



# High Performance Zinc-Air Batteries

## Deliverable 8.1 Website and Project logo

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## Publishable summary

The aim of this document is to present and describe the Website and Logo of the HIPERZAB project which will be used during the duration of it, from the 1<sup>st</sup> of October 2023 until the 30<sup>th</sup> of September 2027.

The Deliverable 8.1 Website and Project logo is part of the Work package (WP) number 8: Dissemination, Communication, Energy Storage Portfolio and Exploitation which focuses on setting up different communication and dissemination strategies implementing diverse digital and marketing tools in order to develop an appropriate dissemination of the HIPERZAB project reaching key audiences.

Within this document, a general description of the website, will be presented and the communication and marketing strategy will be exposed. For the HIPERZAB project, the Website plays a key role in the project, as it acts as a showcase in which the progress of the project will be shown, and the promotion of the project will be done.

It must be highlighted that the document is based on previous Website and Project logo deliverables such as *D.9.2 Project website and social media presence*, of HELENA project, under grant agreement (GA) number 101069681, and *LIFE HI4S\_Deliverable\_D.E.1\_VF*, of LIFE project (GA N° LIFE20 CCM/ES/001733), and the structure of the file will follow the next sections:

- (1) Introduction to the corporate image, website, and social networks.
- (2) A definition of the Digital Marketing Strategy related to the website.
- (3) The description of the technical characteristics of the website.
- (4) The overall website structure and its sections.
- (5) Information related to social networks.
- (8) A definition of the strategy to manage the social media networks of the project.
- (6) Responsibilities of the consortium regarding the website.
- (7) Results measurements
- (8) Conclusions.

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## Abbreviations

SYMBOL	SHORTNAME
<b>CICe</b>	CIC energigUNE
<b>KPI</b>	Key Project Indicators
<b>SEO</b>	Search engine optimization
<b>WP</b>	Work Package

# 1 Introduction

The aim of this document is to present the Website and the Project logo of the HIPERZAB project which will be used during the whole project.

This document represents the Deliverable 8.1 – Website and Project logo. It has been developed as part of Work Package 8 – Dissemination, Communication, Energy Storage Portfolio and Exploitation and it consist of a description of the project logo of the project and the website [www.hiperzab.eu](http://www.hiperzab.eu) and the social media networks created for the project.

The HIPERZAB website is the main tool of the project’s Communication and dissemination plan (D8.2).

## 1.1 Logo and corporate colours

As it is shown in the following figure, the logo and corporate colours have been defined and selected with the collaboration of all the HIPERZAB project members.

The project logo has been applied to the HIPERZAB’s social networks and website and for all the dissemination material Verdana font is being used.

At the following images the HIPERZAB logo and the colours used for the visual identity are presented:



Figure 1: Logo of the HIPERZAB project

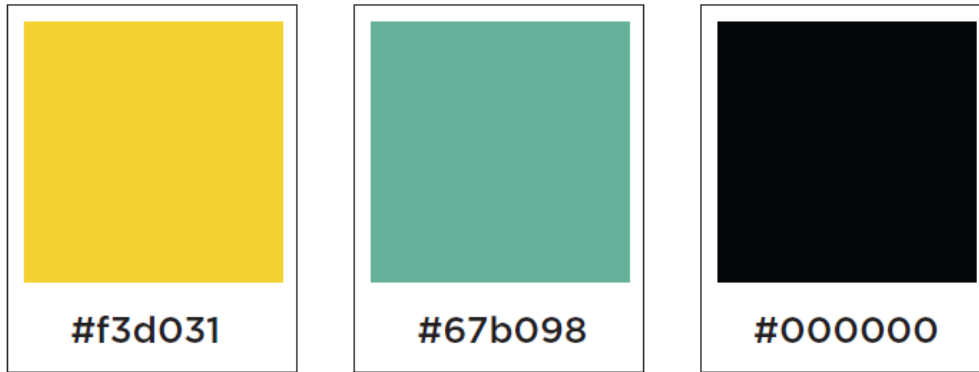


Figure 2: Corporate colours of the HIPERZAB project

## 1.2 Document templates

In order to strengthen the project image and support a correct and effective communication, a set of templates for the most important project documents have been developed, for example:

### 1.2.1 Deliverables

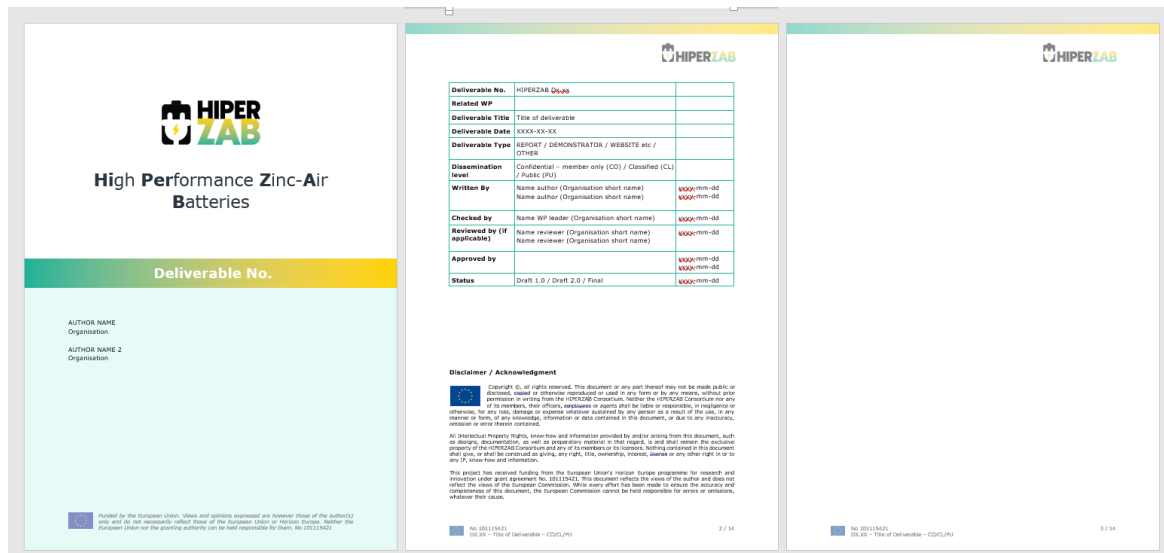


Figure 3: Deliverable template

## 1.2.2 Presentation

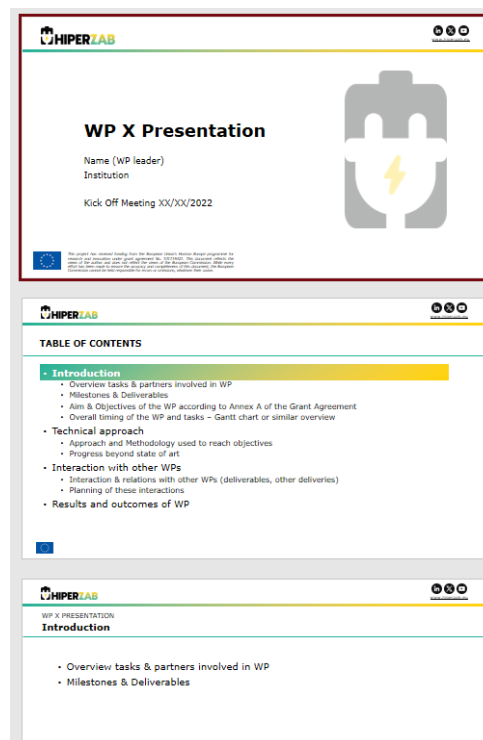


Figure 4: Power point presentations

## 1.2.3 Minutes of the meetings



**HIPERZAB** [www.hiperzab.eu](http://www.hiperzab.eu)

**MEETING MINUTES**

**TITLE OF THE MEETING**

Date: dd/mm/yyyy Time (start-end):

**Attendances (name - entity)**

**TOPICS DISCUSSED**

1

2

**SUMMARY AND RESULTS**

**COMMITMENTS ACHIEVES - ACTIONS**

Item	Issue	Responsible	Estimated Date of fulfillment
			Haga clic aquí para escribir una fecha.
			Haga clic aquí para escribir una fecha.
			Haga clic aquí para escribir una fecha.

