



# Toward Efficient Electrochemical Green Ammonia Cycle

## Project deliverable D 7.1 Project Website

<b>Dissemination level:</b>	Public
<b>Lead beneficiary:</b>	CNR
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## **EXECUTIVE SUMMARY**

With the aim of increasing the project visibility to stakeholders and of facilitating the public awareness of the project activities and results, a public project website has been established ([www.telegram-project.eu](http://www.telegram-project.eu)) in March 2021.

The TELEGRAM project has been also announced in the CNR website and in the website of the Institute for Microelectronics and Microsystems (IMM-CNR). Links to the project presentation have been posted on social media.

In July 2021 the website has been completely restyled, to be more attractive and modern, while providing information about the project and the consortium, recent news and activities, meetings and publications.

In addition, a restricted Share Point Portal has been set up. The portal is accessible by the partners for secure data exchange and archiving of the documents generated during the project.



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# 1 Introduction

Work package 7 is devoted to Dissemination, Exploitation and Communication of the results produced within the TELEGRAM project.

The general objectives of this workpackage are: the definition and execution of a plan for the dissemination of the project results to the scientific and industrial community, and to the general public; the definition and execution of the project results exploitation strategy; the effective communication of the project results to external stakeholders; the contribution, upon invitation by the CINEA, to common and dissemination activities to increase the visibility and synergies between H2020 supported actions.

The related tasks are listed in Table 1, together with start and end dates, as well as status.

**Table 1.** Tasks of WP 7.

N.	Task Description	Start	End	Status
T 7.1	Project Dissemination Strategy (CNR)	Nov 2020	Apr 2024	
T 7.2	Workshop Organization (FZJ)	Apr 2023	Nov 2023	
T 7.3	Special Issue on a Scientific Journal (CNR)	Apr 2023	Feb 2024	
T 7.4	Exploitation Strategy (CNR)	Nov 2020	Apr 2024	
T 7.5	Communication (CNR)	Nov 2020	Apr 2024	

 On schedule/completed     Issues may affect schedule     Deadline/schedule has not/can not be met

## 2 Deliverable objectives and Related Task

The Deliverable 7.1: Project website, is related to Task 7.5: Communication.

The TELEGRAM website has been launched with the main objective to improve the visibility and the awareness to the general public, of the project activity and results.



## 2.1 Description of the related Task: T7.5 Communication (M1-M42)

The task 7.5 aims to increase the project visibility to stakeholders and make the public aware of project activities and results. Activities in this task include:

- Design logo and identity
- Launch and maintain a public website and a social media presence, through dedicated profiles in social networks.
- Create and distribute brochure, newsletters and small videos for the social networks/portal.
- Host visits
- Present key accomplishments to the public media as press release
- Present the project in public events

## 3 Description of the achieved results

### 3.1 Logo

A graphical logo has been created, as shown in Fig. 1. This has been used for the website and for all the TELEGRAM presentations.



*Fig. 1: TELEGRAM Logo*

Moreover, in order to accomplish a project identity, templates for the project deliverables and presentations have been prepared and distributed to all the partners.

