



*HORIZON-CL5-2023-D3-02-12*  
*Large area perovskite solar cells and modules*

## **LUMINOSITY**

### **Large area uniform industry compatible perovskite solar cell technology**

Starting date of the project: 01/06/2024  
Duration: 48 months

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## **= Deliverable D8.1 = Communication materials**

| <b>Dissemination level</b> |  |   |
|----------------------------|--|---|
| PU                         | Public   | x |
| SE                         | Sensitive, limited under the conditions of the Grant Agreement |   |
| Classified R-UE/EU-R       | EU RESTRICTED under the Commission Decision No2015/444         |   |
| Classified C-UE/EU-C       | EU CONFIDENTIAL under the Commission Decision No2015/444       |   |
| Classified S-UE/EU-S       | EU SECRET under the Commission Decision No2015/444             |   |



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## Executive Summary

The LUMINOSITY Communication materials has been developed to increase public awareness of the LUMINOSITY project and also to promote the perovskite solar cells and modules. This deliverable shows the initial communication materials that have been developed, the project website and also factsheet, roll-up ad flyer/leaflet.

The content of the LUMINOSITY website - <https://luminosity-project.eu> - is public and the project information has been online since June 2024. LUMINOSITY website will be actively maintained and updated throughout the project.

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## 1. Introduction

The deliverable D8.1 is associated with task T8.1 *Dissemination and communication activities*. The objective of this task is to ensure that the results of the project will be disseminated to the European research and industrial community, will target all important stakeholders, and will assure an ongoing communication flow with the public, scientific community, technicians, experts, media, policymakers, industries, and end-users.

The task also includes creating a dedicated website for the project, providing comprehensive information in a visual and interactive format. A public website was launched at the beginning of the project and will be actively maintained during the whole implementation of the project. The full version of LUMINOSITY website will be operational starting from October 2024.

A comprehensive set of promotional materials is also planned, with several already included in this communication kit. These materials were designed for wide distribution at all key events. Additionally, further online and offline materials are anticipated, showcasing the project's results or tailored to specific demands.

Finally, social media channels are also a key tool to reach a broad audience. The LUMINOSITY social media channels (LUMINOSITY LinkedIn and X (Twitter)) have been active since July 2024.

## 2. LUMINOSITY Logo

Several proposals for the project logo were designed and discussed with the coordinator, based on which the following logo (Figure 1) was chosen as the best graphical representation of the project idea. The project logo is used in all the project related advertising materials including templates, website, leaflets, brochures etc.

The logo for the LUMINOSITY project features a bright sun, symbolizing the project's focus on capturing solar energy with perovskite technology. Simple and modern, it represents the project's commitment to innovation and sustainability.



Figure 1: LUMINOSITY logo

## 3. LUMINOSITY visual identity

### 3.1. LUMINOSITY website

The domain <https://luminosity-project.eu/> has been procured for use by the project LUMINOSITY. The website has been designed based on the visual identity of the project in the open-source software WordPress, which will enable a quick and efficient management of publications and edits. WordPress is an ideal tool to be used as content management system, as it is fully customizable and includes a variety

of functional plug-ins (e.g. pop-up creation, registration forms or polls). This allows for fast and reliable customization and a user-friendly back-end environment, accelerating any potential request for updates and modifications.

The website structure consists of five main pages. The main navigation menu is located at the top of the webpage and includes the following sections: *Project*, *Consortium*, *Results*, *Newsroom*, and *Contacts*. Each individual page features a header with the project logo and a navigation menu for quick access to any part of the website.

The homepage (Figure 1) is designed to provide a brief introduction to the key innovations of the LUMINOSITY project, showcasing its pioneering research, next-generation materials, cutting-edge results, and collaborative ecosystem. This offers visitors an instant overview of the project's core elements. Each section links to a dedicated subpage for more detailed information. An overview of key numbers related to the project, including partners, countries, funding, and project duration, is also presented. Furthermore, the homepage features the logos of consortium partners, which are clickable, allowing users to learn more about the project team and their roles in LUMINOSITY.