**Next meeting date**

**Annexes**

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Figure 5: Minutes of meetings template



## 1.3 Social networks

The social networks that will be used during the project are:

**X (Twitter):** is a social network which facilitates the spread of the project milestones and news reaching a wider influence and influential audience of different social areas.

**Linked-in:** this is a key social network tool to reach and widespread HIPERZAB progress in professional communities.

**Youtube:** this social media tool will approach the HIPERZAB project to end users.

## 1.4 Website

HIPERZAB´s website pretends to not only being the meeting point between stakeholders, the media and general public, but also being the reference tool for communication, dissemination and exploitation activities.

The project website is available at the URL: [www.hiperzab.eu](http://www.hiperzab.eu) and it has been developed to reach the next key goals:

- **Present and describe** the **HIPERZAB** project to external stakeholders.
- Present the members of the project that take part on it. (**Consortium**).
- Serve as a meeting point in which all the **relevant information** related to the progress of the project will be shared, **disseminated, and updated**.
- Act as a **virtual meeting ground** for individuals and groups related and compromised with the project, **enhancing the visibility** of the project.
- **Engage interested stakeholders** and build a community around the HIPERZAB project and the EIC Portfolio.

All participants of the project contribute to the development of the contents and updates of the website under the coordination of CIC energiGUNE.

The website consists of the following sections (a deeper description of each section is presented at section 4 of this document):

- **Home**
- **About**
  - **Vision & Concept**
  - **Technical approach**
  - **Consortium**
  - **Links & Synergies**
  - **News/Events**
  - **Results/Research**
  - **Contact**

## 2 Digital Marketing Strategy

In this section the HIPERZAB project's digital strategy is presented. The HIPERZAB website is an information meeting point in which the project's communication and dissemination plan and strategy is implemented. In the next subsections, the principal keystones of the website's digital strategy are described.

### 2.1 The Use of Search Engine Optimization (SEO)

In order to generate effective long-term traffic on the website, the search engine optimization technique will be developed by CIC energiGUNE. Through this technique, the website's positioning in Google will be optimised.

It must be pointed out that one of the most important tool that will be set up is the implementation of correct Keywords. The following keywords of HIPERZAB project will be:

- batteries
- battery
- cells
- energy
- solid-state
- electric vehicle
- electrification
- electrolyte
- transport
- hiperzab
- Europe
- metal air
- project
- research
- zinc

In order to succeed with SEO, the project's keywords will be examined, enhanced, and regularly updated.

### 2.2 Content Marketing

The aim of the content in HIPERZAB project's marketing strategy is to be a readable and understandable to reach the widest possible audience. For this reason, the way the content is presented gains important relevance.

It must be taking into consideration that Google uses the bounce rate to measure the user's engagement with the website. And in order to achieve a good rate: the easier the content that will be presented at the website, the more engagement and interest the users will have.

Hence, the content strategy the CIC energiGUNE will follow will be: provide readers with simple and easy information about the HIPERZAB project with clear sections at the website and simplifying their search for information.

Finally, HIPERZAB project's content marketing plan will focus on producing high quality content for the News/events section to promote the engaging of visitors and foster interaction between stakeholders.

## 2.3 Link building

Another digital strategy that will be implemented on the HIPERZAB project's website, is the creation of backlinks which are links to our website from another page and vice versa.

The strategy of implementing backlinks lies in the fact that Search engines such as Google consider them a significant component when ranking the websites because links and organize website traffic are highly related to each other.

Hence, the first backlinks that will be created are the ones of the beneficiary's websites and to every other communication channel, including social media profiles.

The aim of including backlinks is to set up connections between the HIPERZAB website and those of the members of the consortium, as well as with social media platforms, and other stakeholders. Moreover, links to the winners of the EIC pathfinder challenges will be shared in order to create synergies among entities and promote information over the different projects that are being funded by the European Commission.

# 3 Technical Characteristics

## 3.1 Full responsive Content

Full responsive content means to create a design in which all the content developed adapts correctly to different devices such as PCs, tablets, and mobile device. In this sense, the HIPERZAB web design will be available in those different devices, as HTML and CSS (softwares for editing content) are being implemented.

