

Data-Driven Energy Transition



NCER | National Centre of Excellence in Research

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D11.1 D2ET project identity

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Executive Summary

This NCER D2ET deliverable aims to familiarise its beneficiaries with the project's visual identity and related guidelines. It covers key elements such as the project logo, document templates, social media presence, and essential communication materials including a leaflet, a roll-up banner, and a standard presentation. Developed under the coordination of LIST, with input from project partners, this visual identity serves as a reference framework for dissemination activities within Work Package 11. It ensures coherence with the broader dissemination, exploitation, and communication (DEC) strategy, which is scheduled for delivery by Month 6.

The structure of the deliverable unfolds as follows: Chapter 2 introduces the project logo and associated branding guidelines. Chapter 3 details the document templates, including internal and external presentation formats. Chapter 4 presents the project's social media channels, encouraging active engagement from all partners. Chapter 5 showcases the roll-up banner, a key tool for visibility at public events. Chapter 6 outlines the project leaflet intended for wide distribution during outreach activities. Chapter 7 provides the standard presentation designed to introduce NCER D2ET at external events.

In parallel, the development of the project website is ongoing, with a temporary landing page. The completed website will be officially presented in Deliverable D11.2 D2ET website, due by Month 6.

This deliverable also highlights the importance of properly acknowledging FNR funding across all communication activities and provides clear guidance for doing so.

In summary, this deliverable establishes a consistent and recognisable visual identity for NCER D2ET and lays the groundwork for its dissemination approach. While some components may be refined over time, all materials are available in the project's shared repository. Key upcoming milestones include the finalisation of the project website and the delivery of the full DEC plan by the end of Month 6.

Abbreviations and acronyms

Acronym	Definition
GA	Grant Agreement
CA	Consortium Agreement
D2ET	Data-Driven Energy Transition
FNR	Fonds National de la Recherche
NCER	National Centre of Excellence in Research
WP	Work Package

Table of contents

1	Introduction	7
1.1	Aims and objectives.....	7
1.2	Relation to other activities in the project	7
1.3	Report structure.....	7
1.4	Contribution of partners.....	8
2	Brand book and guidelines	8
3	Document templates	9
4	Social media channels.....	10
5	Roll-up poster.....	12
6	Leaflet	13
7	Standard presentation	14
8	Project Website: temporary landing page	15
9	FNR funding acknowledgement	17
9.1	Mention of FNR Involvement	18
9.2	Communication of results to the scientific community.....	18
9.3	Communication permission process (Excerpt from CA Article 6)	19
9.4	Communication with the FNR	19
10	Conclusions	19
11	Annexes.....	20

Table of figures

Figure 1 D2ET project logo	8
Figure 2 Deliverable and Internal presentation templates	9
Figure 3 D2ET LinkedIn channel	10
Figure 4 Roll-up poster	12
Figure 5 Project leaflet	13
Figure 6 SLIDE DECK FOR GENERAL AUDIENCE	14
Figure 7 D2ET WEBSITE: TEMPORARY LANDING PAGE	15

Table of tables

Table 1 Social media accounts.....	11
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1 Introduction

1.1 Aims and objectives

This deliverable is intended to familiarise the beneficiaries of the NCER D2ET project with its visual identity and related communication guidelines. The visual identity includes key elements such as the project logo, document templates, an overview of social media channels, and recommended practices for their use. It also introduces core communication materials, including a project leaflet, a standard presentation, and a roll-up banner.

These resources are designed to support the launch of dissemination and communication activities, ensuring consistency and visibility across all channels, and fostering awareness of the project's goals and progress. As this deliverable is issued at an early stage of the project, some materials may be adjusted or refined as the project evolves.

All up-to-date versions of the files mentioned in this document are available to all project partners via the "D2ET Communication TOOLKIT" tab on the project SharePoint, and can also be accessed directly through the following link:

[D2ET Communication TOOLKIT¹](#)

1.2 Relation to other activities in the project

The visual identity defined in this deliverable will serve as a reference for the implementation of dissemination and communication activities under Work Package 11. These activities are aligned with the communication and dissemination strategy outlined in the updated communication plan submitted as part of the project proposal in Spring 2025. The first formal version of this strategy will be delivered as Deliverable D11.3 by Month 6.

