

## Towards a European-wide harmonised transport-specific LCA Approach

# TranSensus LCA

Coordinated and Support Action (CSA)

Grant Agreement Number 101056715

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### Deliverable D 6.1

*Project brand and general materials for dissemination*

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Dissemination Level		
PU	Public, fully open	x
SEN	Sensitive, limited under the conditions of the Grant Agreement	
R-UE/EU-R	Classified: EU RESTRICTED under the Commission Decision No2015/444	
C-UE/EU-C	Classified: EU CONFIDENTIAL under the Commission Decision No2015/444	
S-UE/EU-S	Classified: EU SECRET under the Commission Decision No2015/444	

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APPROVAL STATUS			
	Beneficiary	Name	Signature
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Approval on behalf of the SC	Fraunhofer IST	Felipe Cerdas	Date: 20.07.2023 Signature: Felipe Cerdas

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EXECUTIVE SUMMARY
<p>This deliverable describes the project identity of TranSensus LCA. Promotional and dissemination materials have been produced to ensure effective communication and dissemination of the project, and consistently with D 6.2 Initial Dissemination and Communication Plan.</p>

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## I. Introduction

A good set of communication and dissemination materials is essential as a foundation for effective communication activities. It is crucial to establish a communication package within the first months of the project start. Accordingly, a set of communication materials has been produced to form the backbone of the TranSensus LCA project internal and external communication.

## II. Project Brand

A specific project brand has been implemented to increase the visibility and to ensure the recognisability of TranSensus LCA. The project brand will be used for internal and external communication. All materials with respect to the project brand has been made available to all partners and uploaded to the project intranet(s). All partners are asked to use the common project brand.

### II.1 Logo

The most important feature of the project brand is the logo. The logo should represent the scope of the project as well as indicating the R&D community which is addressed. Since TranSensus LCA is a joint project from the partnerships 2ZERO and BEPA, their respective logos has served as basis. Part of each logo has been used as well as the same colours. These fragments have been complemented by the project acronym. The final logo is shown in Fig. 1



Figure 1. TranSensus LCA logo

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## II.2 Corporate Design for presentations

Besides, a corporate design for PowerPoint-presentation has been implemented. The corporate design of the PowerPoint slides can also be scaled for posters, flyers or postcards exploiting synergies and ensuring recognisability. The title page, a representative slide in between and the last page are shown in Fig. 2 – 3. Proper reference to the EC has been taken into account.



Figure 2. Title page of standard presentation

**Title**  
**Sub-Title**



■ **1<sup>st</sup> Level, Arial, Font size 18 pt, bold**

➤ 2<sup>nd</sup> Level, Arial, Font size 16 pt

▪ 3<sup>rd</sup> Level, Arial, Font size 14pt

■ ....

■ ....

■ ....

■ ....

■ ....

**Figure 3.** General page of standard presentation



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**Figure 4.** General page of standard presentation

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### III. Homepage

The TranSensus LCA website is the core of the communication infrastructure of the project. Both the content and the information architecture of the website have been carefully selected for the need of the project. The website contains all the public information about the TranSensus LCA project, written in an appealing and easy-to-digest format.

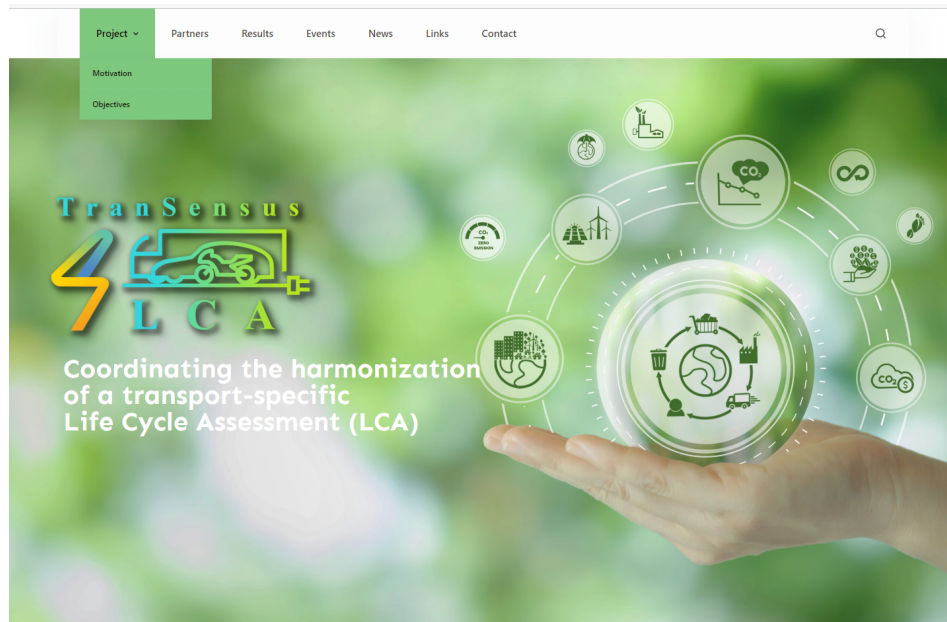
The website is very important in this project since it will be used as a platform to announce and engage participants in the foreseen open consultation processes.

