



Grant Agreement number 842547



Actual execution of the Implementation  
Plan for Photovoltaics and monitoring  
the Implementation Plan's delivery

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#PVIMPACT\_EU

Deliverable 3.4 Advertisements,  
publicity campaigns for access  
to EGP and Photowatt lines

Lead beneficiary: WIP

## Disclaimer of warranties



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 842547. The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Commission. The European Commission is not responsible for any use that may be made of the information contained therein.

## About PV IMPACT

PV IMPACT will try out a variety of approaches to stimulate PV research, development and innovation initiatives in Europe. The first part of the project will focus on inviting companies to matchmaking events so they can find partners with whom to work on future projects under EU and/or national funding schemes. The project will also target two specific industrial companies: ENEL Green Power and Photowatt. Another important part of the project will be to monitor progress in PV. Data will be collected on public spending in the EU, on private spending, on the kinds of projects being funded and on the overall performance of PV technology. Forecasts for future spending will be made according to various scenarios. The project will track whether improvements in the performance of technology are keeping pace with expectations and will make recommendations to European funding authorities.

## PV IMPACT Partners



### Document information

<b>Title</b>	D3.4 Advertisements, publicity campaigns for access to EGP and Photowatt lines
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### Document history

Date	Revision	Prepared by	Approved by	Description & status
27/03/2020	1	Sofía Arancón		First draft
31/03/2020	2	Sofía Arancón		Second draft
31/03/2020	3	Sofía Arancón	EUREC	Final document

### Dissemination level

PU	Public	X
RE	Restricted to a group specified by the Consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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## 1. Introduction

This report presents PV IMPACT's advertising campaign to inform third parties about the possibility to access Photowatt and Enel Green Power (EGP)'s pilot production lines for testing their products.

Open to tests are:

- Solar cells and modules production lines, including production equipment and characterization tools
- Reliability tests platform for modules: damp heat, thermal cycling, humidity freeze, UV exposure

EGP is engaged in the production of photovoltaic solar panels, through its business line 3SUN, located in Catania. Currently, 3SUN is the main Italian PV factory and one of the biggest in Europe. Like EGP in Italy, Photowatt is one of France's remaining industrial companies in PV. Photowatt operates a pilot cell-production line (lab fab) in Bourgoin-Jallieu (Rhône-Alpes region South-East of France).

The advantage of using EGP's or Photowatt's lines is that the third party can work closely with a European PV cell producer and gain understanding of its material and processes (which is often more difficult or impossible for out of Europe-based production plants). Sharing lines knits together Europe's manufacturing competence, in turn helping to maintain an intact value chain from ingot via wafers to cells.

The timeline of the communication activities presented in this deliverable is an indicative schedule and may still be adjusted according to circumstances. If modifications in the planning are needed, this report will be timely updated.

## 2. Objectives

The main objectives of this deliverable are:

- To present a detailed plan of PV IMPACT's advertising campaign to spread awareness of the possibility to access Photowatt and EGP's infrastructure
- To serve as a guideline for the planning, organization and management of the advertisement activities

The aim of the campaign is to advertise the opening of Photowatt and EGP's cell production lines and module prototyping & reliability services to third parties. This will enable universities and start-up companies to profit from Photowatt's and EGP's long years expertise to get feedback on the prototype's strengths & weaknesses.



## 3. Target groups

The target group of this communication campaign are universities, SMEs and start-up companies willing to test their products and looking to obtain real industrial knowledge of the production of photovoltaic cells and modules.

### 3.1 Conditions

Candidates must meet the following conditions:

- Fitting the safety and security rules of the company
- Reaching an advanced maturity in the process (minimum TRL 3 to 4)
- Financing material and labour costs for tests
- Introducing the process stages only if compatible with the existing line
- Processing a minimum amount of pieces to make it industrially relevant

Photowatt and EGP will reserve the right to select the candidates according to the above-mentioned conditions and the availability of the production lines.

## 4. Action Plan for the advertising campaign

To ensure a smooth process and to reach the maximum number of scientists and interested groups, the consortium prepared a plan with a series of coordinated communication activities (Table 1). This plan will be implemented and monitored throughout the project. When needed, it will be adapted.

