MOJITO - DECARBONIZED LIME PRODUCTION THROUGH ENHANCED JOINT DIELECTRIC HEATING AND WASTE CARBONACEOUS MATERIAL ADDITION

HORIZON-EIC-2024-PATHFINDERCHALLENGES-01-02 - GRANT AGREEMENT NUMBER: 101221957

Deliverable D5.1:

Website, project logo and social media

Dissemination Level		
PU	Public	*x*
SEN	Sensitive, limited under the conditions of the Grant Agreement	

Document Type		
R	Document, report (excluding the periodic and final reports)	*x*
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	*x*
DATA	Data sets, microdata, etc.	
DMP	Data management plan	
ETHICS	Deliverables related to ethics issues.	
SECURITY	Deliverables related to security issues	
OTHER	Software, technical diagram, algorithms, models, etc.	

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Deliverable Lead Partner: *UNIBO*

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General Information

GA Number: 101221957
Start date of project: 01/10/2025
Project Duration: 3 years
Project website: https://www.mojito-project.eu/

MOJITO consortium

Short	Beneficiary	Role
UNIBO	Alma Mater Studiorum – Università di Bologna	CO
FRA	Fraunhofer UMSICHT	BEN

CO…Coordinator, BEN…Beneficiary, AP…Associated Partner

FOR INTERNAL DOCUMENTATION PURPOSES					
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Executive Summary

Deliverable 5.1 within Work Package 5 “Exploitation, Communication and Dissemination” relates to the creation and delivery of a public website and of the “brand” for the MOJITO project.
The document describes the objectives, structure, and look and feel of the MOJITO logo, visual charter, roll-up, website (https://www.mojito-project.eu/, launched in May 2026) and social media accounts (LinkedIn and YouTube). All of these tools are essential to reach the project objectives with regards to communication, including strengthening the project’s identity, raising awareness and disseminating project developments to key stakeholders and external actors.

This report provides a short description of NET-Fuels website aims, design, and content, as well as plans for site modifications and development.

1 Introduction

A professional designer has been contracted to create a visual identity for the project to enable clear and easy recognition of the project. All dissemination materials produced within the project will be designed in line with the visual identity. Logos, typography, graphic elements, branding guidelines and templates are available for partners to access and download from the internal sharepoint.

2 Visual identity

It is important that the project creates a strong identity that stakeholders can recognise and trust. At the outset of the project, the MOJITO branding was conceptualised, presented at the kick-off meeting, and approved by the Partners.
This logo will appear on all MOJITO documentation, social media, webpages, and promotional material. All media will also contain the necessary acknowledgement/declaration of EU-funding and disclaimers relating to authors' views (as stated in Section 17 of the Grant Agreement).

