Energy Local Storage Advanced system

D7.2 First Set of Marketing Materials

October 2015

Imprint

First set of Marketing Materials, October 2015

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Project:	Energy Local Storage Advanced system (ELSA)

Work package:	WP7 - Dissemination and exploitation
Task:	7.2 - Dissemination of project results
Estimated person months:	1
Confidentiality:	Public
Version:	**1**

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Legal disclaimer

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1 Communication and Marketing Materials

Dissemination and cooperation activities are supported with communication and marketing material and a toolbox for consortium members. ELSA Deliverable 7.2 resembles all available marketing material. All tools are available on the website and the ELSA workspace in EMDESK.

An overall project design was realised for the project in order to guarantee easy identification. In a first step the ELSA typography and logo have been developed. Based on the logo an appropriate project design has been developed as well as a key slogan. The project design is the starting point for all further communication and marketing materials.

The first set of marketing materials comprises:

- Project logo
- Project website
- Project folder (one pager)
- Project folder (two pages)
- PowerPoint standard presentation (10, 5, 3, 1 slides)

1.1 Project Logo

The project logo guarantees that everything realized within the ELSA project will be recognized as such. It is therefore the basis for the ELSA project design. The ELSA logo is included on every type of marketing material (e.g. project folders, presentations) and is used for every type of template and publication (e.g. deliverables). The ELSA logo should be used for external as well as internal communication and it may in no case be adjusted or changed.

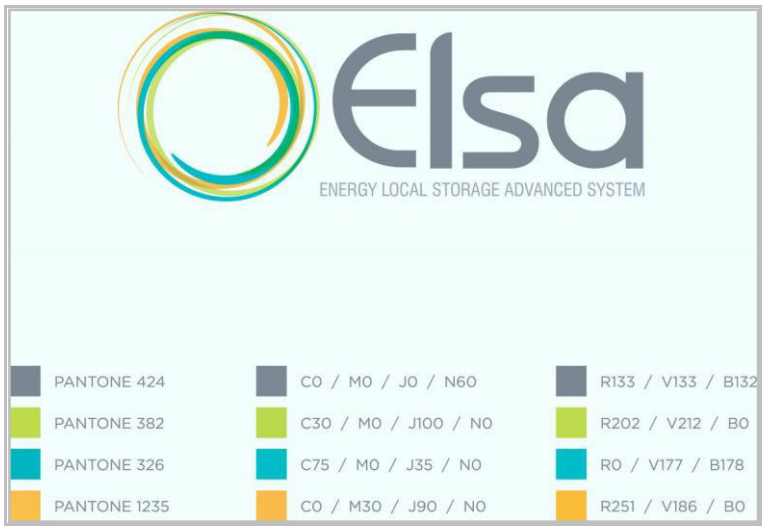


Figure 1: ELSA logo with details on colour space

1.2 Typography

Main typographies of the project are

- Helvetica Neue Condensed
- Open Sans
- Bauhaus (for headings).

1.3 Project Website

The project website www.elsa-h2020.eu is built in the official ELSA design featuring the ELSA logo as well as the ELSA slogan "Store, serve and save", which increases the recognition value of the ELSA project. The website serves the purpose to inform the public on the project, its progress, project related news and events. It is used to build the ELSA community by providing a newsletter subscription module and being the central tool for communication.

The ELSA website further shows information on every project partner and their role within the project. To secure the recognisability of the partners, the website further displays all the logos of the partners.

