

D9.2 – Communication support material (leaflet, poster and video)

Deliverable No.	D9.2	Due Date	27-AUG-2018
Type	Other	Dissemination Level	<i>Public</i>
Version	2.0	Status	Release
Description	The facts and background of PIXEL in accessible language. The leaflet, poster and video will be updated on M18 and on M36.		
Work Package	WP9		

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History

Date	Version	Change
15-JUL-2018	0.1	First approach of the whole deliverable
22-JUL-2018	0.2	Corrected after revision of material from Consortium (poster)
24-JUL-2018	0.3	Corrected after revision of material from Consortium (leaflet v1)
25-JUL-2018	0.4	Corrected after revision of material from Consortium (leaflet v2)
26-JUL-2018	0.5	Corrected after revision of material from Consortium (video)
27-JUL-2018	0.6	Corrected after internal review of CATIE
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27-AUG-2018	2.0	Re-submission after comments from Project Officer

Key Data

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Internal Reviewer(s)	Miguel Ángel Llorente (P02 PRO) Charles Garnier (P05 CATIE)

Abstract

This deliverable has been created in the context of the Work Package 9 (Exploitation, Dissemination and Communication) of the H2020-funded project PIXEL (Grant No. 769355).

In this document, the first official materials for communication of the project are explained and shown. The content of this deliverable is a result of different consensus among project partners to create promotional resources for the spread of PIXEL to the community.

Particularly, the materials elaborated have been: (i) a promotional video, (ii) stickers to be printed, (iii) a brochure with leaflet format and (iv) an explanatory poster. Its election, fundamentals and objectives are also described in this document.

Additionally, there have been included some guidelines established by the Consortium. They consist of a set of instructions to be followed by the partners when communicating PIXEL: a colour palette, format instructions of slides for public presentations, etc.

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List of acronyms

Acronym	Explanation
DX.Y	Deliverable no. Y from WP X
EC	European Commission
GA	Grant Agreement
P.E.I.	Port Environmental Index
PIC	Project Implementation Committee
PIXEL	Port IoT for Environmental Leverage
TX.Y	Task no. Y in WP X
WP	Work package

1. About this document

This deliverable aims to describe and show the material that will be used for the dissemination and communication of PIXEL.

1.1. Deliverable context

Keywords	Lead Editor
Objectives	This deliverable must be considered as highly transversal, not being addressed to any particular goal of those listed in the GA. Nevertheless, creating communication material is crucial for the impact creation of the outcomes of the project.
Exploitable results	The PIXEL video is not an Exploitable Result itself, but it will surely contribute to disseminate the results of the project and maximizing its scope and coverage in both academic and industrial field.
Work plan	Associated task: T9.1 – Communication and impact creation
Milestones	N/A
Deliverables	In D9.1, the website was developed and described, and the social networks for PIXEL project were created and its use was explained. This deliverable (D9.2) uses D9.1 as an input and basis. Both content, style and general impression of the website has been leveraged in D9.2 to elaborate the additional communication support material. D2.1 serves also as an input for D9.2, regarding the first decisions done on project logo and project templates for communication and dissemination.
Risks	This deliverable does not match with any of the identified risks according to the GA, but concerns arise about the impact of it to the dissemination of PIXEL. Not reaching the expectations of quality and utility of the communication support material could mean an insufficient spread of the results of the project.

2. Communication support materials

2.1. Project logo

Several versions of the logo were discussed by the first components of the Consortium at a very early phase of the project (during proposal elaboration). Finally, the preferred design was shared with the whole Consortium and it was decided to stand as the main recognisable feature for **PIXEL**: The logo gives an image of environmental orientation to the action, promoting the green colour. A “container vessel” can be distinguished, gathering so the main topics of the project: ship logistics and environment. Different colours (green tonalities) of those “containers” represent that the project aims at addressing varying types of cargo. Different sizes means covering a huge range of port size as well. Moreover, the pixels of the back of the vessel symbolize the digital transformation of ports, real basis behind which PIXEL relies.

Figure 1 will be the main representation of **PIXEL** for the rest of the action.



Figure 1. PIXEL logo

However, and for establishing a shorter identifier for the project, an alternative design has been created for PIXEL.



Figure 2. PIXEL alternative logo








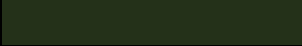
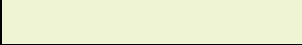



2.2. Project corporate identity

To enhance the impact of the project, some features have been set to establish a corporate identity for PIXEL. In this regard, the Consortium agrees on a common colour palette and templates for the format of certain documentation to be published. Every communication and dissemination action will be aligned with these specifications.

2.2.1. Colour palette

In order to create a common framework for dissemination and for branding and recognition purposes, a palette of colours for PIXEL has been created. It has been designed (despite maintaining the green as preponderant) to have enough diversity and variety:

Table 1. PIXEL colour palette

Colour	Hexadecimal code	RGB (R)	RGB (G)	RGB (B)
	#37C837	55	200	55
	#00AA00	0	170	0
	#AFE9AF	175	233	175
	#217821	33	120	33
	#C6E9AF	198	233	175
	#008000	0	128	0
	#EA9E8D	234	158	141
	#243119	36	49	25
	#EEF4D4	238	244	212
	#629460	98	48	196
	#BAA7B0	186	167	176
	#ACECA1	172	236	161

2.2.2. Corporate font style

Several guidelines have been established to be followed in all communication channels:

Table 2. Font style guidelines

Source	Main font style	Secondary font style
Official documentation	According to demands	Times New Roman
Deliverables	Times New Roman	-
Videos	Myriad Pro	Raleway, others.
Posters	Raleway	-
Leaflets	Raleway	-
Presentations	Gil Sans MT Condensed	Raleway

2.2.3. Communication templates

During the first month of the project (May 2018), the official templates for documentation of PIXEL were established. In the deliverable **D2.1 – Project Management and Quality Handbook** (submitted in M1), there were depicted and appended templates for deliverable edition, reporting, etc. Some of those guide documents apply directly to the dissemination and communication aims of the project.