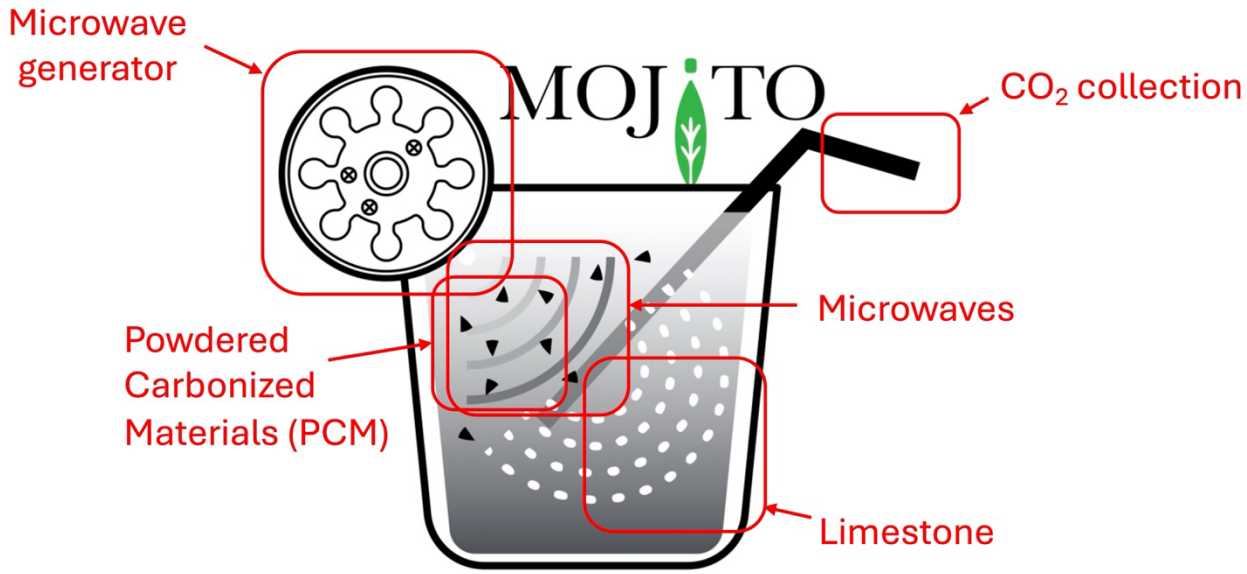

Figure 1. The MOJITO logo.

The project name derives from the logical sequence: *decarbonized Calcium Oxide ⇒ decarbonized lime ⇒ green lime ⇒ lime (fruit) ⇒ mojito cocktail*.
As shown in Figure 1, the logo combines all the elements of the project – limestone, Powdered Carbonized Materials (PCM), microwaves and CO_2 capture in a form that recalls also the mojito cocktail. The microwave generator is represented by a lime slice, the PCM by black triangles and the limestone by white pebbles.
Figure 2 shows the PowerPoint and Word templates that have been created for use by the project team for meetings and reports. This includes the project fonts to be used in all documents.
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Figure 2: Document templates (left: PowerPoint; right: MSWord)

3 Website overview

Creating awareness of and engagement with industry, the scientific community, the general public, and other related stakeholders (e.g. policymakers) about progress, tools, and exploitable results of MOJITO is a critical activity in order to create impact. The primary means to achieve this is a project website and is central to the WP5 work package, led by UNIBO. Once the branding (including logo and colourways) had been developed, the website was built around this branding. The site was launched in May 2026 in conjunction with LinkedIn accounts (see section **Error! Reference source not found.**). The domain "www.mojito-project.eu" was chosen because the word "mojito" is very much diffused, and the word "project" was added to make it clear it is not a business or service.
The MOJITO website provides features such as:

1. An organised, easy-to-navigate space for posting project updates.
2. Fast and effective distribution of information, including project outputs, events, and news.
3. A means to inform stakeholders interested in the project outcomes and results.
4. A way to communicate effectively with consumers and the general public through items such as informational videos.
5. A means to connect with other related networks and projects (clustering).

The website was created using WordPress, which is a largely used application running the latest HTML, PhP, and JavaScript tools for modern, dynamic, responsive websites. The website was colour-coded to match the project branding, creating an inviting, interactive, and engaging experience. The website is fully responsive in the way it adapts to different platforms such as laptops, tablets, and smart phones (including orientation). Each page has also been carefully optimized in terms of meta-text and alt-tags for Search Engine Optimization.

3.1 Home page

The homepage (Figure 3) has been designed to be attractive and welcoming whilst minimising the amount of information presented to allow easy navigation. Equally, the number of drop-down menu items and sub-menu categories have been kept to a minimum. Each page has "breadcrumb" navigation so the user can know where they are in the page hierarchy. The website is fully searchable.