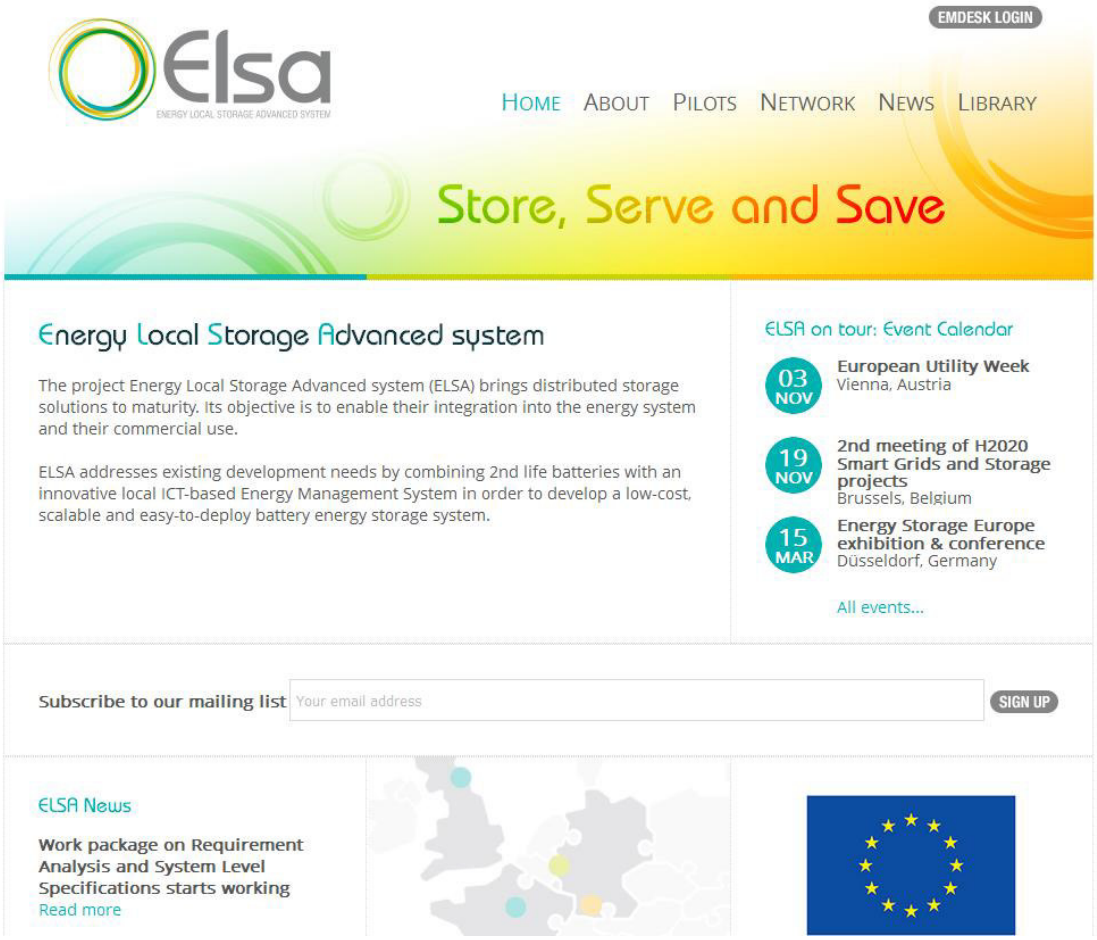


Figure 2: ELSA homepage layout

1.4 ELSA folders and standard presentations

The ELSA folders (1 page and 2 pages) and the standard presentations (1 slide, 3 slides, 5 slides, and 10 slides) contain the most important information on the project including the background of the project, the ELSA vision, its goals and objectives as well as information on the partners and the pilot sites. They are designed in the ELSA project design including the logo, they slogan and the partner logos in order to guarantee recognisability.

The folders can be used by the ELSA partners to send or hand them out to third parties for giving the basic and most important information on the project, e.g. when inviting organisations to the ELSA Advisory Board. The folders are very suitable for this purpose, because they inform in a short, concise, but still comprehensive manner.

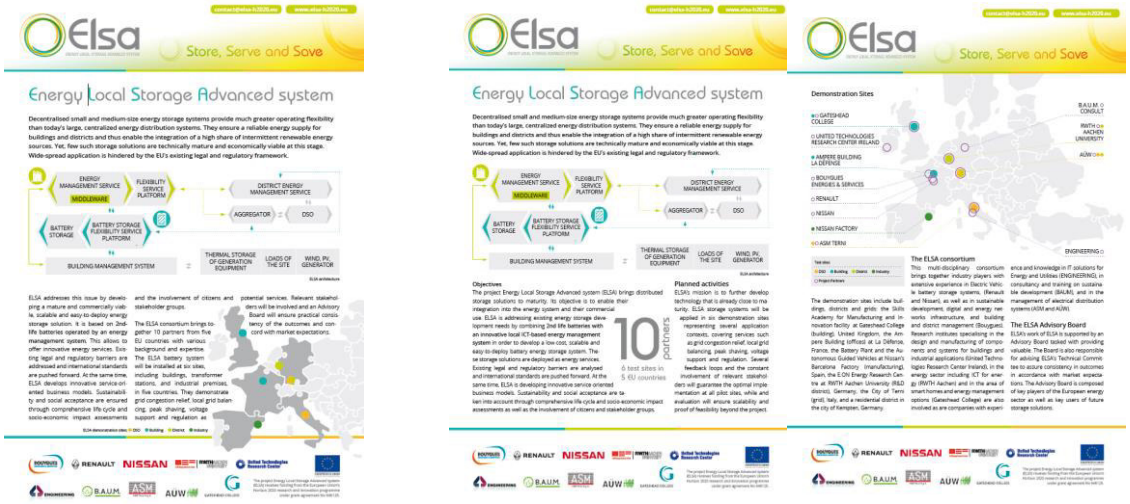


Figure 3: ELSA folder one pager and two pages

There is a set of ELSA standard presentations which shall be used by partners when presenting the project to external parties. The standard presentations use the ELSA Powerpoint master and are of different length in order to serve various purposes, e.g. the 1 slide standard presentation may be used for presenting ELSA very briefly within a presentation concerning a specific topic, while the 10 slide presentation may be used for a stand-alone presentation on the ELSA project.

ELSA folder (one page)