The introduction of this type of softwares in the design of the website plays a key role in the website user's experience. At the following images some sections of the website on different devices are shown:

## 3.2 Built using a customized CMS

The HIPERZAB project's website is designed as information meeting-point of the project and the hub of the communication, dissemination, and exploitation activities, and, regarding the technical characteristics of the website, it is designed to be managed through a content management system. This system provides the website with flexibility and no limitations as the design and the structure of the website is fully customized by CIC energiGUNE.

As the entire website will be fully designed by CIC energiGUNE, it ensures a total alignment with the marketing strategy, as CMS platforms like Wordpress will not be used, and that will allow to enhance search engine optimization and constantly updates of the website bypassing intermediaries and possible cyberattacks.

### 3.3 Connection & data exchange protected under SSL Certificate

In HIPERZAB project's website the next security protocol will be followed:

An encrypted link between a server and a client will be created. At websites, normally a Secure Socket Layer (SSL) is used as security protocol as its main goal is to exchange sensitive data such as login credentials in a secure way.

In order to provide the website with a proper connection in terms of confidentiality and security, an SSL certificate is deployed on a web server, completing two core tasks:

- Confirming the legitimacy of the website.
- Encrypting the data being transmitted.

## 4 Project Website Structure

HIPERZAB project's website is designed and developed to serve not only as a connection point between project members and external stakeholders, but also represents a key platform in which all the communication, dissemination and exploitation activities of the project will be shared.

Moreover, all relevant data will be available (downloadable documents for communication activities for example), and also it will present the progress and updates of the project.

The project website is available at the URL: [www.hiperzab.eu](http://www.hiperzab.eu) and the website's structure is organized as follows:

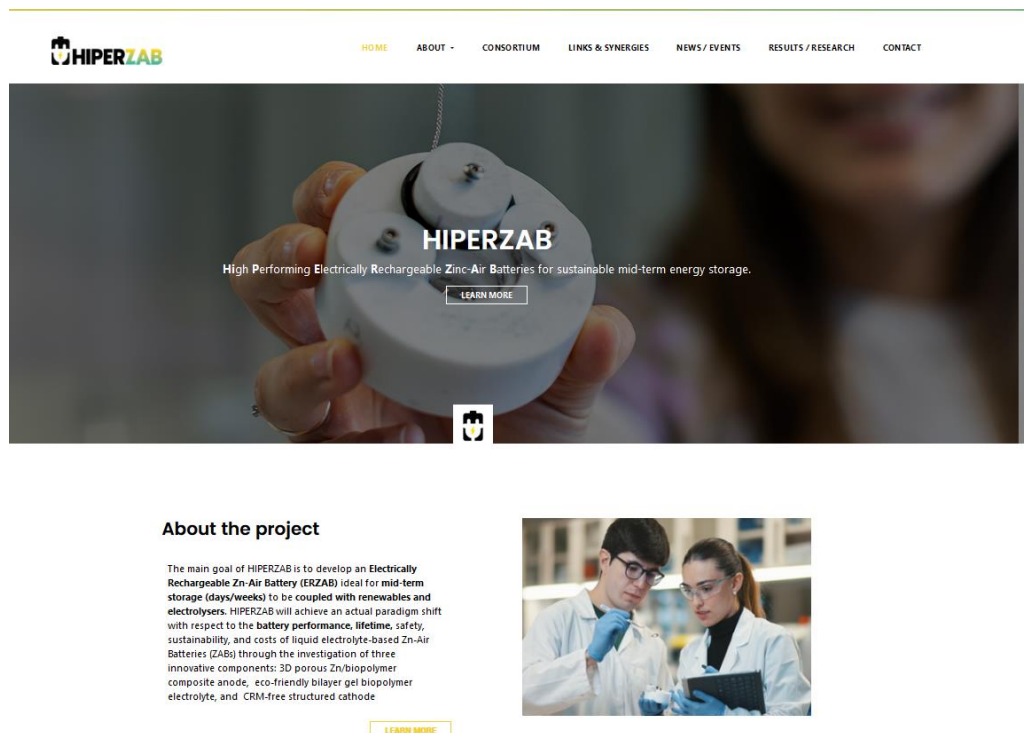


Figure 6: HIPERZAB project's website

## 4.1 Home

The HIPERZAB's landing page aims to provide a general overview of the project. It shows an initial insight into the key project developments and goals that will be implemented throughout the project.