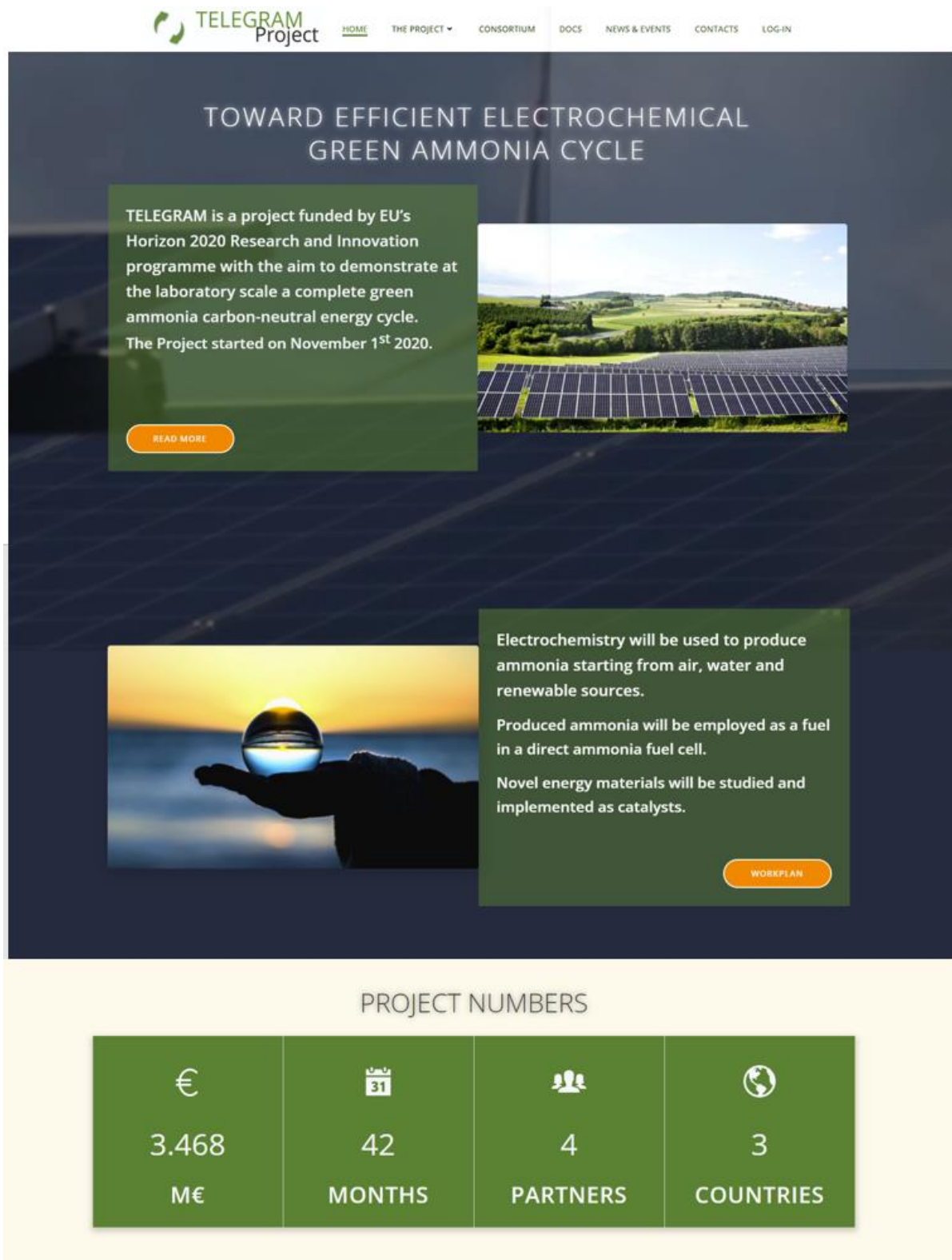
### 3.2 Public Website

The web domain [www.telegram-project.eu](http://www.telegram-project.eu) was obtained and a project website was built. The website is hosted by IMM-CNR. The site went live on 15th March 2021. In July it has been completely restyled.



## TELEGRAM – 101006941

The new website includes many sections accessible from the main menu: Project, Consortium, Docs, News and Events, Contacts and Log-in, to access the restricted Share Point Portal. Figure 2 shows the screenshot of the Homepage.



**Fig. 2:** Screenshot of the Homepage of the TELEGRAM website: [www.telegram-project.eu](http://www.telegram-project.eu)

TELEGRAM is a Collaborative Project under the call H2020-LC-SC3-2020-RES-RIA, Topic LC-SC3-RES-1-2019-2020 Developing the next generation of renewable energy technologies GA n°: 101006941. Start date: November 1<sup>st</sup>, 2020. Duration: 42 months



Among the pages, the website includes the project description, the presentation of the Consortium and of the workplan, and a section dedicated to News and Events. In this section, the consortium meeting are also listed. Figure 3 and 4 show the Workplan page and the News and Events page, respectively.

**WP2**  
**Novel Catalysts**  
 Realization of novel catalysts for nitrogen reduction and ammonia oxidation. Understanding the structural and chemical properties relevant for the electrocatalytic activity.  
**WP Leader: Uppsala University (UU)**

**WP3**  
**Modelling and Simulation**  
 Atomic scale modeling and multi-physics simulations of the electrochemical devices to understand of the effects of complex interactions of physical, chemical, and electrochemical processes on the device performance by using experiments and simulation models  
**WP Leader: Helmholtz-Zentrum Berlin für Materialien und Energie (HZB)**

**WP4**  
**Electrochemical synthesis of ammonia**  
 Development of a multi-stage reactor for electrochemical synthesis of ammonia from air and water at temperature below 100°C.  
**WP Leader: Forschungszentrum Jülich (FZJ)**