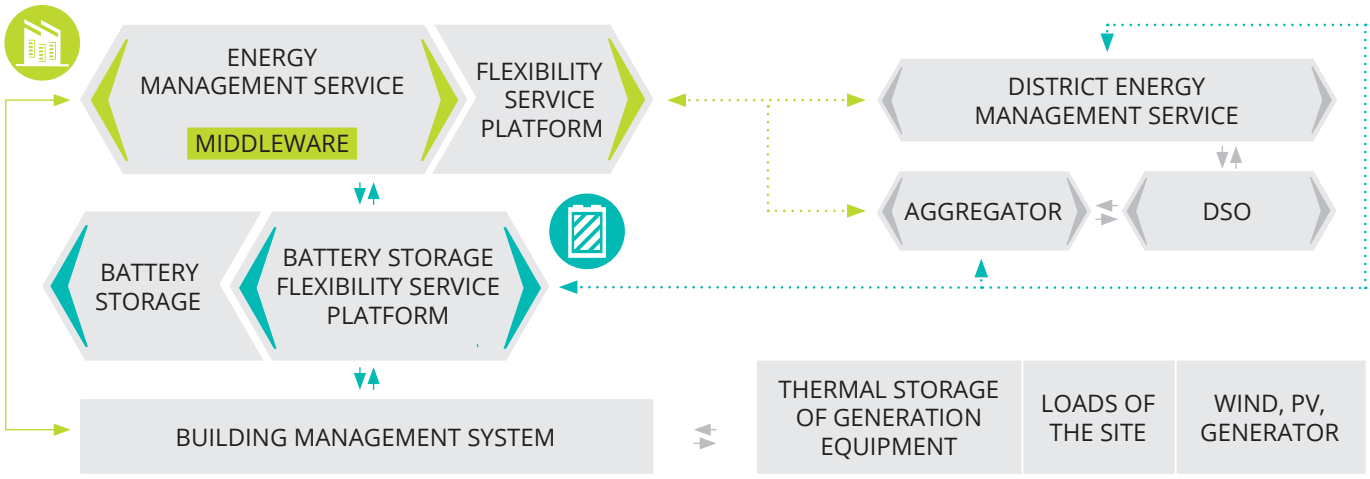
contact@elsa-h2020.eu www.elsa-h2020.eu

Elsa
ENERGY LOCAL STORAGE ADVANCED SYSTEM

Store, Serve and Save

Energy Local Storage Advanced system

Decentralised small and medium-size energy storage systems provide much greater operating flexibility than today's large, centralized energy distribution systems. They ensure a reliable energy supply for buildings and districts and thus enable the integration of a high share of intermittent renewable energy sources. Yet, few such storage solutions are technically mature and economically viable at this stage. Wide-spread application is hindered by the EU's existing legal and regulatory framework.



ELSA architecture

ELSA addresses this issue by developing a mature and commercially viable, scalable and easy-to-deploy energy storage solution. It is based on **2nd-life batteries operated by an energy management system**. This allows to offer innovative energy services. Existing legal and regulatory barriers are addressed and international standards are pushed forward. At the same time, ELSA develops innovative service-oriented business models. Sustainability and social acceptance are ensured through comprehensive life-cycle and socio-economic impact assessments and the involvement of citizens and stakeholder groups.

The ELSA consortium brings together 10 partners from five EU countries with various background and expertise. The ELSA battery system will be installed at six sites, including buildings, transformer stations, and industrial premises, in five countries. They demonstrate grid congestion relief, local grid balancing, peak shaving, voltage support and regulation as potential services. Relevant stakeholders will be involved and an Advisory Board will ensure practical consistency of the outcomes and concord with market expectations.

ELSA demonstration sites: DSO Building District Industry

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ELSA folder (two pages)

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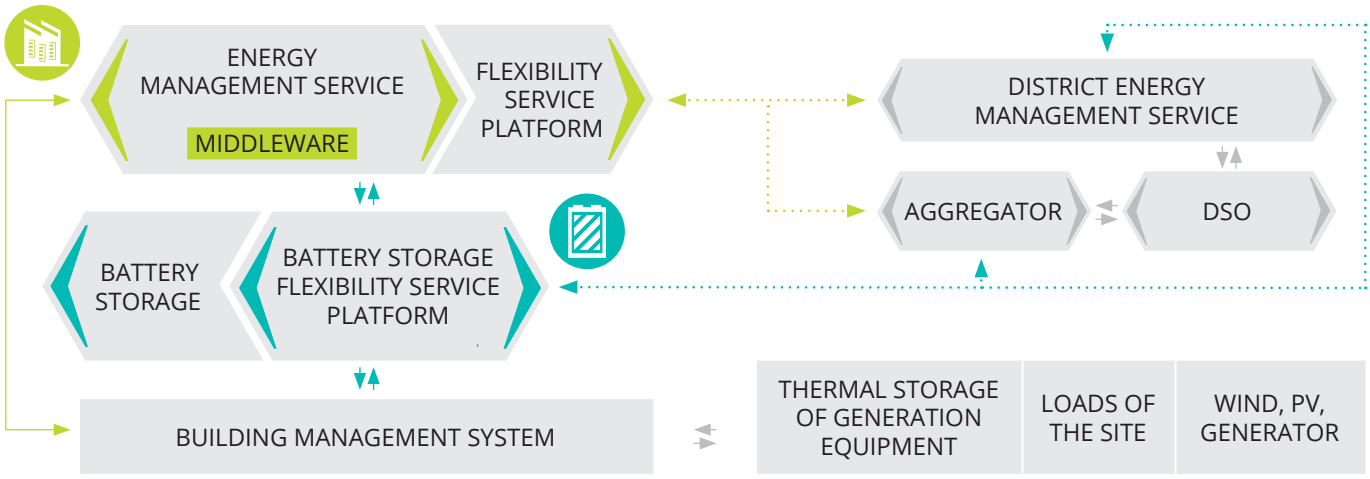

ELSA architecture

Objectives

The project Energy Local Storage Advanced system (ELSA) brings distributed storage solutions to maturity. Its objective is to enable their integration into the energy system and their commercial use. ELSA is addressing existing energy storage development needs by combining **2nd life batteries with an innovative local ICT-based energy management system** in order to develop a low-cost, scalable and easy-to-deploy battery energy storage system. These storage solutions are deployed as energy services. Existing legal and regulatory barriers are analysed and international standards are pushed forward. At the same time, ELSA is developing innovative service-oriented business models. Sustainability and social acceptance are taken into account through comprehensive life-cycle and socio-economic impact assessments as well as the involvement of citizens and stakeholder groups.

10 partners

6 test sites in 5 EU countries

Planned activities

ELSA's mission is to further develop technology that is already close to maturity. ELSA storage systems will be applied in six demonstration sites representing several application contexts, covering services such as grid congestion relief, local grid balancing, peak shaving, voltage support and regulation. Several feedback loops and the constant involvement of relevant stakeholders will guarantee the optimal implementation at all pilot sites, while and evaluation will ensure scalability and proof of feasibility beyond the project.