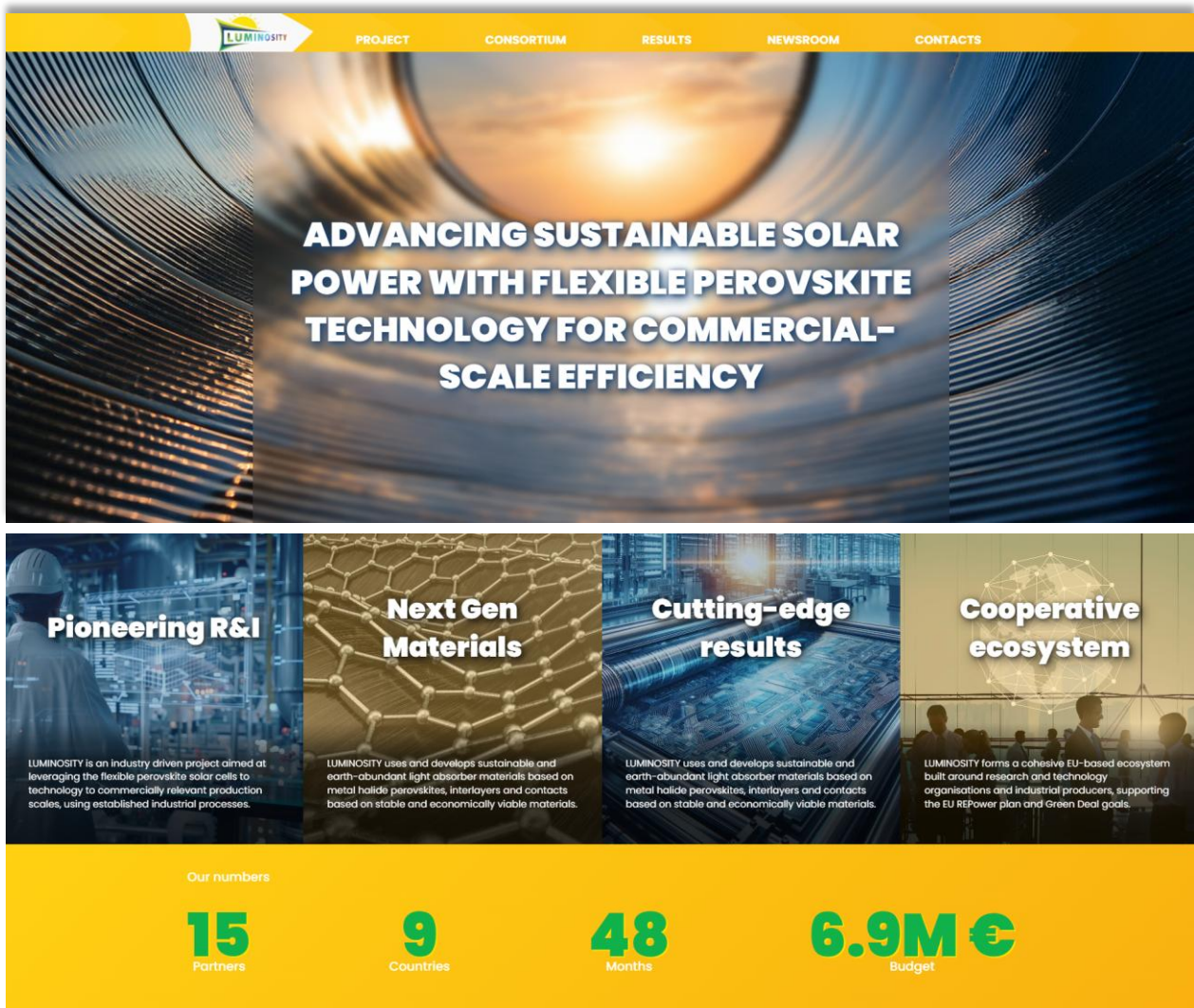


Figure 2 Screenshot of the homepage of the LUMINOSITY website

The site acknowledges EU funding with the following statement: “This project has received funding from the European Union’s Horizon Europe Research and Innovation Programme under grant agreement No 101147653.” In addition to the EU funding recognition in the footer, direct access to social media channels—LinkedIn and X—is provided.



