



Work Package 5

Dissemination

Deliverable 5.3

First Project Newsletter (Year 1)

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ABSTRACT

The main objective of the Dissemination and Communication Plan, deliverable D5.1 led by the International Institute of Refrigeration was to develop communication supports to be distributed during events and online. This document describes how the first ELICiT Newsletter deliverable D5.3 was developed and disseminated.

This newsletter (in electronic and hard copy format) will summarize the latest information regarding achievements within the framework of the project and will publicize past and future events. It will be distributed on a regular basis and will be made available on the project website.

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ELICiT Newsletter

A yearly newsletter will be published in order to increase and maintain awareness about the project, contributing parties and provide updates, and will provide a concise overview of the efforts and developments of the past year. General attributes of newsletters include news and upcoming ELICiT events and workshops, as well as contact information.

It also gives ELICiT the opportunity to promote the support and approval, financial or otherwise, received from the European Union in order to carry out the project. Printed on recycled paper, the newsletter will remain in line with the ELICiT Project's quest for environmentally friendly processes, above and beyond cooling technologies.

Adobe InDesign template

The newsletter was contracted to Avelook to be created in the software Adobe InDesign. Adobe InDesign is a desktop publishing software application produced by Adobe Systems. It can be used to create works such as posters, flyers, brochures, magazines, newspapers and books. InDesign can also publish content suitable for tablet computers in conjunction with Adobe Digital Publishing Suite. Graphic designers and production artists are the principal users, creating and designing periodical publications, posters, and print media. It also supports export to EPUB and SWF formats to create e-books and digital publications, including digital magazines, and content suitable for consumption on tablet computers. In addition, InDesign supports XML, style sheets and other coding markup, making it suitable for exporting tagged text content for use in other digital and online formats. The Adobe InCopy word processor uses the same formatting engine as InDesign.

It was decided that the newsletter would be a 1 page A4 double-sided document using the color chart of the website and brochure. The newsletter Adobe InDesign template was developed by Avelook who previously developed the ELICiT website.

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Input from partners

The ELICiT partners were requested to provide 30 words of text that summarize the overall partners' activities of Year 1. The first page outlines the consortium major events, such as the kick off meeting and the workshop in Canada. Some of these news have been withdrawn from the website.

Newsletter final version

After consolidating and integrating the partners' comments over a period of several weeks, within various deadlines and carrying out an internal review process, the InDesign format of the newsletter was validated and transformed into PDF format.



The screenshot shows the ELICiT Newsletter 2014. At the top left is the ELICiT logo with the tagline "Environmentally Low Impact Cooling Technology". The main header reads "Newsletter 2014". Below this is a large image of a man speaking at a podium during a workshop. The newsletter content is organized into columns with various articles and news items. Key sections include:

- 04/08/2014**: *ELICiT Gets Going* - Environmental Low Impact Cooling Technology - met for the project kick off meeting at Whirlpool R&D headquarters in Biadronno, Italy.
- 10/09/2014**: *ELICiT receives a warm welcome at THERMAGVI* - The buzz created around ELICiT shows a promising future for magnetic cooling in domestic refrigeration.
- 04/09/2014**: *ELICiT partners meet up in Cambridge* - On 18 to 19 September, the ELICiT consortium held their first progress meeting since the kick off meeting in February 2014 in Milan.
- Partner News**:
 - Cambridge**: On 31 October 2014, Cambridge CEO, Neil Wilson, received high praise when showcasing magnetic cooling engine technology to a delegation of global beverage soft drink industry leaders visiting Cambridge University.
 - Re/gent**: Several conceptual heat exchanger designs have been derived and were theoretically validated. From these options, the forced convection plate design is selected as a first step in the optimization process.
 - TCS Micropumps**: TCS has designed a completely new pumping technology, the 'R' Pump. They were also pleased to report significant gains, a result of refinement of existing TCS technology.
 - Whirlpool R&D**: As Coordinator, WRD has proceeded with the launching of the project. However, some of the Y1 planned activities have been moved to Y2 waiting for the availability of the New Magnetic Engine working prototype. In collaboration with Regent and S.C.I.R.E., a preliminary heat exchange design, based on traditional cooling technology, has been completed.
 - S.C.I.R.E.**: S.C.I.R.E. has configured a new heat exchanger using metal foam. This was followed by evaluations of thermal performance and pressure drop analysis for cooling liquid. Foam characterization on bench test and testing for first prototype performance evaluation.
 - Politecnico di Milano**: POLIMI implemented a specific Decision-Support System to compare performances and environmental and economic impacts between conventional and magnetic refrigeration systems. The team met with ELICiT partners (WRD, Cambridge, Re/gent, S.C.I.R.E. and TCS Micropumps) to gather data on economic and production processes linked to conventional and magnetic refrigeration components.
 - The international Institute of Refrigeration (IIR)**: The IIR is focusing on future collaboration between the IIR Working Party on Magnetic Refrigeration and Cemafroid during the standardization phase of the project. They have also advanced ELICiT communication and dissemination activities, organizing a workshop at THERMAGVI and creating a range of communication supports.
 - PSU Tec**: PSUtec is keen to assist Whirlpool in the management of this exciting project. This an excellent opportunity for us to provide our expertise, method and tools to the Consortium.
- Events**:
 - IGR2015 - 16-23 August 2015**: Attend the ELICiT Workshop and catch up on the project at the International Congress of Refrigeration in Yokohama, Japan.
 - Thermag VII - 11-14 September 2016**: Learn about ELICiT's progress in Turin, Italy.