Additional communication materials will be developed as the project progresses, such as a video to support visibility and outreach efforts.

1.3 Report structure

Chapter 2 presents the NCER D2ET brand guidelines, including the project logo, the defined colour palette, and instructions for consistent use across all communication materials. Chapter 3 details the document templates created to support internal communication among project partners.

Chapter 4 outlines the social media channels set up for the project, accompanied by practical recommendations to help partners increase the visibility and impact of their posts. Chapter 5 highlights the roll-up banner developed to support the project's presence

¹ <https://listlu.sharepoint.com/:u:/r/sites/Team-Pro-NCERD2ET-External/SitePages/D2ET-Communication-KIT.aspx>

at events, while Chapter 6 introduces the project leaflet, designed for distribution to external stakeholders.

Chapter 7 features the standard presentation, intended to provide a clear and consistent overview of the project during external engagements. Chapter 8 provides an update on the project website, currently under development, with a temporary landing page already available.

Finally, Chapter 9 offers a reminder of the key requirements for acknowledging FNR support in all communication and dissemination efforts, in accordance with the funding agreement.

1.4 Contribution of partners

The project's visual identity, as outlined in this deliverable, was structured with input from R2M (LIST' subcontractor), who contributed to the document's design and organisation. LIST, as coordinator of Work Package 11, led the content development and overall coordination, ensuring consistency with the project's communication objectives. The final version was reviewed and validated through a collaborative process involving the project partners.

2 Brand book and guidelines

When people encounter D2ET – Data-Driven Energy Transition, its visual identity often represents their first impression of the project. It reflects the project's values, personality, and professionalism. It is therefore essential to maintain consistency and preserve the integrity of this identity across all communication and dissemination activities.

Partners are invited to use one of the following official forms, depending on the context:

D2ET - Data-Driven Energy Transition (full name), **NCER D2ET**, or simply **D2ET** (short form).

Variants should be avoided, except in cases where technical constraints apply — for example, on social media platforms with character limitations.

Figure 1 presents the [official project logo](#).



FIGURE 1 | D2ET PROJECT LOGO

The brand book and visual guidelines include the following key elements:

- A presentation of the official D2ET logo, accompanied by clear instructions on its correct usage across different formats and contexts.
- Typography specifications, including primary and secondary typefaces to ensure visual consistency across all materials.
- The project's official colour palette, with precise colour references.

The full brand book and visual identity guidelines are provided in the annex to this report.

3 Document templates

Templates for project deliverables and internal presentations have been developed (see Figure 2), incorporating the D2ET logo and the required FNR funding acknowledgment (see Chapter 9). These templates are designed to ensure a consistent and professional presentation of the project's progress and results.

The internal presentation template was used during the internal kick-off meeting and is intended for use within the consortium.

An additional template for external presentations is described in Chapter 7.

