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Deliverable 8.1

Project Visual Identity and Web-Site

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Distribution List

Classification Code	Distribution list	Dissemination Level
Public (PU)	Partners + User's group + Project Officer +Project monitor + Target Parties + Public website	Public

Summary

A logo designed by Enel, which was already used for MATCHING's proposal, was also chosen as MATCHING's visual identity. For the MATCHING homepage, the URL 'matching-project.eu' was purchased. A start version of the homepage with basic information is online and will soon be extended.

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1 Visual Identity

1.1 Logo

A logo designed by Enel, which was already applied in the proposal, was also chosen for the project. The original logo is vector graphics as emf-file. Figure 1 shows an image of the original file as pixel-graphics. The logo is usually used without the grey frame. If there is need for a small logo, solely "MATCHING", but not the full project name is displayed, see Figure 2.



Figure 1: Pixel-graphic image of the MATCHING logo



Figure 2: Small MATCHING logo

1.2 Project template

In order to assure uniformity, visual identity and good editorial quality to reports and other documents, templates have been designed for project deliverables/milestones (Figure 3, oral presentations (see Figure 4); minute of meetings, posters and for other dissemination activities. These templates are available to the partners through the internal file sharing site.



Figure 3: First two pages of the template for Deliverables



Figure 4: Template for Power Point slides for Oral presentations.

2 Web page

2.1 Address (URL)

The address "matching.eu" was not available. Therefore, the address "matching-project.eu" was purchased for the project's webpage.

2.2 Software

DTI uses already a content management system (CMS) based on the freeware solution 'umbraco'. The CMS is easy to use and allows all standard functions of a homepage. It will also be used setting up the MATCHING homepage.

2.3 Present state

The homepage went online in April 2016. At present (26 May 2016), the homepage:

- Explains the background of the project
- Highlights relevant events (for example conferences)
- Shows MATCHING's dissemination activities (at present, a pdf-file from Enel's presentation on the 11th PICWS meeting is downloadable)
- Provides links to all partners.
- Provides a link to the password protected filesharing site of MATCHING members
- Has been registered at google.com (but is, as of 26 May 2016, not searchable yet)

2.4 Future

The homepage will continuously be updated showing more pictures, more details on the project and displaying all nine demonstration sites involved in evaluating MATCHING's technologies. Furthermore, a MATCHING site on the business network 'Linked in' will be established, and the homepage will provide a link to the linkedin page and vice versa. The progress can be followed on 'matching-project.eu'. We will use google analytics to follow up on the number of users of the homepage. We will also register the site at further search engines beyond Google.com.

2.5 Screenshots

Figure 5, Figure 6, Figure 7 and Figure 8 provide screenshots of the MATCHING homepage taken on 26 May 2016. Some of the screenshots show only a part of the page. On the website, all pages show the same panel at the top (MATCHING logo + search) and on same panel at the bottom (black panel with the EU logo, reference of the Grant agreement number and contact details).

HOME

Materials & Technologies for Performance Improvement of Cooling Systems in Power Plants

Power generation is a sector requiring great amounts of water: cooling water for energy production accounts in fact, for 45% of total water abstraction in European Union second only to agriculture.

MATCHING or "Materials & Technologies for Performance Improvement of Cooling Systems performance in Power Plants" is a collaborative project, funded by the EU Horizon 2020 program, which has the aim to reduce the cooling water demand in the energy sector.



[Read more](#)

Private area



<https://netgrp.teknologisk.dk>



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Project coordination
Enel Ingegneria & Ricerca Spa

Homepage
Danish Technological Institute
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Figure 5: Start page



Figure 6: Page with links to all partners

Events

Forthcoming events with MATCHING participation

Sept. 7 – 8, 2016 **ExPERTS Europe Conference 2016, Krakow, Poland** (Participant: Enel)
<http://www.arena-international.com/expertseurope/>

Past events with MATCHING participation

See 'Links & Downloads'

Relevant forthcoming events

May 24 – 25, 2016 **European Technical Coatings Congress, NEC Birmingham, UK**,
<http://www.etcc2016.org/>

June 06 – 07, 2016 **EURELECTRIC Annual Convention and Conference 2016, Vilnius, Lithuania**
<http://www.eurelectric.org/berlin2015/vilnius-2016/>