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Elsa

ENERGY LOCAL STORAGE ADVANCED SYSTEM

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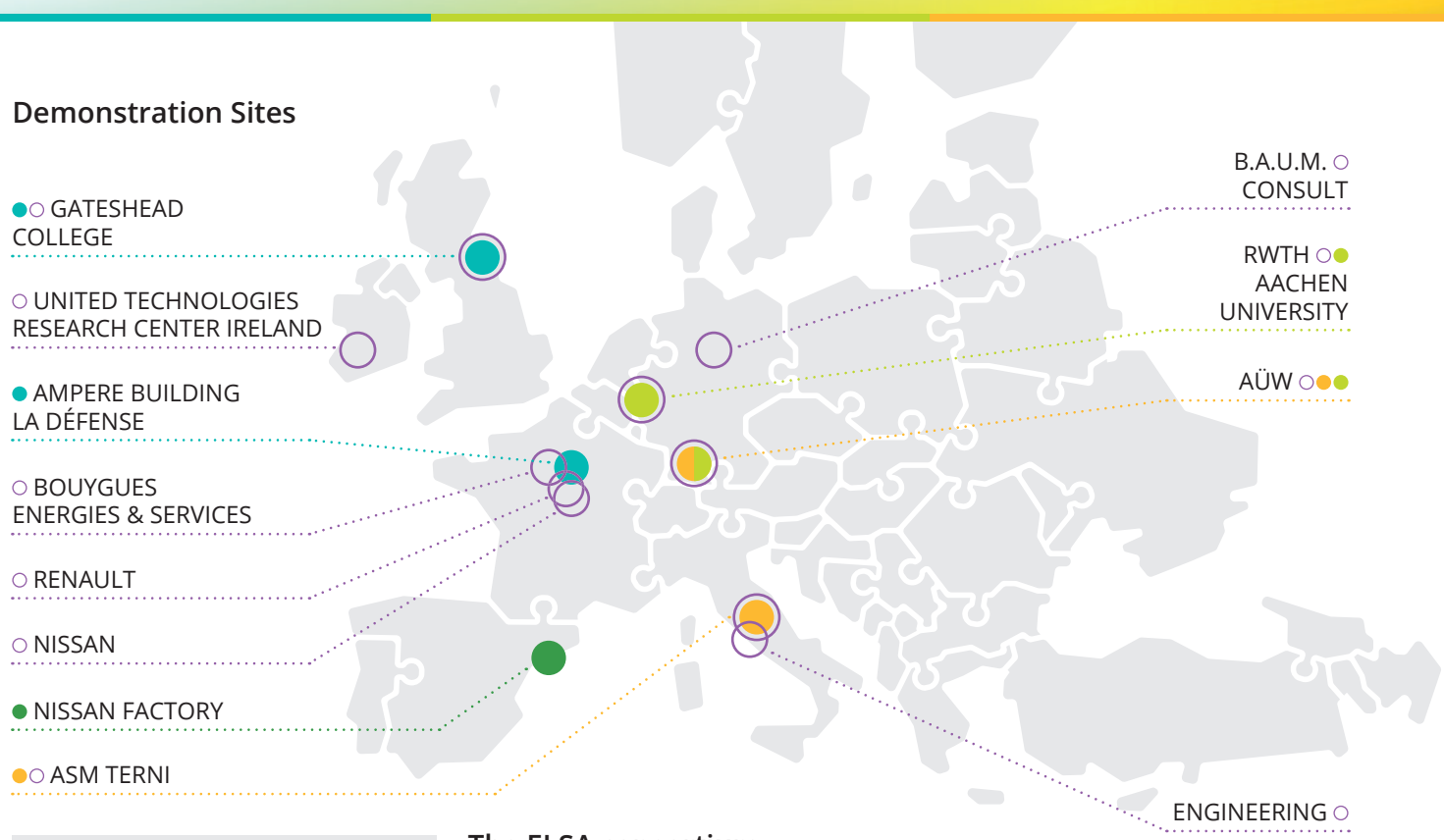
Demonstration Sites



Test sites:

DSO Building District Industry

Project Partners

The demonstration sites include buildings, districts and grids: the Skills Academy for Manufacturing and Innovation facility at Gateshead College (building), United Kingdom, the Ampere Building (offices) at La Défense, France, the Battery Plant and the Autonomous Guided Vehicles at Nissan's Barcelona Factory (manufacturing), Spain, the E.ON Energy Research Centre at RWTH Aachen University (R&D district), Germany, the City of Terni (grid), Italy, and a residential district in the city of Kempten, Germany.

The ELSA consortium

This multi-disciplinary consortium brings together industry players with extensive experience in Electric Vehicle battery storage systems, (Renault and Nissan), as well as in sustainable development, digital and energy networks infrastructure, and building and district management (Bouygues). Research institutes specialising in the design and manufacturing of components and systems for buildings and industrial applications (United Technologies Research Center Ireland), in the energy sector including ICT for energy (RWTH Aachen) and in the area of smart homes and energy management options (Gateshead College) are also involved as are companies with experience and knowledge in IT-solutions for Energy and Utilities (ENGINEERING), in consultancy and training on sustainable development (BAUM), and in the management of electrical distribution systems (ASM and AÜW).

The ELSA Advisory Board

ELSA's work of ELSA is supported by an Advisory Board tasked with providing valuable. The Board is also responsible for advising ELSA's Technical Committee to assure consistency in outcomes in accordance with market expectations. The Advisory Board is composed of key players of the European energy sector as well as key users of future storage solutions.