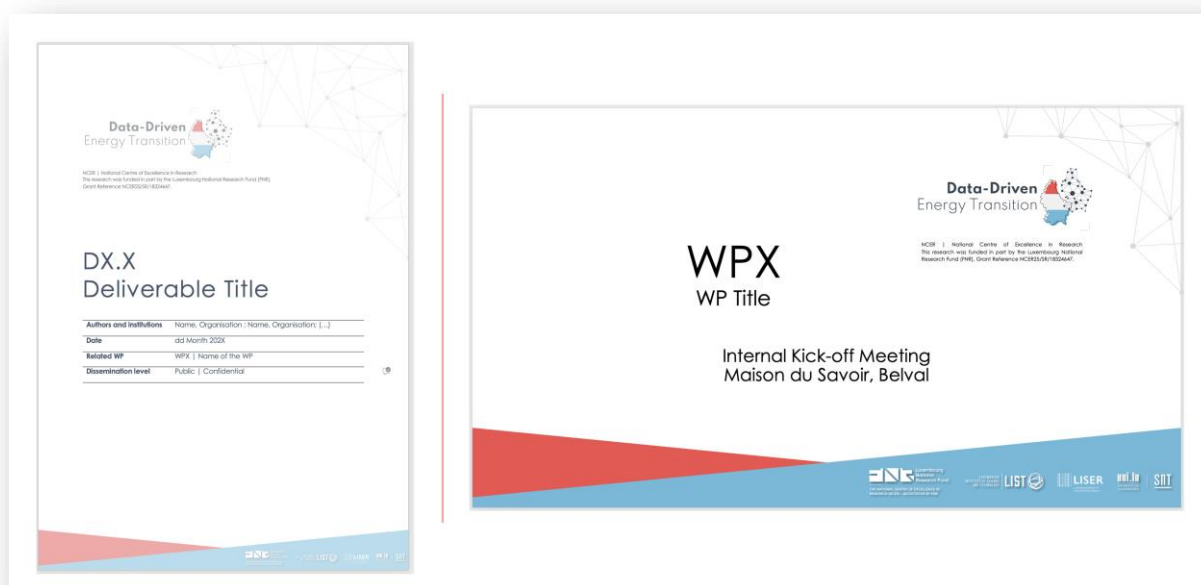


FIGURE 2 | DELIVERABLE AND INTERNAL PRESENTATION TEMPLATES

4 Social media channels

As outlined in the Grant Agreement, a LinkedIn page has been created for the D2ET project (see Figure 3). It is accessible at <https://www.linkedin.com/company/ncer-d2et/>. An invitation to follow and engage with the page will be extended to all project partners and broadly disseminated throughout the duration of the project.

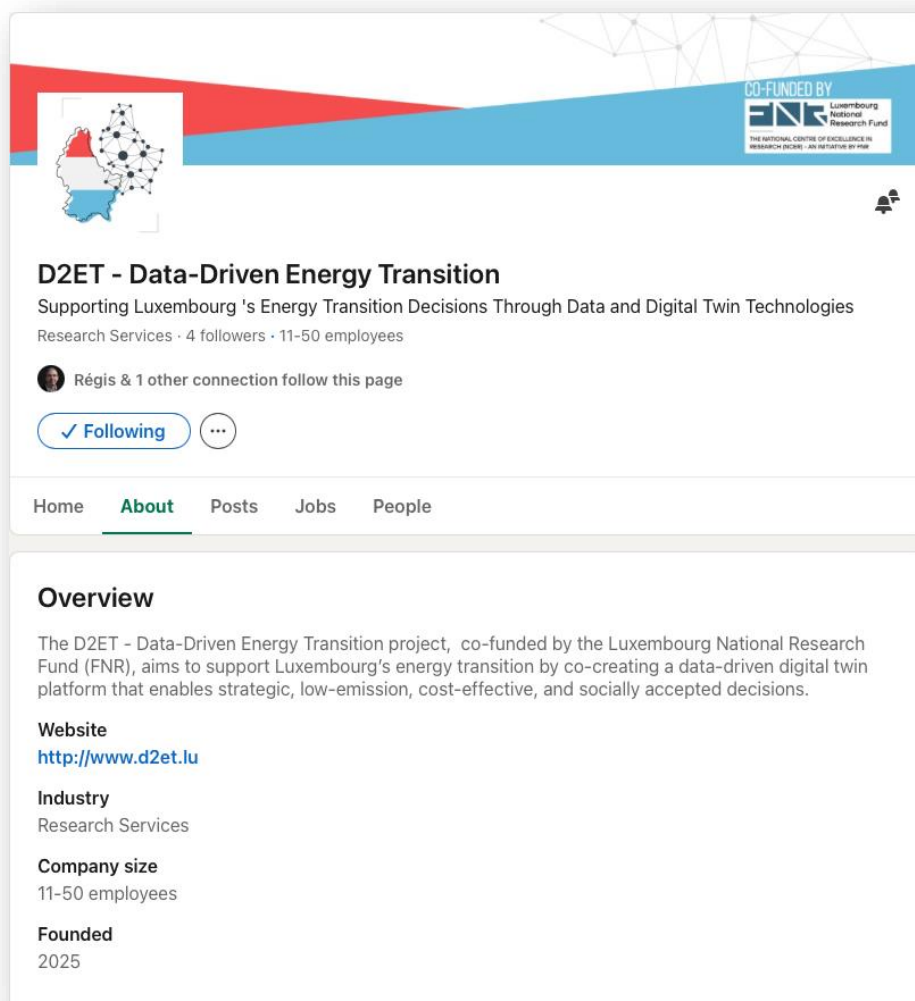


FIGURE 3 | D2ET LINKEDIN CHANNEL

A dedicated account on relevant social media platforms will possibly be created at a later stage, once regular content dissemination begins. Similarly, a YouTube channel will be launched once the first video materials are available.

