



MINIMAL

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MINIMAL public web site & social media

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Abstract

After many months of creative and hard work, the MINIMAL team has officially announced the launch of its brand-new website on the 21st of February! Additionally, MINIMAL has created its own social media channels on Twitter and LinkedIn to promote project content.

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Nature of the deliverable ¹

DEC

Dissemination level

PU	Public, fully open. e.g., website	✓
SEN	Sensitive, limited under the conditions of the Grant Agreement	
CL	Classified information under the Commission Decision No2015/444	

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¹ Deliverable types:

R: document, report (excluding periodic and final reports).

DEM: demonstrator, pilot, prototype, plan designs.

DEC: websites, patent filings, press and media actions, videos, etc.

OTHER: software, technical diagrams, etc.

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Executive summary

After many months of creative and hard work, the MINIMAL team has officially announced the launch of its brand-new website (<https://www.minimal-aviation.eu>) on the 21st of February! The aim of the website is to allow visitors to find out more about the latest project news and to get a better insight into the research work and results. The website will also allow visitors to stay informed about events that will be organized by the project or at which the project will be presented. Amongst the pages and features, the new website offers an overview of the main objectives of the project, the involved partners, the latest news and links to social media embedded to create a bridge between the website and the ongoing social media activities. In addition, to the website, MINIMAL has created its own social media channels on [Twitter](#) and [LinkedIn](#) to promote project content. Social media gives the project the opportunity to connect to different groups on a broad level in a very resource-conscious manner.

1. Introduction

Building a sustainable and climate neutral future for aviation is an inevitable requirement for a society with increasing mobility needs. If we are to stabilise the global temperature below the 1.5°C threshold set by the Paris Agreement, rapid action is to be taken. The EU funded project MINIMAL will contribute to a radical transformation in air transport by providing disruptive ultra-efficient and low-emission technologies that will, in combination with the aviation ecosystem, sustainably reduce the climate impact of aviation. In order to share the results generated within the MINIMAL project and to promote the project, a project website has been created and officially launched on the 21st of February. This document describes the design, structure and contents of the public website set up as part of the communication and dissemination strategy of the project. To inform the various target audiences about the main project objectives, the results and the news, the website will be continuously updated and fed with new input. The website is created and maintained by partner ARTTIC Innovation GmbH in collaboration with the coordinator Chalmers University and with the input from all project partners. The project was created with WordPress and in line with the project corporate design and colours.

2. The MINIMAL public website

2.1. The design and visual of the website

Website Design

The website architecture started with initial ideas and drafts until a clear structure was defined. It was important that the key message of the site was easily understandable, that the colours and graphics were in line with the visual identity of the project, and that the pages were well organised so that every piece of information could be easily found. Visitors should quickly understand who is behind the project and what its objectives are. The website will be continuously updated with new data, and news and events will be shared. In addition, the social media channels LinkedIn and Twitter are integrated into the website, linking the website to ongoing social media activities. The domain "minimal-aviation.eu" has been reserved following a first version of the website.

The visual of the website

ARTTIC Innovation GmbH worked with professional graphic designers to create the project visual identity which was used for the preparation of the project website. The colour palette, fonts, background and icons are entirely designed in line with the visual propositions of the professional graphic designers as shown in Figure 1.



Figure 1: MINIMAL Homepage

In addition, various graphics and interactive features are added to the website to make it more attractive to users (Figure 2)

Potential reduction

CO2

MINIMAL potential reduction in CO2 (-36% if Jet-A)



Contrails

MINIMAL potential reduction in contrails (-80%)



net-NOx

MINIMAL potential reduction in NOx(-52%)



Figure 2: graphics represented with interactive features

2.2. Website Content

The website content is created by organizing in 6 pages. The first homepage gives an overall overview of the project and contains shortcuts to other pages as well as to social media. The “About” page mentions the main targets of the projects, accompanied by interactive graphs (Figure 3). The “Who we are” page lists all the project partners, with a link to their official website, their logo and their role in the project described in short (Figure 4). The collaboration page aims to promote the synergies and bridges that are built between other previous and or ongoing research work and the MINIMAL project including results generated from other project in its investigations. Moreover, clustering activities are being held with other EU funded projects within the same call and these activities will be actively promoted on the dedicated page of the website. The “newsroom” page shared everything that happens within the project (news from the project, events at which the project will be represented, external articles about the project, public deliverables and scientific papers published by the partners and all communication and dissemination material from the project. The “contact page” enables visitors to take contact with the project and lists the main contact persons for the general public (Figure 5).