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ELSA standard presentation (1 slide)

Elsa
ENERGY LOCAL STORAGE ADVANCED SYSTEM

Store, Serve and Save

Energy Local Storage Advanced system

- ELSA brings distributed storage to maturity by combining 2nd life batteries with energy management systems for buildings and districts.
- Advanced ICT links batteries to residential and industrial frameworks.
- ELSA solutions bring new business to service providers.
- ELSA looks for business with ecological and societal benefits.
- Pilots represent all important use cases for small and medium storage solutions
- ELSA model meets needs of building, district and grid operators.
- ELSA is one of 17 Smart Energy projects in the 1st call of H2020

Smart storage systems: cornerstones of the energy transition towards renewable energies.

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ELSA standard presentation (3 slides)

Elsa
ENERGY LOCAL STORAGE ADVANCED SYSTEM

Store, Serve and Save

Energy Local Storage Advanced system

Project Overview

Images by Renault, B.A.U.M. Consult

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EUROPÄISCHE UNION

ELSA Project in brief

- Energy Local Storage Advanced system

- Duration: April 2015 – March 2017 (36 Months)
- Total costs: 13 114 250 €
- EU grant: 9 861 614 €
- Call: H2020-LCE-2014-3
- Topic: Local / small-scale storage

ELSA is one of 17 Smart Grid and Storage projects of the 1st H2020 call.

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Elsa
ENERGY LOCAL STORAGE ADVANCED SYSTEM

Store, Serve and Save

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Well balanced and experienced consortium

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<Name, Organisation>

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- <Email-address>
- <website-address>

ELSA Contact:

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- www.elsa-h2020.eu

<Picture>

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ELSA standard presentation (5 slides)

Elsa
ENERGY LOCAL STORAGE ADVANCED SYSTEM

Store, Serve and Save

Energy Local Storage Advanced system

Project Overview

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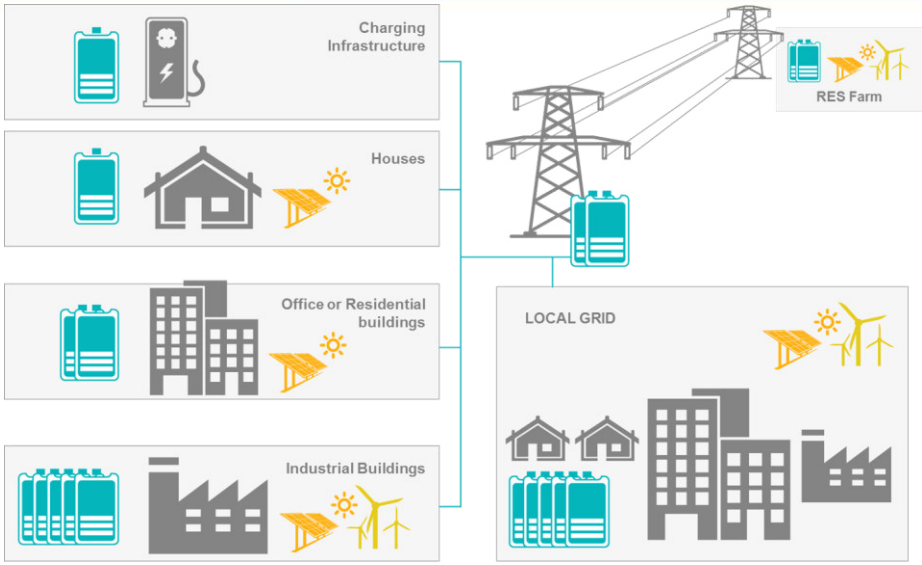
EUROPÄISCHE UNION

ELSA Vision

- a 2nd life for electric vehicle batteries
- *smart storage systems for multi-energy integration in* business buildings and residential districts
- local ICT-based energy management system
- commercially optimised use of storage for the transition towards renewable energies



The 2030 electricity storage market

ELSA brings distributed storage solutions to maturity.

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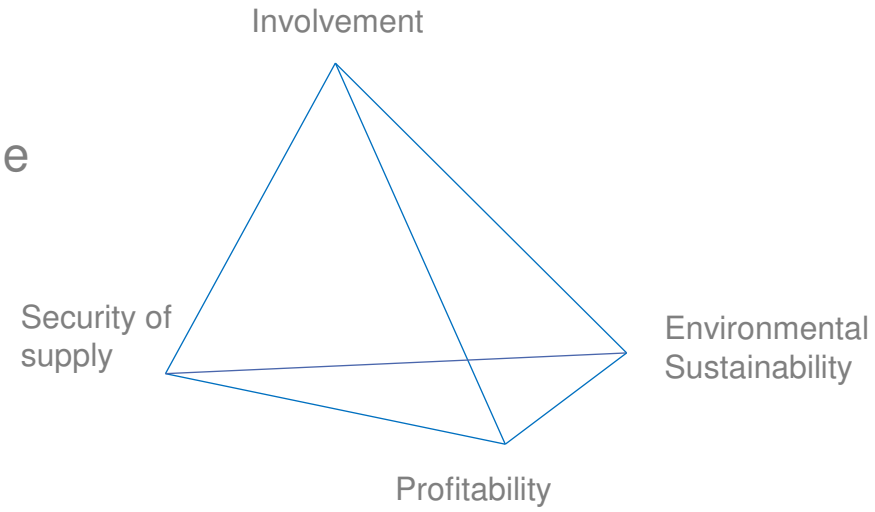
Holistic approach



- technically implementing low-cost, scalable and easy-to-deploy storage solutions
- developing innovative, service-oriented business models
- addressing legal and regulatory barriers
- pushing international standards
- ensuring sustainability through using 2nd life batteries and life-cycle assessment
- fostering social acceptance through socio-economic impact analysis
- involving a broad range of relevant stakeholders

ELSA looks for business with ecological and societal benefits.

