



# COMMUNICATION TOOLS AND MATERIALS

## WP6, TASK 6.2

Date of document

2023/02/16 (M10)

**DELIVERABLE VERSION:**

D6.2, V.04

**DISSEMINATION LEVEL:**

PU<sup>1</sup>

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<sup>1</sup> PU = Public - fully open

SEN = Sensitive - limited under the conditions of the Grant Agreement

## DOCUMENT HISTORY

PROJECT ACRONYM		AEROSOLFD	
Project Title		Fast track to cleaner, healthier urban Aerosols by market ready Solutions of retrofit Filtration Devices for tailpipe, brake systems and closed environment	
Grant Agreement N°		101056661	
Project Coordinator		M+H	
Project Duration		2022/05/01 – 2025/04/30 (36 Months)	
Deliverable No.		D6.2 Communication tools and materials	
Diss. Level		Public (PU)	
Deliverable Lead		Steinbeis	
Status	Working		
	Verified by other WPs/Partners		
	x	Final version	
Due date		2022/12/31	
Submission date		2022/02/16	
Work Package		WP6 - Communication	
Work Package Lead		Steinbeis	
Contributing beneficiaries		M+H, AUVASA, AVa, CARTIF, CENEX, Conerobus, CSIC, INTEC, IUTA, Link, Metro Lisbon, NFA, SDA, Steinbeis, VERT, ZF	
DoA		Communication tools and materials. This deliverable refers to task 6.3.	
DATE	VERSION	AUTHOR	COMMENT
2022/11/28	1	Sabrina Pein	First draft of deliverable
2022/11/30	2	Jennifer Bilbao	Quality check
2022/12/20	3	Martin J. Lehmann, Dalila Antunes, Marta Escoto	Quality Check

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**2023/02/16** 4

Sabrina Pein

Minor changes

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## LIST OF ABBREVIATIONS

ACRONYM	DESCRIPTION
AUVASA	Autobuses Urbanos de Valladolid S.A.
AVa	Ayuntamiento de Valladolid
CARTIF	Fundacion Cartif
CENEX	Stichting Cenex Nederland
CI	Corporate Identity
CM	Communication Manager
CMS	Content Management System
Conerobus	Conerobus Spa Societa' per la Mobilita' Intercomunale
CSIC	Agencia Estatal Consejo Superior de Investigaciones Cientificas
D	Deliverable
DoA	Description of Action
EC	European Commission
EU	European Union
INTEC	Instituto de Tecnologia Comportamental Associacao Para o Desenvolvimento Economico e Social
IUTA	Institut für Energie und Umwelttechnik e.V.
LINK	Link Europe GmbH
M	Month
Metro Lisbon	Metropolitano de Lisboa EP
M+H	MANN+HUMMEL
NFA	Det Nationale Forskningscenter Forarbejds miljø
SDA	Assotsiatsia Za Razvitie na Sofia

Steinbeis	Steinbeis Europa Zentrum
WP	Work package
ZF	Wabco Radbremsen GmbH

## EXECUTIVE SUMMARY

Deliverable (D) 6.2 “Communication tools and materials” reports on the development and implementation of the AeroSolfid communication materials to address the general public and raise awareness of risks to human health and the environment caused by air pollution. Communication material can be classified into digital (key visual, Word and PowerPoint template, project website, newsletter, social media, blog, e-mail signature, EU map of partner’s location) and printed material (roll-up, invitations, poster template, business card, display stand, press releases, scientific publications). This document aims to present the different digital and print material set up as of M6 of the project. A focus is placed on the website as the main communication instrument of the AeroSolfid project. As such, the website with its main objectives and goals, as well as the vision and approach with which the website has been developed and is foreseen will be described. In addition, an overview of further materials as well as an outlook to future materials that will be developed along the project duration is given.

# 1. INTRODUCTION

## 1.1. PURPOSE AND TARGET GROUP

Within AeroSolfd, a mix of different communication tools is applied, covering both printed and digital channels. This multichannel approach ensures that a broad range of stakeholders and target audiences is reached. This comprises both the general public and scientific and professional target audiences.

The overall methodology applied in the AeroSolfd Project is built on 2 pillars:

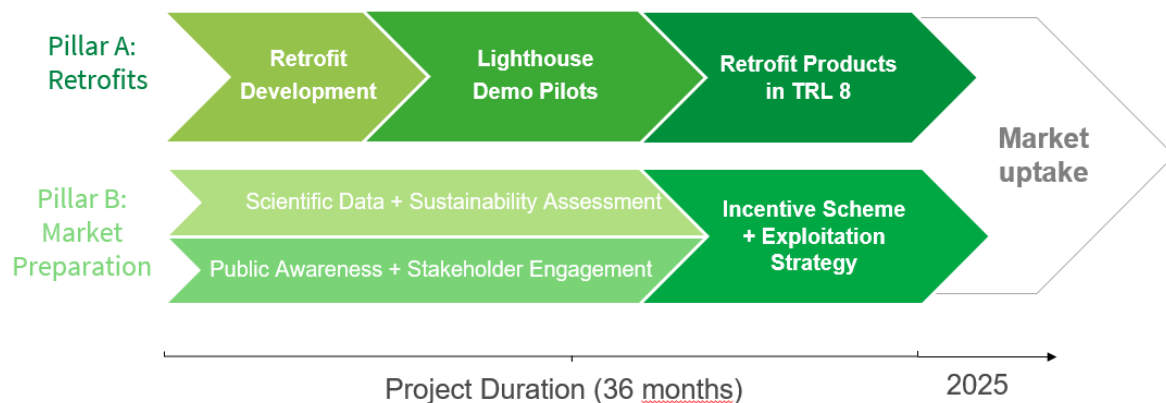


Figure 1 AeroSolfd pillars towards market uptake

Specifically, Pillar B “Market preparation” focus on removing roadblocks for market entry of the retrofit solutions developed in the AeroSolfd Project to reduce existing fleets' tailpipe, brake, and closed environment emissions. This pillar is an essential enabler for market success. Communication and dissemination activities including citizen science will create awareness of the impacts of transport-related air pollution on health, as well as of the positive contribution of the filtration devices and empower citizens to advocate for their implementation. As described in the AeroSolfd Communication Strategy, Steinbeis as the Communication Manager (CM) is responsible for the planning and realisation of these communication tools and activities, with input by the project coordinator M+H and / or the project partners.

Within this framework, the purpose of this Deliverable is to present the different communication tools that will act as a bridge between the AeroSolfd project and the target audiences to be reached. Choosing different tools aims to present different aspects of the project to a diverse audience. They all have in common their high recognition value as the project's Corporate Identity (CI) is used consistently in all tools.

The project website is the main communication tool for the AeroSolfd project. Therefore, in this Deliverable a detailed description of this important tool is included.

In general, the target audience of the AeroSolfd website is thus:

- General Public
- AeroSolfd Project Partners

- Other Projects
- Industry (e.g., vehicle industry, public transport industry)
- Academia
- NGOs/Non-profit
- Policy and regulation organisms
- Initiatives & Networks
- Individuals
- Organisations & Associations
- Media

In the following sections, the AeroSolfd communication material will be outlined, classified into digital and printed material.

## 1.2.CONTRIBUTIONS OF PARTNERS

Partners contributed to the AeroSolfd website development by providing content to the CM SEZ. Content for the website creation consisted of information about the individual project partners, including information about the partner's name, location, year of foundation, a short description of the partner's main activities and as well as its role in the AeroSolfd project. Logos of the partner organisations were provided by all partners as well. As the project progresses, the partners are expected to contribute with project results and technical information. This information will also feed the AeroSolfd blog, social media accounts and newsletter.

## 2. OBJECTIVES AND EXPECTED IMPACT

### 2.1. OBJECTIVES

The objective of the AeroSolfd communication materials is to ensure effective communication with the general public. Air pollution is the result of complex systems, and solutions to the problem also require multilevel involvement. Accordingly, we have planned different communication materials to illustrate the link between environmental exposures and human health. The materials, as well as the strategy, are divided into 1) individual-level communication materials to raise awareness 2) materials to empower individuals and communities to advocate for policies that reduce air pollution. We will put special emphasis on developing communication materials with tailored messages and communication channels to reach multiple, diverse populations. These include using digital (website, social media ) and printed materials (roll-up, flyers) presenting a variety of resources on air quality, air pollution prevention, and advocacy tailored to the unique needs of sensitive populations such as children, parents, students, teachers and those with certain chronic diseases; engaging news media, schools, and NGOs.

## 2.2. EXPECTED IMPACT

The key contribution of AeroSolfd's communication tools and materials is to support the initiation of market demand for retrofit solutions, which clearly benefits European society. We are confident that our retrofit solutions will have a strong impact on the reduction of tailpipe and brake emissions, which will decrease health impacts and damage to historic buildings. Hence, the expected impact of the communication materials will be a well-informed and empowered general public, which so they start advocating for cleaner air, which consequently will advocate for incentive schemes or regulations to adopt retrofit solutions starting in 2025.

## 3. DIGITAL MATERIALS

### 3.1. KEY VISUAL

The key visual is part of the corporate identity and was designed to distinguish AeroSolfd from other products. It is the visualization of the main brand message and reflects the project's uniqueness. Like the logo, it is a reappearing element and will therefore be a key element in many AeroSolfd communication tools. It can stand alone or in combination with a specially designed set of icons which are representing mobility through vehicles, buses and trains. Furthermore, the key visual can function as a background element in many cases and can be combined with other elements like the project's logo or texts as well.



*Figure 2 AeroSolfd Key Visual*

### 3.2. WORD TEMPLATE

A Template for Word (Figure 3) has been developed in accordance with the AeroSolfd CI by M6. It will be used by project partners for the writing of deliverables, minutes and other project-related items.



**FULL TITLE / REPORT NAME**  
**WP#, TASK #.#**

Date of document  
DD/MM/YYYY (M xx)

**DELIVERABLE VERSION:**  
Dx.x, V.Dx

**DISSEMINATION LEVEL:**  
PU/SEN/EU classified

**AUTHOR(S):**  
Author 1, Author 2  
(Mention each beneficiary name)

SEN = Sensitive - limited under the conditions of the Grant Agreement  
EU classified - RESTRICTED/UEU-RESTRICTED, CONFIDENTIAL/UEU-CONFIDENTIAL, SECRET/UEU-SECRET under Decision 2013/664

Dlx.x - Replace with full name of deliverable



**DOCUMENT HISTORY**

PROJECT ACRONYM	AEROSOLFD
<b>Project Title</b>	Fast track to cleaner, healthier urban Aerosols by market ready Solutions of retrofit Filtration Devices for tailpipe, brake systems and closed environment
<b>Grant Agreement N°</b>	101056661
<b>Project Coordinator</b>	M + H
<b>Project Duration</b>	01/05/2022 – 30/04/2025 (36 Months)
<b>Deliverable No.</b>	DX.X Title of the Deliverable
<b>Dis. Level</b>	Public (PU) / Sensitive (SEN)
<b>Deliverable Lead</b>	Partner short name
<b>Status</b>	<input checked="" type="checkbox"/> Working Verified by other WPu/Partners Final version
<b>Due date</b>	XX/XX/20XX
<b>Submission date</b>	XX/XX/20XX
<b>Work Package</b>	WP X - Title of the Work Package
<b>Work Package Lead</b>	Partner short name
<b>Contributing beneficiary(ies)</b>	List of partners (short names)
<b>DoA</b>	Copy of the Task description in the DoA

DATE	VERSION	AUTHOR	COMMENT
29/07/2022	1	XXX	First draft of deliverable


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2

Figure 3 AeroSolfd Word template

### 3.3. POWERPOINT TEMPLATE

In addition to the Word Template for reports, a Template for PowerPoint (Figure 4) has been developed following the AeroSolfd CI by M6. It will be used by project partners for internal and external presentations.



