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NEMOSHIP

NEW MODULAR ELECTRICAL ARCHITECTURE AND DIGITAL PLATFORM TO OPTIMISE LARGE BATTERY SYSTEMS ON SHIPS

GRANT AGREEMENT No. 101096324

D9.1: Communication and dissemination tools

March 2023

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Project Summary

The ambition of the NEMOSHIP project is to develop, test and demonstrate new innovative technologies, methodologies and guidelines in order to better optimise large battery electric power within hybrid and fully electric ships. The project will act as a key enabler for the new co-programmed European Partnership Zero Emission Waterborne Transport (ZEWT) roadmap to reach IMO objectives about reduction of GHG emissions from waterborne transport by 2030 and 2050.

To reach this ambition, NEMOSHIP will develop a modular and standardised battery energy storage solution enabling to exploit heterogeneous storage units and a cloud-based digital platform enabling a data-driven optimal and safe exploitation. The project will demonstrate these innovations at TRL 7 maturity for hybrid ships and their adaptability for full-electric ships thanks to a retrofitted hybrid Offshore Service Vessel (diesel/electric propulsion), a newly designed hybrid cruise vessel (LNG/electric propulsion) and a semi-virtual demonstration for two additional full-electric vessels such as ferries and short-sea shipping.

The NEMOSHIP consortium estimates these innovations will contribute by 2030 in the electrification of about 7% of the European fleet and the reduction by 30% of EU maritime GHG emissions compared to business as usual scenario.

The NEMOSHIP consortium is composed of 11 partners (3 RTO, 1 SME, 7 large companies) and covers the whole value chain, from research-oriented partners to software developers, energy system designers, integration partners, naval architects and end-users.

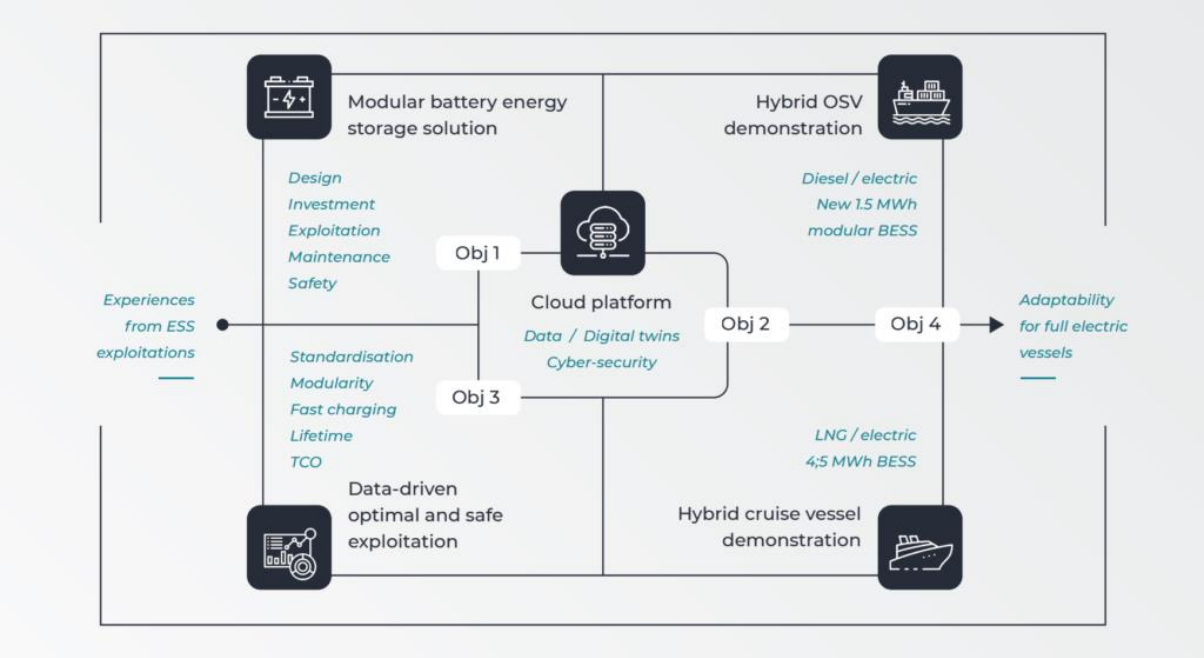

Figure 1 - NEMOSHIP objectives at a glance

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1 Introduction

1.1 Context and objectives of the deliverable

The objective of this deliverable is to provide the consortium with a communication toolkit for any dissemination and/or communication purpose. The aim of the NEMOSHIP communication toolkit is to provide the consortium with all the required communication material it might require for any activity.