Particularly, the following templates included in D2.1 must be followed by partners and stakeholders when communicating PIXEL project information:

- *Deliverable template*: When submitting deliverables, this format is being used. It was thought to represent the project identity when the document becomes public (if applies). This communication action will be performed through the website of the project, where those deliverables will be properly uploaded and updated.
- *Meeting minutes*: This documentation will be spread among partners and other interested parties after the execution of certain kind of meetings (namely Plenaries). Besides, these results will be made public after sharing them with the EC.

Furthermore, despite not being included in the list of official documents of the project in D2.1, a common format **for public and private presentations** has been established for PIXEL. **A snapshot of it is included at the end of this document in Appendix A and, the official template (in .pdf) is annexed to the submission of the deliverable.**

2.3. Project sticker

The PIXEL logo has been used to create a sticker, to be distributed in events. This element will be useful to enhance project visibility and to promote it within the community, specially into the technological field.

1.000 copies of this material are planned to be printed with this purpose.



Figure 3. *PIXEL sticker*

2.4. PIXEL poster

Most of the important dissemination actions of PIXEL will be carried out in congresses, fairs, technological workshops and similar events. PIXEL Consortium is expecting to hold a booth in some of them. Because of this, having communication support material to show PIXEL project in those scenarios seems crucial for the goals of impact creation of the project. One of the main tools that will be used in this context will be the **official poster** of the project. This has been decided in consensus by the **PIC** of PIXEL.

Here below are listed some bullet points and instructions that were compiled to elaborate the poster:

- The official logo must be in front of the poster, in order to be recognisable.
- It must content the main ideas of PIXEL:
 - Main goal / vision
 - Impact
 - Approach of the problem
 - Use-cases
- It must mention explicitly one of the most important outcomes: **P.E.I.**, and the intention of to be standardized.

- It must contain the logos of all PIXEL partners
- It must provide administrative information about the project, at least:
 - Grant Agreement number
 - Starting date
 - Duration
 - H2020 topic
 - Budget
 - Coordinator
- It must contain a reference to the PIXEL website
- The logo of European Commission must be included
- The following sentence must be written down next to the EC logo:
 - *“The Project has received funding from the European’s Union Horizon 2020 research innovation program under GA No. 769355*

Appendix B of this document contains a snapshot of the poster, and the full roll-up in a more proper format (.pdf) is **annexed to this deliverable in the submission space in Sygma**.

It is expected to create more posters for PIXEL communication. With every release of a new poster accepted by the PIC of PIXEL, this deliverable may be updated. At least, we have two planned actions with regards to poster:

- *Create a more visual-friendly poster*: containing less text and information and more oriented to attract attention.
- *Update of the official poster*: later on the project, including information about advances or new discoveries.

2.5. PIXEL leaflet

Together with the poster, one material that will be present in all events and situations where PIXEL must be communicated to the community, is the **leaflet**. In PIXEL Consortium a common material has been established to be spread as the official leaflet for the project. This has been decided in consensus by the **PIC** of PIXEL:

In the process of elaboration, the following guidelines have been considered:

- Colour palette (see 2.2.1).
- Consistency with the content on the website and on the official poster.
- Contain the main elements of the project:
 - Use-cases
 - PEI
 - Impact
 - Project slogan and main ideas
- Information about the Grant Agreement
- EC logo and the same sentence than in the poster.

Appendix C of this document contains snapshots of the leaflet, and the full resource in a more proper format (.pdf) is **annexed to this deliverable in the submission space in Sygma**

It is expected to create more leaflets for PIXEL communication during the project. With every release of a new leaflet accepted by the PIC of PIXEL, this deliverable may be updated

2.6. PIXEL promotional video

One of the most powerful communicative assets is the audio-visual. In this sense, PIXEL has created a **promotional video** for the project since the beginning of the action.

This video was designed taking into account the reality and the potential results of PIXEL, and it has been uploaded to our YouTube channel in order to maximize its broadcasting. The objective is to provide an understanding of PIXEL innovations and objectives to the global community. Despite containing some technical insights, the video has been built with an accessible language and addressing generic concepts, enabling the whole public to know the scope of the project.

The process of design has been the following:

1. Deciding basic features for the video:

- Without voice-over
- Estimate duration: 2 minutes
- Key words: Ports, environmental impact, process optimization, IoT, integration, multimodal transport, interoperability

2. Sketching a draft of the script, including details on:

- Images to be included
- Animations to be created
- Text
- Rough timing

3. Process of discussion over the script with the partners (PIC)

4. Start of creation

5. Iterative modifications/adjustments over the script to get a satisfactory result

- The final script is attached to this document as an appendix. **Appendix D** contains the table that has meant the reference for the whole process of video elaboration.

6. Final agreement with the partners (PIC)

7. Publishing

Several screenshots of the video can be found at the **Appendix E** of this document. The full video has been uploaded to our YouTube channel, and can be found at this link:

<https://www.youtube.com/watch?v=zmWiwwNWHGQ>.