**WP5**  
**Direct ammonia fuel cell**  
 Direct use of ammonia as a fuel to generate electricity in a cell with minimum amount of noble metals, operating below 100°C. Understanding the effects of different operating conditions as well as catalyst materials and fuel blends on the device performance and durability.  
**WP Leader: Helmholtz-Zentrum Berlin für Materialien und Energie (HZB)**

**WP6**  
**Green Ammonia cycle**  
 Evaluation of the effects of fluctuating power source or loading. Lab scale demonstrator of a complete ammonia cycle, powered by renewable energy sources. Life cycle analysis of the integrated NH<sub>3</sub> energy system to quantify the potential contributions towards carbon reductions and the environmental impact.  
**WP Leader: Forschungszentrum Jülich (FZJ)**

**WP7**  
**Communication, Dissemination and Exploitation**  
 Support dissemination, communication and exploitation of the results to the scientific and to the industrial community, define and execute the exploitation strategy.  
**WP Leader: Consiglio Nazionale delle Ricerche (CNR)**

Fig.3: Screenshot of the Workplan page of the TELEGRAM website



The screenshot shows the 'News & Events' section of the TELEGRAM website. The header includes the project logo and navigation menu. The main content area is divided into three columns of news items, each with a thumbnail image, a title, a date, a brief description, and a 'Read more' link. On the right side, there is a search bar, a 'Categories' sidebar showing 'Events (2)' and 'News (5)', and a 'Most recent posts' sidebar listing five recent articles with their dates.

**Fig.4:** Screenshot of the News and Events section of the TELEGRAM website

Moreover, the project has been presented with dedicated articles in the “News” section of the:

- CNR website (<https://www.cnr.it/it/news/10033/ammoniaca-verde-sintesi-elettrochimica-e-celle-a-combustibile#:~:text=L'ammoniaca%20%C3%A8%20un%20composto,emissioni%20globali%20di%20CO2.>)

The project presentation is also available in the website of the Institute for Microelectronics and Microsystems (IMM-CNR) (<https://www.imm.cnr.it/projects/toward-efficient-electrochemical-green-ammonia-cycle>)

The project has been also announced by linking to several social media:

Linkedin- <https://www.linkedin.com/feed/update/urn:li:activity:6769626055822118914/>