**PRESENTATION NAME**


NAME OF PRESENTER  
COMPANY NAME, DATE

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**TABLE OF CONTENTS**

1. Item 1
2. 1.1 Item 1.1






















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**TRANSITION SLIDE**

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**ICON SET**

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Figure 4 AeroSolfd PowerPoint template

### 3.4. AEROSOLFD PROJECT WEBSITE

This section describes general considerations regarding the AeroSolfd project website, its current status as well as the implementation process and timeline underlying the website development. The AeroSolfd website – an open tool accessible via the following link: [www.aerosolfd-project.eu](http://www.aerosolfd-project.eu) – is developed based on the content management system (CMS) WordPress. The website will be further modified and advanced based on users' experiences gathered throughout the AeroSolfd project. The constant adaptation of the website and integration of further functionalities guarantees that user-related benefits are maximised and that the quality of the service is rendered sustainably.

The main objective of the AeroSolfd website is to provide information about the AeroSolfd project including its objectives, implementation status, activities and project results. The objectives of the AeroSolfd website therefore are:

- Provide a starting point for interested stakeholders and people to get informed about AeroSolfd
- Provide the most important information about AeroSolfd at the first glance
- Inform about the project, its objectives, activities and results in an easy-to-understand language
- Inform about the involved 16 partners that are part of the AeroSolfd consortium
- Provide the latest news updates about anything related to AeroSolfd or interesting to the AeroSolfd community
- Inform about upcoming events and opportunities to meet AeroSolfd representatives
- Provide a newsletter subscription form as well as a newsletter archive
- Provide a media section where stakeholders can download important promotional materials
- Share developed methodologies, knowledge and learnings with the AeroSolfd community (e.g., public deliverables, scientific publications, etc.)
- Provide contact information



### 3.4.1. GENERAL CONSIDERATIONS

The website has been designed taking into account two main factors:

- Attractive design
- User friendliness via a simple and responsive design with basic menus on the website header making it easy to navigate from one section to the other and locate the information desired without losing time.

The gender aspect has also been taken into consideration during the development of the AeroSolfid website. The team involved in the web design process builds on extensive experience in designing webpages serving a variety of potential users, also considering the gender dimension and diverging expectations of men and women.

Key principles guiding AeroSolfid's web design for a gender-neutral appearance comprise:

- Involvement of men and women in the design
- Focus on making the website highly intuitive and useful
- Welcoming layout without “aggressive” colours, movement or sound
- Easy navigability by locating the most important functions and information only one click away.

### 3.4.2. MAIN FEATURES AND SUPPORTING FUNCTIONALITIES

The AeroSolfid website has been designed based on the AeroSolfid CI. The website has a registered domain, that is publicly available at [www.aerosolfid-project.eu](http://www.aerosolfid-project.eu) and will be accessible for three years beyond the end of the AeroSolfid project (i.e. April 2028). It will continuously be updated with relevant information about project results and achievements until the end of the project. The option for flexible modification of the website following the initial setup is given by use of the common content management system WordPress. A mobile responsive design with a layout optimised for small screens and tablets for enhanced accessibility of the website via different types of devices has been part of the website development.

### 3.4.3. MAIN WEBSITE STRUCTURE AND CONTENTS

#### 3.4.3.1. PROJECT WEBSITE HEADER AND MENU

This section provides insights into the categories which are included in the website menu. The website menu is contained in a header which remains static throughout the entire website and no matter which subpage the visitor is currently on (Figure 5).



*Figure 5 Website Header with Website Menu*

The menu's categories group key information on the project. By clicking on a category, visitors are referred to a corresponding subpage with more detailed information on the selected category. The

number of categories will be extended by further sections during the duration of the project. Table 1 describes the core objective and content of each of the categories.

Table 1 Website Header Categories

HEADER CATEGORY	CONTENTS
Start	This section provides a very general description of the project and the project objectives as well as an overview of other website categories.
About	This section provides a more detailed description of the project, its objectives, the project concept and the project consortium.
News & Events	This section will provide information on upcoming and past events and news related to AeroSolfd. It will also link the AeroSolfd project with relevant events, as well as communication of those in which AeroSolfd members will participate. This section will be updated regularly.
Results & Publications	This section will contain information regarding project deliverables, papers published, and presentations carried out by the consortium members in diverse and relevant forums (conferences, fairs). Project results will be included as the project progresses.
Contact	This section provides contact details of the AeroSolfd project coordinator and the AeroSolfd main press contact.

### 3.4.3.2. FOOTER

The website footer (Figure 6) provides the following information to the website visitors:

- Project name
- Imprint information
- Privacy Policy information (data protection)
- Links to social media channels
- EU Co-funding reference and grant agreement number.

These items are of general informative nature and located to be easily accessible. Just like the website header, the footer remains static throughout the entire website and no matter which subpage the visitor is currently on.

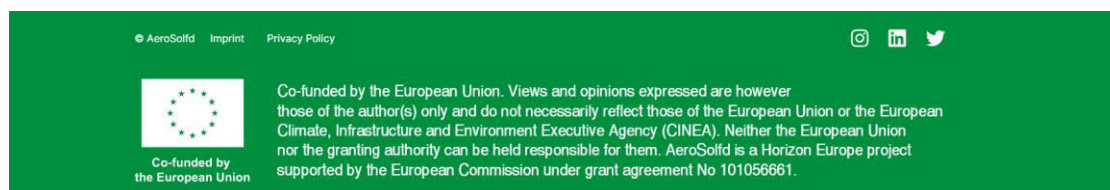


Figure 6 Website Footer

### 3.4.3.3. START

The Start page serves as the main landing page providing key information on AeroSolfid. On top, it displays the AeroSolfid key visual in combination with the matching set of icons and the project's slogan. Underneath is a brief introduction to the AeroSolfid project, followed by different text boxes, which are displayed in the AeroSolfid CI colours (Figure 1Figure 7). By hovering on the text boxes, they change their colour into a lighter green and therefore indicate interactivity. When clicking on them, website users are redirected to sub-pages where more detailed information is given. Below, an image based on the style and colours of the Key Visual is displayed to increase the visual attractiveness of the website, followed by the AeroSolfid project partners' logos. They redirect the website users to dedicated partner pages with a description of the partner organisation and its role in the project when clicking on them.

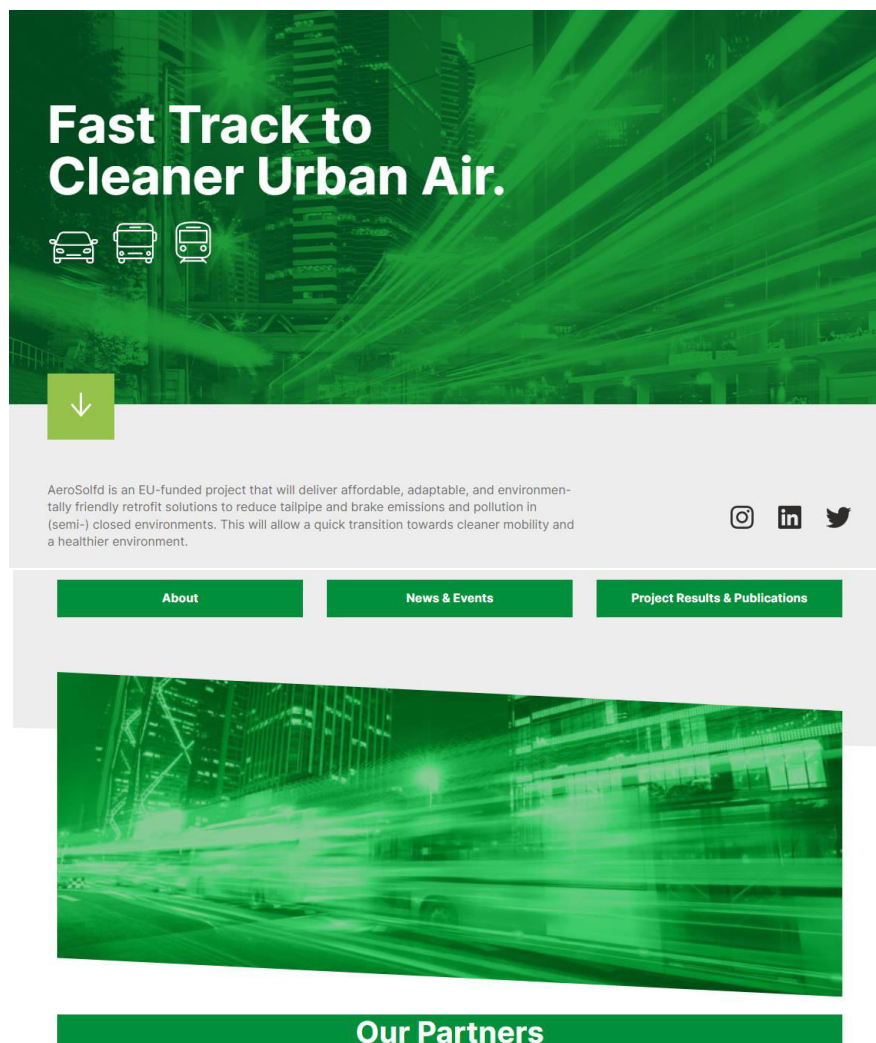




Figure 7 Key Visual, introduction, text boxes, image and partner logos

In the next section, icons to access the AeroSolfd social media accounts (Figure 8) are displayed on the start page, including Twitter and LinkedIn. Additionally, an up-to-date Instagram feed is integrated into the start page to visualise our activity on different social media channels and to emphasize it.

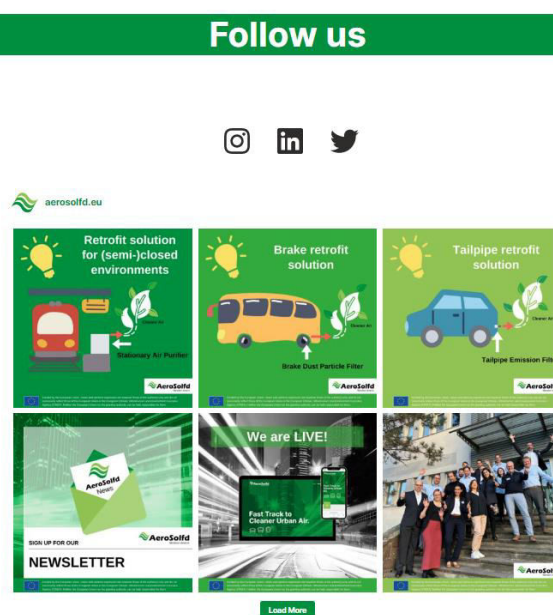


Figure 8 Start Page - Social Media icons and Instagram feed

The start page concludes with a newsletter section, which allows users to sign up for the AeroSolfd newsletter via a subscription form (Figure 9). The newsletter will be sent to subscribers by e-mail.

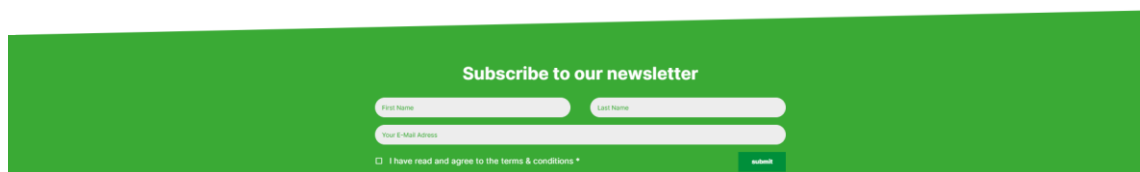

 A green rectangular form with the title "Subscribe to our newsletter" in white. Below the title are two input fields: "First Name" and "Last Name". Below these is a single input field for "Your E-Mail Address". At the bottom left, there is a checkbox with the text "I have read and agree to the terms & conditions \*". At the bottom right is a green "submit" button.

