

D.D1.2.8 Posters (Design and Development) (1st set)



The project has received funding from the LIFE Programme of the European Union under GA number LIFE19 ENV/GR/000100



DELIVERABLE D.D1.2.8

Posters (Design and Development) (1st set)

PROJECT NUMBER	LIFE19 ENV/GR/000100
PROJECT TITLE	InnoVative photocatalytic paintS for healthy envirOnment and eNergy Saving
PROJECT ACRONYM	VISIONS
ACTION	D.1 Networking with Other Projects and Dissemination Planning & Execution
SUB-ACTION	D1.2 Dissemination Planning & Execution
DELIVERABLE	D.D1.2.8 Posters (Design and Development) (1st set)
BENEFICIARY	Michopoulos I. & Ch. G.P. (EVOLUTION)
DATE	06/02/2021

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EXECUTIVE SUMMARY

The VISIONS project aims at upscaling innovative photocatalytic paint, improving the quality of the indoor environment while it will enable significant energy savings in buildings.

This document presents the design and development of the 1st set of posters in English and Greek version, in order to be placed on 03/2021 in selected spots (i.e. Municipalities of areas where the application will take place and of neighboring areas, Ministry of Environment and Energy, Centre for Renewable Energy Sources and Saving (CRES), Association of Greek Chemists, Universities, Research centers and Institutes, Technical Chamber of Greece), as well as present them at awareness events, conferences and meetings.

EVOLUTION, by means of direct award, assigned an external contractor, the design and development of the posters.

1. Introduction

This document is the deliverable “D.D1.2.8 Posters (Design and Development) (1st set)” of the EU-funded project VISIONS, describing the design and development of Posters in English and Greek version.

The posters will be available for training and dissemination activities at conferences, seminars, public events and workshops.

1.1.Purpose of this document

This deliverable is part of the dissemination actions and presents the posters, aiming to disseminate the project at various events, conferences, workshops, etc. and gain the project visibility with the general public.

The main objective of the project poster is to raise awareness and provide visibility for the large non-specialist community, as well as the community of relevant stakeholders. The project poster assist in the dissemination and communication activities that are carried out throughout the entire project duration. This 1st set presents the project on its early stage of implementation.

The development of a project poster, enhances the project visual identity and public image and hence, allows an easier identification by the public, ensuring visibility and recognition.

1.2.Structure of this document

The document is arranged into two main sections.

Section 1 of the document introduces the VISIONS project and explains the purpose of this document.

Section 2 presents the 1st set of VISIONS posters, as designed in English and Greek version and analyses the design ideas and the content provided, as well as the development of the posters.

Annex I accompany this deliverable and provides the English and Greek version of the poster in .pdf format.

1.3. List of Beneficiaries

NCSR	National Center for Scientific Research DEMOKRITOS
AUTH	ARISTOTELIO PANEPISTIMIO THESSALONIKIS (Aristotle University of Thessaloniki – Special Account of Research Funds)
EVOLUTION	Michopoulos I. & Ch. G.P.
FORTH	Foundation of Research and Technology - Hellas
VITEX	YANNIDIS BROTHERS S.A. – INDUSTRIAL – COMMERCIAL – CHEMICAL – TECHNICAL AND HOTEL BUSINESS COMPANY HERMES

2. Posters (1st set)

2.1. Design

EVOLUTION, by means of direct award, assigned an external contractor, the design and development of VISIONS poster as presented below. The design team, based on the selection of the most effective size, components, frames, file formats, images and colours, designed the poster, with a clean, modern and attractive design that implements the art of visual communication.

The poster is prepared in English (Figure 1) and Greek (Figure 2) and provides the reader with intuitive and succinct textual and graphical information about the project general idea and innovative concept. It is created to attract stakeholders and a variety of audiences. The first poster was developed with the purpose of presenting the project, objectives, consortium members, main contacts and website.

At the top of the poster, the project logo is clearly displaced, along with the acronym and full title of the project, while the photo symbolises the main scope of the project, to improve indoor air quality and save energy, using innovative photocatalytic paints. The description of the project, the financial data (budget, EU funding) and the implementation period are also provided.

Furthermore, more details about the objectives of the project are provided. The information and logos of the VISIONS partners, as well as the LIFE logo accompanied with the refer of the received funding from the LIFE Programme of the European Union.

At the bottom of the poster, the main contact details can be found, together with a representation of the website link and social media that are created as means of building an adequate and effective communication plan, to ensure the maximum impact of the project results.