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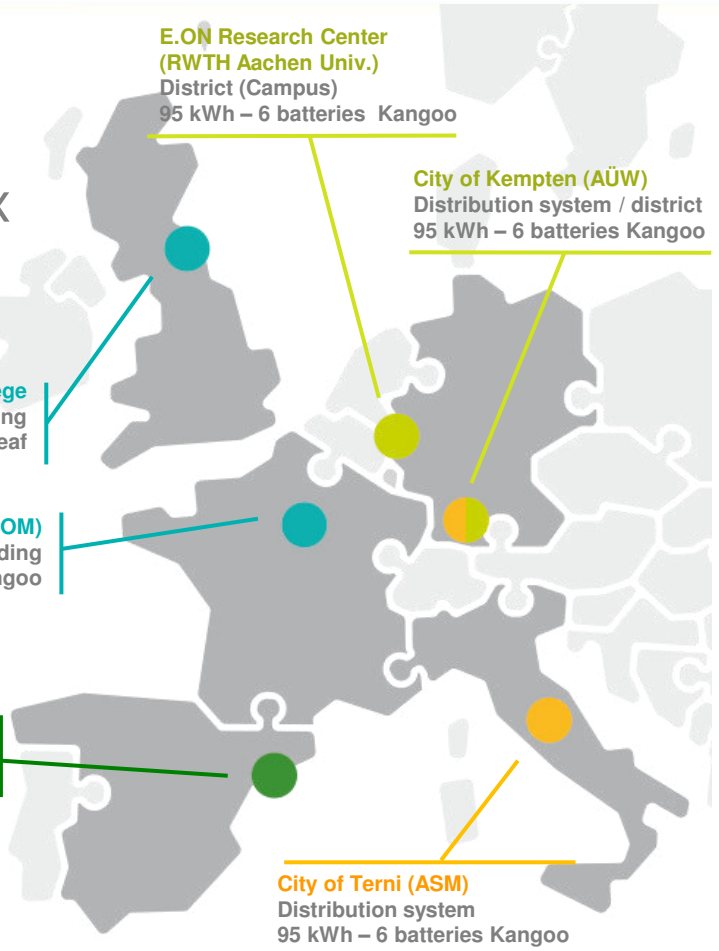
Representative pilot installations

The ELSA storage system will be applied in six demonstration sites representing several use cases for storage as a service, such as

- grid congestion relief
- local grid balancing
- peak shaving
- voltage support and regulation
- optimization of self-supply



Pilots represent all important use cases for small and medium storage solutions.

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ELSA standard presentation (10 slides)

Energy Local Storage Advanced system

Project Overview

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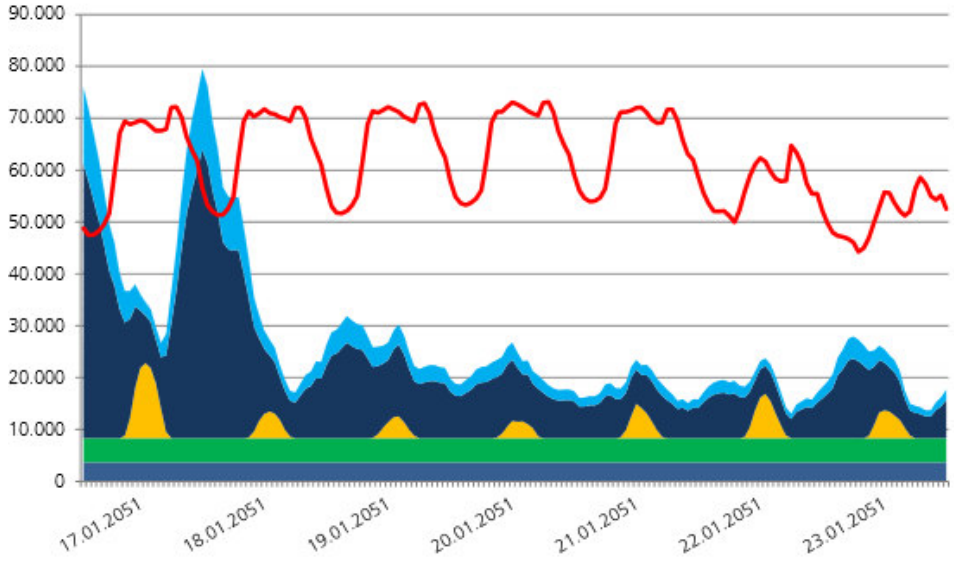
Storage is a Need

Decentralised small and medium-size storage solutions are indispensable for enabling the future energy system with a high share of intermittent Renewable energy sources



Distributed Storage is key for a Smart Energy System.

Hydropower
Biomass
PV
Wind Offshore
Wind Onshore
Electricity Consump.

Electricity production and consumption in Germany during a week in January 2051 (Source: Fraunhofer UMSICHT, 2013 , p. 21)

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Elsa
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Store, Serve and Save

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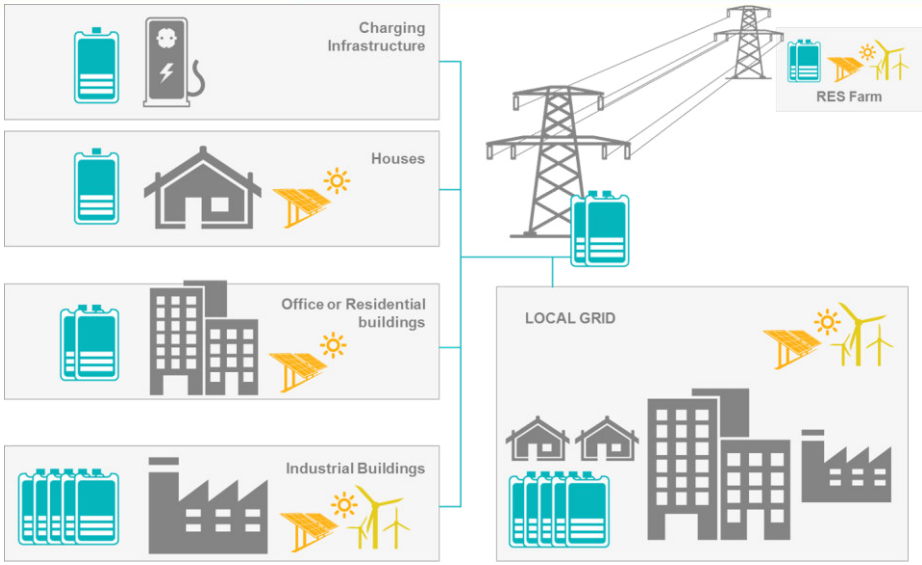