To facilitate and enhance the project's presence on social media, visual templates will be created to ensure a consistent and recognisable identity across platforms. These templates will cover a variety of use cases, including project identity and launch posts,

event announcements and highlights, key milestones and deliverables, publications and research results, team and partner introductions, media and press coverage, as well as calls to action such as event registrations or recruitment. Each template will follow the project's visual identity and will be designed to ensure clarity, coherence, and visual impact across platforms.

In the meantime, partners are encouraged to actively engage with published content and help amplify its reach by sharing it via their own institutional or personal networks.

Table 1 below provides an overview of the LinkedIn accounts of all project partners. As the primary social media platform currently used in the context of the project, LinkedIn serves as the main channel for project-related communication. Partners are encouraged to tag the FNR and relevant stakeholders in their posts to maximise visibility and reach.

Recommended hashtags include [#D2ET](#), [#EnergyTransition](#), [#DataDrivenEnergy](#), [#FNRsupport](#), [#NCER](#), [#EnergyInnovation](#), [#SustainableEnergy](#) and [#LuxembourgResearch](#). These tags support content discoverability and help position the project within broader thematic conversations.

References to other social media platforms may be added later in the project, depending on evolving communication needs.

Key performance indicators (KPIs) and engagement targets related to the use of these social media channels will be detailed in the forthcoming Deliverable D11.3 (Communication & Dissemination Plan), scheduled for delivery in Month 6.

TABLE 1 | SOCIAL MEDIA ACCOUNTS

LinkedIn	
LIST	https://www.linkedin.com/company/luxembourg-institute-of-science-and-technology-list/
R2M	https://www.linkedin.com/company/r2m-solution-france/
LISER	https://www.linkedin.com/company/liser---luxembourg-institute-of-socio-economic-research/
Uni.lu/SnT	https://www.linkedin.com/school/university-of-luxembourg/
CREOS	https://www.linkedin.com/company/creos-luxembourg-s-a-/
ENCEVO	https://www.linkedin.com/company/encevo-s-a/
FNR	https://www.linkedin.com/company/fonds-national-de-la-recherche/

5 Roll-up poster

The roll-up poster (see Figure 4) is a key communication tool designed to increase the project's visibility during trade fairs, conferences, project meetings, and other external events. It prominently displays the D2ET logo, tagline, consortium composition, and essential links to the project website and social media channels.



FIGURE 4 | ROLL-UP POSTER

The initial version of the roll-up is included in the annex of this report and may be adapted as needed for future use throughout the project.

6 Leaflet

The project leaflet (see Figure 5) offers a concise overview of the D2ET project, highlighting its main overall concept. It also introduces the consortium and provides key links and contact information for those seeking further details. Designed for distribution at external events such as trade fairs, conferences, and stakeholder meetings, the leaflet serves as an accessible and informative communication tool to raise awareness and foster engagement with the project.



FIGURE 5 | PROJECT LEAFLET

The initial version of the leaflet is included in the annex of this report and may be adapted as needed for future use throughout the project.

7 Standard presentation

This standard project presentation (see Figure 6) is intended for outreach to a general audience — including conferences, public events, institutional meetings, and initial stakeholder interactions. It provides a clear and accessible introduction to the D2ET project and its consortium.

The presentation outlines the project's context, goals, and the core concepts behind the national D2ET platform. It introduces the three use-case scenarios planned for Phase 1 and highlights the expected outcomes for Luxembourg. Practical links to the project website, social media channels, and contact details for both the project coordinator and communication lead are also included to facilitate engagement. Each slide is accompanied by a suggested storytelling narrative to support oral delivery and ensure consistent, engaging messaging.