**VISIONS - LIFE19
ENV/GR/000100**

InnoVative photocatalytic paintS
for healthy enviroNment and eNErgy Saving

LIFEVISIONS
InnoVative photocatalytic paintS
for healthy enviroNment and eNErgy Saving

Improve
indoor Air Quality

Save energy
using innovative photocatalytic paints

The project has received funding from the LIFE Programme of the European Union under GA number LIFE19 ENV/GR/000100

Description: The main scope of the project is the production of an innovative photocatalytic paint, which aims at improving the quality of the indoor environment while it will enable significant energy savings in buildings.

Budget Info:
Total amount: 1,403,752 Euro (% EC Co-funding: 54%)

Duration: Start: 07/09/20 – End: 06/09/23

Main objectives of the project:

1. Optimization and Upscaling of a novel photocatalytic material (VISIONS Photo-Powder) which was developed in lab-scale through an IP FP7 project (CLEAR-UP)
2. Semi-industrial production of innovative photocatalytic paints (Photo-Paints) by incorporating the VISIONS Photo-Powder in various types of paints for real scale applications
3. Real scale application of three innovative Photo-Paints in a set of existing Demo-Houses prototype demonstrator at the Hellenic Naval Academy Buildings
4. Assessment of the effectiveness of the Photo-Paint in terms of decomposition of air pollutants and energy savings
5. Development of performance indicators for evaluation of the photocatalytic efficiency
6. Development of a sophisticated Decision Support System (DSS)
7. Establishment of a start-up (or spin-off) company that will undertake the exploitation and promotion of VISIONS technologies and products (Photo-Paints & DSS)
8. Development of Management, Communication and Dissemination strategy of the project

Partners:

National Center for Scientific Research DEMOKRITOS (Coordinator)
Foundation of Research and Technology – Hellas
Aristotle University of Thessaloniki
VITEX A.E.
EVOLUTION PROJECTS PLUS

The project has received funding from the LIFE Programme of the European Union under GA number LIFE19 ENV/GR/000100

Contact Person
Thomas Maggos
Email: tmaggos@ipta.demokritos.gr
Tel: +30 2106503716

www.lifevisions.gr @LifeVisionsGR @gr_visions

Figure 1. Poster (English version)



VISIONS - LIFE19

ENV/GR/000100

**Καινοτόμα Φωτοκαταλυτικά Χρώματα
για Υγιές Περιβάλλον και Εξοικονόμηση Ενέργειας**



InnoVative photocatalytic paints
for healthy environMent and eNErgy Saving



Βελτιώνουμε
την ποιότητα του αέρα
σε αστικά κτίρια

εξοικονομούμε ενέργεια
χρησιμοποιώντας καινοτόμα
φωτοκαταλυτικά χρώματα



Πεδίο Εφαρμογής του Έργου:
Κύριο αντικείμενο του έργου είναι η παραγωγή μιας καινοτόμου φωτοκαταλυτικής βαφής, η οποία στοχεύει στη βελτίωση της ποιότητας του εσωτερικού αέρα, ενώ θα επιτρέπει σημαντική εξοικονόμηση ενέργειας στα κτίρια.

Προϋπολογισμός: 1.403.752€ (Ποσοστό συγχρηματοδότησης 54%)
Διάρκεια υλοποίησης: 07/09/2020 - 06/09/2023

Κύριοι Στόχοι του Έργου:

1. Βελτιστοποίηση και αναβάθμιση φωτοκαταλυτικού κονιάματος (VISIONS Photo-Powder), το οποίο αναπτύχθηκε σε εργαστηριακή κλίμακα μέσω του έργου IP FP7 (CLEAR-UP)
2. Ημι-βιομηχανική παραγωγή καινοτόμων φωτοκαταλυτικών χρωμάτων (Photo-Paints) ενσωματώνοντας το VISIONS Photo-Powder σε διάφορους τύπους χρωμάτων για εφαρμογές σε πραγματική κλίμακα
3. Εφαρμογή τριών καινοτόμων φωτοκαταλυτικών χρωμάτων σε πραγματική κλίμακα σε Demo-Houses και του βέλτιστου φωτοκαταλυτικού χρώματος στα κτίρια της Σχολής Ναυτικών Δοκίμων
4. Αξιολόγηση της αποτελεσματικότητας του φωτοκαταλυτικού χρώματος ως προς την αποδόμηση των ατμοσφαιρικών ρύπων και την εξοικονόμηση ενέργειας
5. Ανάπτυξη δεικτών απόδοσης για αξιολόγηση της φωτοκαταλυτικής αποτελεσματικότητας
6. Ανάπτυξη ενός εξελιγμένου Συστήματος Υποστήριξης Αποφάσεων (DSS)
7. Ίδρυση spin-off εταιρείας που θα αναλάβει την διάχυση και προβολή των τεχνολογιών και προϊόντων του VISIONS (Photo-Paints & DSS)
8. Ανάπτυξη στρατηγικής διαχείρισης, επικοινωνίας και διάδοσης του έργου