Moreover, infographic information and visual elements will enhance the website's user experience, as they will facilitate the monitoring and understanding of the HIPERZAB project.

On the top of each page the navigation menu can be found. From the menu it is possible to select the following topics: Vision & Concept, Project Technical Approach, Consortium, Results, News & Events, Links & Synergies and Contact. The navigation menu is reinforced by an extensive array of hyperlinks that guide visitors to the appropriate pages.

## 4.2 About – Vision & Concept

This section, comprises subcategories like context, objectives, impact, and project timeline, providing the website user with the general and key information over the HIPERZAB project.

This section is one of the most important sections of the website, as provide useful information to the users at a glance, promoting interest towards the project and the community.

## 4.3 About – Technical approach

The "About - Technical approach" division intends to provide the website's users with a deeper perspective of the project. It describes more in detail the scientific and technical goals of the project, challenges that will be faced during it and the different applications and stakeholders that will be able to use the developed metal air battery.

## 4.4 Consortium

The "Consortium" section describes all the collaborating entities involved in the project. A brief description of the beneficiaries and their links to the respective websites are presented. It provides with insights into their overall operations and their specific contributions within the HIPERZAB project. This section effectively highlights the correct balance between entities and reinforce the capability of the consortium to perform the project.

## 4.5 Links & Synergies

The "Links & Synergies" division furnishes details about initiatives involved in the same funding opportunity as the HIPERZAB project or those that share research focal points. Through this section, the opportunity to spotlight the collective research endeavors in Europe aimed at enhancing energy transition solutions is presented.

In this section the EIC pathfinder challenge winner's website will be presented.

## 4.6 News / Events

Within this section, important news and summary of updates of the project are presented. Moreover, the different events (conferences, exhibitions, fairs...) that will be held during the project will be shared in order to promote the assistance at them and foster the community.

Constantly updates of this section will be made during the whole project.

## 4.7 Results / Research

In this section the website user will find the dissemination results of the HIPERZAB project and also the different articles and publications related to the project.

Once a deliverable is submitted, the content presented at the website will differ from the original version depending on the document type. If the document is typified as public, the complete version of it will be accessible. However, if the document is classified as confidential, a summary of the content of the document will be available.

## 4.8 Contact

The contact section allows any user to contact the project coordinators for information or possible collaborations.

# 5 Social media

Nowadays social media have reached a high importance in order to disseminate projects, as they are powerful and useful communication channels that reach huge and a variety of audiences. The use of social media on the HIPERZAB project is an opportunity to pursue and strengthen communication and dissemination activities.

During the project different tool will be used to enhance the reputation and influence of the project:

- X
- Linked-in
- Youtube

In the following sections they are fully presented and described.

## 5.1 X (Twitter)

The X (Twitter) account of the HIPERZAB project is @HIPERZABproject and the URL <https://twitter.com/HIPERZABproject>

X (Twitter) is a social media application that implies informal communication and short messages due to its limited number of characters (280 are available per post).

This is the success of this tool; it reaches high audiences through short engaging texts.

HIPERZAB project messages that will be posted through this social media will follow the next guidelines:

- Tweets should stick to 100 - 280 characters.
- In order to promote and encourage conversation and build audience, questions should be posted, to boost participation and retweets and conversations over the project.
- HIPERZAB X account will follow other relevant X's accounts (EU accounts, other member accounts, other EIC pathfinder challenge winner's accounts, energy efficiency accounts, among others).
- frequent and regular posting will be guaranteed according to the project's tasks, events, milestones, in order to maintain curiosity.



Figure 7: HIPERZAB's X account

## 5.2 LinkedIn

The LinkedIn account of the HIPERZAB project is hiperzab-project and the URL is: <https://www.linkedin.com/company/hiperzab-project/>

LinkedIn, a business, and career-focused social network, which predominantly attracts business and industrial potential stakeholders. For this reason, a special attention at a correct tone and formulation of the messages will be paid at this channel. Moreover, it will be important to disseminate the scientific findings taking into account that the outcomes will be impact in the industrial stakeholders.