1.2 Content of the deliverable

This deliverable shortly describes the content of the NEMOSHIP communication toolkit that is made available to partners for any dissemination or communication purpose.

At the start of the project, the toolkit is composed of:

- A visual identity and logo
- A Website
- Media
- A kakemono (advertising banner)

The content of this deliverable belongs to the “Dissemination, Exploitation and Communication (DEC)” Work Package of the NEMOSHIP project (WP9). More specifically, it is one of the first major dissemination steps towards the industry, researchers and the wider community.

In order to achieve this deliverable, the consortium subcontracted a part of the work to the company MLCom, as stated in the Grant Agreement.

2 Visual identity and logo

The idea of creating a visual identity for the project was to create a consistent and recognizable image for NEMOSHIP. This visual identity includes elements such as a logo, color palette, and typography, to use consistently across all communication channels for the project, including the website and social media. By using these elements consistently and strategically, the goal is to create a cohesive and memorable visual representation that helps establish NEMOSHIP's identity.

A logo has been created. It includes the key elements of the project, namely a boat and a battery, in order to visually make the project's theme clear (at a glance). We naturally selected the color blue to stay in the maritime theme.

The choice of the logo was voted during the General Assembly of NEMOSHIP.

Figure 2 - NEMOSHIP's logo

The result is a color palette to match the logo (various shades of blue). There are also two declinations of the logo: one on a navy-blue background and one on a white background.

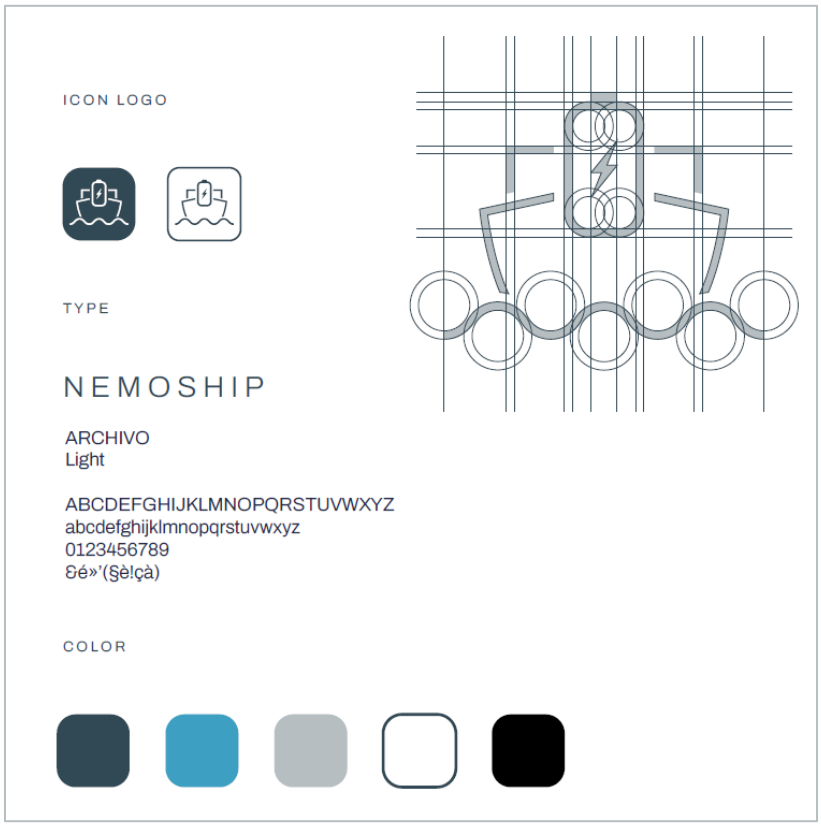

Figure 3 - NEMOSHIP's color palette

Finally, a powerpoint template was created in order to harmonize the project's communication supports (as well as a word template for the deliverable - document used for this deliverable).