Twitter - <https://twitter.com/TelegramProject>

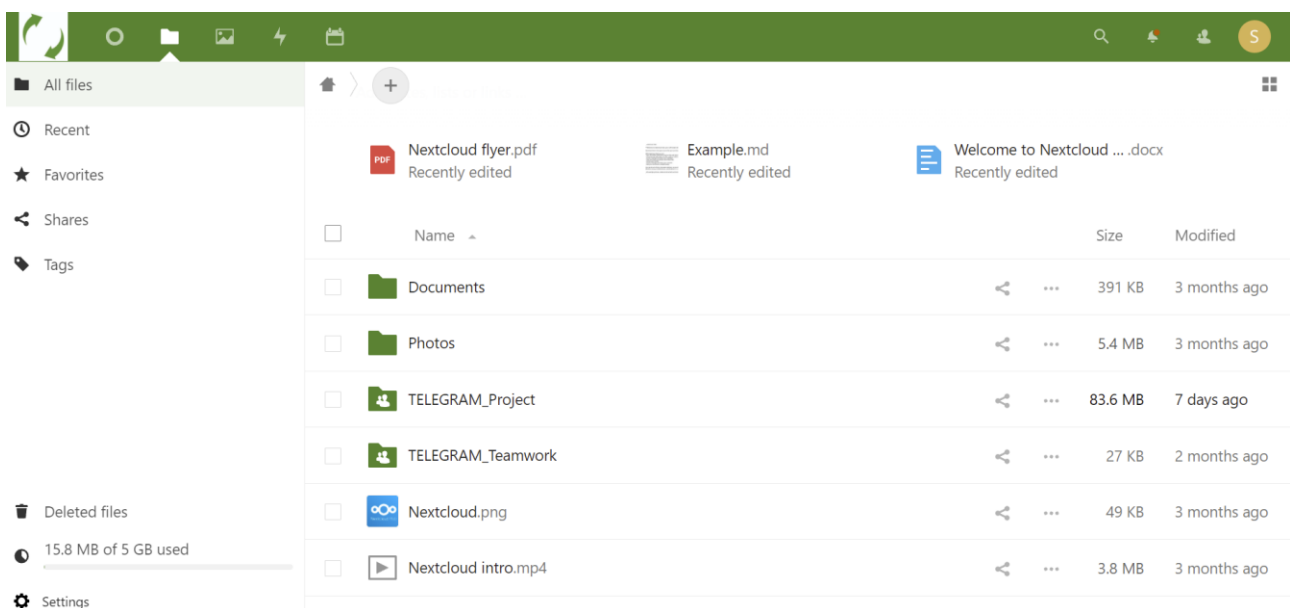




### 3.3 SharePoint for Internal Communication

The TELEGRAM Project share point, compliant with the EU General Data Protection Regulation requirements, is being realized by CNR-IMM, using a cloud service by Aruba S.p.A. Data are stored in Europe and will not be transferred outside of the selected region, unless specifically requested or in accordance with applicable regulations. Access to the share point is strictly personal, available through username and password. The share point is administrated by CNR-IMM, and accessible only to selected members of the TELEGRAM Consortium. It has been designed to allow exchange data and documents as meeting presentations and minutes, deliverable drafts, common presentations for conferences, etc.

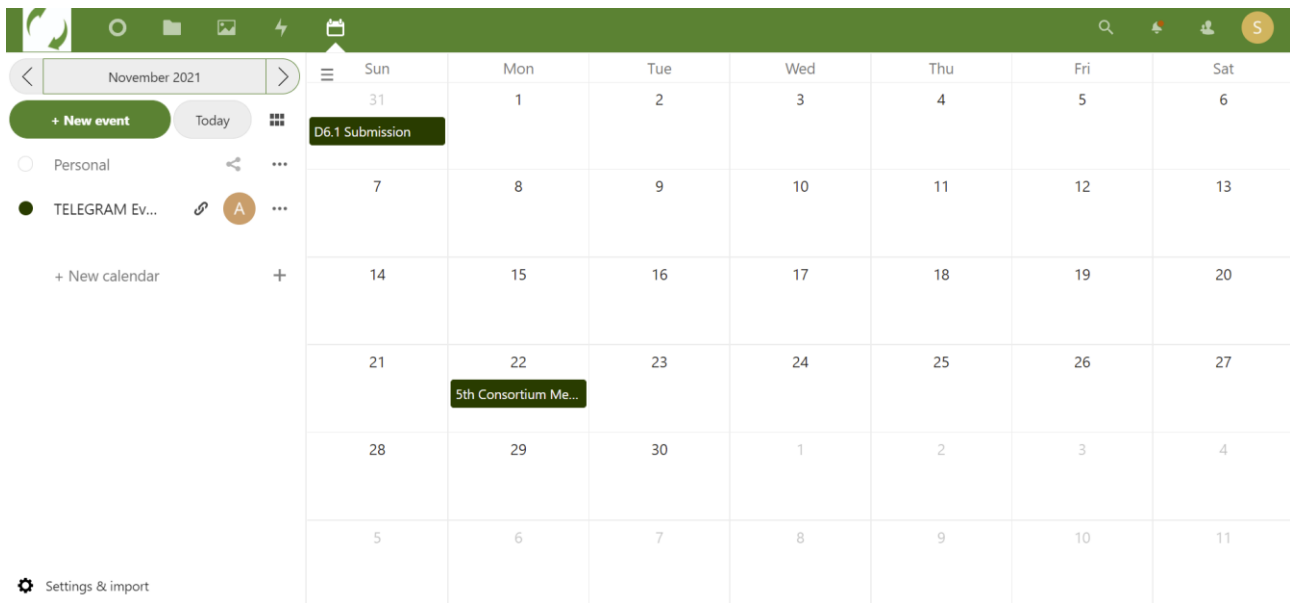
A screenshot showing a view of the Sharepoint aspect after login is given in Figure 5.



**Fig.5:** Screenshot of the TELEGRAM SharePoint

The Sharepoint also provides a common calendar to keep all updated about next meeting and deliverable submission. An example is shown in Figure 6.





*Fig.5: Screenshot of the Calendar at the TELEGRAM SharePoint*

## 4 Deviations and Corrective Actions

The TELEGRAM website, initially available in March 2021, has been completely restyled in July order to make it more attractive. The renewed website also includes the Share Point.

## 5 Conclusions and Next Steps

The TELEGRAM website [www.telegram-project.eu](http://www.telegram-project.eu), restyled in July, will be continuously updated with current news and publications from the project.

The TELEGRAM project has been announced and presented in the CNR website and in the IMM-CNR website. Links to the project presentation have been posted on social media such as LinkedIn and Twitter.

The TELEGRAM Project share point, compliant with the EU General Data Protection Regulation, is currently active.