Last but not least, Linked-in's tool serves to disseminate information without text limitations, images and videos can be uploaded, and also keywords and hashtags can be posted. Considering the importance of this tool and its key features, during HIPERZAB project, all the dissemination messages should consider them in order to boost the impact of the messages and reach a wider audience.

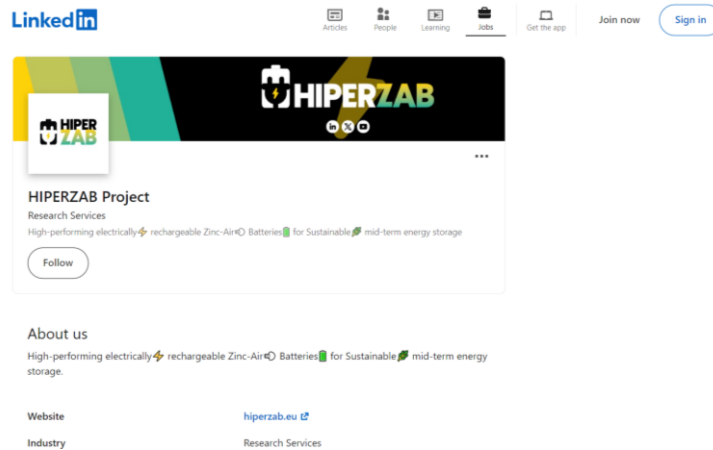


Figure 8: Linked-in profile

## 5.3 Youtube

Youtube, is one of the most important and influential video-based social networks and ranks as the second most frequented content search engine after Google. For that reason, this social media tool acquires a key role in HIPERZAB project.

The Youtube account of the HIPERZAB project can be found in the following URL: <https://www.youtube.com/@hiperzabproject>

At HIPERZAB project, the youtube channel will follow the next strategy:

- create engaging videos with interesting content to reach different audiences, from general public to scientific public.
- act as a repository of videos of the project, to be loaded on the website and other channels.
- Keywording used at the videos will serve as pathways for user to discover HIPERZAB project.

It must be pointed out that, at least two videos will be done during the project, one at the beginning of the project at CICenergiGUNE ´s premises, and another one at the end of it, the place where it will be held is to be defined).

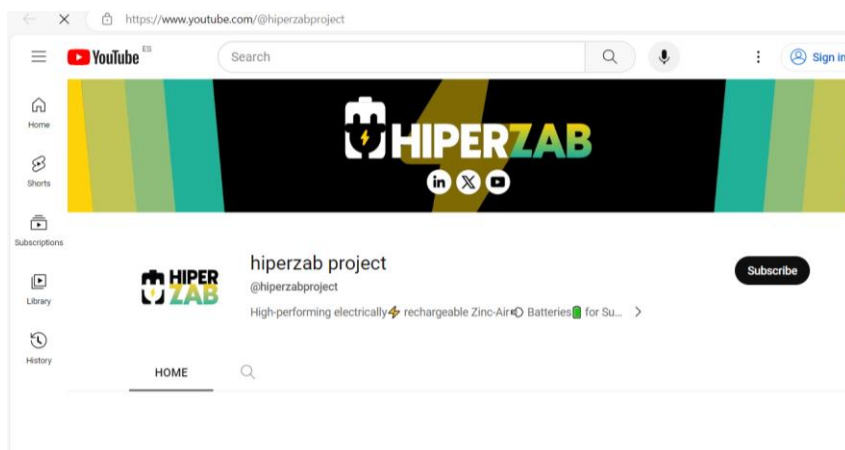


Figure 9: Youtube channel



## 6 Responsibilities

The domain name ([www.hiperzab.eu](http://www.hiperzab.eu)) was purchased and hosted by CIC energigUNE, who also is responsible for constructing the website's architecture and user interface.

Regarding consortium's members participation and obligations, they are asked to detect communication gaps and provide information that permits the construction of website content. Every partner is required to contribute complementary content (such as articles, images from the workshop and events, etc.) that can be utilized for communication initiatives in the future. This will be advertised by putting up a publication schedule with the partners.

CIC energigUNE, as leader of the WP 8, should encourage the partner's involvement in the news-creation process and should foster the involvement of the consortium in the communication and dissemination of the project's new components. For the correct development of this WP, the following measures will be followed.