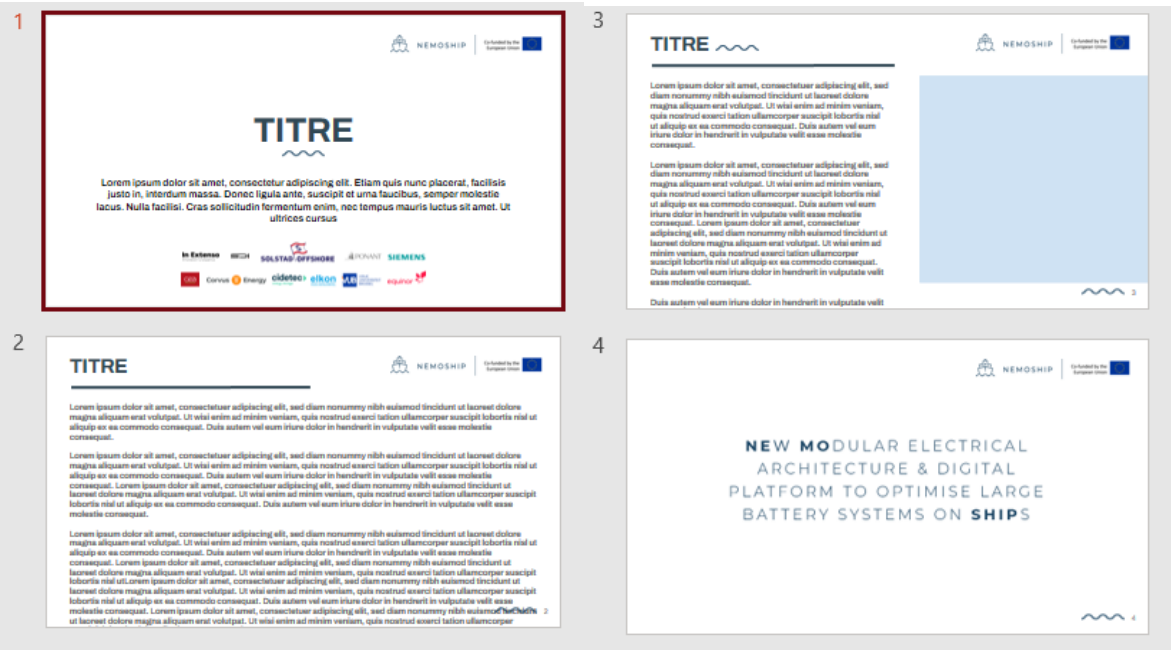

Figure 4 - NEMOSHIP's powerpoint template

3 Website

The NEMOSHIP website can be found at the following address: www.nemoship.eu.

As detailed in "D9.2 Project Website", the website includes at this stage:

- The objectives of the project
- A description of each participating partner
- An inside view from the Kickoff meeting held in February 2023