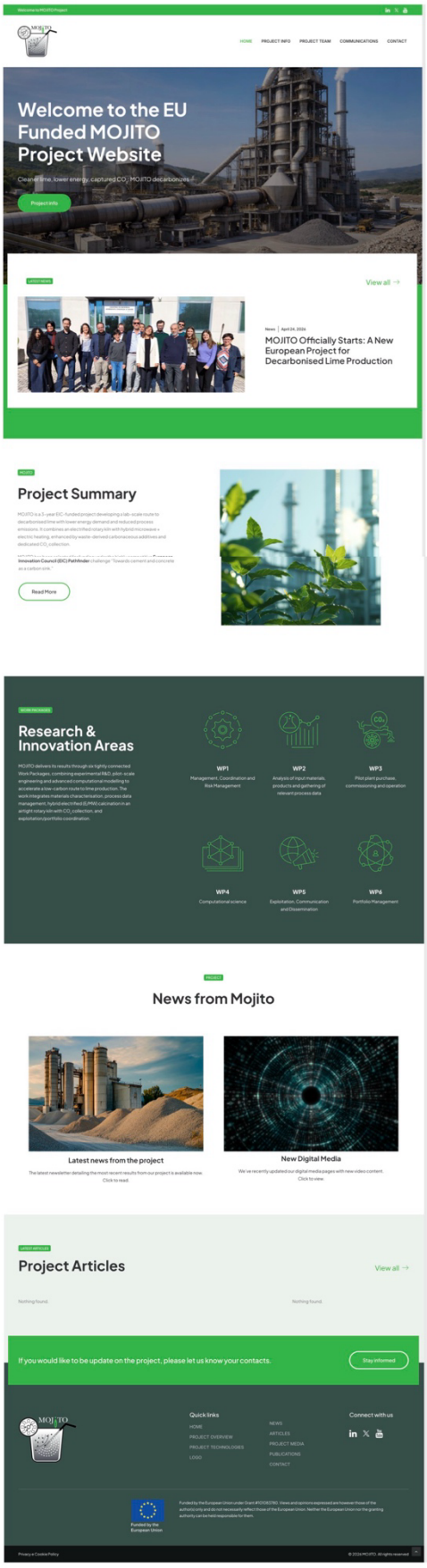

Figure 3. Website landing page including a footer acknowledging EU support and disclaimers.

The landing page, shown in Figure 3, contains links to more detailed pages concerning the project summary, the Work Packages, latest news, project articles and digital media. The footer of the website contain links to the website pages.
There are also quick links, contact information, acknowledgement of the EU funding, and the website's privacy policy. The website fully links from the header and the footer to the project LinkedIn and YouTube pages.

3.2 Project info page

The Project Info menu has three drop-down options: 1) Project Overview, 2) Project Technologies and 3) Logo. The overview page (Figure 4) has an infographic and bulleted description to allow visitors to quickly understand the overall concept of the project. This is followed by summary descriptions of the work packages.
The Project Technologies page (Figure 5) explains the concept of the Rotary Calcination Kiln, with an illustration of a previous prototype (without microwaves) present in the laboratories of UNIBO in the Marina di Ravenna laboratories, where a relevant part of the project will be performed. The new concept of a rotary kiln with microwave heating is also illustrated.
The Logo page illustrates the meaning of each part of the MOJITO logo, as in Figure 1.

3.3 Project team

The Project Team (Figure 6) is a single page which gives all the required information about the project consortium (Beneficiaries). The page describes the individual partners, including a description of the Coordinator, and their role in the project. Each partner icon has a clickable link to their respective home page.

3.4 The Communications Page

The Communications menu contains four menu options. This is currently under construction as we await communication-related material. The four options are: 1) News, 2) Articles, 3) Project Media, and 4) Papers and Reports. The News and Articles items will be linked from the homepage and will be updated with project news and related articles written by the project team. The Project Media option will allow the visitor to access a range of static and dynamic media, including a project roll-up/flyer, newsletters, and informational videos.
Finally, the Papers and Reports area will allow visitors to access public-level deliverable reports, scientific papers, and other information such as presentations.
The Communications page is fully searchable by keywords.

3.5 The Contact Page

In addition to the dedicated project email and other general contact details for the coordinating institution, a contact page is also available so visitors can send messages and queries directly via the website to the project email.