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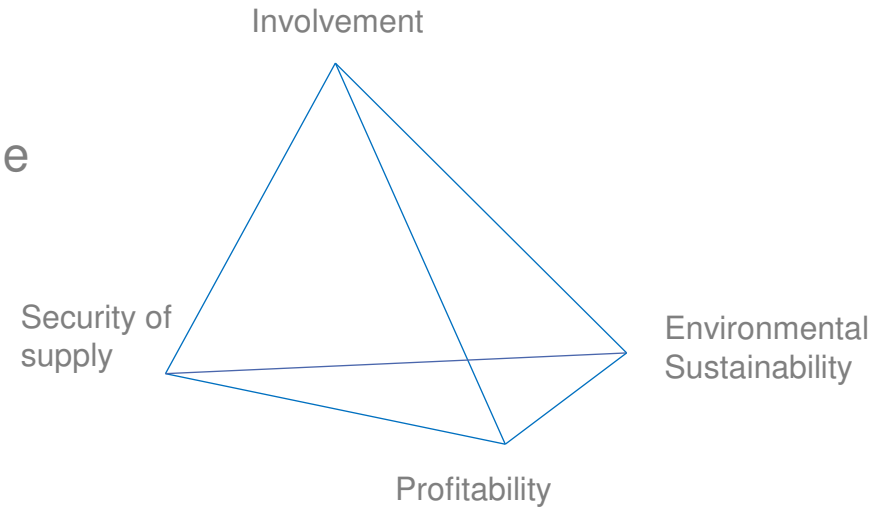
Holistic approach



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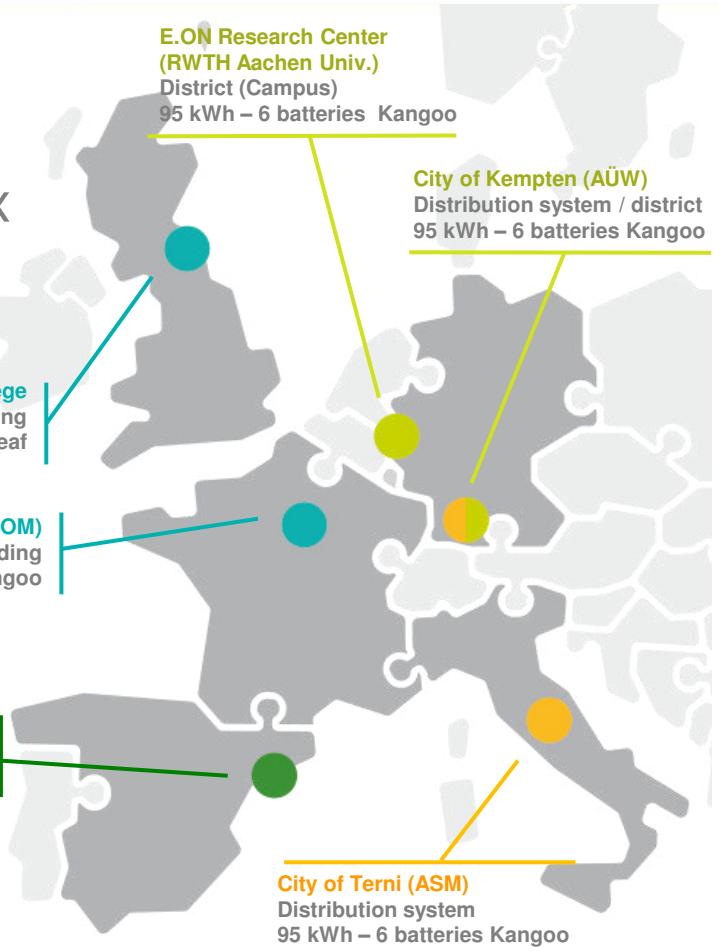

Pilots represent all important use cases for small and medium storage solutions.

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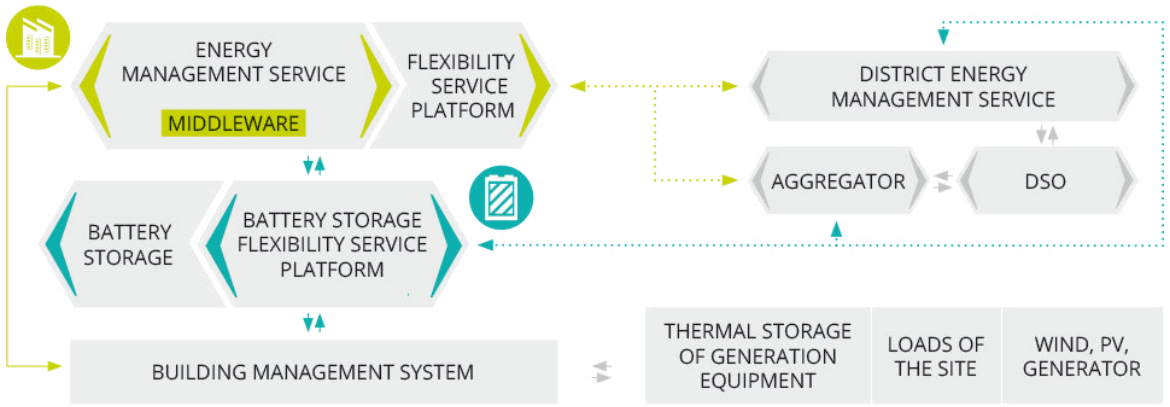
ELSA architecture model

- Battery management linked to building or district management services
- Scalable storage solutions to adapt to local needs
- Interface to aggregators for optimizing use of storage for grid balancing and energy self supply



The ELSA model meets needs of building, district and grid operators.