Every update of this video, as well as other audio-visual content will be incorporated to [our YouTube channel](#).

Other videos are planned to be created during the life of the project. The exact scope of this communication is still to define, but there will be content such as:

Different presentations of advances of the project from technical responsible

- Testimonial of key stakeholders
- Some actions during trials:
 - Sensors installation
 - Data observation in real time
 - Dashboard implemented in port's premises
 - Developed tools adverting some situations on the field
 - PEI functioning...
- Presence of PIXEL in events, fairs, congresses, etc.

References

Deliverables of the project

- D2.1 – Project Management and quality handbook [M1], May 2018
- D9.2 – Virtual presence [M2], June 2018

Appendix A – PIXEL template for presentations



Figure 4. PIXEL presentation template (1)



Figure 5. PIXEL presentation template (2)

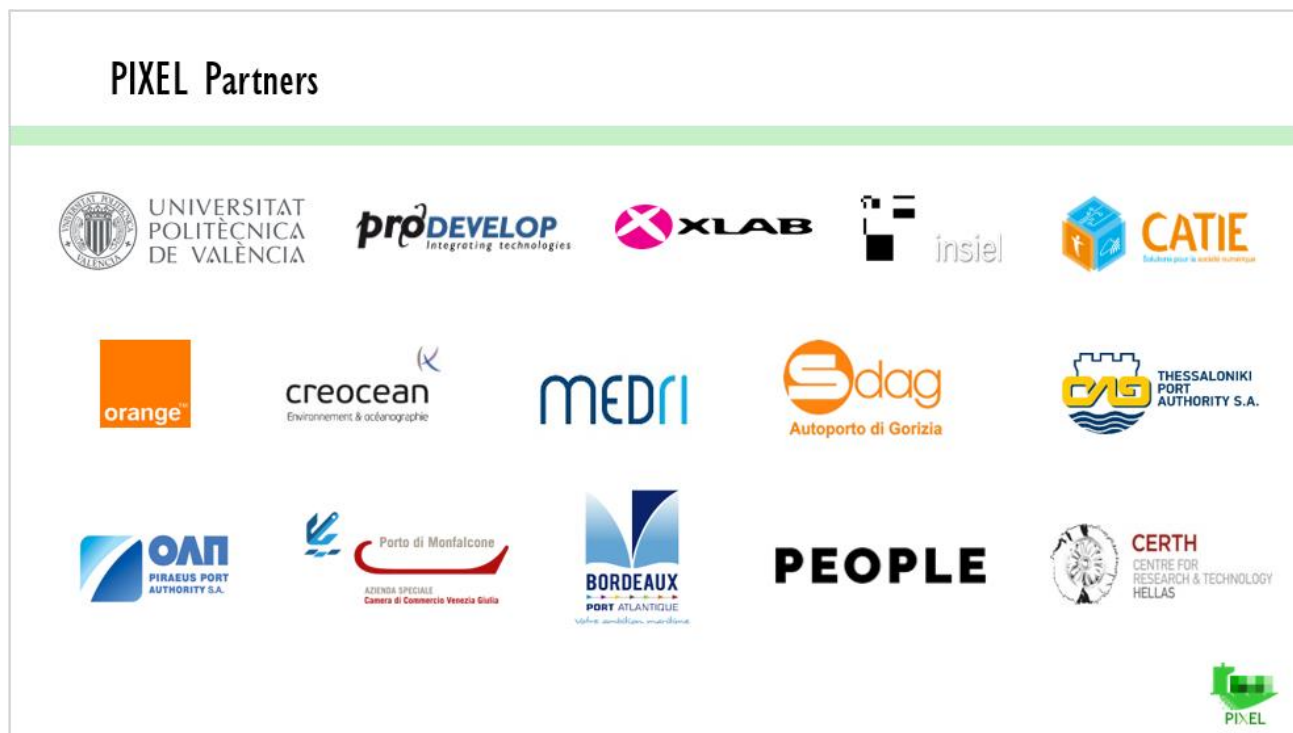


Figure 6. PIXEL presentation template (3)



Thank You + Questions?



This Communication is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°769355

<p>Meeting (name, etc.)</p> <p>Place and date</p>	<p>Speaker (name)</p> <p>Position</p> <p>Company / contact</p>
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Figure 7. PIXEL presentation template (4)

Appendix B – PIXEL poster

Port IoT for Environmental Leverage

Acronym: PIXEL
 Call Identifier: MG-7-3-2017
 GA: 769355
 Duration: 36 months
 Start Date: 01-May-2018
 Budget: 4.860.222,50 €
 Coordinator: Universitat Politècnica de València

" towards the Port of the Future"

VISION

PIXEL is the first solution combining strong methodology and smart technology for port ecosystems enabling optimization of operations while reducing environmental impact.

- Focused on small-medium ports innovation
- Ambitious real use-cases
- Migrating from document-centric management systems to data-centric interoperable systems
- Creating a single-metric index for environmental monitoring on ports

IMPACT

- ✓ Reduction of impact on climate change and the environment of port activities
- ✓ Reduction of operational and infrastructural costs
- ✓ Improvement of logistics efficiency
- ✓ Better integration of the port in the surrounding socio-economic area, including city-port relations and the smart urban development of Port Cities
- ✓ Large scale adoption of the PIXEL solution and approach

TECHNOLOGY

PIXEL relies on an ICT system capable of gathering every useful data in ports based on IoT and technological integration. Decision making for process optimization and environmental impact mitigation emanate from this modular schema:

- ❖ **PIXEL Information Hub:** sink where different information sites discharge and store their real-time data
- ❖ **PIXEL Operational Tools:** Algorithms based on modelled processes are applied over the data available.
- ❖ **PIXEL Integrated Dashboard:** user-oriented tools for decision making and environmental monitoring.
- ❖ Cutting-edge privacy, authorization and security policies

USE CASES

PEI - Port Environmental Index
Development of a single-metric methodology to be standardized as global indicator of the impact in ports.

