



D7.1 Development of a public/private website.
Project logo, public and private portal. Includes
Communication materials.



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Deliverable abstract

This deliverable aims to present the communication materials developed for the APOLO project in order to assure a high quality communication during its execution. Several materials were created in digital and printed format. This includes a website, a leaflet, a roll-up and a Twitter account. Its use by all the partners will greatly increase the project's visibility.

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1. Introduction

The communication materials of APOLO aim to provide support to all partners to ensure the dissemination and communication of development, testing and demonstration results into European and global solar cells market and industry. This task runs during the whole project duration in order to achieve as early as possible grounding toward successful communication, dissemination and exploitation of project results. The activities aim at communicating and disseminating information and results of the project within the partners and outside the consortium.

For the communication (defined as the promotion of the project and its results in a non-specialised language), the messages will concentrate on the following themes: the characteristics of perovskite solar cells, their high performance after aging tests, the efficiency gains of the system and the reduced module cost (below 0,40 €/Wp).

The materials produced will be updated during the project lifetime and aim to demonstrate how APOLO results are cutting-edge contributions to the European Innovation Union. These materials will be used during every type of event, face-to-face meeting, scientific conferences, workshops, and networks such as ETPs. The APOLO consortium will also establish linkages and collaborations with relevant other projects and initiatives to amplify the impact of the project. An important event will be the design and organisation of the final APOLO project conference. For these events, good communication materials are essential.

2. Website

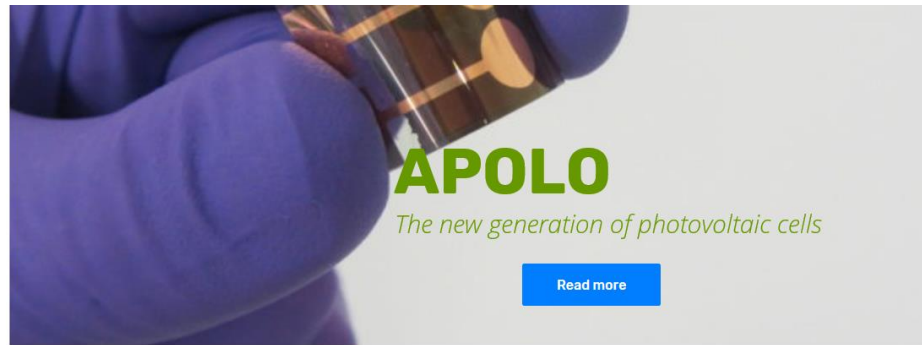
APOLO benefits are shown since the beginning of the project on a website that presents the project objectives and activities. It is the project's main digital communication channel and is being updated on a regular basis.

It aims to present the project in a visual and attractive way. As the activities of the project are easy to represent in a graphical manner, the consortium will try to benefit from it as much as possible to ensure an excellent communication.

The first page shows the great characteristics of the project's perovskite solar cells, its efficiency and performance after ageing tests and its reduced cost. A button drives the visitor to the next page of the website, which explains in greater detail the objectives of the project. There is a progression of complexity of the information, starting with simple information to more and more complex one in order that each visitor can pick the amount of information he/she is seeking for.

The news section is updated regularly with important news related to the project such as meetings. In the future, intermediary results will also be published to inform the stakeholders about the public developments.




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Reliable & fully printable



22% of efficiency



90% of performance after ageing tests



Reduce module cost below 0.40€/Wp


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Flexible perovskite solar cells

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Opening doors to new markets

APOLO aims to develop flexible photovoltaic solar cells that are reliable, fully printable, with an efficiency of 22% and with at least 90% of initial performance maintained after relevant accelerated ageing tests.

Efficiency **22%**

Performance After Ageing Tests **90%**

Reduce module cost below 0.40€/Wp



Utilization of innovative green processes.



Integration into buildings and other new markets.



Significant cost reduction for market entry



12 Apr The New Generation of Photovoltaic Cells Entering the Market

Posted at 17:01h in News by admin · 0 Comments · 0 Likes



Today, a new European research project developing the new generation of photovoltaic solar cells based on perovskite is being launched in Brussels. The APOLO project received a 5M€ grant from European Union's Horizon 2020 programme to develop flexible perovskite solar cells that are reliable, fully printable, with an efficiency of 22% and with 90% of performance after aging tests.

Brussels, 12 April 2018 - The European Union awarded a grant of almost 5 million Euro to APOLO collaborative project, a research and innovation project carried out by an international consortium led by **Leitat**. APOLO will develop flexible, reliable and fully printable perovskite solar cells (PSC) with an efficiency of 22% and with 90% of performance after aging tests. The project partners are research centres such as the Swiss Federal Institute of Technology Lausanne, Fraunhofer Institute for Solar Energy Systems ISE, Uninova, Università di Roma Tor Vergata and CEA, Arkema as a large enterprise and SME's including Flexbrick, Greatcell Solar Italia, Relational, and Accurec.

During the 4 years of the project duration, the consortium will work on advanced optoelectronic materials and innovative green processes to bring the new generation of PSC on the market, initially in building integrated photovoltaics (BIPV), but also extending its applications to different market niches. In addition, APOLO will reduce the cost of PSC module manufacturing below 0.40€/Wp. Lastly, APOLO will produce PSC modules to be integrated in facings for buildings.