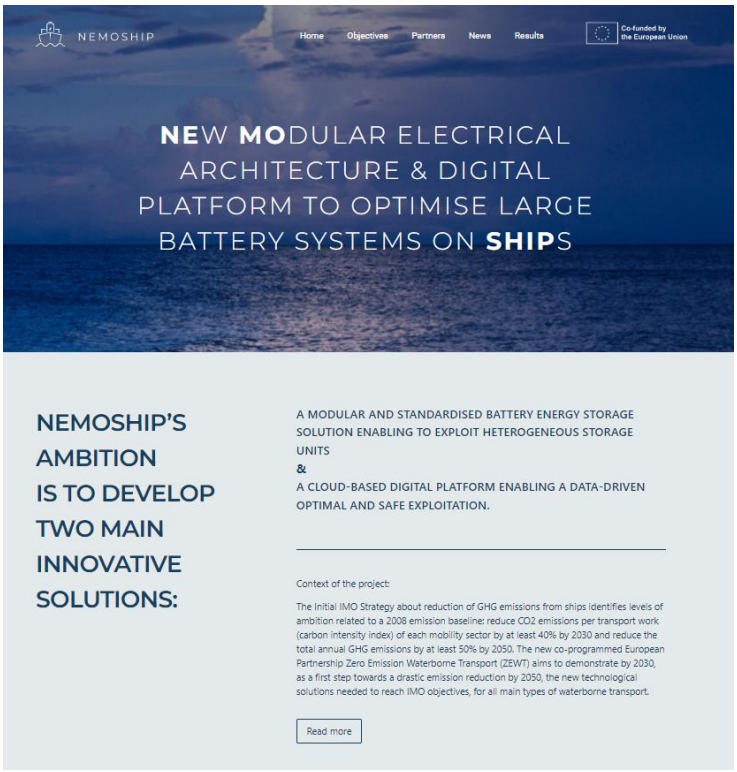

Figure 5 - NEMOSHIP's website

4 Media

4.1 LinkedIn

A dedicated LinkedIn page for the project was created:
https://www.linkedin.com/company/nemoship/

LinkedIn is a social media platform designed to allow professionals and businesses to connect and network. Through LinkedIn, it is possible to:

- **Reach a targeted audience**: LinkedIn has over 700 million users, making it an excellent platform to connect with professionals interested in the NEMOSHIP project. It is possible to target specific groups, industries, job titles, and geographic locations to ensure that the NEMOSHIP project reaches the right audience.
- **Engage with the audience**: LinkedIn offers a variety of ways to engage with the NEMOSHIP audience, such as creating surveys, asking for feedback, and sharing updates. By engaging with the NEMOSHIP audience, valuable information about their needs and preferences can be gained
- **Leverage LinkedIn Groups**: LinkedIn groups are a great way to connect with like-minded professionals and tell them about NEMOSHIP.
- **Access to analytics**: LinkedIn provides analytics tools that will allow you to track post-performance, including views, engagement and clicks.