- Evaluation of Communications & Diss opportunities

The communication options for each WP will be analysed and listed by CIC-energigUNE. The WPL will choose the milestone for each WP and make a table using the following format to list the communications and dissemination activities for each WP:

Work Package	Activities to communicate	Specific actions	Comm & Diss

This is done to give the partners suggestions for what they can accomplish. The information will need to be completed or corrected by the partners.

- Participant requirements

The partners will receive an email outlining how to work together to create news about the project. It should have the following details:

### What are we trying to find?

We advise offering suggestions for project activities or on:

- Project activities now underway or recently completed.
- An overview of discussions with other WPs, conclusions, etc.
- The promotion of initiatives inside particular WPs.
- Information about public deliverables for a particular WP.
- What gets done at work every day that is relevant to the project.
- Publications made by the project on reports, news items, or interesting subjects pertaining to the industry. Information that is regularly found on websites, internal messaging, and other Twitter accounts.

### How can I assist with news production?

CIC will provide a Word template that may be filled out with data regarding the proposed news item. The template will be sent to partners through email, and they have two weeks to complete it. The news item will be written in two weeks, and after that, coordinators will have one week to make any necessary revisions. When no adjustments are made in the form of responses, the news item will be deemed accurate.

Moreover, every beneficiary will promote the website on their own website homepages, as well as on all their communication channels. Furthermore, it is desired that they also promote the content created for the website such as press releases or published articles.

## 7 Results measurement

In every project management, results measurement plays a key role when monitoring the progress of it. Taking into account that the communication tools that will be used are a contact point between the project and all the stakeholders (internal and external), in order to evaluate the impact and responses of the general public and scientific public, it is crucial to monitor the different tool indicators.

On the one hand, the statistics from Google Analytics will be used to quantify the website traffic and to evaluate the content of it. Concretely, it provides information over:

- The following are clearly detailed by Google Analytics:
- The volume of traffic that the site receives.
- The point of origin of the traffic.
- What site visitors do after arriving there.
- Customized images and graphs are available in this application, useful information is reflected in it such as user types, geographical ranking, source of web traffic, visit frequency, among others.

On the other hand, the Key Performance Indicators from the social media channels (Linked-in and X) will also be used to evaluate the progress of the dissemination strategy.

The combination of this indicators will help to evaluate the progress of the communication strategy, quantifying the achievements approached and also redefining the strategy, in case the established indicators are not accomplished.

## 8 Conclusions

As it has been described throughout this document, the Website and social media channels play a vital role throughout the HIPERZAB project. For that reason, it is very important to maintain the website as a central point for communication and also it is crucial that every beneficiary collaborates in spreading the messages, reposting via Linked-in or intervene in conversations via X application.

CIC energigUNE will be responsible for ensuring a constant content generation, milestones publications and promoting that collaboration of the members of the consortium to create and build a community around HIPERZAB project.

In this sense, CIC energigUNE will adopt a strategy focused on fostering and inviting partners to get involved actively in the project's communication and dissemination activities. The beneficiaries will use their own social media resources, networks and tools to share HIPERZAB project's messages with the aim to improve the different key indicators and reach a wider audience.

Finally, it is well worth mentioning that through the combination of the strategy, all these platforms and collaborations, the HIPERZAB project's online visibility will broad and the impact of the project in the society will be enhanced.

## 9 Acknowledgement

The author(s) would like to thank the partners in the project for their valuable comments on previous drafts and for performing the review.

#	Participant short name	Partner organization name	Country
1	CICE	Centro de investigación cooperative de energías alternativas fundación, CIC energiGUNE fundazioa	Spain
2	CEGASA	Cegasa Energía S.L. U	Spain
3	SINTEF	Sintef AS	Norway
4	POLITO	Politécnico di Torino	Italy
5	IREC-CERCA	Fundació institute de recerca de l'energia de Catalunya	Spain
6	ADVENST	ADVENST Enerji Depolama Sistemleri Sanayi ve Ticaret Anonim Şirketi	Turkey
7	DLR	Deutsches zentrum für Luft und raumfahrt EV	Germany

Table 1: Project Partners