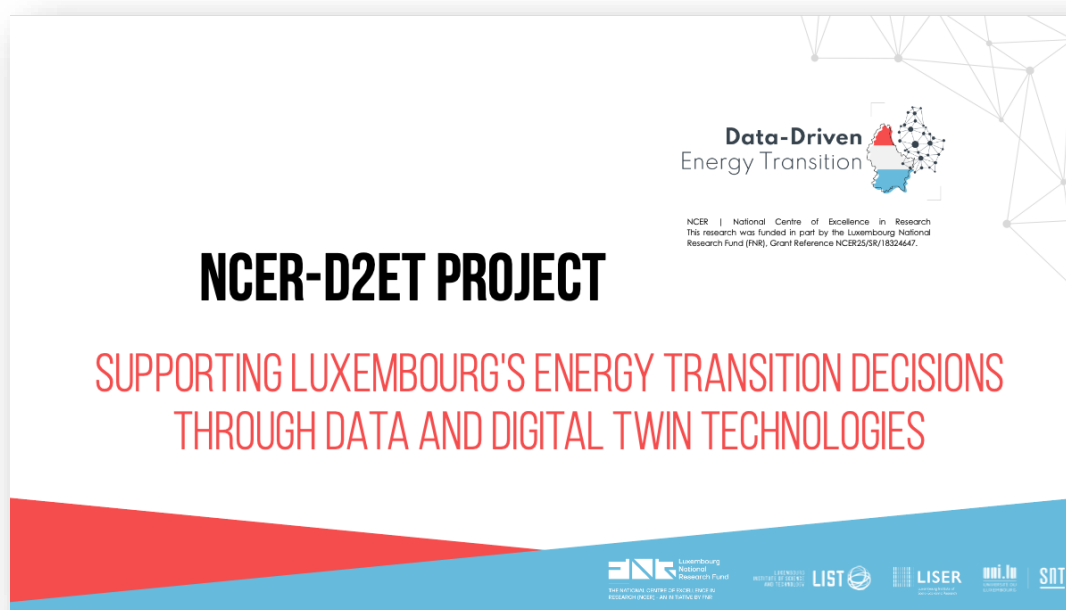


FIGURE 6 | SLIDE DECK FOR GENERAL AUDIENCE

An initial version of the presentation is provided in the annex. It will be regularly updated as the project progresses. Complementary presentations tailored to expert, scientific, and technical audiences will be developed at later stages as needed.

8 Project Website: temporary landing page

The D2ET project website is currently under development and is scheduled for release by Month 6, in line with the Grant Agreement. It will be accessible at: www.d2et.lu and www.ncer-d2et.lu.

Until the full website is published, a temporary landing page is available (see Figure 7), featuring the project logo, tagline, FNR funding acknowledgment, and links to the project's communication channels.



FIGURE 7 | D2ET WEBSITE: TEMPORARY LANDING PAGE

The final website will include the following sections:

- Home

- Brief introduction to the project (objectives, scope, duration, funding)
- Project tagline or mission statement
- Logos: D2ET + FNR, with mandatory funding acknowledgement
- Quick access to latest news or highlights
- Call-to-action buttons (e.g. "Learn more", "Download leaflet", "Contact us")

- About the Project

- Background and context of the energy transition
- Main objectives of D2ET
- Vision and long-term impact
- The role of the project within the NCER initiative

- Scientific & Technical Concept

- Overview of the data-driven approach
- Research priorities and challenges addressed
- Key innovations or methodologies
- Relevance to Luxembourg's and Europe's energy strategies

- Demonstrators

- Use cases
- Objectives, expected outcomes, and implementation timeline
- Visuals, diagrams, or teaser videos (if available)

- Consortium

- List of partners with logos
- Short description of each partner's role in the project

- Resources

- Public deliverables
- Scientific publications (open access)
- Presentations, policy briefs, factsheets, etc.
- Tools, datasets, or software (if applicable)

- News & Events

- Project news and announcements
- Upcoming or past events (conferences, workshops, etc.)
- Press releases and media coverage

- Media / Multimedia (optional, depending on content availability)

- Photos from events
- Project videos, interviews, or explanatory animations
- Recorded webinars or presentations

- Contact

- General contact form or email address
- Coordinator contact details (LIST)
- Links to social media accounts (LinkedIn, ...)

- Legal & Credits

- Legal notice and privacy policy
- Cookie policy
- Website credits (design, development, etc.)

- FNR funding disclaimer: "The National Centre of Excellence in Research (NCER) is an initiative of the Luxembourg National Research Fund (FNR)."

The completed website will be officially presented in Deliverable D11.2 D2ET website, due by Month 6.

9 FNR funding acknowledgement

As already outlined in Deliverable D12.1, Section 4.4, the communication obligations linked to FNR funding are clearly defined and must be strictly followed by all partners throughout the project. These include the proper use of the FNR logo, acknowledgement of support, open access requirements, and internal coordination for communication with the FNR.