Energy management use case - Port of Bordeaux
Port, as an energy integrated operator, leverages PIXEL to predict and control the energy demand.

Intermodal transport use case - Port of Monfalcone
Operational and planning activities harmonisation in hinterland transport. Port and multimodal nodes integration optimization.

Port-city integration use case - Ports of Piraeus & Thessaloniki
Data interchange among region entities. Accessibility and synchronization with mobility services between different ports.

PARTNERS

Find out more

<http://pixel-ports.eu>

Contact: Prof. Carlos E. Palau
 coordinator-pixel-ports@pixel-ports.eu

The Project has received funding from the European's Union Horizon 2020 research innovation program under GA No. 769355

Figure 8. PIXEL poster

Appendix C – PIXEL leaflet

Project partners

UNIVERSITAT POLITÈCNICA DE VALÈNCIA

proDEVELOP
Integrating technologies

XLAB

CATIE

insiel

OAP
PIREUS PORT AUTHORITY S.A.

creocean
Environment & oceanography

CMS
THESSALONIKI PORT AUTHORITY S.A.

Sdag

MEDRI

PEOPLE

Porto di Monfalcone

CERTH
CENTRE FOR RESEARCH & TECHNOLOGY HELIX

ATLANTIC PORT OF BORDEAUX

orange

PIXEL

CALL ID.: MG-7-3-2017
GA: 769355
DURATION: 36 months
START DATE: 01-May-2018
BUDGET: 4.890.22.50 €

COORDINATION:
Universitat Politècnica de València
Prof. Carlos E. Palau
coordinator-pixel-ports@pixel-ports.eu

Port IoT for Environmental Leverage

EC Horizon 2020 Research and Innovation Action

The Project has received funding from the European's Union Horizon 2020 research innovation program under GA No. 769355

Figure 9. PIXEL Leaflet (1)

IMPACT

- Reduction and mitigation of environmental impact of port activities
- Reduction of operational and infrastructural costs
- Improvement of logistics efficiency
- Better integration of the port in the surrounding socio-economic area
- Enhancement of city-port relations and smart development of Port Cities
- Large scale adoption of the PIXEL solution and approach

PEI An integrated single metric (to be standardized) for assessing the environmental impact of ports

PIXEL is the first solution for port ecosystems enabling optimization of operations while reducing environmental impact

Focused on small-medium ports innovation
Ambitious real use-cases
Powered by IoT
Combination of technology and methodology

USE CASES

PORT OF BORDEAUX
Port, as an energy integrated operator, leverages PIXEL to predict and control the energy demand

PORT OF MONFALCONE
Operational harmonisation in hinterland transport. Port and multimodal nodes integration optimization

PORTS OF PIREUS AND THESSALONIKI
Data interchange among region entities. Accessibility and synchronization with mobility services between different ports

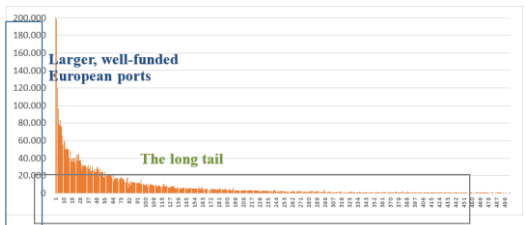
@PortsPixel
/PIXELPORTS
/pixel-ports
/pixel-ports

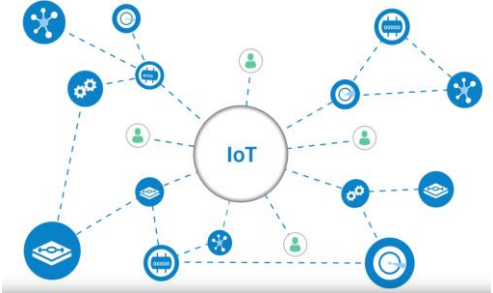

www.pixel-ports.eu


Figure 10. PIXEL Leaflet (2)

Appendix D – Script of PIXEL promotional video

Table 3. Script of PIXEL video

Scene	Texts	Happening	Dur.
1	Port-IoT for Environmental Leverage	Different “containers” that form the logo start to appear from the left of the image, starting on varying slots, till they come together to the center. The logo is built with the pieces. After a couple of seconds, it vanishes to the next animation. Under the logo, the sub-symbol of the X of PIXEL, accompanied by the title of the project and the logo of H2020 projects of EC.	5 s
2	<p>PORTS REALITY:</p> <p>An effective integration of operational data is far from optimal in the majority of ports.</p> <p>Ports prevented from optimize processes</p> <p>Lousy environmental impact</p> <p>POTENTIALITIES:</p> <p>Huge amount of available information (and growing)</p> <p>Increasing level of digitisation in port operations</p> <p>Port Community System and related documentation</p>	<p>Video from Bordeaux port, showing operations (load/unload, cargo movement, truck circulating...)</p> <p>When transitioning from Ports Reality to Ports Potentialities, put different videos in each one, and depict it in different places of the screen.</p> <p>When showing Ports Potentialities, play a video from Monfalcone.</p>	10 s
3	<p>The first 20 ports of EU handle more than 40% of the gross weight goods.</p> <p>They are better-funded and can implement Smart Environmental Actions</p> <p>Small and medium ports need reachable solutions to implement Smart Environmental Initiatives</p>	<p>With a semi-transparent background video of Port of Monfalcone (select this because it is clearer that is a small port), draw a graphics with two axis (appearing tiered) representing the following:</p>  <p>During the scene, appearing the three labels consecutively.</p>	8-10 s
4	<p>(1) Raw information</p> <p>(2) Operational data</p> <p>(3) Decision making</p>	<p>Here we have to create a drawing representing a discontinuous line (timing of evolution of asset interchanged). Three elements must build a triangle/circle, and a floating element must go from one to the next, changing its content, meaning the information being carried out.</p> <p>The details are the following:</p> <p>1st element of triangle: Factory</p> <p>Floating element: 0101001 (zeros&ones)</p>	8 s