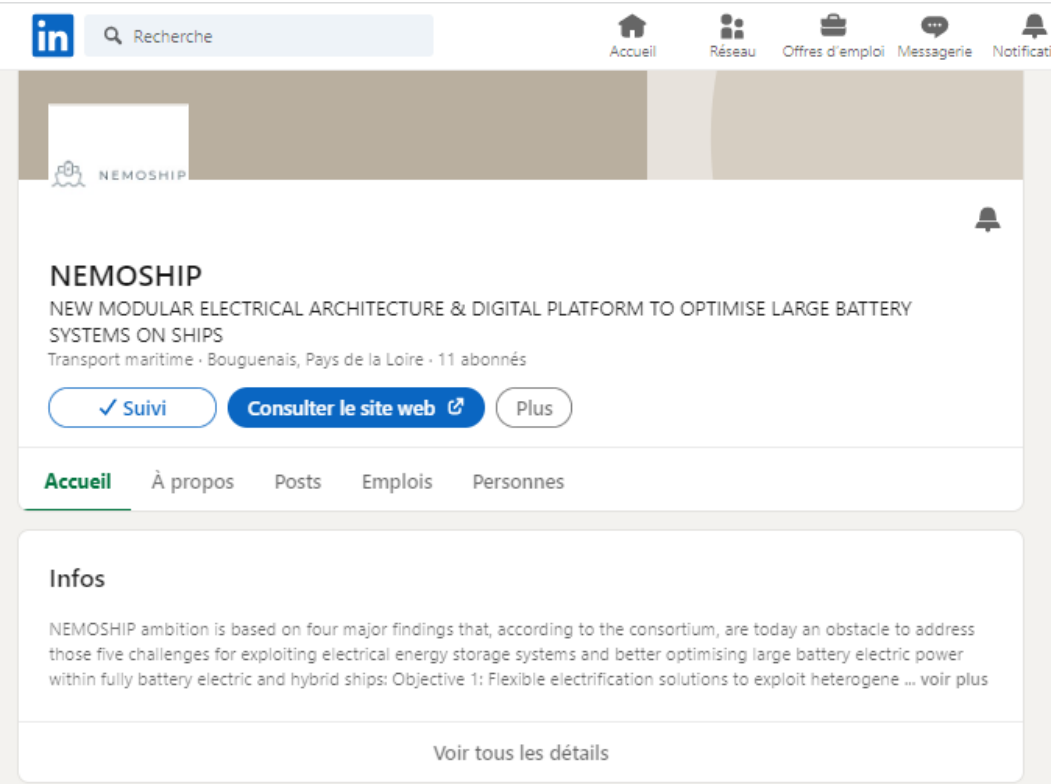

Figure 6 - Overview of the NEMOSHIP LinkedIn page

4.2 Press release

The purpose of creating this press release is to attract media attention, inform the public and the press about the start of the NEMOSHIP project, as well as its objectives. It was sent to project partners and shared on the NEMOSHIP website and LinkedIn page. Partners were encouraged to relay it. The goal is to gain media coverage and exposure, which can help increase NEMOSHIP's awareness, credibility and visibility.

Press release March 27, 2023

NEMOSHIP Co-funded by the European Union

NEW MODULAR ELECTRICAL ARCHITECTURE & DIGITAL PALTFORM TO OPTIMISE LARGE BATTERY SYSTEMS ON SHIPS

HIGHLIGHT – NEMOSHIP consortium launched its project in Nantes

The NEMOSHIP project started officially on 1st January 2023 for a period of four years.

On February 8th and 9th, our consortium gathered in Nantes (France) for its first General Assembly, the kick off meeting. This event was hosted by CEA, the project coordinator, at the Ocean Technocampus in the premises of its SEA'NERGY platform dedicated to marine energy systems.

The ambition of the NEMOSHIP project is to develop, test and demonstrate new innovative technologies, methodologies and guidelines in order to better optimise large battery electric power within hybrid and fully electric ships. The project will act as a key enabler for the new co-programmed European Partnership Zero Emission Waterborne Transport (ZEWT) roadmap to reach IMO objectives about reduction of GHG emissions from waterborne transport by 2030 and 2050.

Our consortium reviewed during the meeting the outcomes planned to reach this ambition:

- ✓ Develop two main innovative solutions: a modular and standardised battery energy storage solution enabling to exploit heterogeneous storage units, and a cloud-based digital platform enabling a data-driven optimal and safe exploitation.
- ✓ Demonstrate these innovations at TRL 7 maturity for hybrid ships and their adaptability for full-electric ships thanks to a hybrid Offshore Service Vessel (diesel/electric propulsion), a hybrid cruise vessel (LNG/electric propulsion), and a semi-virtual demonstration for two additional full-electric vessels such as ferries and short-sea shipping.

Partners present during the General Assembly in Nantes (February 8 and 9, 2023)

NEMOSHIP: A multi-stakeholder project funded by European Union

The NEMOSHIP consortium is composed of eleven partners from six countries and covers the whole value chain, from research-oriented organisations to software developers, energy system designers, integrators, naval architects and end-users. Each partner involved in the consortium is a **scientific or market leader in its own field of expertise**.

- ✓ **8 private companies**
  - Corvus Energy (*Norway*)
  - Elkon (*Turkey*)
  - Equinor (*Norway*)
  - In Extenso Innovation Croissance (*France*)
  - Ponant (*France*)
  - SDI (*France*)
  - Siemens Software (*Romania*)
  - Solstad Offshore (*Norway*)
- ✓ **3 RTOs**
  - CEA (*France*)
  - CIDETEC (*Spain*)
  - VUB (*Belgium*).

Duration: **48 months** (January 2023 – December 2026)

Total budget: **€ 11 284 796,** with an EU contribution of € 7 870 258

For more information, please refer to the project website: https://nemoship.eu/

Press Contact: Léa Morin - lea.morin@cea.fr

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Figure 7 - NEMOSHIP first press release

4.3 Videos

To facilitate the communication to all kinds of stakeholders and massify the impact of dissemination activities, videos will be produced during the project as they are more viral than text.

Technical videos will explain how the various technologies work and the performance which can be achieved.

A final video will be created near the end to present achieved results.