"APOLO solutions will allow the development of a totally new product by integrating the modules into the architecture design of


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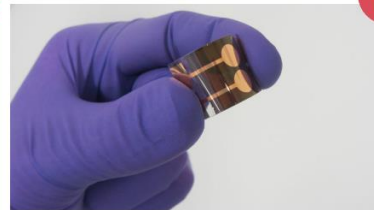
APOLO participates in the European Perovskite PV Days

Comments Off On APOLO Participates In The European Perovskite PV Days

On June 25th-26th all major EU-funded perovskite photovoltaics projects including APOLO gathered to discuss main challenges and to exchange knowledge at the highest level. The high-level meeting took place at the University of Oxford. Discussions were moderated by Prof Sir Chris Llewellyn Smith, former Director-General of CERN and member of



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The New Generation of Photovoltaic Cells Entering the Market

Comments Off On The New Generation Of Photovoltaic Cells Entering The Market

Today, a new European research project developing the new

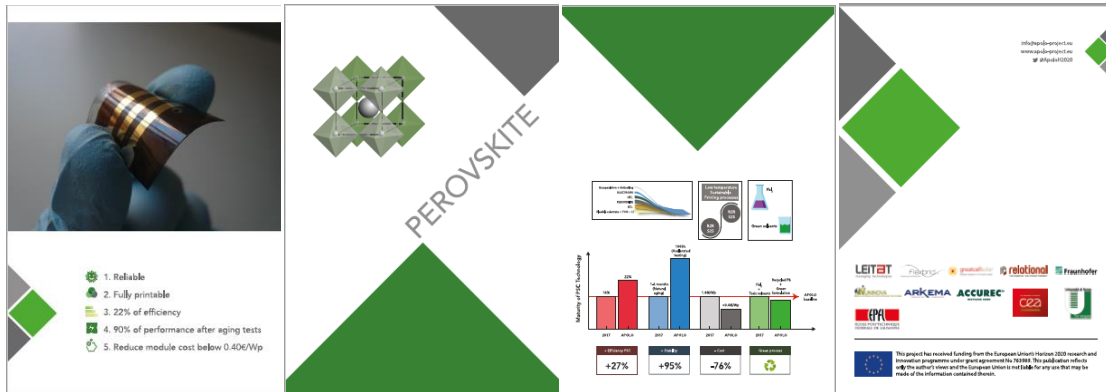
3. Leaflet

The second communication material of APOLO is the leaflet, which is distributed in printed and digital format. In 8 pages, it aims to present visually and graphically the activities of the project in an attractive manner.

It is used for any face to face meeting, public event, conference or any other occasion by the partners to promote the project and inform stakeholders.

According to the needs of the consortium, more will be printed or new versions will be published including updated information.





4. Roll Up

The roll-up is a further communication material that will rather be used in a printed format during events such as fairs and conferences where the project will have a stand. It aims to explain very briefly that APOLO is developing a new type of perovskite solar cells which own some unique characteristics. It should attract attention and be visually appealing.

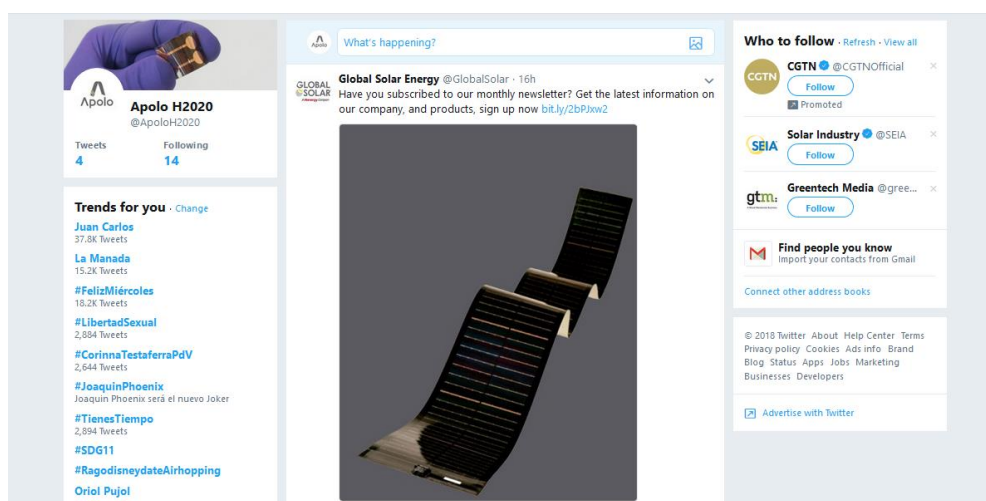
As the leaflet and according to the needs, new versions will be created along the development of the project.



5. Social Media

The project created a Twitter account for two main purposes: the first one, to communicate smaller pieces of news and to amplify the ones published on the website to drive traffic; and the second one, to interact with stakeholders, mainly industries in the field of perovskite solar cells and to raise awareness around APOLO.

All members of the consortium are encouraged to actively provide content and tweet about their activities to position APOLO as a reference in the field.



6. Conclusion

The communication materials produced for APOLO are already and will be for the entire project of a great help for all the consortium members. It will help them to promote a common image and with high quality materials that will improve the quality of the message. For digital or physical communication, these materials will be of a great help.

The materials will be updated on a regular basis whenever it is considered necessary by the consortium to make sure that the content is aligned with the current state of the project and the strategy of the consortium.