		<p>Text: (1)</p> <p>2nd element of triangle: Truck:</p> <p>Floating element: documentation</p> <p>Text: (2)</p> <p>3rd element of triangle: Chief executives:</p> <p>Floating element: a screen (tablet) simulating a Dashboard for decision making</p> <p>Text: (3).</p>	
5	<p>PIXEL leverages IoT to voluntarily exchange data among port agents for achieving an efficient use of resources</p> <p>ENVIRONMENTAL MONITORING</p> <p>KNOWLEDGE OF PROCESSES</p> <p>REAL USE-CASES</p>	<p>Insert the following picture with animation, accompanied with background videos of our ports.</p> <p>The different elements must connect consecutively to the center IoT label.</p> 	8-10 s
6	<p>The approach of PIXEL consists of three pillars</p>	<p>We have to use one of our representative pictures, showing the scope and nature of PIXEL, based on enabling technologies, extensibility and use cases:</p> 	6 s
7	<p>USE CASES</p> <p>(sentence 1) Energy demand prediction trial</p> <p>(sentence 2) Intermodal transport trial</p> <p>(sentence 3) Port-city integration trial</p>	<p>One dynamic image of each of three trial locations. At the top of them, the sentence USE CASES. Below of each one, the sentence (1-3). For all trials, its associated video must be a real image/video/sequence of its corresponding port.</p> <p>In turns, zoom in to one of them, and print the sentence and include its location (Port of Bordeaux (1), Port of Monfalcone (2) and Ports of Piraeus and Thessaloniki (3)).</p>	10 s
8	<p>(1) Port Environmental Index (PEI): a single indicator for the global environmental impact of a port.</p>	<p>Here, after showing the use-cases with pilot trial associated in a particular port, we must explain PEI, the transversal use case. A type of compass, dynamically being moved (to indicate single metric purpose) must indicate which PEI is (acronym and meaning).</p>	10-12 s

	(2) First European initiative to address an existing gap in the state of the art. Standardisation aims planned.	<p>After that, a scene composed of a triangle will be shown. At the corners of the triangle, we want to represent different pollutant elements of a port. Represented by icons:</p> <p>Every element is labelled with its associated environmental impact Below of it, a changing number, representing that this value varies depending of several factors, and it is different for every port (the value fluctuates between the current fewer and higher value for any of our ports).</p> <p>Elements and their labels:</p> <ul style="list-style-type: none"> • Truck: “CO₂ emissions” • Crane: “Energy consumption” • Anchor: “Quay productivity” <p>Content of each element:</p> <table border="1"> <thead> <tr> <th>Element</th> <th>Values</th> <th>Units.</th> </tr> </thead> <tbody> <tr> <td>Truck</td> <td>2600-20500</td> <td>T</td> </tr> <tr> <td>Crane</td> <td>2-10</td> <td>GWh</td> </tr> <tr> <td>Anchor</td> <td>40-600</td> <td>TEU/m</td> </tr> </tbody> </table> <p>At the bottom of the page, the sentences of the text appear and, at the end of the sequence, a seal/stamp for standardization is superimposed over it.</p>	Element	Values	Units.	Truck	2600-20500	T	Crane	2-10	GWh	Anchor	40-600	TEU/m	
Element	Values	Units.													
Truck	2600-20500	T													
Crane	2-10	GWh													
Anchor	40-600	TEU/m													
9	(1) Use-cases, (2) Environmental monitoring, (3) Optimization, (4) Port operations, (5) IoT, (6) Sensoring, (7) ICT technology, (8) PIXEL Information Hub (9) “...towards the Port of the Future”	<p>As a conclusion, the idea here is to build a puzzle with different pieces that end to join together around one central concept: “... towards the Port of the Future”.</p> <p>The different pieces have to correspond to the sentences (1) to (8) of the text column. They must also follow the colour palette established for the project.</p>	7 s												
10	This Project has received funding from the European's Union Horizon 2020 research innovation program	<p>Whole screen with the official EC logo and the sentence of the text.</p> 	4 s												
11	PIXEL Consortium	All official partner logos in the screen, with the sentence of the text at the top of it.	5 s												
12	www.pixel-ports.eu/	Webpage and social networks icons. Again the logo entering with an animation. To make the brand recognisable and to close the video with the corporate feeling.	4 s												

Appendix E – Video screenshots



Figure 11. Screenshot of PIXEL promotional video (1)