Table 1: Action Plan

<i>Task</i>	<i>Action</i>	<i>Involved partners</i>	<i>Timeline</i>
<b>Open Call for Applicants</b>	<i>1. Draft text for the Call for Applicants</i>	<i>Photowatt and EGP with WIP's support</i>	<i>April 2020</i>
	<i>2. Prepare mailchimp campaign with the Call text</i>	<i>WIP</i>	<i>May 2020</i>
	<i>3. Send mailchimp campaign link to all partners</i>	<i>WIP</i>	<i>May 2020</i>



## D3.4 Publicity campaign for access to production lines

	4. All partners send the Call to their contacts (Mailing 1)	All	May 2020
	5. Repeat steps 2-4 for regular mailshots	WIP, All	Regularly
Make promotion on Website	1. Publish the Call for Applicants on the PV Impact website	WIP	May 2020
	2. Publish the Call for Applicants on partners' websites	All	May 2020
	3. Ask relevant organizations such as ETIP PV and EERA PV to advertise it on their websites	WIP, Fraunhofer ISE	June 2020
	4. Update the website regularly (e.g. with list of registered companies, with their consent)	WIP, Photowatt, EGP	Regularly
Targeted invitations	1. Send personal invitations to targeted companies and research centres	EGP, Photowatt, All partners	From May 2020 till October 2021
Press	1. Draft press release with event announcement	WIP with EGP and Photowatt	May 2020
	2. Publish press release on PV Impact website	WIP	June 2020
	3. All partners distribute it to their press contacts and publish it on their websites	All	June 2020
	4. Update press release	WIP	November 2020
	5. Repeat steps 2 and 3	All	November 2020
	6. Draft press release with summary of results (if not confidential)	WIP with EGP and Photowatt	November 2021
	7. Repeat steps 2 and 3		November 2021
Social media promotion	<p>1. Post regular tweets using the hashtag <b>#PVImpact_EU</b> Other hashtags: @SETPlan_eu</p> <p>Mention Partners and involved networks: @EUREC_Info, @WIPRenewables, @enelgreenpower, @Photowatt, @InnoEnergyEU, @FraunhoferISE, @3E_renewables, @StampaCnr, @BecquerelForPV, @imec_int, @EURAC</p>	WIP, All	Regularly



	1. Write a LinkedIn article and share with partners	WIP, All	June 2020
	2. Share article and regular posts in targeted LinkedIn groups	WIP, All	Regularly
	1. Share publications in Facebook	All	Regularly
<b>Promotion at events</b>	Promote this opportunity whenever PV Impact is presented at conferences or trade fairs	All partners	On event occasions
<b>Selection Phase</b>	Photowatt and EGP select applicants using the conditions defined	Photowatt, EGP	March 2020 – October 2021
<b>Opening production facilities</b>	Photowatt and EGP open the production line for testing	Photowatt, EGP	March 2020 – March 2022

## 5. Call for applicants

The Call for applicants will be designed based on the following information provided by Photowatt (see figure 2). It will be adapted to meet EGP's conditions.

The call will also be distributed in the form of a flyer (see 1<sup>st</sup> draft in Annex) prepared and designed by WIP, PV IMPACT's partner responsible for the communication and dissemination activities.



Figure 1. Photowatt Lab Fab







**Photowatt opens his production facilities to boost your process development: Come and test the manufacturability of your process!**

Open to tests:

- Solar cells and modules production lines, including production equipments and characterization tools
- Reliability tests platform for modules: damp heat, thermal cycling, humidity freeze, UV exposure

Conditions:

- Fitting the safety and security rules of the company
- Reaching an advanced maturity in the process (minimum TRL 3 to 4)
- Financing material and labor costs for tests
- Introducing the process stages only if compatible with the existing line
- Processing a minimum amount of pieces to make it industrially relevant

Disclaimer:  
Photowatt reserves the right to select the candidates according to the above-mentioned conditions and the availability of the production lines.

Timeframe  
Applications open until February 2021.

How to apply  
Candidates should send via email a short description of the project including objectives and challenges, the equipment needed and the time frame. Photowatt will contact the candidates once the project has been studied internally.

Figure 2. Photowatt draft invitation



## 6. Contacts

### **Project coordinator**

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### **Work Package Leader**

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## 7. Annex





Photowatt®



How to apply? Candidates should send a short description of the project via email to [b.bazerbachi@photowatt.com](mailto:b.bazerbachi@photowatt.com) including objectives and challenges, the equipment needed and the time frame. Photowatt will contact the candidates once the project has been studied internally.

**APPLICATIONS OPEN UNTIL FEBRUARY 2021.**

PHOTOWATT OPENS HIS PRODUCTION FACILITIES FOR YOU TO TEST THE MANUFACTURABILITY OF YOUR PROCESS!

**OPEN TO TESTS:**

- Solar cells and modules production lines, including production equipments and characterization tools
- Reliability tests platform for modules: damp heat, thermal cycling, humidity freeze, UV exposure

**CONDITIONS\*:**

- Fitting the safety and security rules of the company
- Reaching an advanced maturity in the process (minimum TRL 3 to 4)
- Financing material and labor costs for tests,
- Introducing the process stages only if compatible with the existing line,
- Processing a minimum amount of pieces to make it industrially relevant

\*Photowatt reserves the right to select the candidates according to the above-mentioned conditions and the availability of the production lines