Figure 9 Start Page - Newsletter subscription form

#### 3.4.3.4. ABOUT

The website category “About” displays key features about the AeroSolfd project. For better responsiveness to mobile users, it is not possible to click on the “About” in the menu bar. Instead, by hovering over it a drop-down menu opens, which redirects the website users to subpages by clicking on it.



Figure 10 About - Drop-down menu

The subpages contained in the “About” drop-down menu are:

- About the Project
- Challenge & Our Proposal
- Our Concept
- Our Partnership

#### ABOUT THE PROJECT

The first subpage “About the Project” (Figure 11) gives a short description of the project and its objectives. Below, a map of the AeroSolfd’s partners home countries is displayed. The graphic picks up the three main colours of the AeroSolfd CI which are also part of the projects’ logo.

## About the Project



AeroSolfd is a Horizon Europe project supported by the European Commission under grant agreement No 101056661. The project is focussing on developing market-ready retrofit solutions to immediately decrease the harmful effects on health and the environment of transport-related emissions with effective filtration devices. It will deliver affordable, easy-to-install and environmentally friendly retrofit solutions to reduce tailpipe and brake emissions and pollution in (semi-) closed environments. A consortium from eight European countries, coordinated by MANN+HUMMEL, has joined forces to realize the quick deployment so that people in Europe and beyond can benefit already by 2025 from a more eco-friendly mobility.

### The location of our Partners



Figure 11 About the Project

### CHALLENGE & OUR PROPOSAL

The second subpage of the About category is “Challenge & Our Proposal” (Figure 12). This subpage shortly presents the underlying challenge AeroSolfd is facing as well as the project’s proposal and expected benefits.





Figure 12 Challenge & Our Proposal

## OUR CONCEPT

The third subpage of the About Category, “Our Concept”, starts with a short description of how AeroSolfd envisions achieving its ambition of cleaner urban air by deploying three retrofit solutions. Underneath, the three AeroSolfd solutions are displayed in graphics accompanied by a more detailed explanation for better understanding.

# Our Concept



Retrofits are key enabling technologies during the transition to zero-exhaust vehicles by electrification and until reduced non-exhaust measures are implemented. Even beyond, brake and closed environment retrofits will continue to play an important role in the electrified road and rail fleet.

In AeroSolfd, three retrofit solutions will be delivered to reduce:

- tailpipe emissions
- brake emissions
- pollution in (semi-) closed environments.


By using these three retrofits, quick wins in the reduction of the overall health and environmental impact of the existing fleets can be realised.

In gasoline combustion engines, fine particles and toxic secondary emissions will be reduced by an innovative Gasoline Particle Filter. NOx exhaust emissions would be minimised by replacing the three-way-catalyst with new equipment. In addition, brake particles of long-lived road transport assets will be reduced by an advanced brake dust particle filter. The reduction of fine particles in closed environments (bus stops, tunnels, metro stations) will be reached by using a specially designed and enhanced stationary air purifier.

During the three-year innovation project, the effectiveness of AeroSolfd's solutions will be demonstrated in the field and under real driving conditions in light-house demo sites across Europe: Valladolid (Spain), Sofia (Bulgaria), Ancona and Fermo (Italy), Lisbon (Portugal), Rovaniemi (Finland), Haifa (Israel), and Biel (Switzerland). This will enable the market introduction of these technologies by 2025 and the transition towards a cleaner and healthier environment in Europe.

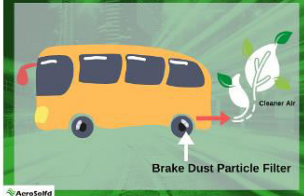
## Our solutions in detail

### Tailpipe retrofit solution




Limiting the harmful effects of tailpipe emissions on health and the environment is urgently needed in the transition towards cleaner mobility. Therefore, we aim to implement tailpipe particle filters in the exhaust system of gasoline vehicles. They will replace the underfloor silencer and will filter ultrafine particles. As a result, the number of tiny particles emitted per vehicle will decrease drastically.

### Brake retrofit solution



Brake dust is considered particularly toxic. Not only larger vehicle masses but also busses, trams, and trains emit large amounts of wear particles from brakes, tyres, and rail-wheel contact. Therefore, an existing and proven passive brake dust particle filter (BDPF) concept developed by MANN+HUMMEL for passenger vehicles will be modified for bus and commercial vehicle brake applications. Eco-friendly circular design approaches will be used. This solution, which is specially designed for long-lived public road transport assets like buses, will reduce brake emissions and capture brake dust at the source.

### Retrofit solution for (semi-)closed environments



Fine particles in (semi-)closed spaces like metro stations, tunnels and bus stops pose a threat to human health. Short- and long-term exposures to these air pollutants cause for instance harmful health effects on public transport users and workers. To tackle these challenges, we will provide railway, metro and bus companies or operators with an effective stationary air purifier developed by MANN+HUMMEL. By combining the latest technologies and simulation tools, these harmful emissions in semi-open and closed areas will be reduced.

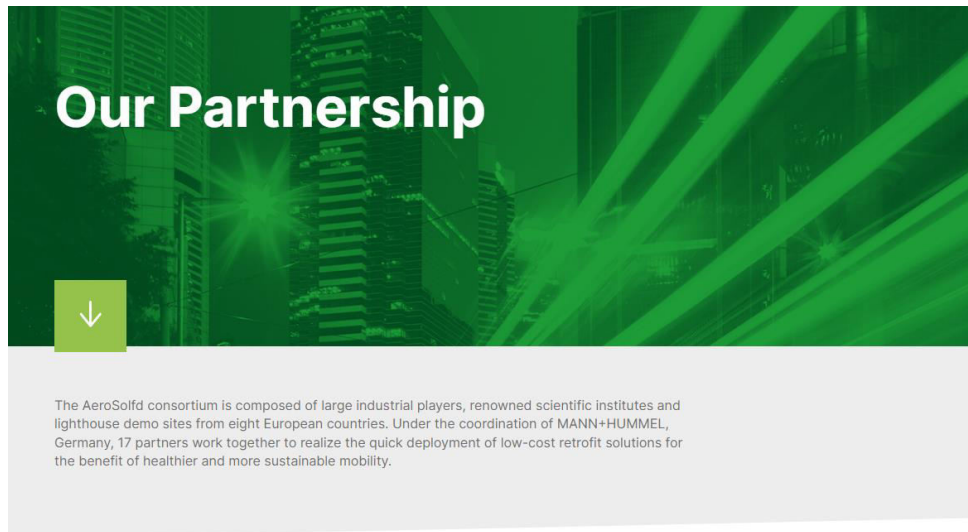
Figure 13 Our Concept

## OUR PARTNERSHIP

The fourth subpage of the About category “Our Partnership”, contains all partner logos of the AeroSolfd consortium (Figure 14) in alphabetical order, with the project’s coordinator M+H displayed in the first position. When clicking on the partner logos, subpages presenting the individual partners, their role in AeroSolfd as well as a partner contact is provided (Figure 15). The partner subpages also



provide a link to the partners' websites. The contact box as well as the partner website link change their colour into a lighter green when hovering over it to indicate the possibility of further interactivity.



## Our Partners









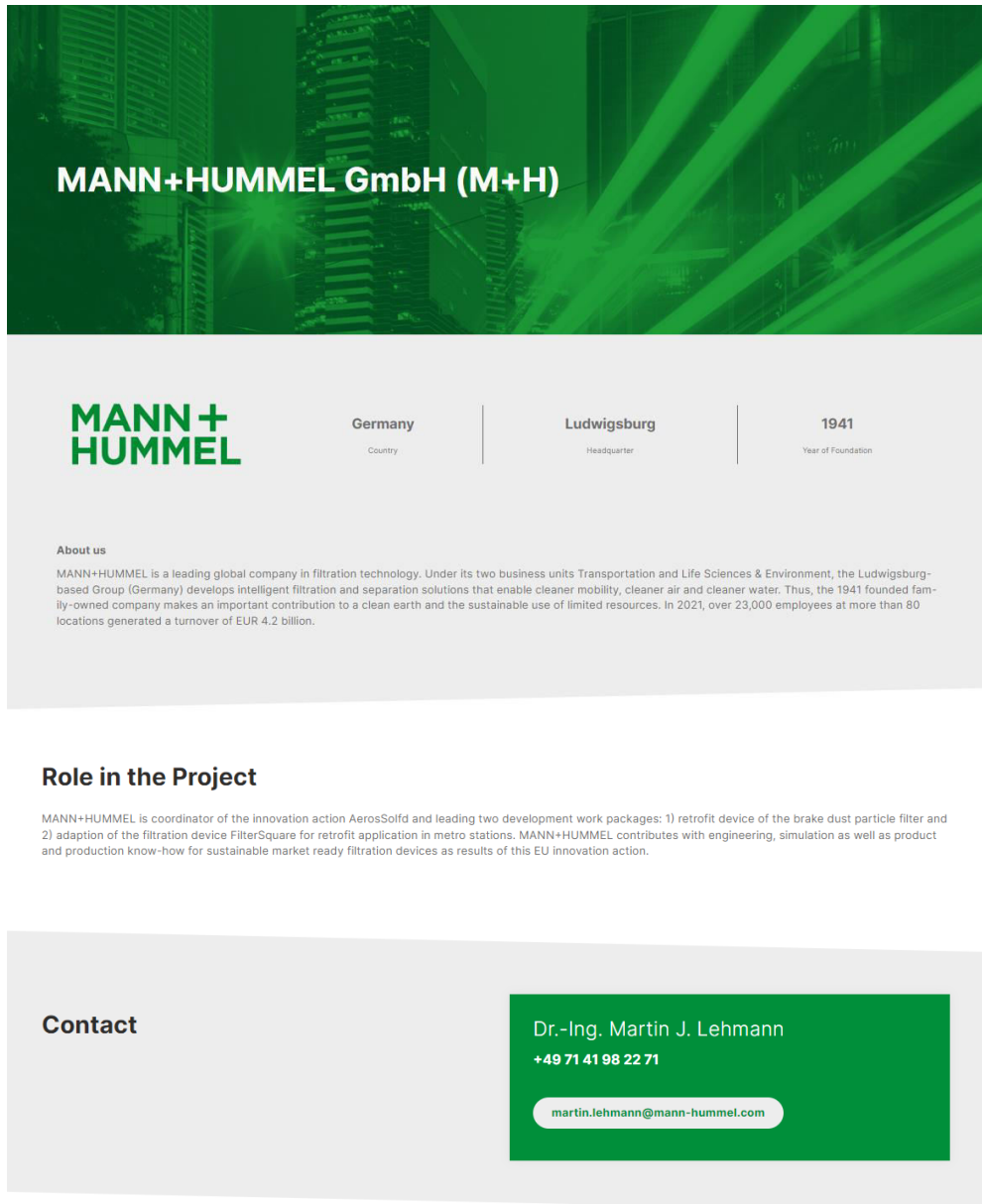









Figure 14 Our Partnership



**MANN+HUMMEL GmbH (M+H)**

**MANN + HUMMEL**

<b>Germany</b> Country	<b>Ludwigsburg</b> Headquarter	<b>1941</b> Year of Foundation
---------------------------	-----------------------------------	-----------------------------------

**About us**

MANN+HUMMEL is a leading global company in filtration technology. Under its two business units Transportation and Life Sciences & Environment, the Ludwigsburg-based Group (Germany) develops intelligent filtration and separation solutions that enable cleaner mobility, cleaner air and cleaner water. Thus, the 1941 founded family-owned company makes an important contribution to a clean earth and the sustainable use of limited resources. In 2021, over 23,000 employees at more than 80 locations generated a turnover of EUR 4.2 billion.