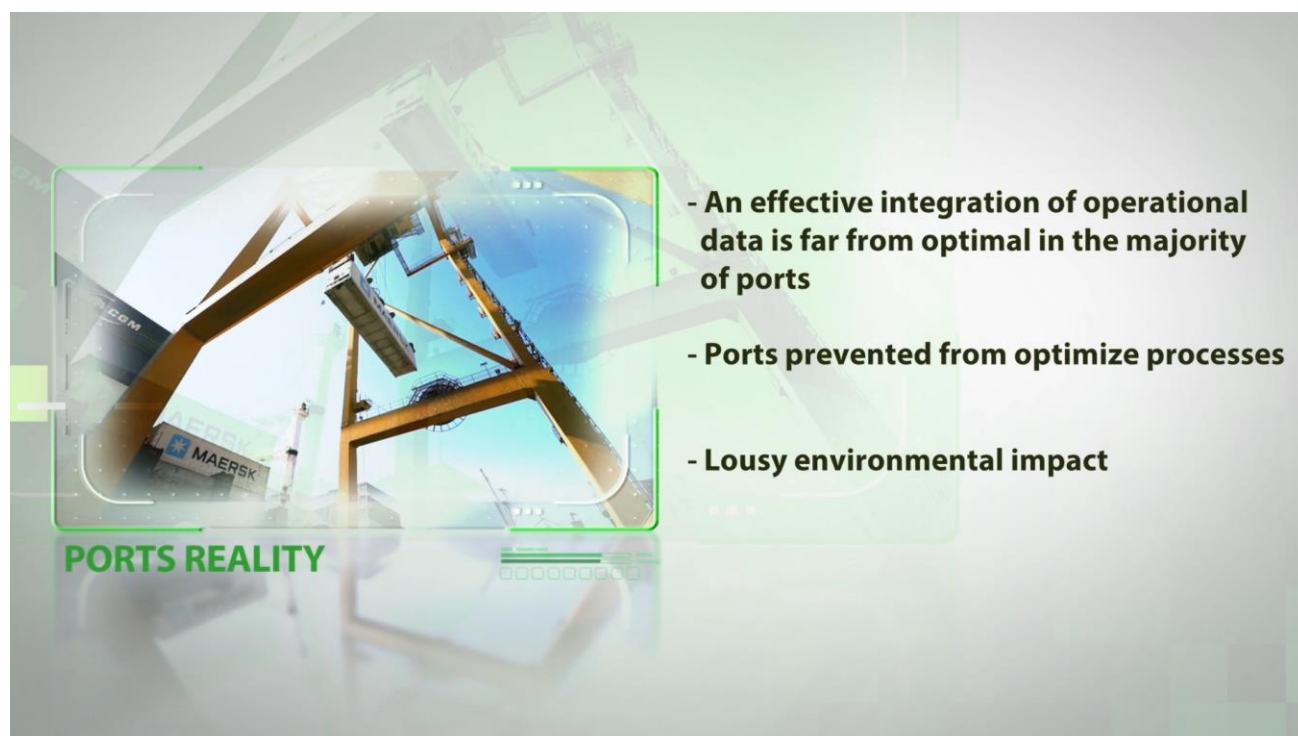


Figure 12. Screenshot of PIXEL promotional video (2)