The website provides a comprehensive overview of the project, detailing its goals and expected impact. It features an interactive map and a list of consortium members, allowing users to explore information about each partner. When clicking on an individual partner, a dropdown menu appears, showcasing details about the partner's expertise and their specific role in the project (Figure 3).



Figure 3: Screenshot of the Consortium page of the LUMINOSITY website

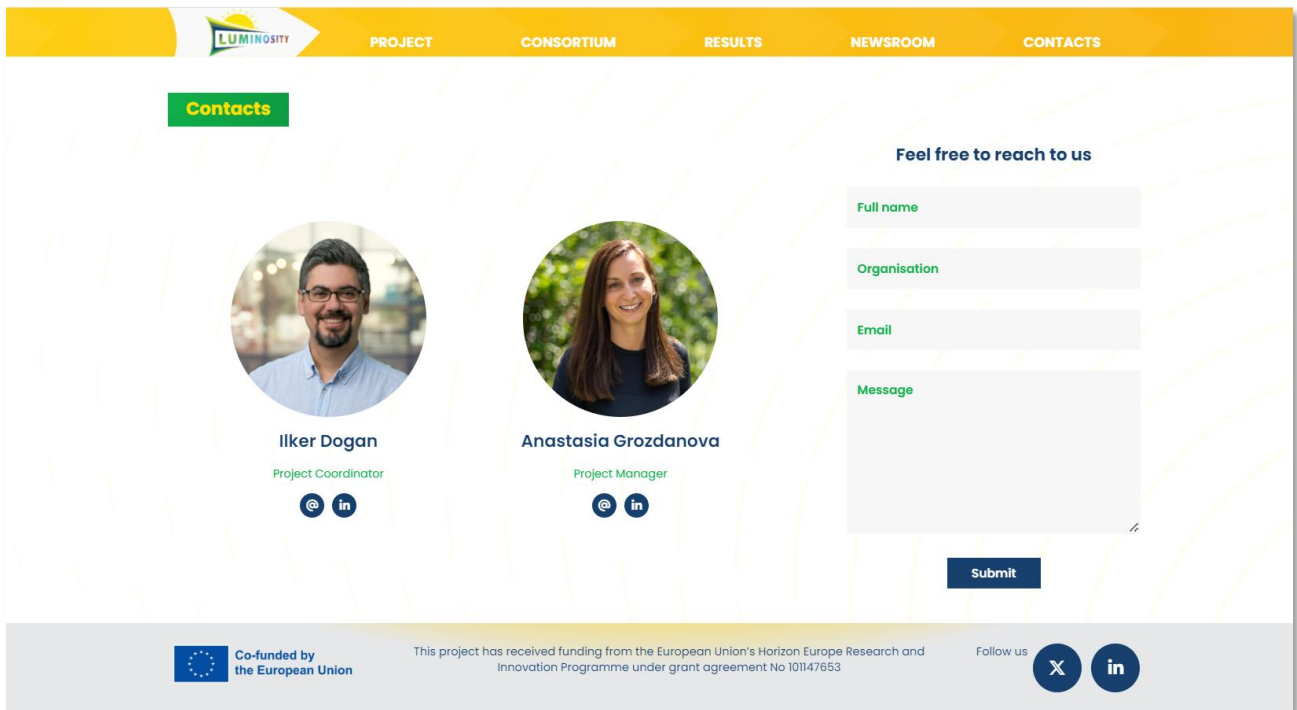


Figure 4 Screenshot of the Contact page of the LUMINOSITY website

All media materials, results, and publications are referenced on the website and available for download. Finally, the contact section allows all interested parties to contact the Project Manager and Project Coordinator and get more insight into the project activities or to establish potential cooperation.