5 Other materials

5.1 A kakemono

The visual aspect of the kakemono helps to **capture the attention of the public** (when presented during events, trade shows, workshops or conferences) and to make the information more memorable. In the case of NEMOSHIP, a graphic was incorporated to illustrate the key objectives of the project. Overall, the use of this kakemono allows NEMOSHIP to be presented in a visually appealing format, while **making the information more accessible and easier to understand**. Here is the realized kakemono, which can be used on events to promote the project:

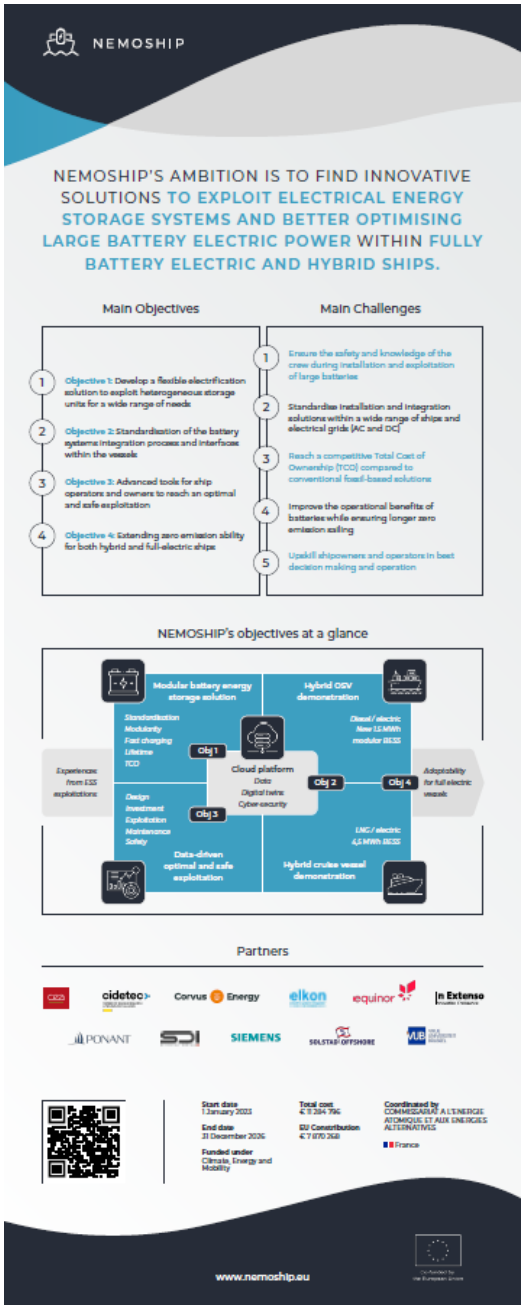

Figure 8: NEMOSHIP's kakemono

Zoom in part by part:

- The first third of the kakemono is dedicated to the objectives of the project and its main challenges