**Role in the Project**

MANN+HUMMEL is coordinator of the innovation action AerosSolfd and leading two development work packages: 1) retrofit device of the brake dust particle filter and 2) adaption of the filtration device FilterSquare for retrofit application in metro stations. MANN+HUMMEL contributes with engineering, simulation as well as product and production know-how for sustainable market ready filtration devices as results of this EU innovation action.

**Contact**

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 +49 71 41 98 22 71  
[martin.lehmann@mann-hummel.com](mailto:martin.lehmann@mann-hummel.com)

[www.mann-hummel.com](http://www.mann-hummel.com)

Figure 15 Example of a partner subpage

### 3.4.3.5. NEWS AND EVENTS

The “News and Events” category, like the “About” category is divided into subpages which are accessible through a drop-down menu (Figure 16).



Figure 16 News & Events - Drop-down menu

## NEWS

Visitors find a collection of all news articles from the beginning of the project, with the latest one on the left side of the page (Figure 17).

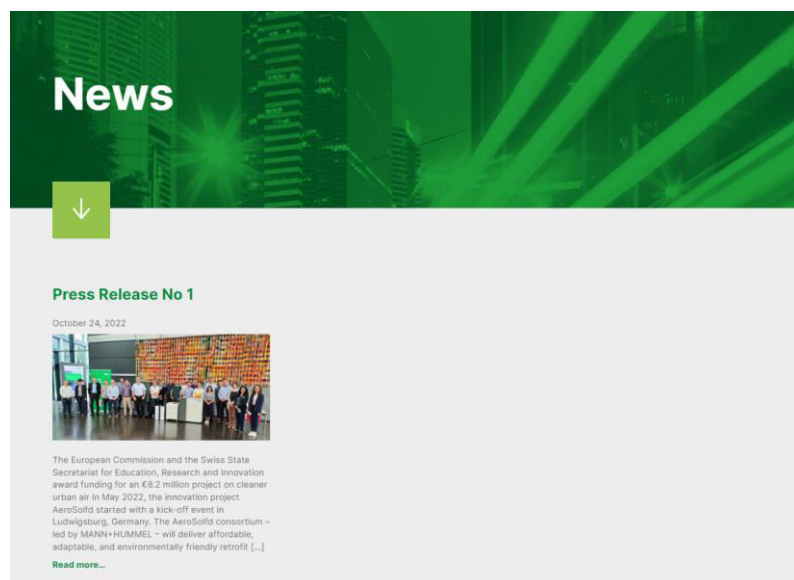
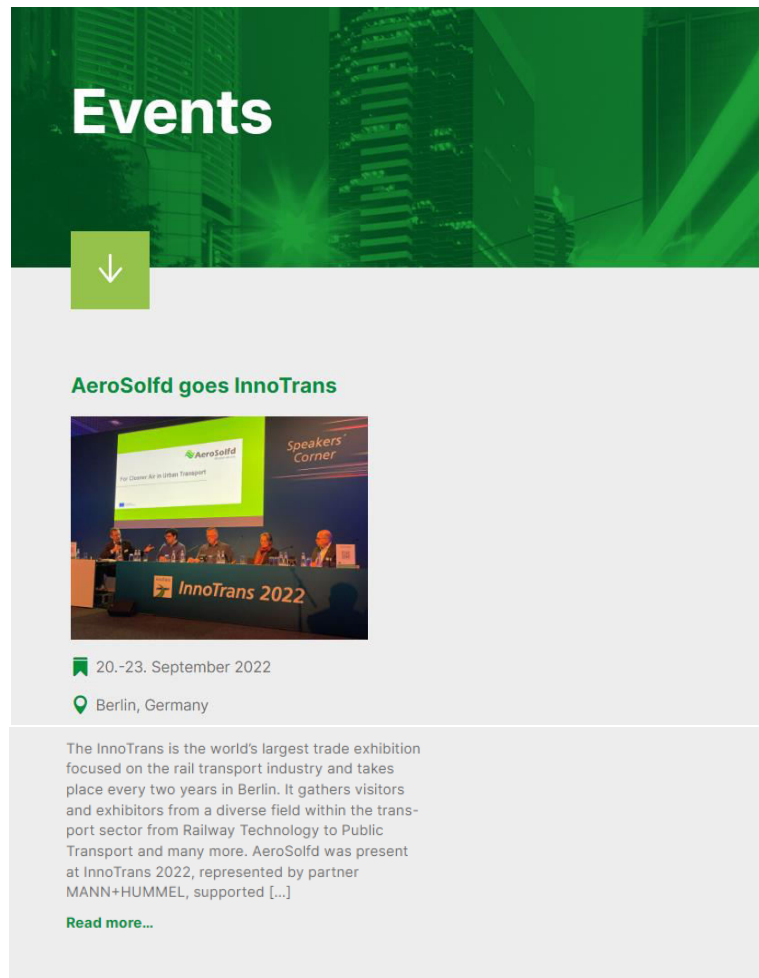


Figure 17 News

## EVENTS

On this subpage all events related to AeroSolfd are displayed (either because of the topic or because of active participation/representation of AeroSolfd project and partners), with the upcoming ones at the top and the past ones at the bottom. The content will be built up and updated continuously during the project duration.

*Figure 18 Events*

### 3.4.3.6. RESULTS & PUBLICATIONS

The category “Project Results & Publications” too has a drop-down menu which leads to subpages related to the topic (Figure 19).

*Figure 19 Project Results & Publications*

## PRESS RELEASES

The first subpage of the Project Results & Publications Category contains a first press release (Figure 20) which will be followed by future ones.

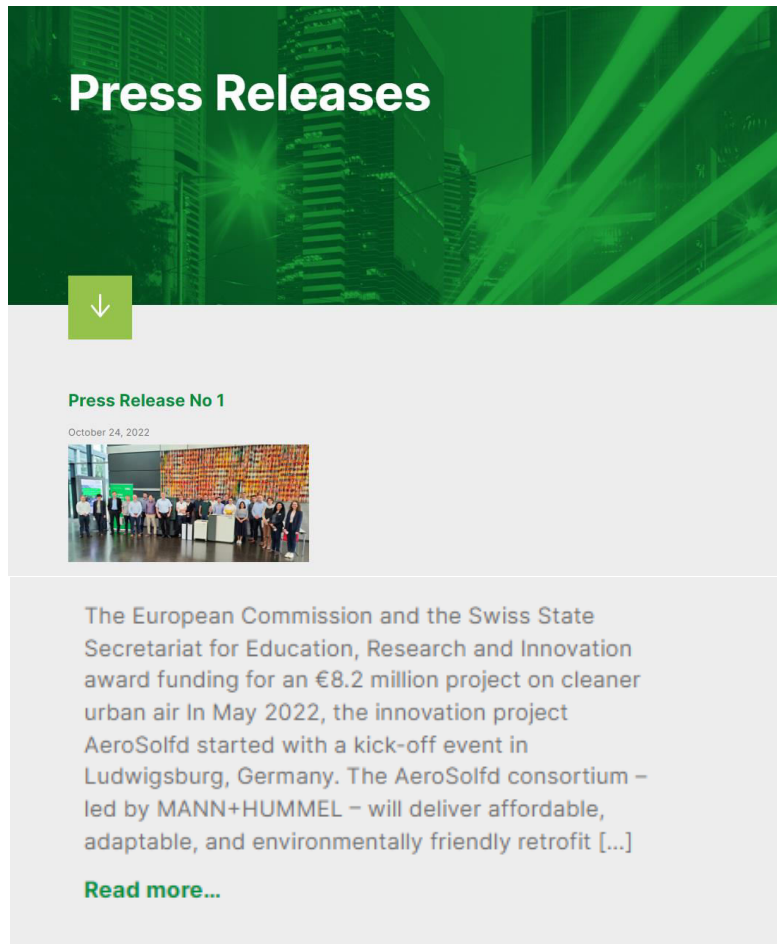


Figure 20 Press Releases

## MEDIA

The second subpage of the Project Results & Publications Category contains a media section where visitors can download the AeroSolfd logo and promotional material such as the AeroSolfd Roll-Up (Figure 21). Future materials like a project flyer will also be put on this subpage.