### 3.2. Further Development of the LUMINOSITY Website

LUMINOSITY website will be regularly maintained, and additional information will be published throughout the lifetime of the project, as mentioned above. Beyond the regular updates and publication of news and results, further optimization of the website and its content will ensure improved ranking on the search engine results pages for relevant keywords and thus improving the quality and quantity of website traffic.

The project will be promoted through websites of LUMINOSITY partners.

### 4. Social Media Channels

Social media platforms such as [LinkedIn](#) and [X \(Twitter\)](#) are being leveraged to maximize potential impact and facilitate feedback from diverse audiences. Content has already been created for these channels, and posts about the LUMINOSITY project and its developments will be shared, particularly during events, conferences, and symposiums. Social media will also serve as a key communication channel to disseminate information about clustering activities with other EU-supported projects.

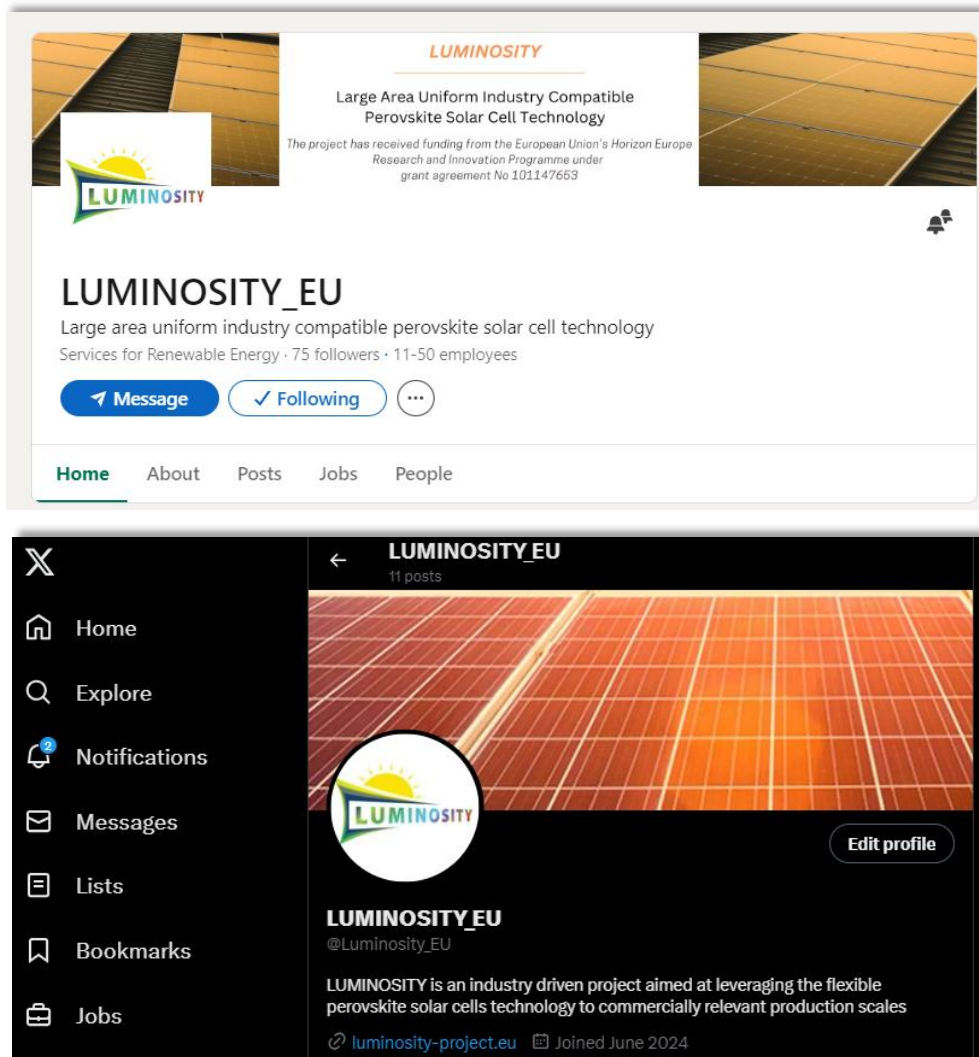


Figure 5 Social Media accounts

More details on how this content will be used will be shared in the D8.2 Plan for communication and dissemination activities due on M6 of the project (November 2024).



## 5. Other Dissemination Materials

Apart from the project website, other dissemination materials have been developed: project factsheet, flyer and roll-up.

The objective of creating print materials for the LUMINOSITY project is to effectively communicate key information and promote awareness about the project’s goals and innovations. These materials will serve as tangible resources that can be distributed at various events, conferences, and outreach activities, ensuring that stakeholders, partners, and the general public are informed about the project. By providing clear and engaging content in print format, we aim to enhance visibility, foster collaboration, and stimulate interest in the sustainable technologies being developed through the project.

Acknowledgment and contact information are obligatory content for all materials.

### 5.1. LUMINOSITY Factsheet

The project fact sheet consists of two pages and summarizes the most important messages of the project for a scientific and professional audience. The content includes project facts, an abstract, expected impact, and consortium partners, complete with their logos and countries of origin.

A screenshot is given below



Figure 6 LUMINOSITY Factsheet

### 5.2. LUMINOSITY Flyer

The project flyer (or leaflet) gives a short overview of key objectives and activities and will be used to communicate the main messages to a wider audience.