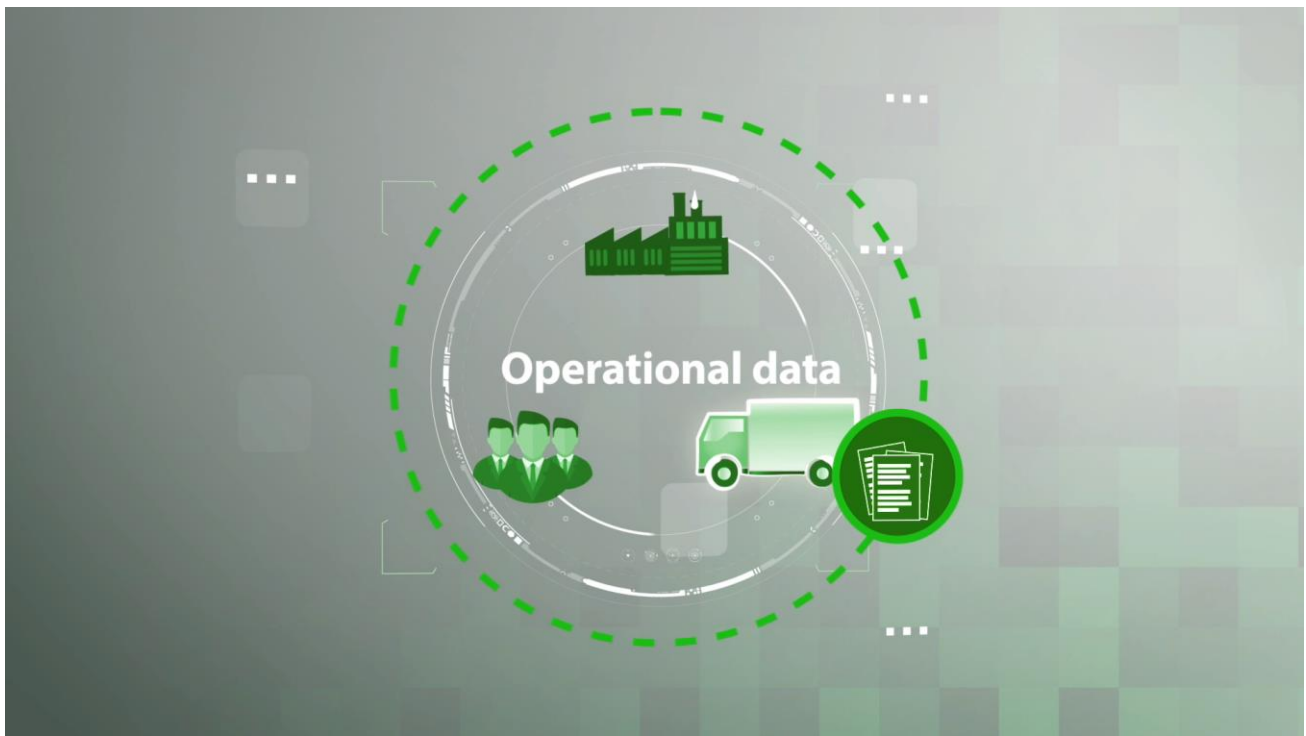


Figure 13. Screenshot of PIXEL promotional video (3)

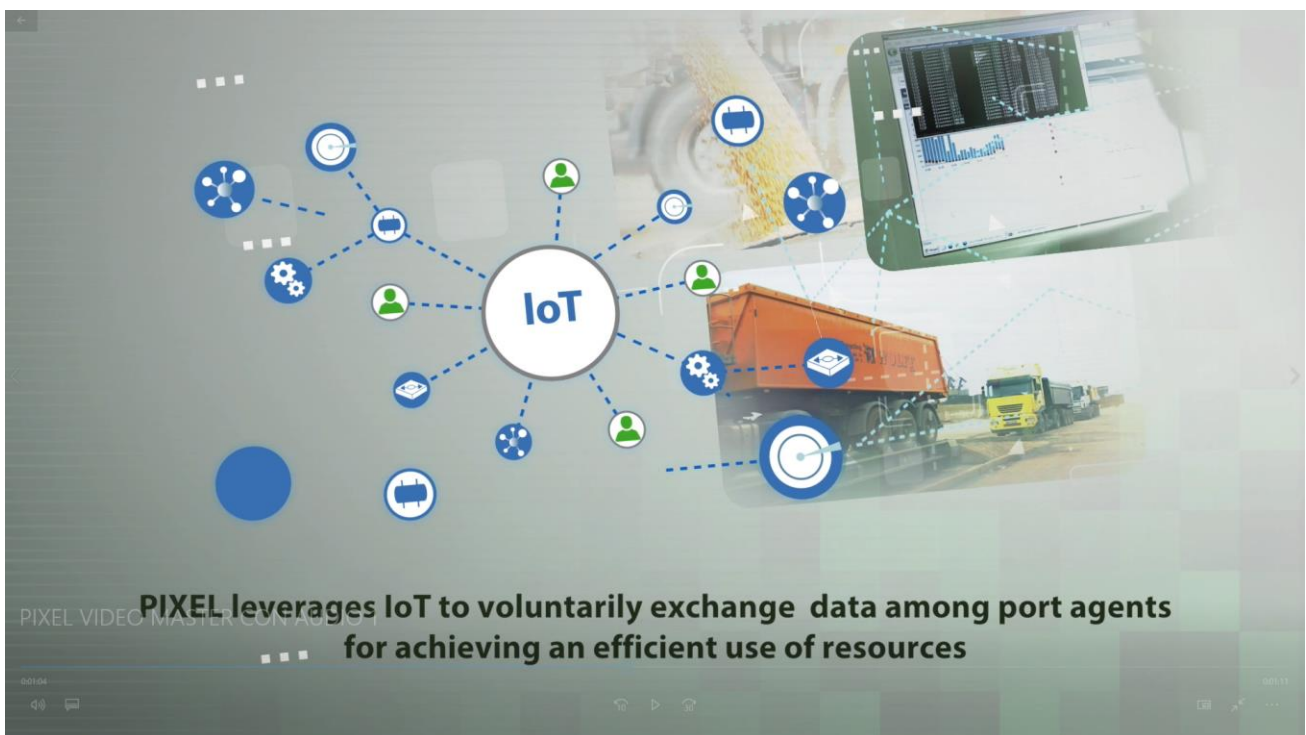


Figure 14. Screenshot of PIXEL promotional video (3)