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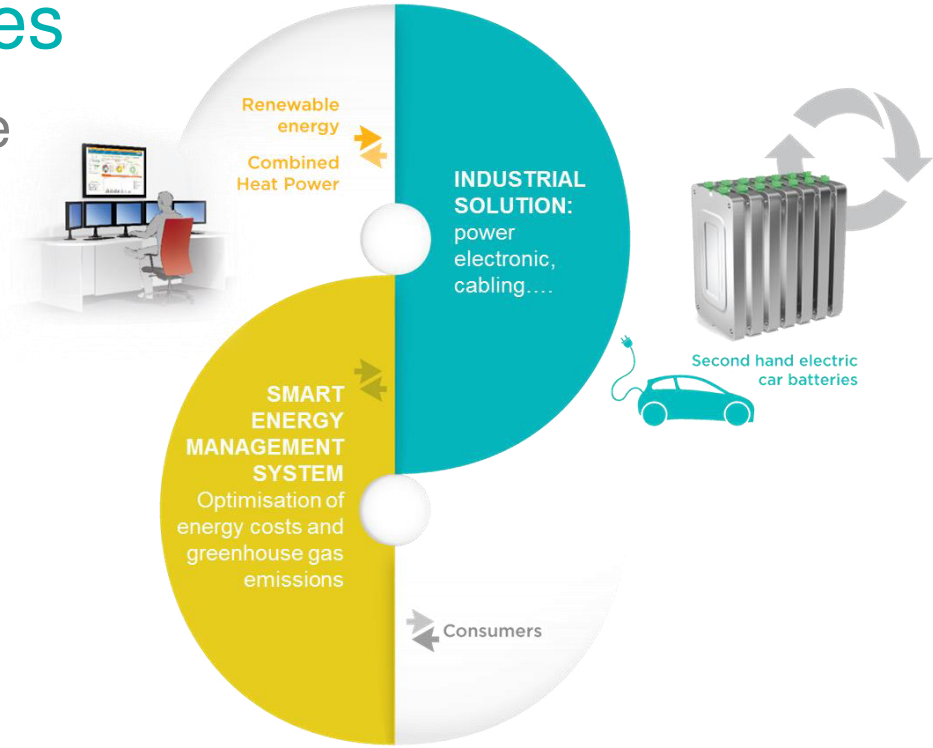
Expected technical outcomes

- hybrid storage systems applicable to many use cases
- flexible and adaptable ICT-based Energy Management System
- packaging ready for the market



Advanced ICT links batteries to residential and industrial frameworks.

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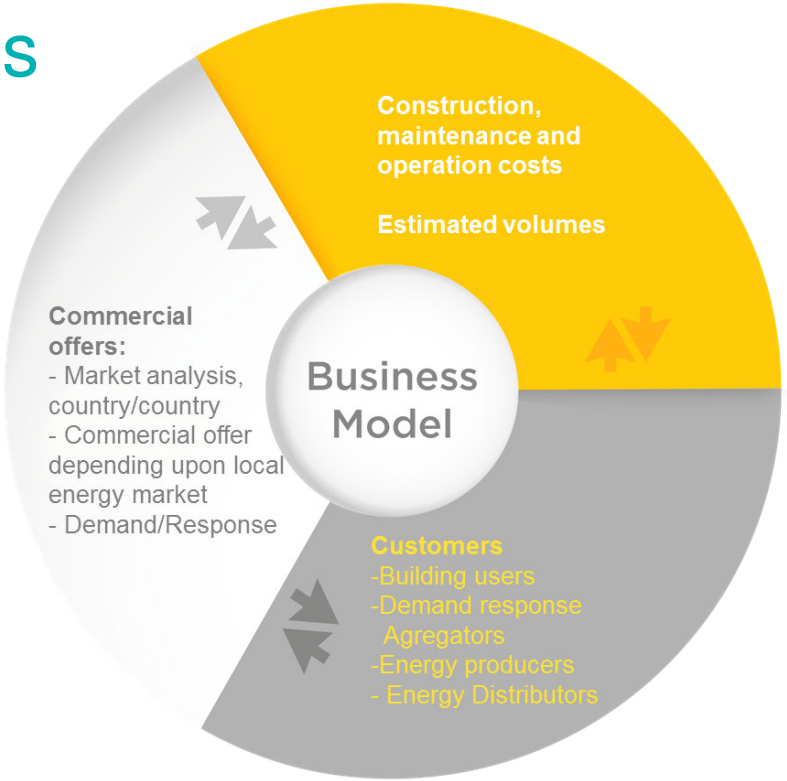
Expected commercial outcomes

- business models based on “storage
- as a service”
- recommendations for the adaption of European and national regulation
- contributions to development of international standards
- testimonials from pilot installations
- insights in measures to improve social acceptance of storage



ELSA solutions bring new business to service providers.

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Linking Mobility and Buildings

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<Picture>

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