At the bottom, there is a call to action: "Sign up to e-news at elicit-project.eu" with social media icons for LinkedIn, Twitter, and Facebook. Below this is a list of partner logos including Cambridge, PSUtec, Cemafroid, Politecnico di Milano, Re/gent, TCS, S.C.I.R.E., Whirlpool, and IIR.

In addition, the newsletter states the forthcoming events and includes the logos of the different partners with hyperlinks in the PDF version.

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Dissemination

Dissemination is essential to ensure that the results of ELICiT reach the widest possible group of European stakeholders and hence secure the biggest possible societal impact in Europe. The IIR will ensure that these actions are appropriately developed and managed throughout the duration of the project. To achieve this goal, the dissemination and communication plan has therefore been defined following consideration of the existing relationship between objective, targets, messaging, and timing of the communication. Dissemination and promotion of ELICiT results will be conducted through large-scale communication events that will favor the exchange of ideas. All the dissemination material will be subjected to the Project Steering Committee for approval.

The PDF ELICiT newsletter was developed in order to support project dissemination and increase awareness of its activities. The different materials that will be developed during the project inform professionals, as well as the general public, on project activities and results. Additionally, a wide range of social media support was used in order to ensure optimal access to the information provided such:

1.1 #MagneticCooling

The objective of the #MagneticCooling (<http://twubs.com/MagneticCooling>) branded hashtag page will be to engage and to communicate the latest magnetic cooling updates with followers via ELICiT Twitter (<https://twitter.com/ElicitProject>). The users will need a Twitter account and can join the hashtag via the website. To date, there are 14 contributors and members.

2.1 ELICiT LinkedIn Group

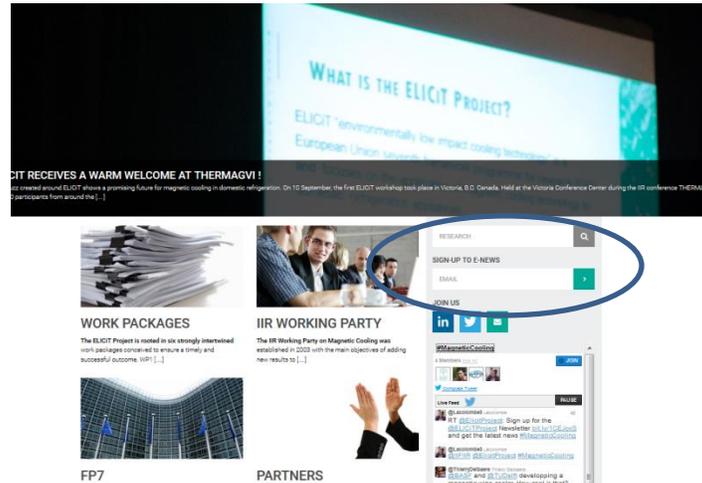
An ELICiT LinkedIn group will be set up on the IIR LinkedIn page targeting professionals interested in magnetic cooling; it will provide a forum where refrigeration professionals and researchers can share information on the topic. Members will need a LinkedIn account and can join via the website. To date there are 50 members who have joined this group. <https://www.linkedin.com/groups/ELICiT-Project-8121185>

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3.1 E-News

Periodic e-news will be additional content included in the newsletter or original content published exclusively online. Individuals will be able to sign up on the website, and updates will be sent out to subscribers and via social media. The Thermag community, a total of 483 subscribers, has been automatically registered to the e-news.



Conclusion

The ELICiT newsletter has been developed with Adobe InDesign, a software that is typically used to create works such as posters, flyers, brochures, magazines, newspapers and books. This newsletter exists in hard copy and electronic formats. The hard copies are and will be distributed in promotional events and conferences to promote the ELICiT project. The electronic formats have been disseminated throughout the social media: #MagneticCooling, ELICiT LinkedIn Group, E-News and IIR newsletter, reaching at least 1700 subscribers, members and contributors across the globe.

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