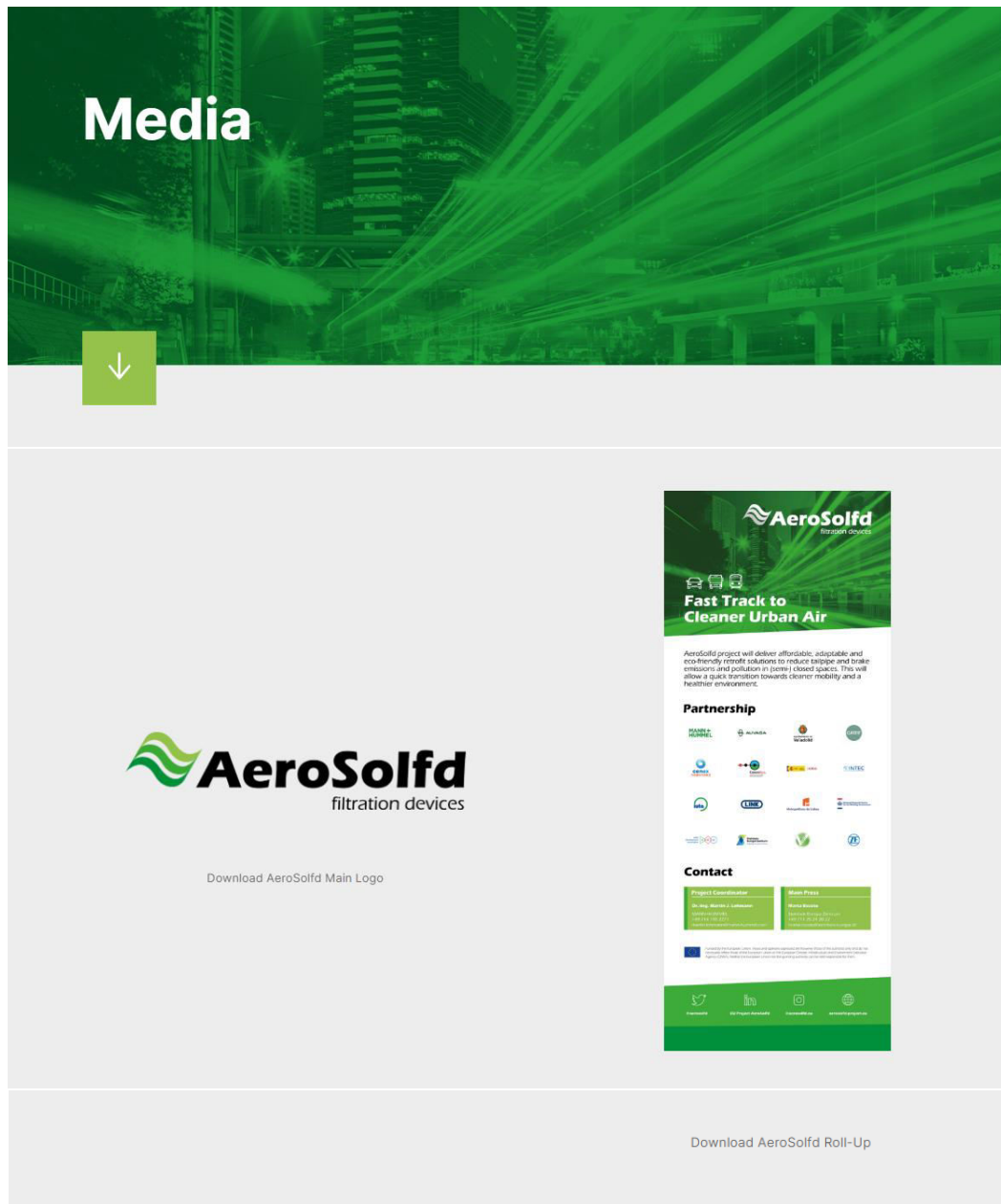


Figure 21 Media

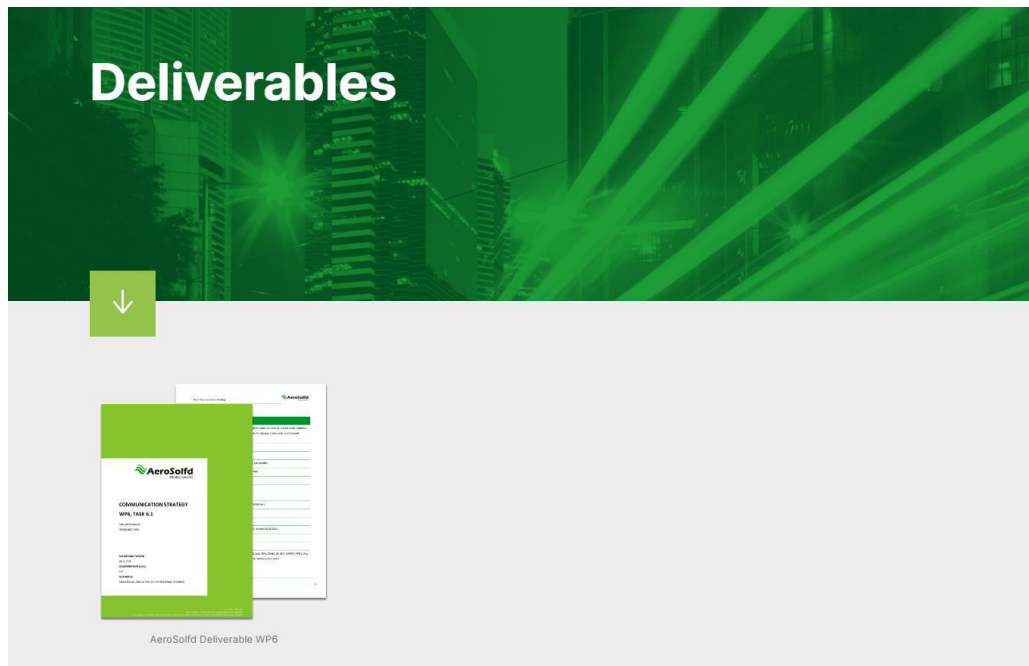
## BLOG

The third subpage of the Project Results & Publications Category will display blog articles which will be about AeroSolfd related topics and be written by project partners

## DELIVERABLES

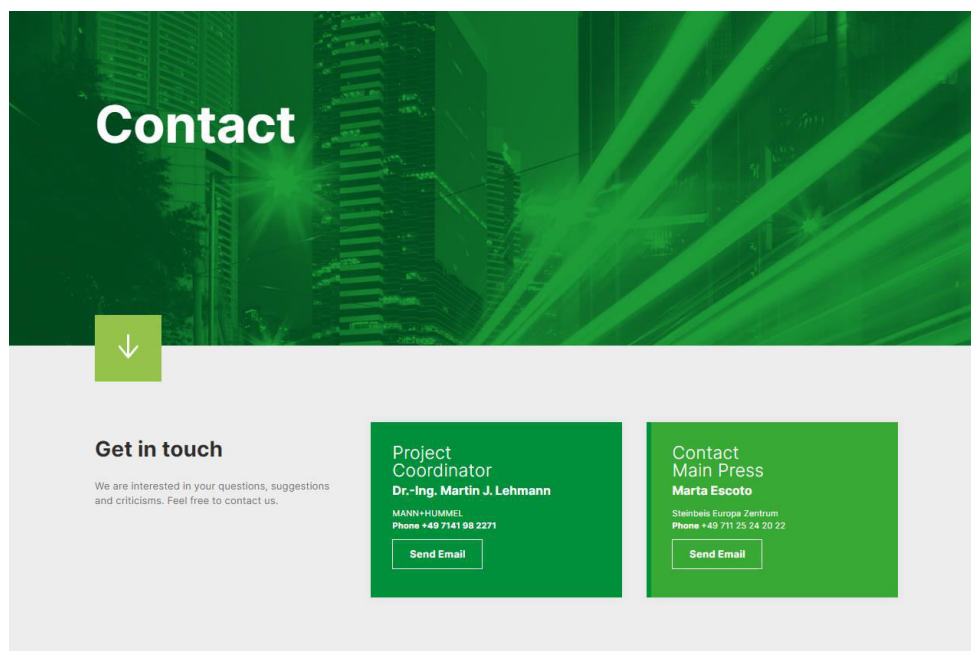
The third subpage of the Project Results & Publications Category contains Deliverables which are open to the public and therefore can be read by anyone interested.



*Figure 22 Deliverables*

### 3.4.3.7. CONTACT

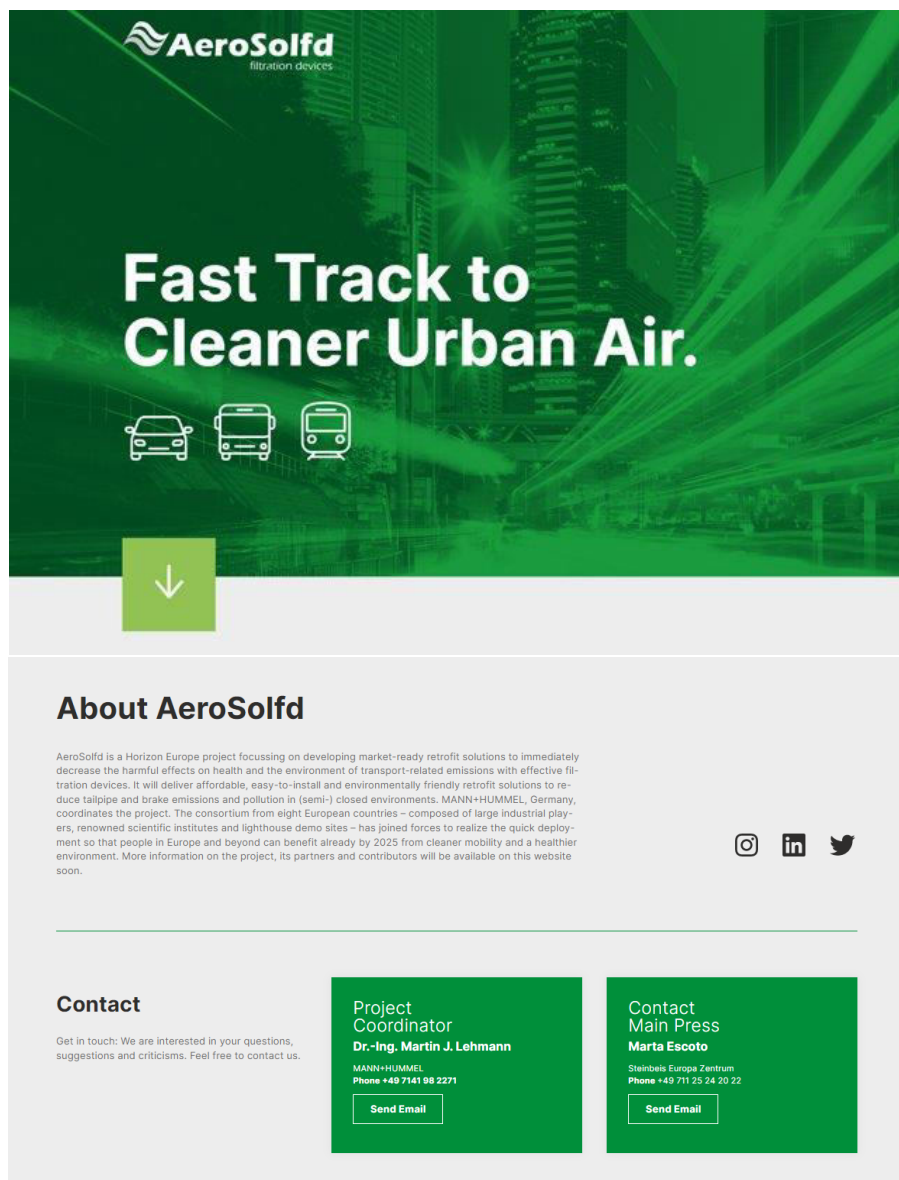
The category “Contact” provides contact details. The use of a contact form was omitted to avoid exposure to spam mails. Instead, just the direct contact details from the project coordinator and the main press contact are shown on the website (Figure 23).

*Figure 23 Contact*

Through hovering over the contact boxes, there is a small slide animation and a change of color (a lighter tone) to indicate the possible interactivity.

### 3.4.4. DEVELOPMENT OF WEBSITE

On September 6th, 2022 (M6), a preliminary landing page was published (Figure 24). The preliminary landing page was published under [www.aerosolfid-project.eu](http://www.aerosolfid-project.eu) to bridge the time until the complete website could be published. It contained only the most important information about AeroSolfid so as to welcome first visitors and to provide them contact details of the AeroSolfid coordinators and main press contact.





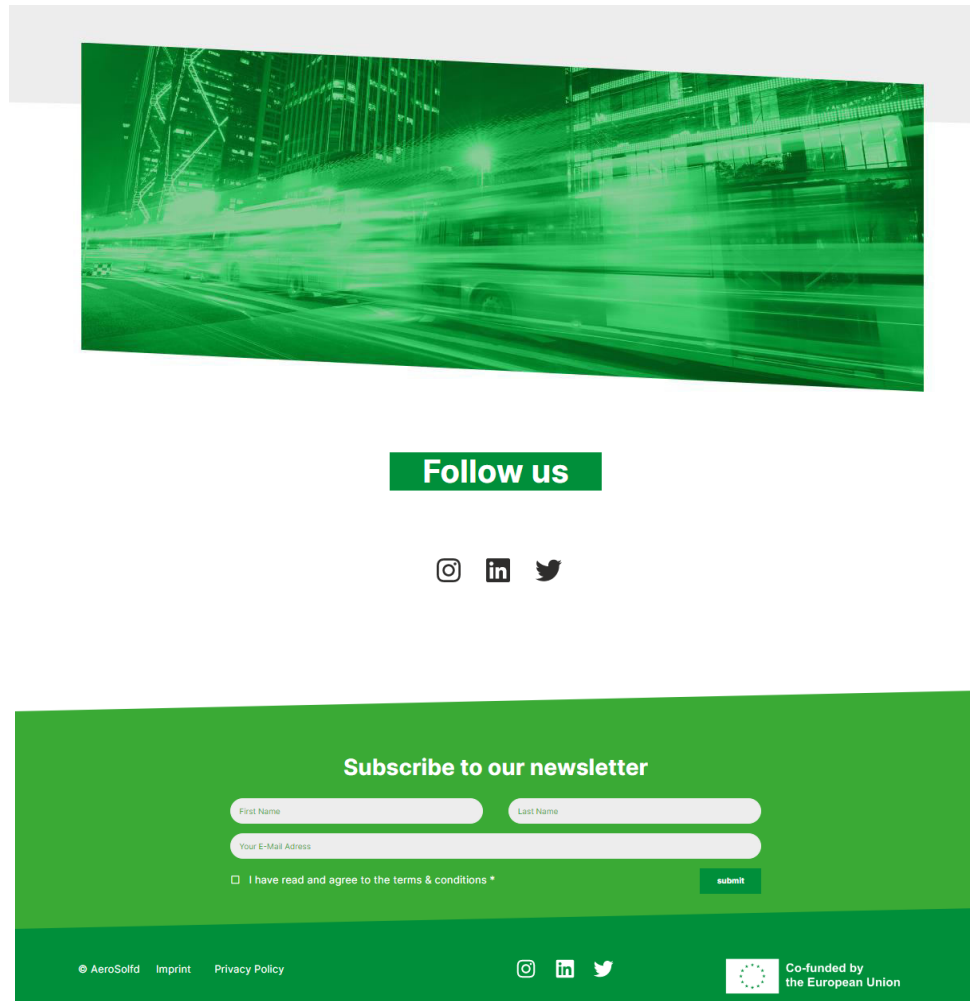


Figure 24 AeroSolfd Preliminary Landing Page

By October 31<sup>st</sup>, 2022, (M6), the complete website was published, consisting of the sections described above. Starting from M6 until the end of the project, the website will continuously be updated with news and events. Furthermore, interactive tools and more images will be implemented to make the stay as attractive for general public. After the end of the project, a static version of the website will remain online for three years.