June 13 – 15, 2016 **5th World Congress on Materials Science & Engineering**, Alicante, Spain
<http://materialsscience.conferenceseries.com/europe>

June 15 – 18, 2016 **11th Scientific Conference on Membranes and Membrane Processes in Environmental Protection, MEMPEP 2016, Zakopane, Poland**
http://rie4.ise.polsl.pl/konfer/konfer16/index_en.php

June 21-23, 2016 **Water Innovation Europe 2016, Brussels, Belgium**
<http://www.waterinnovationeurope.eu/>

July 10 – 14, 2016 **Singapore International Water Week 2016, Marina Bay Sands, Singapore**
<http://www.siiww.com.sg/>

July 10-14, 2016 **2016 Cooling Technology Institute (CTI) Summer Workshop, Phoenix, USA**
<http://www.cti.org/meeting.shtml>

July 11 -13, 2016 **5th International Renewable Energy and Environment Conference (IREEC-2016), Madrid, Spain**
<http://sciconference.net/viewjc.php?id=c2>

July 13 – 14, 2016 **Latin American Coatings Show 2016, Mexico City, Mexico**
<http://www.coatings-group.com/show/lacs/>

July 18 – 20, 2016 **The 3rd International Congress on Water, Waste and Energy Management (EWWM), Rome, Italy**
<http://www.waterwaste.skconferences.com/>

Aug. 15 – 17, 2016 **4th International Conference on Process Engineering and Advanced Materials (ICPEAM2016), Kuala Lumpur, Malaysia**
<http://usite.utp.edu.my/icpeam2016/>

August 23 -26, 2016 **Advanced Materials World Congress, Stockholm, Sweden**
<http://www.vbripress.com/amwc/>

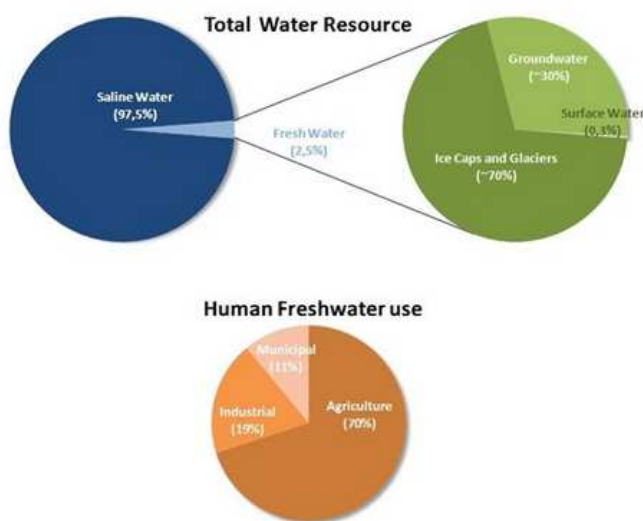
Aug. 22 – 24, 2016 **5th IWA Regional Conference on Membrane Technology, IWA-RMTC 2016, Kunming City, China** <http://www.iwa-rmtc2016.org/>

Sept. 4 - 9, 2016 **11th Conference on Sustainable Development of Energy, Water and Environment Systems (SDEWES2016), Lisbon, Portugal**
<http://lisbon2016.sdwes.org/>

Figure 7: Page displaying relevant conferences

CONTEXT

Water is a plentiful resource, but it is not always available for human use in the quantities or at the quality, time and place required. Only about 2,5% of the world's water is freshwater. Of that, less than 1% is accessible via surface sources and aquifers – the rest is locked up in glaciers and ice caps, or is deep underground.



sources: Shiklomanov (1993); UN FAO Aquastat database (enlarge figure)

Energy production requires large water volumes: worldwide increasing demand for energy and diminishing availability of freshwater pose challenges to ensure sustainability. Concern over water supply and quality imposes more stringent effluent compliance requirements and strategies for water saving. Climate impacts will generally exacerbate water stress and competition between uses.

An improved approach for a sustainable management of water resources is crucial to reach European requirements defined in the European Union's targets and the European Commission's Resource Efficient Europe Roadmap 2050.



Figure 8: 'Context' page, subpage of 'Project overview'