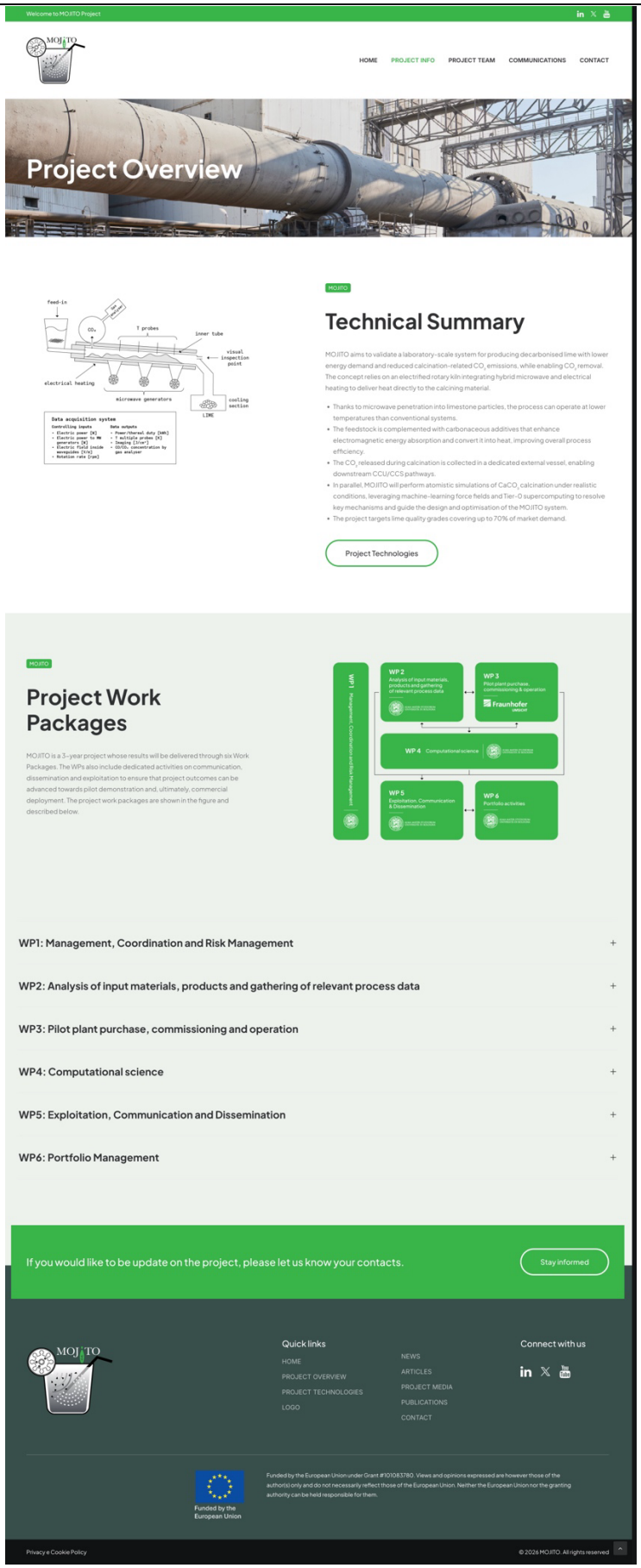

Figure 4. Project overview.