### 3.5. NEWSLETTER

The public newsletter, send to subscribers via e-mail, published every quarter, is providing information about the project's activities and progress: What is new with regards to AeroSolfd? What is the progress? What are the recent and upcoming activities? Which information is available on the project? And how and where can partners be met in person (at events)?

SEZ is responsible for writing the newsletters, with active input by and information from all partners, especially WP and deliverable leaders and M+H as the project coordinator. Keeping the eyes open for possible topics and passing on first-hand experience is the best way to ensure a lively coverage of the project's activities.

The newsletter is addressing a broad public and therefore will be spread widely via e-mailings and social media but also via partner websites and the partners' contacts plus other networks and platforms associated to phosphorus recovery. Persons that have registered on the website will receive the newsletter automatically, complemented through the partners' active promotion.

Newsletters will be published every quarter with an additional newsletter by the end of the project starting in the beginning of M8, with preparation having started in M7 (Figure 25). The newsletter archive will be found on the AeroSolfd Website.



Figure 25 Draft of first AeroSolfd Newsletter

### 3.6. E-MAIL SIGNATURE

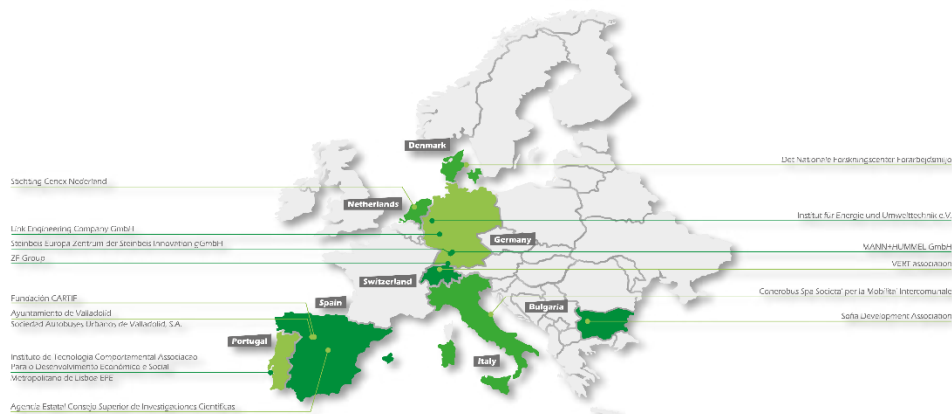
An E-Mail signature was designed to promote the project furthermore. It allows involved partners by choice to display the AeroSolfd project in a short but visual way in their daily e-mail traffic. The signature gives an opportunity to increase the visibility of the AeroSolfd project and its media channels such as the website.



Figure 26 AeroSolfd E-Mail signature

### 3.7. MAP OF PARTNER LOCATIONS

A map with the location of the AeroSolfd partners was designed to highlight the partnership and make the project more tangible. It is part of the website and will be included in other promotional materials too. Different versions were created for different occasions and depending on the available space: one version displaying the full partner's name, one showing the partner's abbreviation and one with only the colored countries.



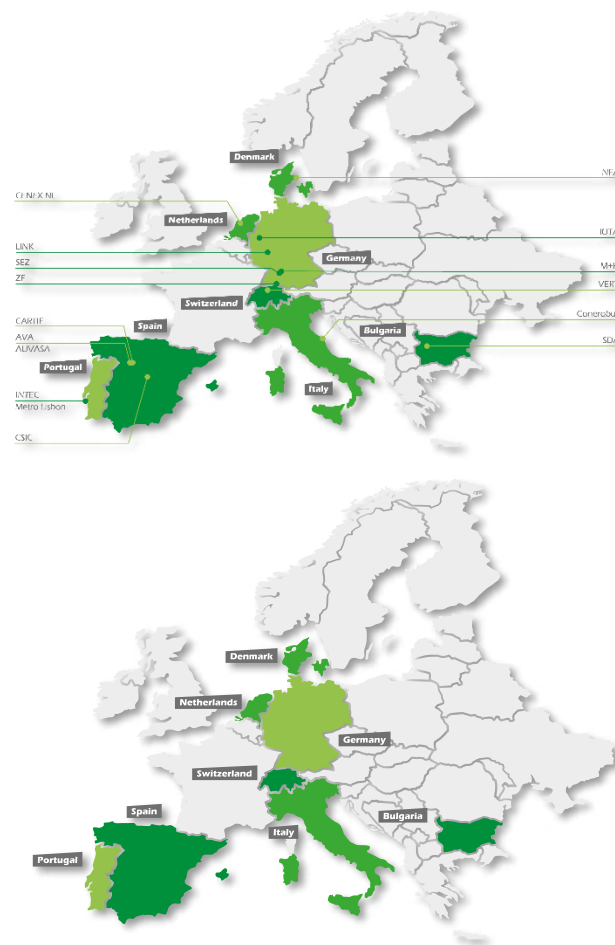


Figure 27 Three versions of AeroSolfd partner's location map

### 3.8. SOCIAL MEDIA

For a trend-setting project like AeroSolfd, it is inevitable to integrate social media in the communication strategy, addressing and involving both the general public and professional users. The main aim is to raise awareness of the threat air pollution poses to human health and the environment. And as a result of this people shall be encouraged to advocate for policy measures to reduce air pollution for which we provide solutions. Our main social media platform to reach the general public is Instagram. To raise attention regarding AeroSolfd and its activities and results, we aim to involve the target groups (teachers, children, people with respiratory diseases, etc.) in the project, for example via poll button on Instagram stories or calls to action. In addition to Instagram, we set up a Twitter and LinkedIn account, which will address a professional audience in regard of dissemination. This way we target a wide and diverse audience. Our social media accounts function as a bridge to other communication tools, for example to our project's website, where more detailed information can be found, to which we can direct our audience through posts. The social media activities can thus be seen as complementing the rest of the AeroSolfd communication tools.

The main objectives using Instagram, LinkedIn and Twitter within the AeroSolfd project are:

- Provide followers with news and outcomes of project activities, such as site visits, events and workshops

- Find potential stakeholders and beneficiaries in the area of phosphorus recovery / circular economy
- Create a public (Instagram) and professional (Twitter, LinkedIn) space for topic-related information and exchange
- Share HEU program news with followers and potential beneficiaries

SEZ will manage the Instagram, Twitter and LinkedIn accounts. However, it is the obligation of each project partner to support the networking activities for the social media accounts. The aim is to post information **twice a week** in order to keep the social media accounts constantly growing.

The following content will be published on Instagram, Twitter and LinkedIn:

- News on the project, e.g., project developments or project meetings etc.
- News from others, e.g., related projects or stakeholder meetings in order to create synergies etc.
- News and information about air pollution related topics (health matters, environmental topics, etc.)

