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### E-LOBSTER

**Electric losses balancing through integrated storage and power electronics  
towards increased synergy between railways and electricity distribution  
networks**

### Deliverable D6.2

### Leaflet and poster on the project

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#### Project Contractual Details

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Project Acronym	E-LOBSTER
Grant Agreement No.	774392
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The project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 774392.

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## Table of Contents

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Table of Contents .....	2
1 Introduction.....	3
2 Brand Identity.....	4
2.1 Project Beachhead.....	4
2.2 Project Logo.....	5
2.3 EU Emblem and Official Disclaimer .....	6
3 Project Leaflet .....	7
4 Project Poster .....	11
5 Conclusions.....	12

## 1 Introduction

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The present document, released at M4, constitutes D6.2 “Leaflet and poster of the project” and it has been developed within WP6 “Dissemination and Route for Replication” – task 6.3 “Dissemination activities” in the framework of E-LOBSTER project.

Scope of this document is to be a guide on how to best communicate and disseminate E-LOBSTER, being consistent with the project brand identity and taking advantage of the official promotional material (leaflet and poster) that is available on the website at the following link: [www.e-lobster.eu/promotional-material/](http://www.e-lobster.eu/promotional-material/).

In particular, this report aims at presenting E-LOBSTER communication and dissemination kit to:

- Project partners
- Journalists
- Event organisers
- Media
- Project stakeholders

The document is constituted by the following chapters:

1. Chapter 1: Introduction
2. Chapter 2: Brand Identity
3. Chapter 3: Project Leaflet
4. Chapter 4: Project Poster
5. Chapter 5: Conclusions

## 2 Brand Identity

### 2.1 Project Beachhead

In order to make the project stand out and to build a solid and long-lasting visual identity that can be easily recognised by potential stakeholders, a project brand identity has been developed.

First of all, a “beachhead” has been defined: in the marketing jargon, a beachhead identifies that unique value of a project/product that makes it competitive on the so called “beachhead market”, a small market with specific characteristics that make it an ideal target to sell a new product or service.

E-LOBSTER beachhead is an innovative R+G (Railway to Grid) Management system which, combined with advanced power electronics, will be able to reduce electricity losses in both the power distribution network and the light railway network.

In fact, E-LOBSTER system will be able to make the best use of the available energy on both the grids by increasing their mutual synergies and maximising the consumption of local Renewable Energy Sources (RES) production through electric energy storages.

Moreover, several **USPs (Unique Selling Points)**, which are factors that differentiates E-LOBSTER R+G Management Systems from its potential competitors, have been identified in order to highlight a clear articulated and appealing benefit of E-LOBSTER, offering something that competitive technologies cannot or do not offer:

Benefits	Stakeholders	USP
Economical	Relevant associations representing the interest of DSOs, TSOs, Energy retailers, Aggregators and ESCOs	E-LOBSTER will increase energy systems efficiency, resulting in a reduction of distribution losses.
Environmental	Railways and electric public transport managers	E-LOBSTER will limit transport emissions, promoting electrified urban transport and their new role of grid stability providers
Social	Local and regional government	E-LOBSTER will promote the use of Renewable Energy Sources (RES)

## 2.2 Project Logo

Having in mind E-LOBSTER beachhead, the following project logo has been designed:

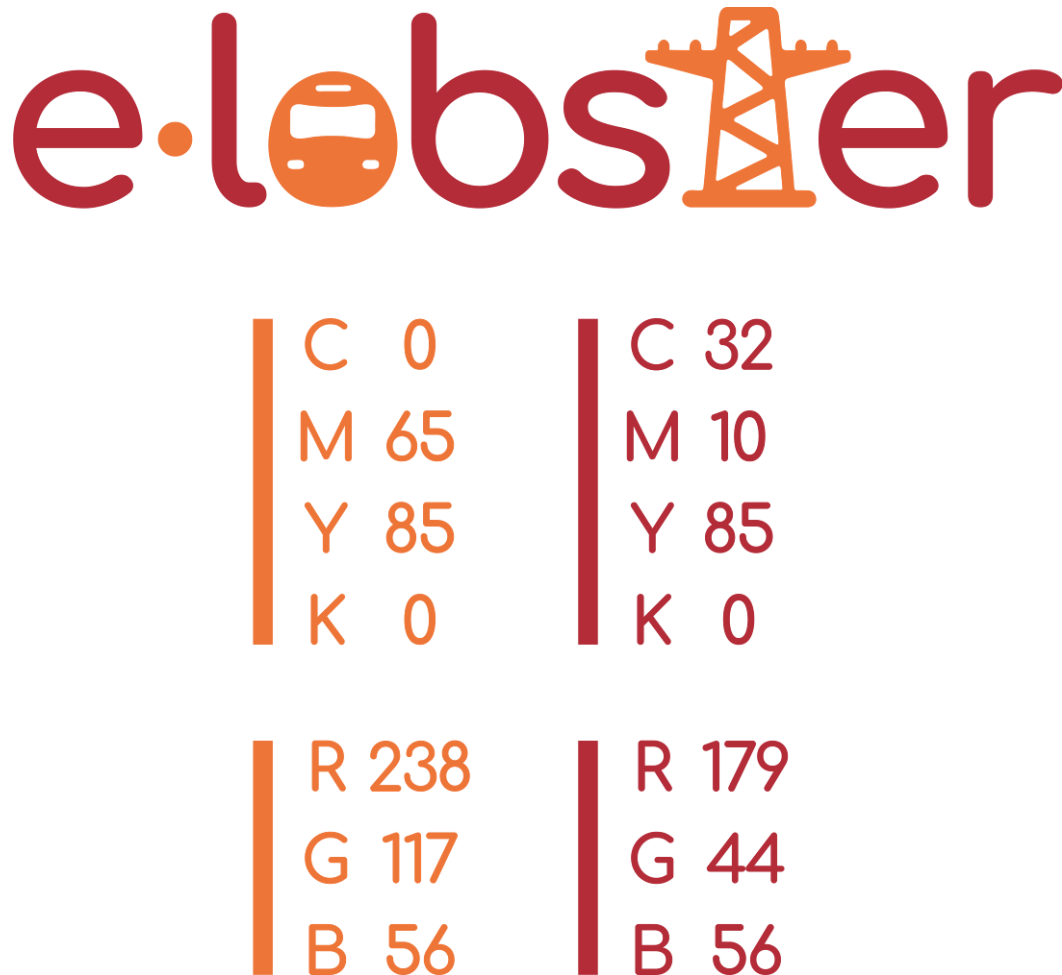


Figure 1: E-LOBSTER logo

The name of the project includes both the power distribution network (represented by the O letter that is designed in the shape of a train) and the light railway networks (represented by the T letter that is design in the shape of an electrical pylon), in order to convey E-LOBSTER beachhead.

In fact, the project will develop an innovative R+G (Railway to Grid) Management system that will be able to make the best use of the available energy on both the grids.

Moreover, to convey the idea that two different energy networks are involved in E-LOBSTER, two different colours has been chosen to design the logo: a bright orange and an intense red.

The orange symbolises the power distribution network, while the red symbolises the light railway network.

In order to allow an easier identification for the public as well as to favour a better visibility for E-LOBSTER during the dissemination activities, all the external actions of the project will be characterized by specific graphic designs based on the project logo.

## 2.3 EU Emblem and Official Disclaimer

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In accordance with the Commission's guidelines on visual identity, E-LOBSTER project will be identified by the EU Emblem and the official disclaimer "The project received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774392".

All the promotional material displays the EU emblem (minimum height: 1 cm) and the name of the European Union is always be spelled out in full.

### 3 Project Leaflet

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The project's leaflet is a trifold leaflet that follows the roll fold design and was developed using Adobe Indesign, a desktop publishing and typesetting software application produced by Adobe Systems.

The project leaflet will be used by project partners during dissemination events and it will be periodically updated according to the project's developments and to the informational needs of selected target groups.

Taking advantage of captivating and colourful images of the Metro of Madrid, the technical messages have been translated into simpler messages so that the leaflet can be used to disseminate E-LOBSTER also to the general public.

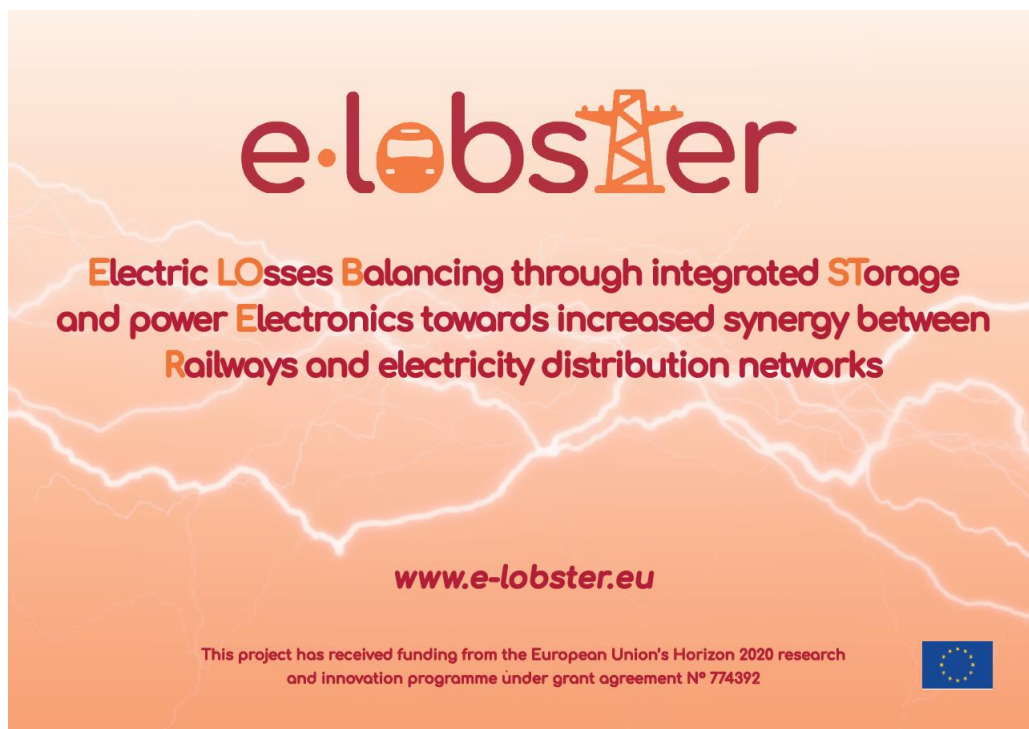


Figure 2: leaflet cover

The cover highlights the project website address in order to invite potential stakeholders to become part of the online community.