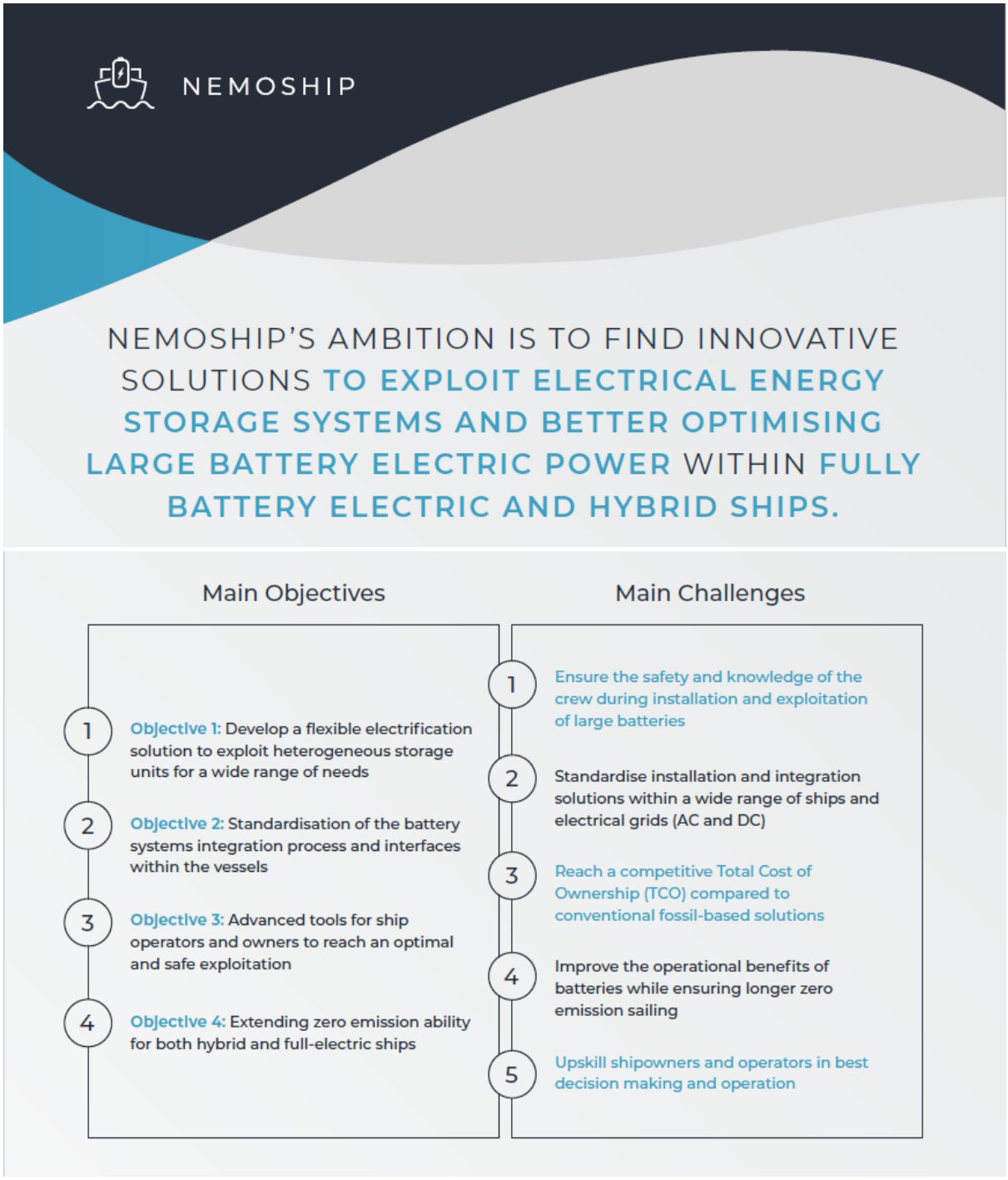

Figure 9: first third of the kakemono

- The second third of the kakemono is dedicated to the project objectives diagram