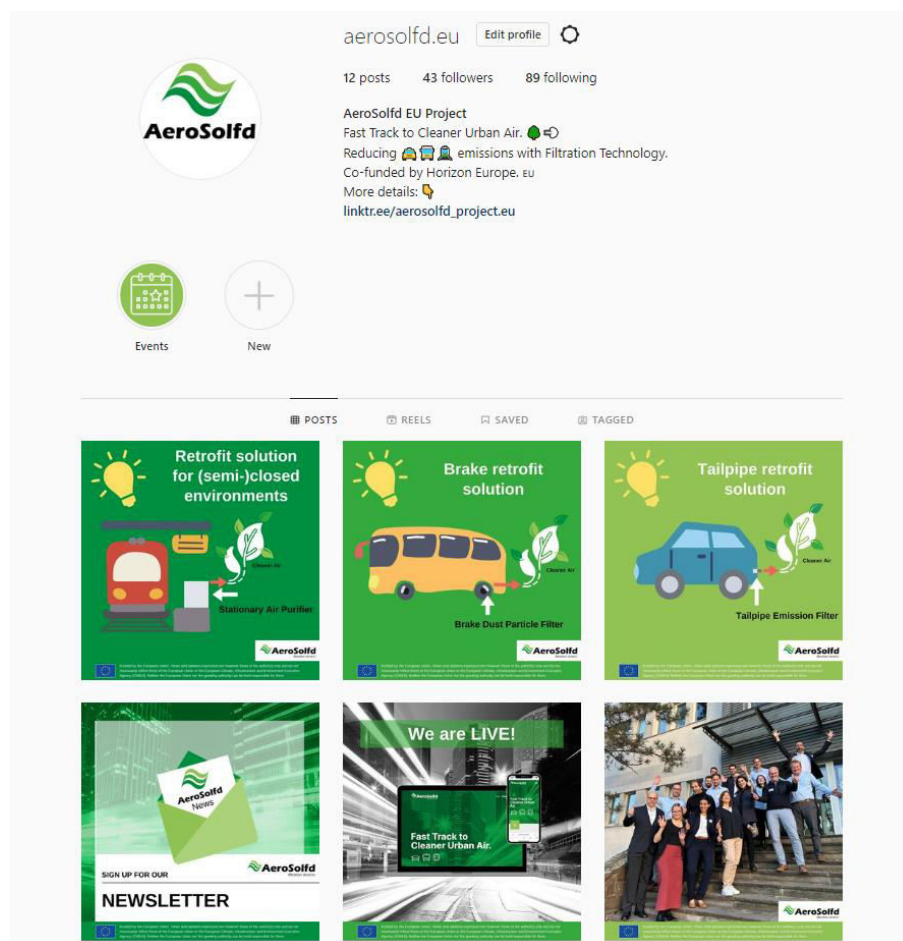


Figure 28 AeroSolfd Instagram profile

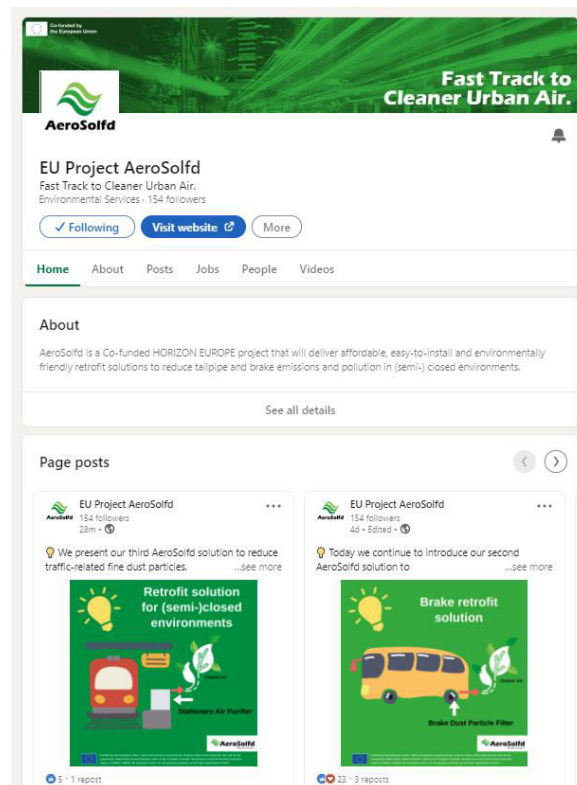


Figure 29 AeroSolfd LinkedIn profile

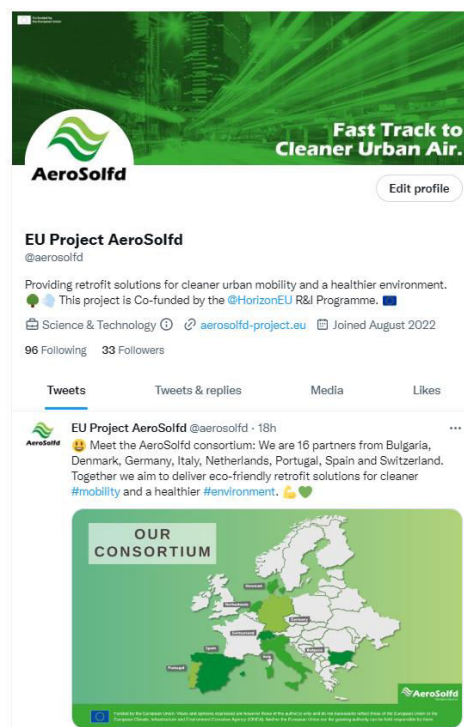


Figure 30 AeroSolfd Twitter profile



### 3.8.1. LINKTREE

To target the obstacle of not being able to post hyperlinks in Instagram posts, a Linktree was created. In the Instagram biography the Linktree [https://linktr.ee/aerosolfd\\_project.eu](https://linktr.ee/aerosolfd_project.eu) was implemented instead of the project's website (Figure 31). When clicking on it, a new window opens and displays via button style several options of redirections, including the AeroSolfd website (Figure 32). This way, relevant links can be displayed at the same time and highlights such as events can be promoted more effectively. The typical procedure within Instagram posts that shall draw attention to links is to refer to the "link in bio" which through the Linktree makes it possible to display several links. The Linktree was designed in the AeroSolfd CI colors and includes hyperlinked icons of the other two AeroSolfd social media channels on Twitter and LinkedIn. It is at any time possible to add or remove links and therefore is a useful tool to promote anything related to the project in an up-to-date and multi-approach way.

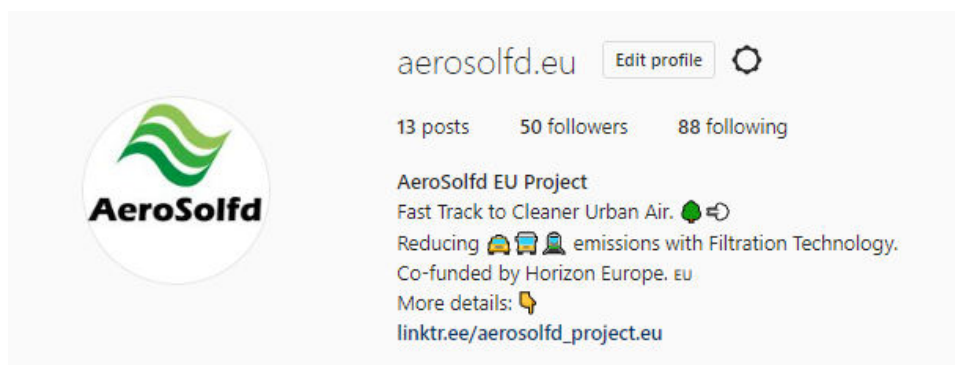


Figure 31 AeroSolfd Instagram biography, containing the Linktree

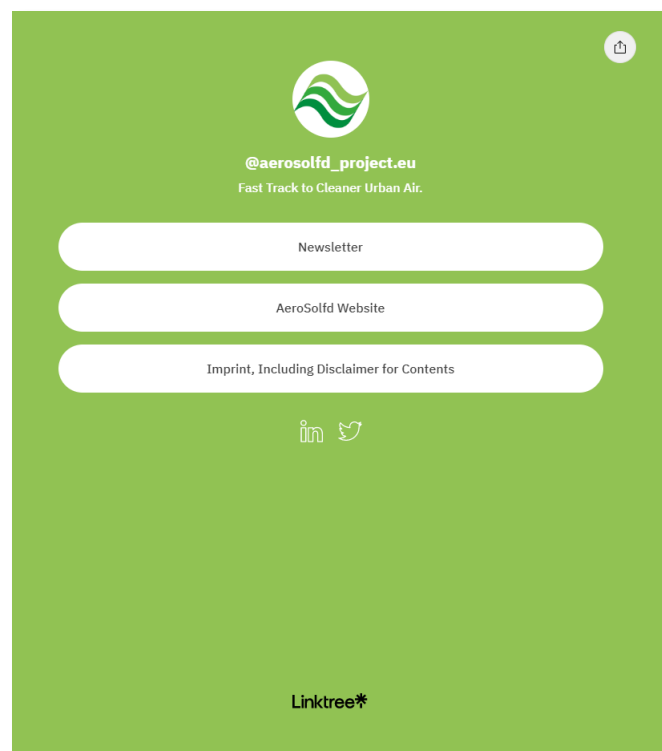


Figure 32 AeroSolfd Linktree

### 3.8.2. TEMPLATES

A set of social media templates was designed to allow the quick and CI compliant creation of images for social media posts. There are for example templates which allow photos to be included and templates which are best suited for text uses only, like quotations. All templates are highly flexible and adjustable to any kind of content such as graphics or animations. The main CI colors are part of the templates and therefore each template exists in three different versions (Figure 33). This allows a high variety and the implementation of a social media strategy. The EU-funding statement and AeroSolfd logo are an integral part of each template.

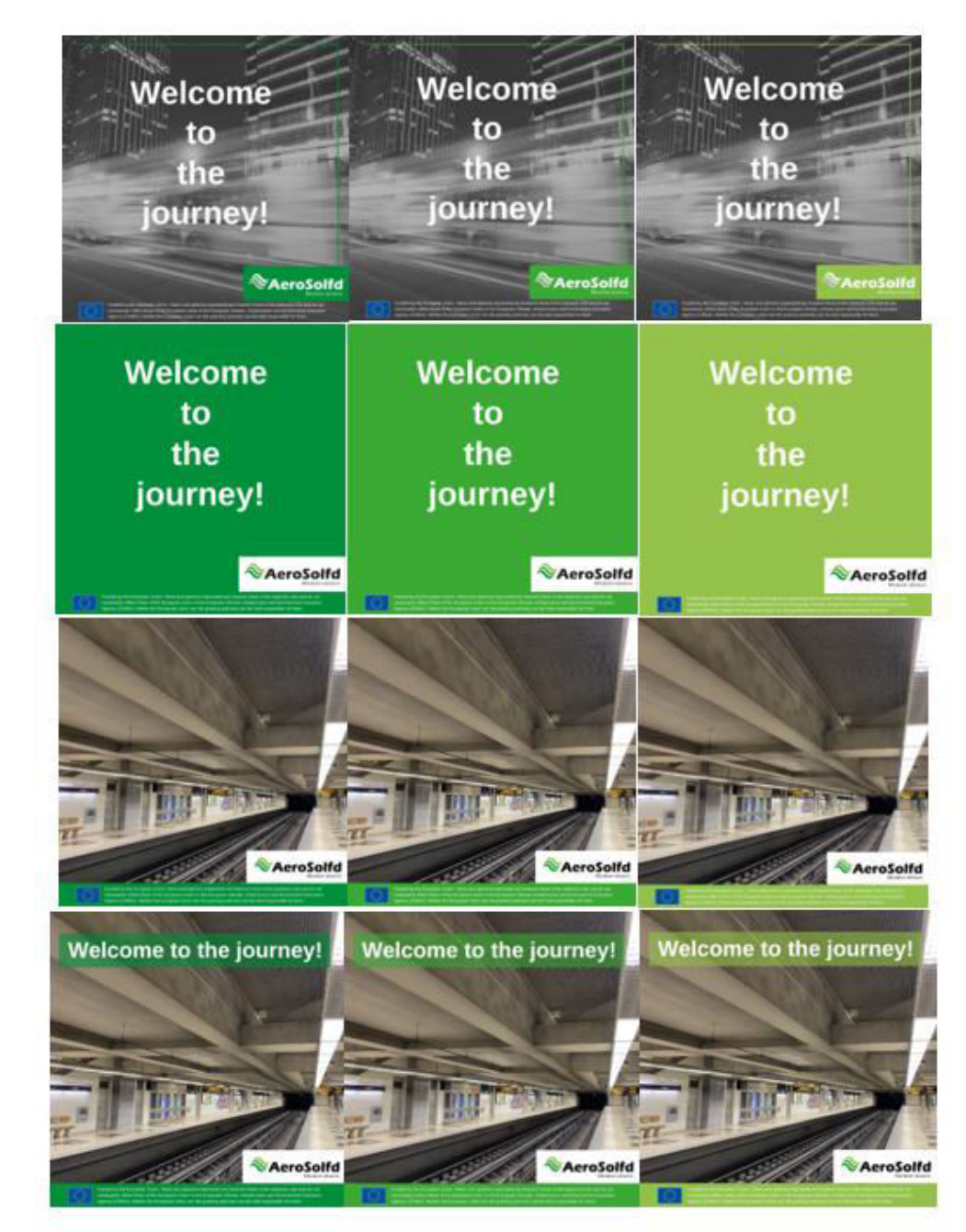


Figure 33 Extraction of AeroSolfd Social Media templates



### 3.9. BLOGS

Blogs on the actual development status and on specific technical topics will be published on the project website at least four times per year based on input from all partners, according to the project achievements. The publishing will start in M9, preparation in M8.

### 3.10. PRESS RELEASES

Press releases are meant as a complement emphasizing on social issues, especially the link between environmental exposures and human health. On the basis of the information provided, SEZ, in close cooperation with M+H, is preparing professional press releases in English, which will be translated by the partners according to other project languages. These press releases will be spread at the local, national and international level according to the dissemination lists which have been generated at the beginning of AeroSolfd on the basis of SEZ and partners' input containing press offices, technical press, associations, networks and other stakeholders in the corresponding countries. They will be prepared during the entire project duration. The archive of press releases will be found on the AeroSolfd Website.

### 3.11. PARTNERS' WEBSITES

The communication activities are centrally organized and coordinated by WP6 leader Steinbeis with the goal to reach a wide audience. To transfer information regarding AeroSolfd to the different involved partners and countries, all partners are part of the communication strategy and asked to actively use their own channels for the distribution of the tools provided by Steinbeis. This also refers to partners' websites. They can be actively used as a platform for communication purposes of AeroSolfd to provide information about recent tasks and upcoming events to the public audience. In general, all communication tools generated by Steinbeis can also be presented on the partners' websites. These activities will be carried out throughout the project duration (M1-M36).

### 3.12. PARTNERS' SOCIAL MEDIA CHANNELS/SOCIAL MEDIA CASCADE

Similarly, the use of the partners' social media channels is part of the strategy: the partners' channels should be directly linked with the AeroSolfd channels through following each other. It is possible to like and comment on AeroSolfd social media posts. There is furthermore the possibility to tag the AeroSolfd channels in own social media posts related to the project. All these interaction on social media leads to increase the visibility of the AeroSolfd project. Partners can proactively share these contents and contribute to ongoing discussions, thus starting the "social media cascade". By following these processes, the information that originates from the project's own channels is quickly multiplied via the partners, their channels and contacts etc. These activities will be carried out throughout the project duration (M1-M36) as well.