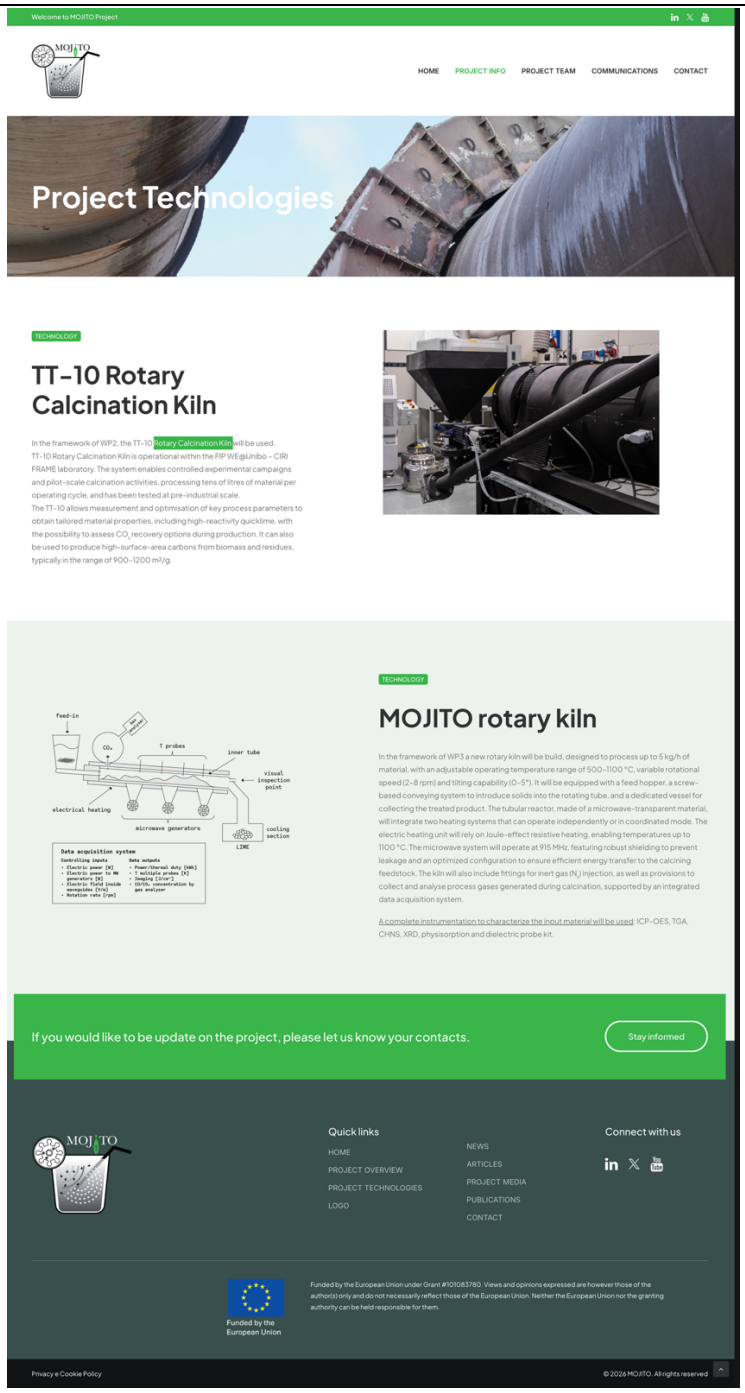

Figure 5. Project technologies page.