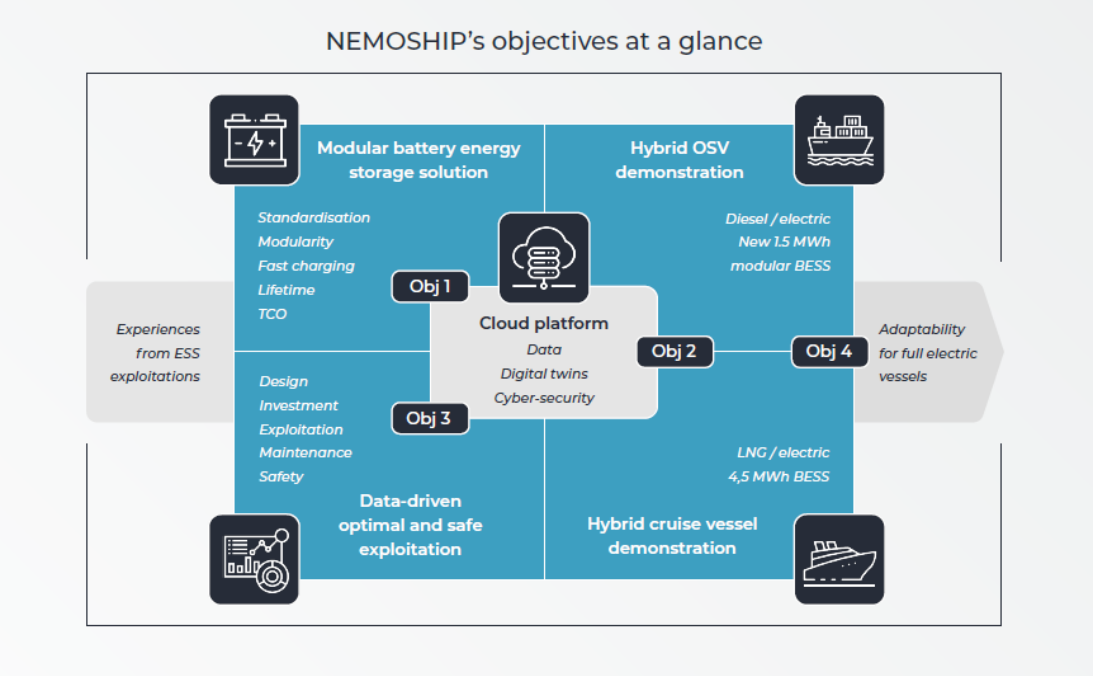

Figure 10: second third of the kakemono

- Finally, the last third is dedicated to the project partners and general information about the project

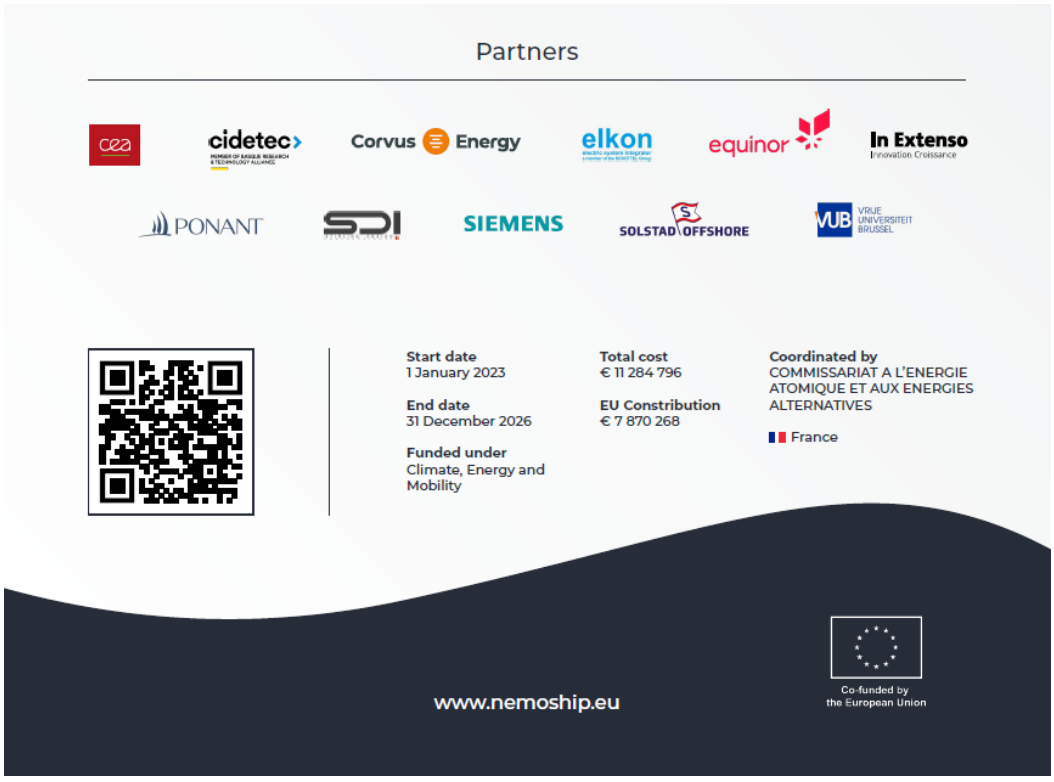

Figure 11: last third of the kakemono

5.2 Newsletter

An official project newsletter will be published every 6 months.

The newsletter will include all latest news of the project at technical level. The newsletter aims at including technical data to interest ship owners & operators, shipyards and ship designers across all vessel categories and keep them attracted.

6 Conclusion

The Communication and dissemination toolkit will help the consortium to communicate and disseminate project results and activities as defined in the Dissemination and Communication Plan (DEC plan, deliverable 9.3).