## 4. PRINTED MATERIALS

### 4.1. ROLL-UP

One roll-up was developed to promote the project and its results. It contains the key visual, the project's logo and slogan, a short description of the project, the logos of the involved partners, the

main contacts, the EU-funding statement and the social media channels with their belonging icons. The roll-up will be used at events and its large size allows it to function as an eye catcher attracting an interested audience.

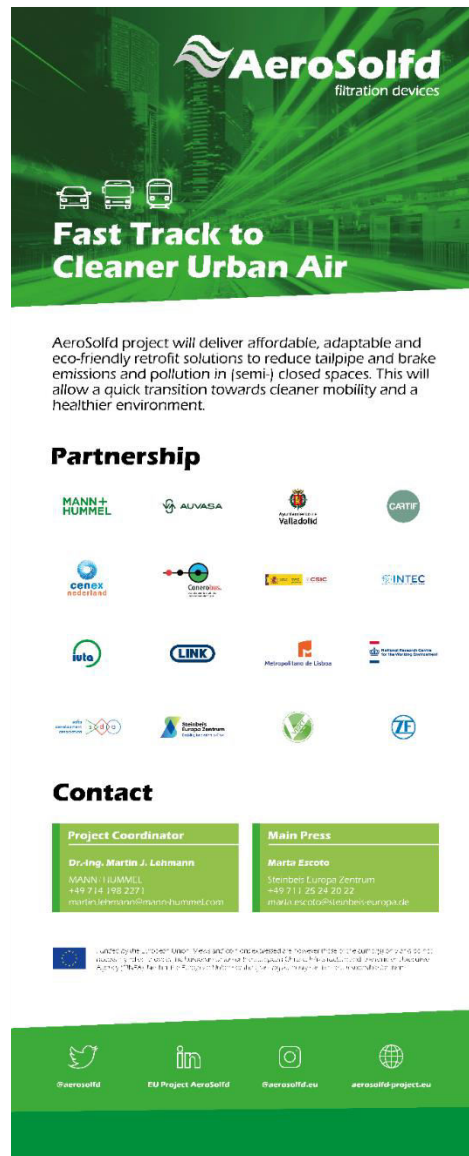


Figure 34 AeroSolfd roll-up

## 4.2. INVITATIONS

Several templates for AeroSolfd-related events were created. They can be sent virtually and in a printed version. For the latter one a backside was designed with a short description of the AeroSolfd project and space for more details on the event it should be used for (Figure 36). The frontside exists in three versions (Figure 35). One is a general version with no specific highlight, and the other two versions allow to include one or more photos of special guests like for panel discussions.

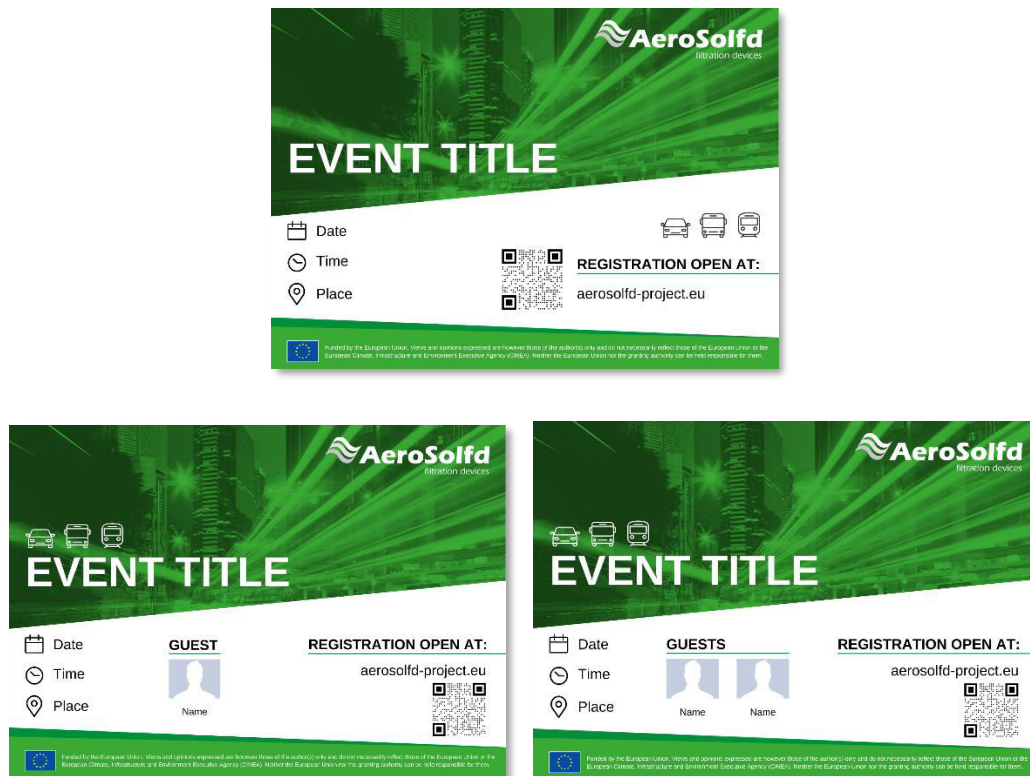


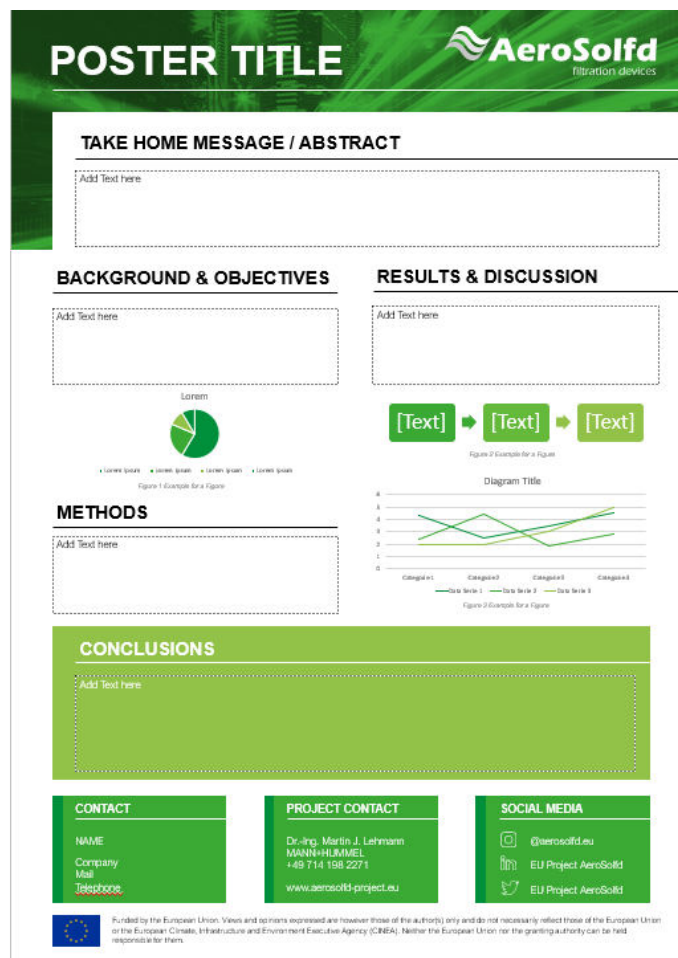
Figure 35 AeroSolfd invitation - frontside




Figure 36 AeroSolfd invitation - backside

### 4.3. POSTER TEMPLATE

The poster template was created with the purpose to showcase the highlights and most important points of scientific or other publications. The space therefore is limited and structured in terms of content into a title, take home message, background & objectives, results & discussion, methods, and a conclusion. Additionally, space is available for visualisation through graphs, images, charts, etc. Furthermore, the contact of the person creating the template, the AeroSolfd contact and the AeroSolfd social media channels followed by the EU-funding statement are positioned on the bottom of the template.



**POSTER TITLE** 

**TAKE HOME MESSAGE / ABSTRACT**

Add Text here

**BACKGROUND & OBJECTIVES** **RESULTS & DISCUSSION**

Add Text here

Add Text here

**METHODS**

Add Text here

**CONCLUSIONS**

Add Text here

**CONTACT**

NAME  
Company  
Mail  
Telephone

**PROJECT CONTACT**

Dr.-Ing. Martin J. Lehmann  
MANN+HUMMEL  
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EU Project AeroSolfd  
EU Project AeroSolfd

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Figure 37 AeroSolfd poster template

#### 4.4. QR CODE

A QR code was created and designed for granting quick access to the AeroSolfd website in an appealing way. It can be included on any printed material such as promotional posters for events or a business card. Three versions (Figure 38) were created and can be integrated on various printed material.



Figure 38 AeroSolfd QR codes

## 4.5. BUSINESS CARD

The AeroSolfd business card functions as the smallest communication tool and displays in a compact way the social media channels, e-mail address and website. Through the QR code the website can be easily accessed. The business card can be given away to interested parties by all project partners at all occasions from AeroSolfd events to meetings with relevant stakeholders.



Figure 39 AeroSolfd business card

## 4.6. DISPLAY STAND

The display stand can function as an extension of the business card and is an easy way for interested parties to get more information about the AeroSolfd project without taking something physical. It can be placed at any event or other useful occasion and functions as a small eyecatcher. One side contains a description of the project and the other displays an QR code which will lead to the AeroSolfd user to the website. It was created with consideration of the AeroSolfd CI colours.



Figure 40 AeroSolfd display stand



## 5. FUTURE MATERIALS

A project flyer will be developed in M10 which can be used for outreach activities on AeroSolfd-related events or other activities. Furthermore, several promotional videos will be produced to tackle the promotional aspect and approach especially the general public in a motion and highly visual way. By then, an AeroSolfd Youtube channel will be set up on which the videos will be uploaded. Additionally, an AeroSolfd standard presentation will be prepared. It can be used by all project partners to communicate AeroSolfd project to the outside world on events or other relevant occasions.

It is likely that other requirements and ideas for communication materials will arise during the course of the project, which have not yet been mentioned here.

## 6. DEVIATIONS FROM THE PLAN

There are no deviations from the workplan that we are aware of.

## 7. LINKS WITH OTHER WPS

The AeroSolfd communication materials will be used to inform about project activities and results and support project partners in their communication activities for the general public. Some of these materials, will also be used for WP5 “Dissemination and Exploitation” to address a professional audience. There is a direct link to WP 5 Task 5.1 “Plan for Dissemination and Exploitation”. In this task awareness raising material will be pretested in referring countries and its efficacy will be assessed through short surveys. The different project activities, and thus all WPs, will feed the content of digital (project website, including the AeroSolfd blog, the newsletter, social media postings, the project videos) and print (in particular press releases and scientific publications) materials.

## 8. CONCLUSIONS AND RECOMMENDATIONS

Within AeroSolfd, a set of communication materials has been developed. It can be classified into digital (key visual, Word and PowerPoint template, project website, newsletter, social media, blog, e-mail signature, EU map of partner’s location) and print material (roll-up, invitations, poster template, business card, display stand, press releases, scientific publications). The project website is the main tool for the AeroSolfd communication activities which offers first-hand information about the project’s objectives and results in an organised and user-friendly way. Each project partner is encouraged to support the communication to keep the project website up to date and interesting. Furthermore, all project partners are obliged to make a reference to the website on all their communication materials, outputs and deliverables. The website has to be displayed on all events, trainings and workshops related to the project. Together with the project logo and the reference to the funds, the webpage must always be displayed in a visible place. During the project duration, the website will continuously be updated with news as well as expanded with new sections and visualisations so as to reflect the needs of the project and increase its attractivity. Both, digital materials, including the website, and

print materials will ensure effective communication with strategic stakeholders at national, EU and international level and other parties such as the general public. They will create wide visibility for AeroSolfid objectives, activities, results and benefits and will support to reach a wide audience.