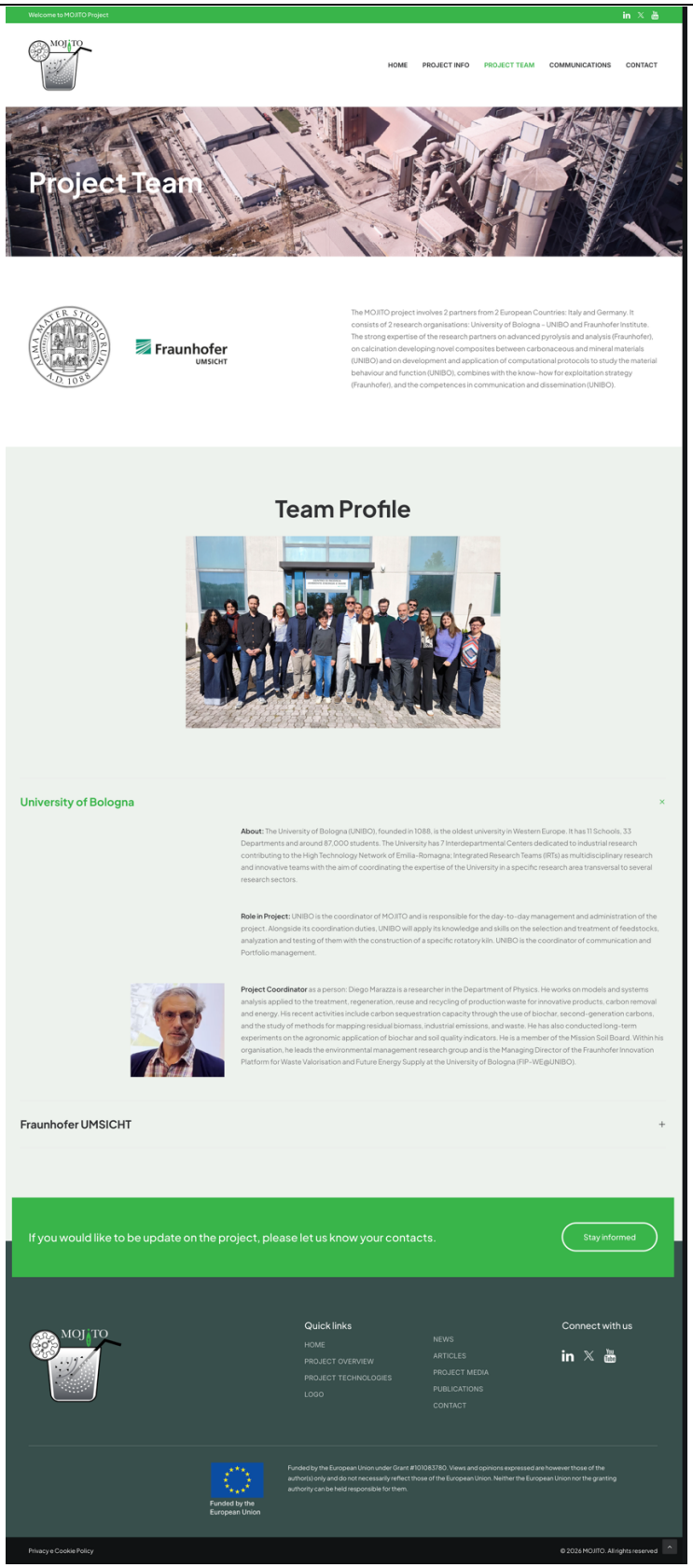

Figure 6. Project team.

4 Social Media

As mentioned above, a LinkedIn and YouTube accounts have been created for the project (see Figure 7 and Figure 8). These are accessible from the footer of each of the project website pages.

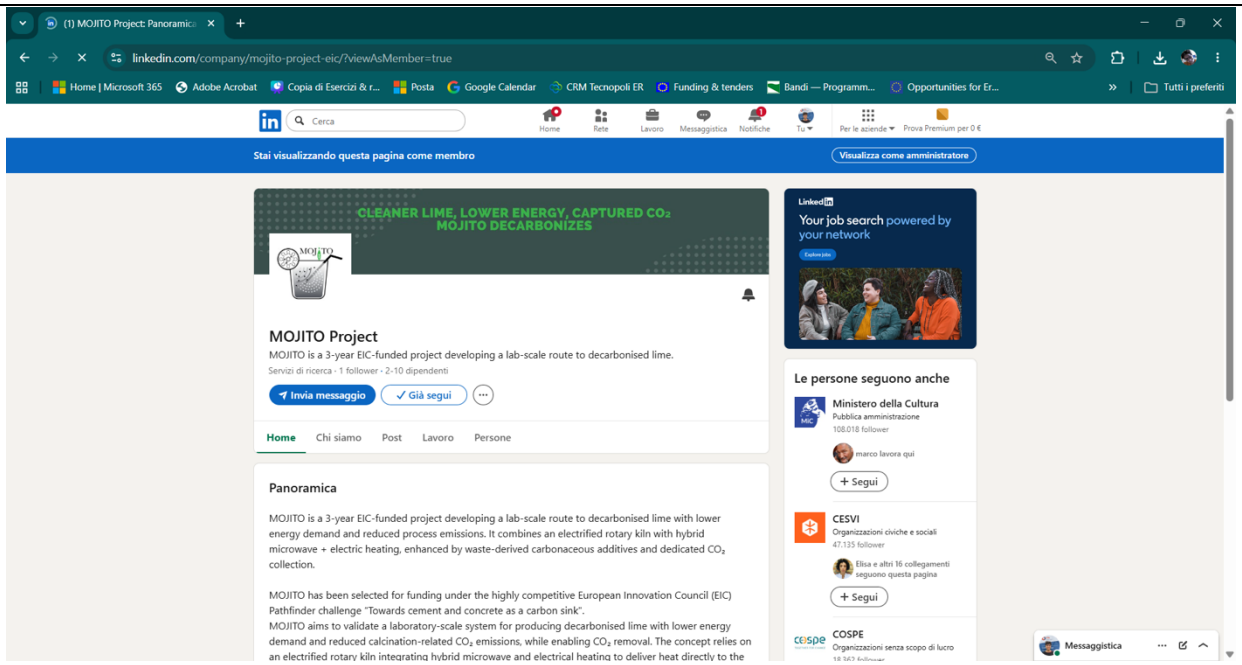

Figure 7: MOJITO LinkedIn homepage.