Εταίροι του έργου:
Εθνικό Κέντρο Έρευνας Φυσικών Επιστημών «ΔΗΜΟΚΡΙΤΟΣ» (Συντονιστής)
Ίδρυμα Τεχνολογίας και Έρευνας
Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης
VITEX A.E.
EVOLUTION PROJECTS PLUS









Το έργο συγχρηματοδοτείται
από το Πρόγραμμα LIFE
της Ευρωπαϊκής Ένωσης

Υπεύθυνος Επικοινωνίας
Θωμάς Μάγγος
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Τηλέφωνο: +30 2106503716

www.lifevisions.gr

 @LifeVisionsGR
  @gr_visions

Figure 2. Poster (Greek version)

In additional, a large poster (130x200cm) was designed (Figure 3) in Greek version, in order to be placed on a bus station, assisting the dissemination and communication activities and enhancing the project visual identity.

This poster provides the same information with the VISIONS poster, but emphasizes its main elements.

VISIONS - LIFE19
ENV/GR/000100
Καινοτόμα Φωτοκαταλυτικά Χρώματα
για Υγιές Περιβάλλον και Εξοικονόμηση Ενέργειας

LIFEVISIONS
InnoVative photocatalytic paints
for healthy environment and eNergy Saving

Πεδίο Εφαρμογής του Έργου:
Κύριο αντικείμενο του έργου είναι η παραγωγή μιας καινοτόμου φωτοκαταλυτικής βαφής, η οποία στοχεύει στη βελτίωση της ποιότητας του εσωτερικού αέρα, ενώ θα επιτρέψει σημαντική εξοικονόμηση ενέργειας στα κτίρια.

Βελτιώνουμε
την ποιότητα του αέρα
σε εσωτερικούς χώρους

Εξοικονομούμε ενέργεια
χρησιμοποιώντας καινοτόμα
φωτοκαταλυτικά χρώματα

Προϋπολογισμός:
1.403.752€
(Ποσοστό συγχρηματοδότησης 54%)

Διάρκεια υλοποίησης:
07/09/2020 - 06/09/2023

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3. Εφαρμογή τριών καινοτόμων φωτοκαταλυτικών χρωμάτων σε πραγματική κλίμακα σε Demo-Houses και του βέλτιστου φωτοκαταλυτικού χρώματος στα κτίρια της Σχολής Ναυτικών Δοκίμων
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5. Ανάπτυξη δεικτών απόδοσης για αξιολόγηση της φωτοκαταλυτικής αποτελεσματικότητας
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Τόρμας Τεχνολογίας και Έρευνας
Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης
VITEX A.E.
EVOLUTION PROJECTS PLUS

Το έργο συγχρηματοδοτείται από το Πρόγραμμα LIFE της Ευρωπαϊκής Ένωσης

Υπεύθυνος Επικοινωνίας
Θωμάς Μάγγος
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Τηλέφωνο: +30 2106503716

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Figure 3. Large Poster for bus station (Greek version)

2.2. Development

According to the GA, 50 poster copies for the 1st set were developed by the external contractor, 35 copies in Greek and 15 in English. The size of each poster is 33 x 48 cm. The posters will be placed on 03/2021, in selected spots (i.e. Municipalities of areas where the application will take place and of neighboring areas, Ministry of Environment and Energy, Centre for Renewable Energy Sources and Saving (CRES), Association of Greek Chemists, Universities, Research centers and Institutes, Technical Chamber of Greece), as well as present them at awareness events, conferences and meetings.

The poster's printable version will also become available in the website's "Library" section (<http://lifevisions.gr/>), as well as through the VISIONS social media accounts, Facebook and Twitter.

The large poster (1copy) was developed in size 130x200cm and will be placed on a bus station in Athens, and specifically in the area of Hymettus.

Annex I – Posters (1st set)

The designed posters in .png format (English and Greek version).

Annex II - Large Poster for bus station

The designed poster in .jpeg format (Greek version).