



Deliverable 9.1

Project identity, website and social media channels

Project acronym: ECO2LIB
Project title: Ecologically and Economically viable Production and Recycling of Lithium-Ion Batteries
Grant Agreement number: 875514
Coordinator: Martin Krebs

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875514.

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Funding Scheme: H2020-LC-BAT-2019-2020 / LC-BAT-2-2019

Delivery Date from Annex I:	June 30 th 2020
Start date of the project:	January 1 st 2020
Project duration:	48 months

Work package:	9
Lead beneficiary for this deliverable:	EurA
Authors:	EurA

Dissemination level		
PU	Public	x
CO	Confidential, only for members of the consortium (including the Commission Services)	
CI	Classified	

1. Introduction

The purpose of this deliverable is to give an overview of the project corporative image including logo, colour concept, website, and social media channels.

2. Project identity

2.1 Colours and Logos

For the ECO2LIB project, three different colour concepts have been elaborated:

Design	Colours	Design notes
1		Green is very obvious for the colour concept. Colour Design 1 contrasts the green with a complementary colour - unusual but striking. In colour design 2, the green is somewhat more subdued and as a second colour, orange takes up the meaning of "something energetic" in colour psychology. In colour design 3 we dare to design without green, instead we design with a muted blue, which stands for technology, but also for recycling.
2		
3		

With these 3 colour concepts, 4 logos have been designed:

	Colour 1	Colour 2	Colour 3
Logo 1			
Logo 2			
Logo 3			
Logo 4			

Following a vote, the consortium finally decided for Logo 3 and Colour 3:



83/127/136

#537F88

244/120/77

#F47846

2.2 Website

The URL of the project website is www.eco2lib.eu.

The main language of the website is English.

The website shall give an overview over the partners of the project, the project itself, and news and events related to the project. Furthermore, an internal area for project members is an essential part of the website. In this internal area (Microsoft SharePoint), the partners are provided with templates and other documents and also have the opportunity to exchange project-related documents.

On the next pages are some screenshots of the website:

Home screen:

ECO2LIB HOME PROJECT PARTNERS IAB NEWS EVENTS PUBLICATIONS LOGIN CONTACT

ECO²LIB
Ecologically and Economically viable Production and Recycling of Lithium-Ion Batteries

- Cost reduction**
up to 85%
- Enhanced lifetime**
up to 20 years
- Improved recycling**
up to 58%

Overall project objective
Improved battery materials for energy storage applications with significantly reduced costs per cycle (€/kWh/cycle)

Latest News

- Second Project Newsletter available
(Sun, 31 Jan 2021)
[Read More](#)
- Virtual M12 Meeting and IAB Kick-off Meeting
(Mon, 18 Jan 2021)
[Read More](#)

Tweets by @eco2lib

ECO2LIB project @eco2lib
Our second #ECO2LIB newsletter is available for download! eco2lib.eu/2021/01/31/sec...

Second Project Newsletter available
The second ECO2LIB newsletter has been...

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Project partners:



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ECO2LIB Partners

PARTNERS

10
Partners

6
Countries



VARTA Microbattery GmbH

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Germany

www.vartamicrobattery.com

VARTA Microbattery (VMB) is an internationally leading and globally active manufacturer of retail and OEM batteries and has been operating for more than 125 years. VMB employs nearly 750 persons in Germany and approx. 2,000 worldwide. The company headquarter is located in Ellwangen in the southern part of Germany where the entire research, engineering and production of the electrochemical cells are done. 150 VARTA employees work in the Innovation Tower at our headquarters in Ellwangen. This central Research and Development department focuses on developing new products and optimizing existing solutions. Particular attention is paid to material and structural research, converting and storing energy (light, heat, vibration, etc.), and nanotechnologies, fuel cells, and printed batteries.



