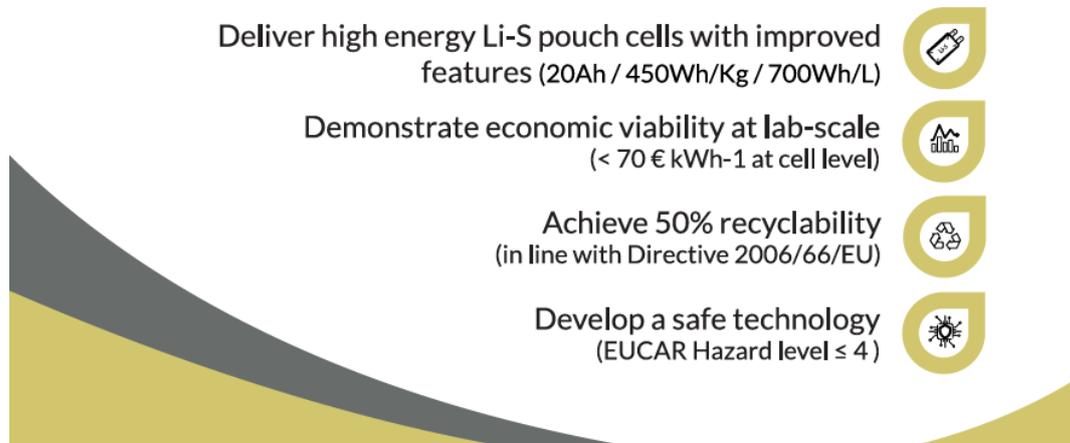
3.8. Infographics

Different infographics about the LISA mission, its objectives and its main features have been designed and used in the project communication materials such as the leaflet, the roll-up, the website and the social media. They are a great help to explain the project in an easy and quickly way. More will be produced during the project execution, especially one explaining the role of each partner and the main tasks of the project.



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Specific Objectives



4. Conclusions

The communication materials produced for LISA are already and will be for the entire project of a great help for all the consortium members. It will help them to promote a common image and with high quality materials that will improve the quality of the message. For digital or physical communication, these materials will be of a great help.

The materials will be updated on a regular basis whenever it is considered necessary by the consortium to make sure that the content is aligned with the current state of the project and the strategy of the consortium.

5. Future dissemination activities

Different activities are programmed during these years to improve the communication and dissemination of the project:

Different content is going to be created for the website and twitter according to project activities such as meetings, dissemination during events (trade shows), results, or any public material. Moreover, annual newsletters are going to be written to explain how the project is being developed and the situation of LISA in each year. They are going to be published in the project's website, the Leitat's Projects Blog and partners are going to disseminate their content to. At the end of the project, a promotional video and a final press release are going to be done to explain its most relevant characteristics and achievements.



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