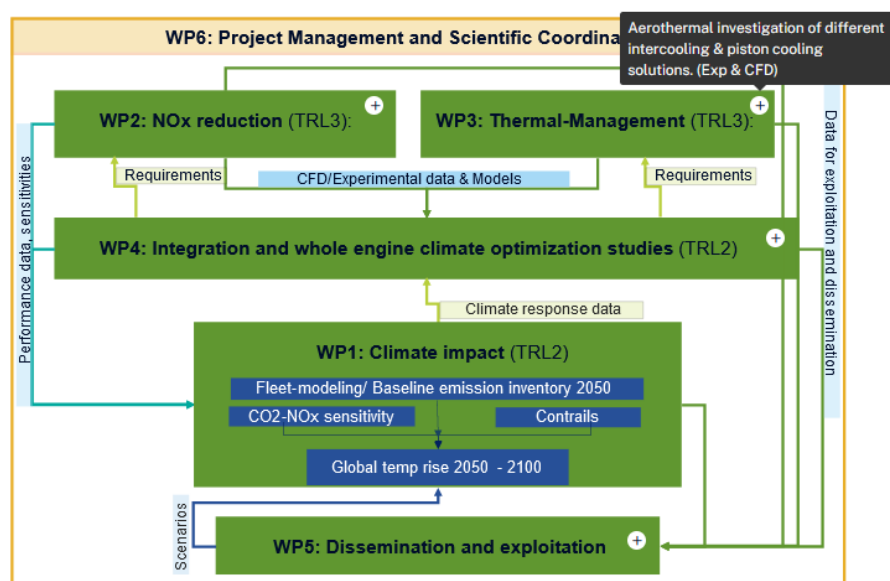


Figure 3: Project chart showing the different work-packages and interdependencies in interactive manner

Who We Are

The MINIMAL Team



CHALMERS

Chalmers University

Coordination, heat-management WP lead, LH2 enhanced intercooling experiments, crank-based composite cycle engine



Bauhaus Luftfahrt

Free double piston engine concept, aircraft conceptual design and performance, engine integration WP lead



TU Delft

Climate Impact WP lead, emission inventories, CO2 and Non-CO2 interdependencies, combustion modeling



Cranfield University

Opposed free-piston engine concept, low-NOx hydrogen combustion experiments, combustion modelling, Combustion WP lead



ARISTOTLE
UNIVERSITY
OF THESSALONIKI

Aristotle University of Thessaloniki

Piston heat management studies, piston cooling experiments, aircraft performance, free double piston concept



Reaction engines

Cryogenic heat-exchanger concepts, intercooling



GKN Aerospace Sweden AB

Heat management, exploitation, industrial advice, roadmapping



Rolls-Royce

Opposed free-piston engine concept, low-NOx hydrogen combustion experiments, exploitation, industrial advice, roadmapping



MTU Aeroengines

Free double piston, exploitation, industrial advice, roadmapping



ARTIC Innovation

Project management, communication and dissemination

Figure 4: Overview of the project consortium



Contact

Get in touch with us

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Social Media



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Get in touch with us

Figure 5: MINIMAL Contact page

2.3. Statistics

Website statistics are monitored and followed up throughout the project and presented to the consortium at project meetings. The statistics are available via Google analytics and give an overview of the number of visitors, the new visitors, the number of page views, the countries of visitors and the duration of visits. Google analytics moreover offers the possibility to select a date / time range to show the statistics. In order to increase the number of visits to the website, a google optimization for project-related keywords was implemented.

2.4. Website management

The website is continuously updated with new contributions from the partners and / or with news, announcements and other communication and dissemination material. The website is monitored by the project office at ARTTIC Innovation GmbH. It is planned to add new website sections with more technical information from the project, the technologies that are being studied and once available, outcomes of the research work. The input will be jointly prepared by the Project Office and by the coordinator and partners of the project.

3. Social Media

3.1. Twitter channel

The twitter account created for MINIMAL (Figure 6) gives the project the possibility to connect to the most different groups and the general public. Live communication is possible at any time, and information can be shared very quickly. Project updates and general information about MINIMAL and related topics are regularly posted on twitter. Key organisations and projects in the field of MINIMAL related topics are followed and communication is made to the different identified target groups.



Figure 6: MINIMAL Twitter account

3.2. LinkedIn

Like the twitter account, MINIMAL's LinkedIn account (Figure 7) is used to promote the project and increase its visibility. The LinkedIn account has a professional audience and is effectively used in the aeronautics field by companies, research organisations and universities. As most of the project partners have individual accounts on LinkedIn, information sharing is very successful and technical target groups are more easily reached. Both networks, LinkedIn and Twitter, are very effective in raising the visibility of the project and supporting the impact of the project.

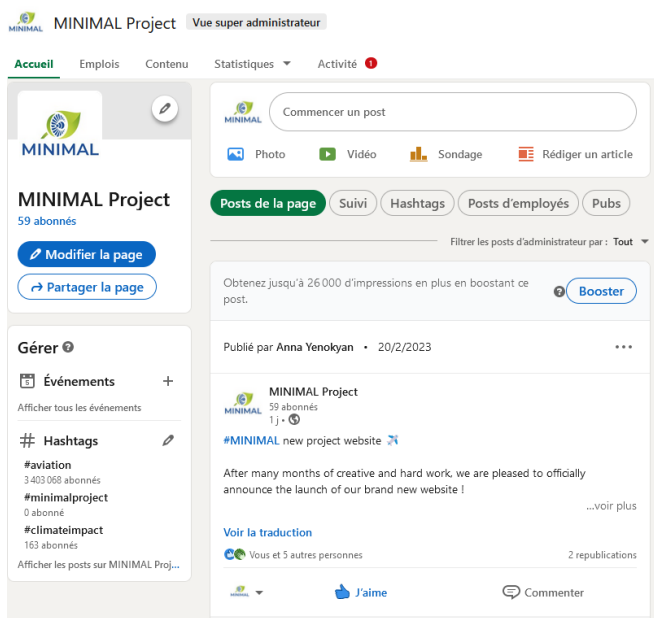


Figure 7: MINIMAL LinkedIn account