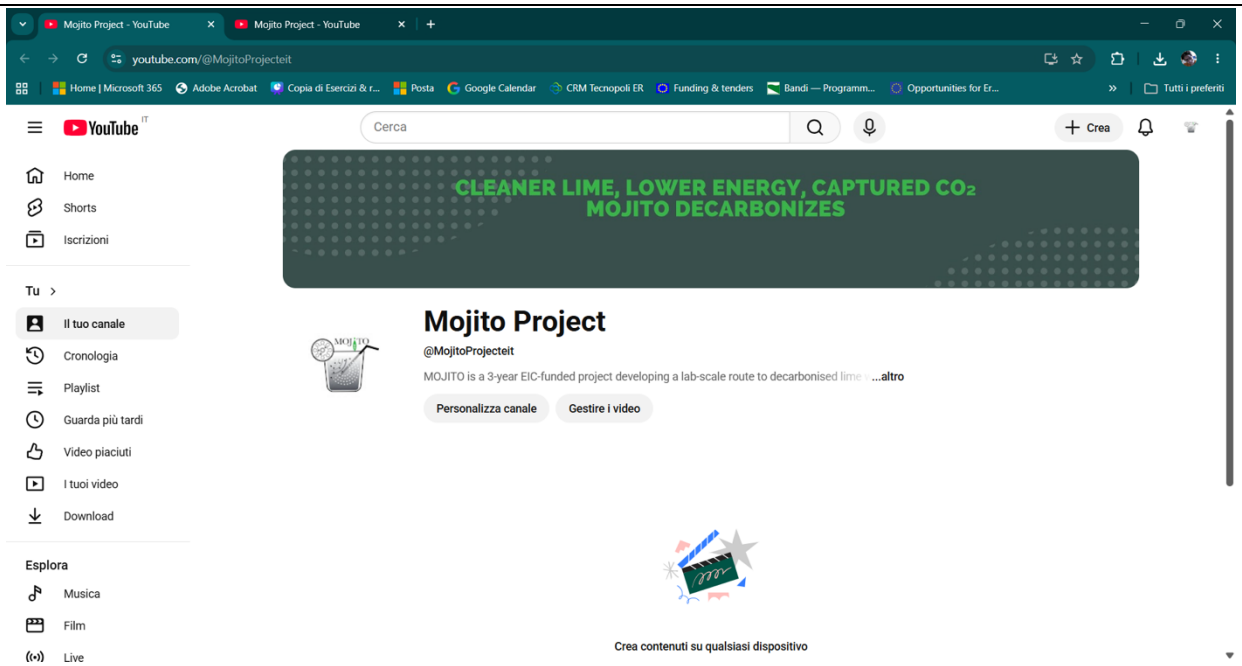

Figure 8. Youtube channel screenshot.

5 Future Website Development

The website will be continuously refined and enhanced throughout the life of the project with new

information and functionality added at the appropriate point. Some specific developments are listed below:

1. **Enhancing the dissemination and communication pages:** These will be enhanced when news and articles become available. The consortium will also be encouraged to write blogs where appropriate. It will also be the portal to access public-level reports from the project. Finally, a range of informational material such as project summaries, infographics, and videos will be created and uploaded to this area.
2. **Network formation (clustering):** To improve the connection/networking with other related projects, an area will be made to allow stakeholders to access key information and public project files and documents via a password protected login to the project SharePoint.
3. **Email sign up for newsletters and other services:** On the homepage and contact page, a secure sign-up box will be added to allow interested parties to access the newsletters by email or to just show a general interest in the project activities. With recent updates on GDPR, it will be ensured that all sign-up areas comply to the regulations including use and storage of personal data.
4. **Further SEO:** Website traffic will be monitored using Google Analytics. Where necessary the webpage alt-text and meta-text will be modified and optimised to improve traffic to the site.

6 Conclusions

1. A strong project "brand" has been created including project logo, colour palette, font scheme, and document templates. These will be used over the life of the project for all digital media.
2. A project website has been designed and implemented using WordPress and is available at www.mojito-project.eu.
3. The website has been designed to make navigation as simple as possible and to only present the information necessary for visitors to understand the project objectives and its technologies.
4. Social media accounts have been created to share project updates and news. These are linked from the website footer.
5. The website will be continually refined and updated with new functionality and material throughout the life of the project.