Figure 7: LUMINOSITY Flyer

**5.3. LUMINOSITY Roll-up**

The project roll-up can have different objectives and targets: to catch the attention with visual contents during exhibitions and workshops with stakeholders (also stimulating questions and requests of more details) and/or provide technical details, showing the scientific results, in a short way, to scientists and experts during the conferences. In order to make the presentation of the LUMINOSITY project in different events a roll-up will be developed including a description of the project’s concept with visual contents and the webpage QR code.



Figure 8 LUMINOSITY Flyer

## 6. Conclusions

The LUMINOSITY logo was approved by the consortium and serves as the foundation for the project's visual identity. The next step was to further develop the branding elements and materials that will enhance the project's recognition and impact. LUMINOSITY project website [hluminosity-project.eu/](https://hluminosity-project.eu/) was set up with the main objective to increase public awareness of LUMINOSITY and the process of developing large area uniform industry compatible perovskite solar cell technology. It will also be used to disseminate the project's results. The website includes all essential information about the project, as well as news, public deliverables and project outcomes and publications.

Furthermore, profiles on the social media platforms have been set-up - LinkedIn ([https://www.linkedin.com/company/luminosity\\_eu/?viewAsMember=true](https://www.linkedin.com/company/luminosity_eu/?viewAsMember=true)) and Twitter/X ([https://x.com/Luminosity\\_EU](https://x.com/Luminosity_EU)). Both channels will continue to be improved and regularly updated to disseminate the project's progress and results.

Other communication materials - namely PowerPoint template, factsheet and leaflet - were created in line with the visual identity and are previewed to be used to advertise the project to wider audiences on industrial fairs and meetings, as well as at conferences and other scientific events with the aim to establish initial interest and contact with a range of stakeholders.

## 7. Degree of Progress

The deliverable is 100% fulfilled. The maintenance of the website will be carried out during the whole course of the project. The project factsheet will also be adapted in case of major changes. It is also expected that more materials will be created to cover all online and offline communication needs (i.e. roll-up, etc).

## 8. Dissemination level

The deliverable D8.1 is Public.