Commissariat à l'énergie atomique et aux énergies alternatives

Sandrine Lyonard (IRIG)
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www.cea.fr

CEA is a French government-funded technological research organization. With more than 15,000 researchers and co-workers, its activities cover four main areas: Energy, Defence & security, Health & information technologies, and Fundamental research. Two institutes from CEA, both located on the CEA Grenoble centre, are involved in the ECO2LIB project.

CEA-IRIG is a fundamental research institute with ~ 400 people involved in nanoscience, while CEA-LITEN is a technological research institute (1,000 people) specialized on energy R&D (fuel cell, batteries, biomass, and solar application).

CEA-IRIG and CEA-LITEN have developed expertise in advanced characterization on the Nanocharacterization platform, a large facility devoted to up-to-date electron microscopy, surface spectroscopy (XPS, Auger, ToF-SIMS) and NMR on the Miniatoc campus of Grenoble. INAC also manages X-rays beam line at the world-leading European Large Scale Facilities, e.g. the synchrotron (ESRF) and the neutron source (ILL). In the past years, CEA-IRIG and CEA-LITEN have developed strong knowledge in Li-ion (and post-Li-ion) batteries post-mortem and operando investigation, in particular for Si-based electrodes. The Nanocharacterization facility not only provides access to high tech equipment with experienced staff, but also develops new characterisation methods to add to its portfolio. Recent developments include the availability of a suite of CEA-made battery cells and module transfers adapted to in situ scattering, in situ spectroscopy, and advanced microscopy. Real-time observation of electrochemical energy storage and conversion devices was achieved by, e.g., beyond state-of-the-art techniques as scattering tomography, ToF-SIMS tomography or FIB-TEM coupled to HRTEM-EELS.



WMG, University of Warwick

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WMG is a world leading research and education group transforming organisations and driving innovation through a unique combination of collaborative research and development, and pioneering education programmes.

As an international role model for successful partnerships between academia and the private and public sectors, WMG develops advancements nationally and globally, in applied science, technology and engineering, to deliver real impact to economic growth, society and the environment.

WMG's education programmes focus on lifelong learning of the brightest talent, from the WMG Academies for Young Engineers, degree apprenticeships, undergraduate and postgraduate, through to professional programmes.

An academic department of the University of Warwick, and a centre for the HVM Catapult, WMG was founded by Professor Lord Kumar Bhattacharyya in 1980 to help reinvigorate UK manufacturing and improve competitiveness through innovation and skills development.



VARTA Micro Innovation GmbH

Bernd Fuchsbichler

VARTA Micro Innovation GmbH (VMI), with registered office in Graz (AUT), was founded in 2009 as a joint venture between VARTA Microbattery and Graz University of Technology (AUT). Within VARTA Micro Innovation both, the industrial fabrication know-how from VARTA Microbattery and the basic research know-how from Graz University of Technology for various electrochemical energy storage systems are merged together.

Today, VARTA Micro Innovation is fully integrated as R&D centre within the VARTA Group with the main business purpose of development and validation of new material as well as process technologies and their transfer to the stage of industrial application. This work includes on the one hand the qualification of new

News:



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ECO2LIB | News



MEETINGS - 25 June 2020

Virtual Month 6 Meeting

Virtual General Assembly Meeting to present and discuss the project progress after 6 months.

[Read more](#)



EU - 09 June 2020

European Green Deal Call

A European Green Deal to fight climate change and make Europe climate-neutral by 2050 will be published in September 2020.

[Read more](#)



EU - 29 May 2020

Roadmap for EU batteries legislation

The roadmap for the revision of the EU's batteries legislation has been published.

[Read more](#)



OTHER PROJECTS AND ACTIVITIES - 02 March 2020

End of Sintbat project

Following a final review meeting mid-February in Brussels, our partner project Sintbat officially ended on the 29/02/2020. The insights of this project will now be used in ECO2LIB to develop better cell materials and batteries for energy storage applications.

[Read more](#)



MEETINGS - 24 January 2020

Successful Kick-off Meeting

On the 23/01/2020 we had our successful Kick-off Meeting in Brussels. We were honoured that our project officer Amaria Ferrei took the time to participate in our meeting. We are now all very eager to get the project fully started.