The design of the website is consistent with the TranSensus LCA project image, and it has been developed to provide an excellent user experience and to facilitate engagement with the project. The website will be maintained, updated and curated by FhG-LBF.

The sections of the website are:

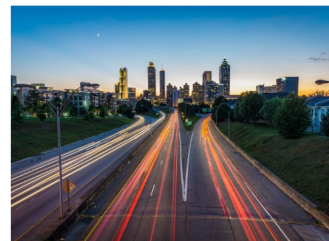
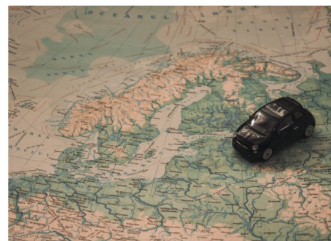
- Home: contains a short and engaging description of the project, and a call-to-action (subscribe to the newsletter). The home page will be updated according to the progress of the project and will showcase the most important outcomes and events.
- Project: contains a detailed description about the project, its motivation and objectives.
- Partners: contains a list of all partners with a link to their homepages.
- Results: will contain all public deliverables as well as all public available publications and presentations.
- Events: will contain a list of all events in which TranSensus LCA was active or will be active in the near future (6 month perspective)
- News: will serve to announce first results, public consultations or activities conducted by the project. The regular newsletter will be published here as well.
- Contact: contains contact information.

The TranSensus LCA website is available at [www.lca4transport.eu](http://www.lca4transport.eu)



TranSensus LCA aims to develop a baseline for a European-wide harmonised, commonly accepted and applied single life cycle assessment (LCA) approach for a zero-emission road transport system. Such a European single LCA approach is seen as a key element in achieving the Green Deal targets, making Europe the first digitally enabled circular, climate-neutral and sustainable economy.

Bringing together relevant stakeholders from industry and research, an evidence- and real-life data-based LCA approach will be conceptualised and harmonised embracing environmental, economic and social aspects. By consensus, TranSensus LCA will enable industry, mobility providers and planners to provide sustainable products and to optimise mobility solutions as needed to combat climate change.



**Subscribe to Our Newsletter**

**Contact Info**

Info@lca4transport.eu

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Editorial Notes

Data Protection Statement

**Figure 5.** Frontpage of project's website

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## IV. Materials for Dissemination

Besides the project homepage, the following materials for dissemination were established or are foreseen:

- **Standard project presentation**

A stand presentation has been prepared and made available to all partners for dissemination purposes. This presentation represents a condensed summary of the project proposal using the corporate design of the project. The any partner can use the presentation without prior approval by the Steering Committee.
- **Roll-Up**

A roll-up has been designed and purchased for use in physical events. The digital file has been made available to all partners to re-print this roll-up. Alternative, partners can ask for available one for limited use in an event.
- **Flyers and brochures**

Within the Steering Committee it was decided that additional flyers and brochures will be designed and provided by the project secretariat on demand. Those will be electronically provided to partners for self-printing.
- **Newsletter**

A regular newsletter is foreseen informing on the recent progress and activities of the project. The newsletter will be distributed through the available networks (2ZERO, BEPA, ERTRAC, EARPA, ... ) and to those registered through the project's website. The 1<sup>st</sup> newsletter will be published in September.
- **Social Media**

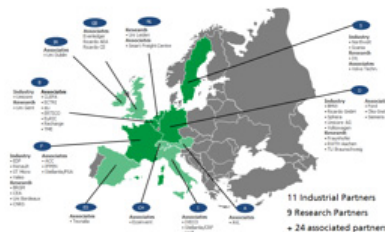
Accompanying the newsletter, a dedicated LinkedIn group will be set-up allowing stakeholders to follow the project through a social media channel. In the LinkedIn group reference to recent results and events as well announcement of workshops and public consultations will be published.

A detailed description on planed dissemination activities will be provided in deliverable D 6.2.



**Commonly accepted and applied single LCA approach for zero-emission road transport**

- **Conceptualise** and demonstrate a single, European-wide real-data LCA approach for zero-emission road transport
- **Harmonisation** of methodologies, tools and datasets
- Elaborate an ontology and framework for a European-wide LCI database
- **Conceptualise** LCI data management and update along the life cycle and along the supply chain
- upcoming technologies and demands.
- Paving the way for LCA-based product and business development



**Some Facts**

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**Figure 6.** TranSensus LCA roll-up