### The Project

E-LOBSTER project is developing an innovative R+G (Railway to Grid) Management system which, combined with advanced power electronics, will be able to reduce electricity losses in both the power distribution network and the light railway network.

The system will be able to make the best use of the available energy on both the grids by increasing their mutual synergies and maximizing the consumption of local Renewable Energy Sources (RES) production through electric energy storages.



9 PARTNERS



42 months



5 EU countries



4M Funding



Figure 3: leaflet first section

The first section of the brochure gives a general overview of the project by summarizing the project through the use of icons and numbers: 9 partners, 42 months, 5 EU countries and 4M funding.

### The Challenge

There is a global need to increase the penetration of low-carbon technologies (LCTs) and, at the same time, there is a strong need to provide people, especially in urban centers, with sustainable form of transport, i.e. electric cars and trains, which are also connected to the same power distribution networks.

E-LOBSTER proposes for the first time a substantial integration of renewable sources, electrified road and rail transport with advanced power electronics technologies and energy storage that will be managed by a unique Control Management system that will operate considering the mutual benefit of both transport and distribution network prioritizing distribution losses reduction.



Figure 4: leaflet second section

Through a simple-to-understand scheme, the second section graphically represents E-LOBSTER solution to the global needs to increase the penetration of low-carbon technologies and to provide people with sustainable forms of public transport.



### *The Objectives*

- Develop an innovative unique tool for the real-time monitoring of losses and energy consumption of power distribution networks and railway electrification networks validated through real data
- Develop advanced power electronics that will allow a unique management of the energy between traction substations and distribution network
- Develop and validate a new real-time optimized Railway to Grid/Grid to Railway (R+G) energy management aiming to optimize the interaction between electrified transport and distribution networks using shared assets
- Identify and validate the most suitable storage technologies for the mutual synergy interconnection of electrified transport and distribution network increasing the penetration of RES and promoting EVs solutions transferring the knowledge and expertise of the automotive sector to the power distribution and railway sectors
- Demonstrate E-LOBSTER innovative solutions and technologies in real conditions in the Metro of Madrid



The third section is dedicated to E-LOBSTER objectives.

Figure 5: Leaflet third section

### *The Demonstrator*

E-LOBSTER technology will be deployed in the Metro de Madrid as its underground railway is connected to a local power distribution network with a high penetration of RES. Opened by Alfonso XIII on 17th October 1919, the Metro de Madrid is the 7th largest Underground railway network in the world.

It boasts a railway network with 300 stations that covers 293 kilometers of tracks and more than 300 trains at peak times.

### *The Impacts*

- Reduction of energy losses both at Distribution Network level (where they are about the 5%) and at Railway Electricity level (where they are about 8%) through a proper R+G management system that will be able to interexchange electricity between the two grids for a mutual benefit reduction of losses and increasing of grid stability.
- Support in ongoing policy developments in the field of the design of the internal electricity market, also supporting energy efficiencies policies in electrified transports and demonstrating new schemes for their "local smart" contribution to the DN management
- Optimal energy management
- demonstration of stable and secure operation of smart grids integrating variable energy sources.
- Integration of larger and larger shares of renewables in the future EU market
- Renovation and installation of new "Smart Light Railway Network" to be implement on light-railways installation that are already planned or in construction all over EU
- Enlargement of RES hosting capacity particularly at urban and railway station level

Figure 6: Leaflet fourth section

The fourth section highlights the demonstrator where E-LOBSTER technologies will be deployed and the main impacts of the project for the EU community.



Figure 7: Leaflet fifth section

Finally, the last section introduces the project's consortium.

Particular focus is also put on E-LOBSTER social media pages in order promote social engagement and invite potential stakeholders to keep up-to-dated through social media channels.

The leaflet can be folded as showed in the following picture:



Figure 8: Flyer instructions



## 4 Project Poster

The project poster focuses on the technical messages of E-LOBSTER as it is meant to disseminate the project's results to the scientific community and to industry stakeholders.



Figure 9: E-LOBSTER poster

## 5 Conclusions

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In conclusion, a clear project brand identity has been elaborated in order to make the project stand out and to build a solid and long-lasting visual identity that can be easily recognised by potential stakeholders.

In consistency with the brand identity, a promotional kit has been developed and made available at the following link: [www.e-lobster.eu/promotional-material/](http://www.e-lobster.eu/promotional-material/).

All project partners are invited to take advantage and to use E-LOBSTER leaflet and poster for communication and dissemination activities.

The promotional material will be regularly updated by RSSB, and specific leaflets and posters will be developed for special events.