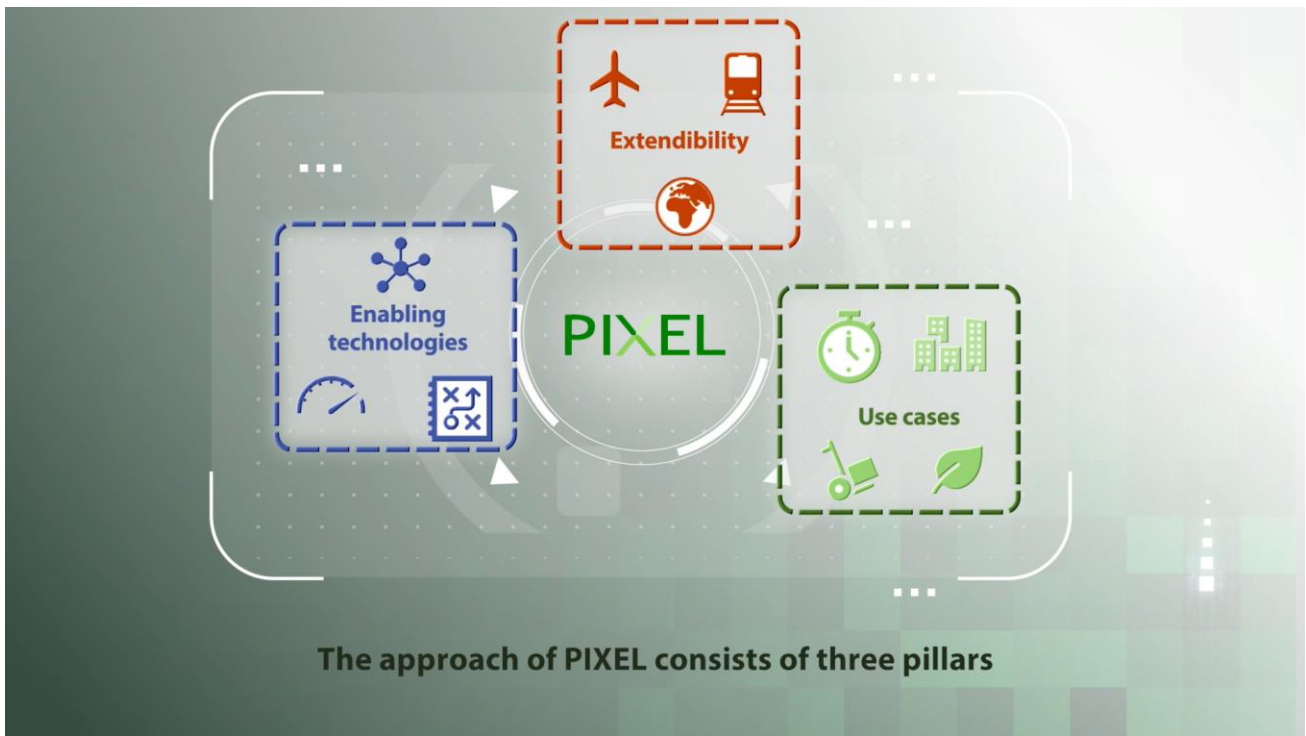


Figure 15. Screenshot of PIXEL promotional video (4)



Figure 16. Screenshot of PIXEL promotional video (5)

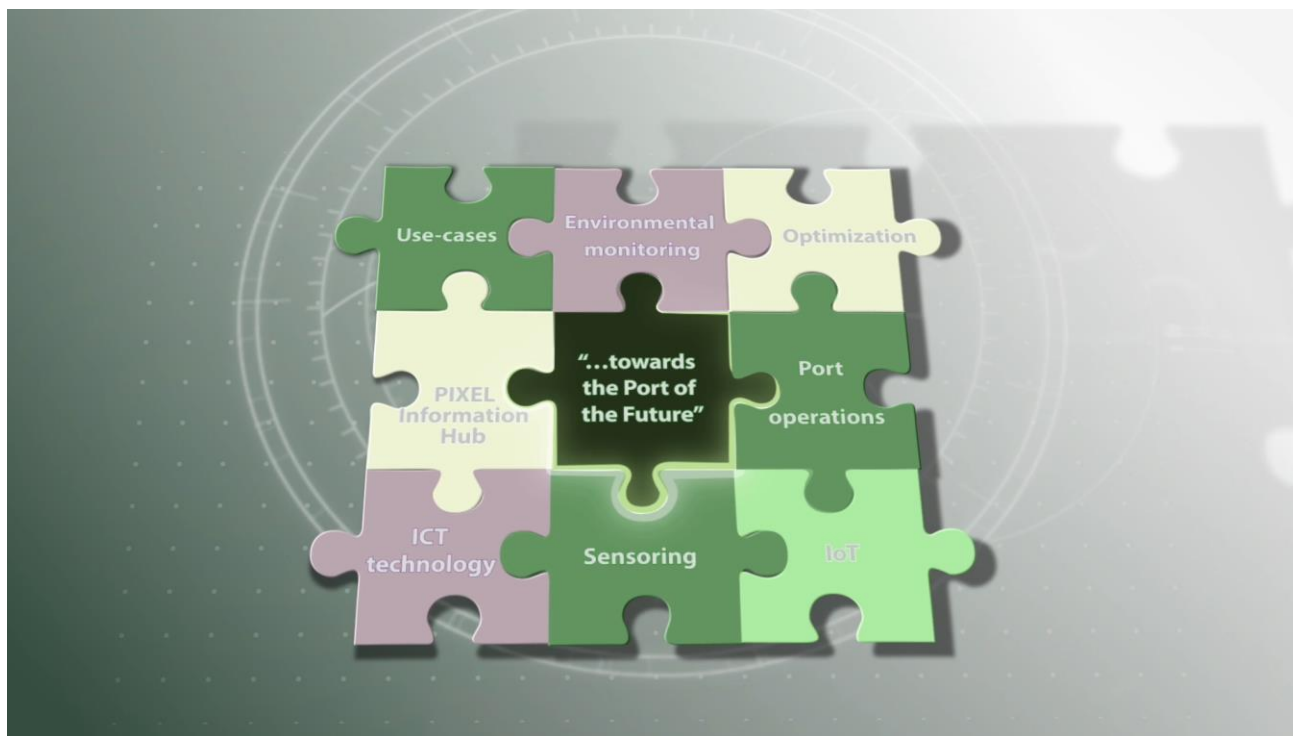


Figure 17. Screenshot of *PIXEL* promotional video (6)



**This Project has received funding
from the European's Union Horizon 2020
research innovation program**

Figure 18. Screenshot of *PIXEL* promotional video (7)

PIXEL consortium



Figure 19. Screenshot of PIXEL promotional video (8)



www.pixel-ports.eu

Figure 20. Screenshot of PIXEL promotional video (9)