[Read more](#)



PROJECT NEWS - 02 January 2020

Project start

The project ECO2LIB officially started on the 01/01/2020. In the next 4 years, we will develop improved materials for lithium-ion batteries with significantly reduced costs and higher recyclability.

[Read more](#)

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Internal area:

Name	Geändert	Geändert von	+ Spalte hinzufügen
01_Templates	23. Juni	Stefan Durm	
02_Deliverables	23. Juni	Stefan Durm	
03_Reports	vor 4 Tagen	Stefan Durm	
04_Meetings	vor 4 Tagen	Stefan Durm	

2.3 Social Media

For the project start, social media presence on Twitter and LinkedIn has been established. Over the course of the project, additional social networks, such as YouTube, might be added, if necessary.

2.3.1 Twitter

The twitter account is accessible via <https://twitter.com/eco2lib>

ECO²LIB project
@eco2lib

European project for the ecologically and economically viable Production and Recycling of Lithium-Ion Batteries. Funded by #Horizon2020 under Grant No. 875514.

Joined June 2020
7 Following 4 Followers

Very interesting report about European Innovativeness. #ECO2LIB partners are amongst the top performers 🙌🔥

EUScience&Innovation @EUSciencInnov · Jun 23
How is your country doing in #innovation? All info in the [new](#) 2020 #EUinnovation Scoreboard that we published today 🇪🇺 europa.eu /!Qq76Fh

EUROPEAN INNOVATION SCOREBOARD 2020

Innovation performance groups

- Innovation Leader
- Strong Innovator
- Moderate Innovator
- Modest Innovator

LinkedIn

The LinkedIn channel for ECO2LIB is: <https://www.linkedin.com/showcase/eco2lib-project>

The screenshot shows the LinkedIn profile for the ECO2LIB Project. The header includes the LinkedIn logo, a search bar, and navigation icons for Start, Ihr Netzwerk, Jobs, Nachrichten, Mitteilungen, and Sie. A blue bar below the header contains the text "Sie sehen diese Seite als Mitglied an." and a button "Als Administrator anzeigen".

The main profile area features a banner image of solar panels. Below the banner is the profile picture (ECO2LIB logo), the name "ECO²LIB Project", and the description "Forschung · 8 Follower". A button "Website besuchen" is visible. To the right, there is a "Folgen" button and a notification "5 Follower in Ihrem Netzwerk".

On the left side, there is a sidebar with "Startseite", "Über uns", and "Werbung".

The main content area is divided into sections:

- Info:** A 4-year European Horizon2020 project (875514) for the ecologically and economically viable Production and Recycling of Lithium-Ion Batteries. The project consists of 10 partners from 6 European countries. A button "Alle anzeigen" is present.
- Verbundene Seiten:** A section titled "Energy Innovation Europe Network" with the description "Management-Beratung" and "61 Follower". A "Follower" button is shown.

The main feed shows two posts:

- A post from ECO²LIB Project (8 Follower, 1 Min. ago) celebrating the success of project coordinator VARTA AG. It includes a translation button and a link to "Übersetzung anzeigen".
- A post from VARTA AG (2,840 Follower, 13 Std. ago) announcing that the Federal Ministry of Economics (Bundesministerium für Wirtschaft und Energie) and the states of Bavaria and Baden-Württemberg are supporting the battery industry in Germany and Europe. It includes a translation button and a link to "Übersetzung anzeigen".

The VARTA AG post features a photograph of a VARTA building with a sign that reads "Forschung und Entwicklung Research and Development". The caption below the photo states: "VARTA Group receives IPCEI funding for the further development of its innovative Lithium-Ion Technology - focus on larger battery formats".

At the bottom of the feed, there are interaction buttons: "Gefällt mir", "Kommentar", "Teilen", and "Senden". A notification "Gehören Sie zu den Ersten, die darauf reagieren." is also present.