This deliverable therefore reiterates these key points in the present section, in alignment with the visual identity and dissemination strategy of the project.

9.1 Mention of FNR Involvement

Unless otherwise agreed by the FNR, any communication activities by the Parties related to the Project (including media relations, conferences, seminars, informational materials such as brochures, flyers, posters, presentations, etc., whether in electronic form, through traditional or social media, etc.), dissemination activities, and any infrastructure, equipment, vehicle, supply, or major result funded by the grant must acknowledge the support of the FNR and display the FNR logo, which must be accompanied by the following phrase:

"The National Centre of Excellence in Research (NCER) is an initiative of the Luxembourg National Research Fund (FNR)"

in accordance with the "FNR COMMUNICATION GUIDELINES FOR BENEFICIARIES" available at www.fnr.lu.

The FNR logo must remain distinct and separate and may not be modified by the addition of other visual brands, trademarks, or text. No other visual identity or logo may be used to highlight FNR support. When displayed alongside other logos, the FNR logo must be shown with at least equal visibility as the others.

For the purposes of fulfilling their obligations under this article, the Parties may use the FNR logo without obtaining prior approval from the FNR. However, this does not confer any exclusive right of use. Furthermore, they may not appropriate the FNR logo or any similar brand or logo, whether through registration or any other means.

9.2 Communication of results to the scientific community

The Parties commit to publishing the scientific results arising from the Project within a reasonable timeframe for the benefit of the scientific community. These publications must comply with the principles of open access as defined in the "FNR Open Access Policy" available at www.fnr.lu.

Any manuscript submitted to a publisher and any scientific publication related to the Project must include the following acknowledgment:

"This research was funded in whole, or in part, by the Luxembourg National Research Fund (FNR), grant reference NCER25/SR/1832464. For the purpose of open access, and in fulfilment of the obligations arising from the grant agreement, the author has applied a Creative Commons Attribution 4.0 International (CC BY 4.0) license to any Author Accepted Manuscript version arising from this submission."

9.3 Communication permission process (Excerpt from CA Article 6)

Each D2ET partner has the right to use the wording of any press release that has been validated jointly by the Parties, as it sees fit.

Beyond the validated press release, any Party wishing to communicate publicly using alternative wording regarding this cooperation must inform the other Parties at least fourteen (14) calendar days prior to dissemination.

Each Party is permitted to publicly announce this cooperation, including the names of the Parties and the title of the Project. Additionally, each Party may use the names and/or logos of the other Parties for promotional and presentation purposes related to the Project.

For all communications within the framework of this cooperation, the Parties agree to refer to each other using the term "Partner" to describe their relationship under this Agreement.

The Parties shall make reasonable efforts to inform and/or invite the other Parties to any events they organize that are related to the Project (e.g., UL/SnT Partnership Day, annual LIST TechDay, recurring seminars with external stakeholders, distinguished lectures, etc.).

Please refer to Article 6 of the [D2ET Consortium Agreement](#) for full details.

9.4 Communication with the FNR

Among the Consortium Partners, the Project Coordinator will serve as the sole channel for all communication between the Consortium and the FNR, and is the only Partner entitled to contact the Project Officer.

10 Conclusions

This deliverable introduced the visual identity of the D2ET project. It covers the project logo, social media presence, document templates, a project leaflet, a roll-up banner, and a standard presentation.

As the project is still in its early phase, some of these elements may be further refined or adjusted in the coming months. All materials are available to partners via the project's shared workspace.

The next key steps include the finalisation of the project website (Deliverable D11.2) and the development of the Communication and Dissemination Plan (Deliverable D11.3), both of which are scheduled for delivery by the end of Month 6.

Additional communication materials, such as some videos, will be produced later in the project to further support outreach and visibility.

11 Annexes

All up-to-date versions of the files mentioned in this document are available to all project partners via the "D2ET Communication TOOLKIT" tab on the project SharePoint, and can also be accessed directly through the following link:

[D2ET Communication TOOLKIT](#)²

² <https://listlu.sharepoint.com/:u:/r/sites/Team-Pro-NCERD2ET-External/SitePages/D2ET-Communication-KIT.aspx>