# *D8.2- Communication Pack & Channels*


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## Abstract

This deliverable outlines the development of the visual identity of iFACT-MP. First and foremost, the design of the logo sets up the grounds for iFACT-MP identity and the design of the project's templates, that will be utilized in creating presentations and deliverables, and also in documenting agendas and meeting minutes. Both the logo and the templates are integral components of the project's identity. The next step will emphasize the creation of the Initial Communication Toolkit (ICT), which will include digital and printed informative materials, like leaflets and posters. These will be followed by the creation and launch of the iFACT-MP official website, which will be used as a key communication tool to raise public awareness about the project. Last but not least, the social media profile of the project will be launched on LinkedIn platform. The last two communication tools will be regularly updated as the project progresses.



## Keywords

Project logo, templates, leaflet, poster, website, social media profiles



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## Information Table

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|---|---|
| **Contract Number** | **101134963** |
| **Project Name** | iodine Fed Advanced Cusp field Thruster for Mid-Power |
| **Project Acronym** | **iFACT-MP** |
| **Topic** | **HORIZON-CL4-2023-SPACE-01-72** |
| **Type of Action** | **HORIZON Research and Innovation Actions** |
| **Project Starting Date** | 1 January 2024 |
| **Project End Date** | 31 December 2025 |
| **Duration** | **24 Months** |
| **Project Coordinator** | **AIRBUS DEFENCE AND SPACE GMBH** |
| **Deliverable Number** | D8.2 |
| **Deliverable Title** | Communication Pack & Channels |
| **Version** | 02 |
| **Status** | Final |
| **Responsible Partner** | EASN-TIS |
| **Deliverable Type** | Report |
| **Contractual Date of Delivery** | April 30th, 2024 |
| **Actual Date of Delivery** | April 16th, 2024 |
| **Dissemination Level** | PU |

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## Document History

| Version | Date | Status | Author | Description |
|---|---|---|---|---|
| 0.1 | 2024-04-15 | Draft | Eleni Sarantoglou – EASN-TIS | 1st draft |
| 0.2 | 2024-04-16 | Final | Eleni Sarantoglou – EASN-TIS | Final |
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## Table of Acronyms and Abbreviations

| Acronym/Abbreviation | Description / Meaning |
|---|---|
| ACFT | Advanced Cusp Field Thruster |
| Airbus FDH | Airbus Defence and Space GmbH Friedrichshafen (coordinator) |
| CORDIS | Community Research and Development Information Service |
| D&C | Dissemination and Communication |
| EASN-TIS | European Aeronautics Science Network -Technology Innovation Services |
| EC | European Commission |
| EPS | Electric Propulsion Subsystem |
| HADEA | European Health and Digital Executive Agency |
| iFACT | iodine Fed Advanced Cusp field Thruster (Horizon 2020 project) |
| iFACT-MP | iodine Fed Advanced Cusp field Thruster for Mid-Power |
| IKTS | Fraunhofer Institute for Ceramic Technologies and Systems IKTS (participant) |
| KPI | Key Performance Indicator |
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# 1. INTRODUCTION

This deliverable will focus on the Dissemination & Communication (D&C) tools of the iFACT-MP project, which include the visual identity, the Initial Communication Toolkit (ICT), the social media profiles and the project website.

The project's visual identity is primarily shaped by its logo, which takes precedence after the project's launch and offers a glimpse into its objectives. The project templates are essential for creating and submitting deliverables, coordinating agendas, keeping Minutes of Meetings (MoM) and using them in presentations. Even though the project templates are primarily employed for internal use by the consortium partners and do not directly enhance the project's visibility, they play a crucial role in establishing its visual identity.

The next phase involves the creation of the Initial Communication materials, such as the leaflet, the poster, and the roll-up banner. The latter will be created at a later date, upon request. The leaflet and the poster are two powerful tools that can be used by all partners to effectively deliver the project's objectives, the workplan and the expected impact to various stakeholders, including the general public, and the scientific community including the related industries. Whether shared digitally or in hard copy format, they play a vital role in Dissemination and Communication events like conferences, exhibitions and/or workshops.

The ICT materials are succeeded by the creation and launch of the project's website, which structure and content resources are thoroughly reviewed prior to release. The website offers the opportunity to share more valuable information than the limited space of the leaflet or the poster, with in-depth technical details, images, tables, and graphics. It also offers direct links to the project's LinkedIn social media profile.

The formation of the project's LinkedIn profile was shaped at an early stage, in order to present the Kick-off Meeting (KoM) that launched in the middle of January, 2024 and its primary aim was to inform the audience about this new project and disseminate information about its vision, but also keep them engaged to anticipate the launch of the website, that would feature a detailed explanation of the implemented technology.

This report is divided into five main sections.

- Section 1, making the introduction
- Section 2, focusing on the development of the iFACT-MP logo and templates, which are the key aspects of the visual identity of the project
- Section 3, covering the creation of the ICT, including the leaflet, poster, and roll-up banner, that will be used later in the project for event preparation, conferences, workshops, etc.
- Section 4, delving into the project's website structure and content, along with the social media profile
- Section 5, presenting the summary of the current deliverable.

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# 2. VISUAL IDENTITY

Visual Identity refers to a collection of visual components designed to symbolize a project brand and differentiate it from others in the same industry. More specifically, the visual identity includes all visible aspects, such as the logo and the color scheme, that facilitate the recognition of the project brand by both specialized and non-specialized audiences.

The scope of creating the visual identity reinforces the project's objectives and goals through visible means, thus establishing the grounds for the project's brand. The official project logo serves as the cornerstone of visual identity, ensuring that the project's brand is easily recognizable, memorable, and informative about its purpose. Furthermore, the D&C team utilizes the logo's color and font to develop project templates for deliverables, presentations, and internal documentation.

## 2.1 Project Logo

A project's logo serves as a visual representation that instantly identifies the project. To achieve a successful logo, it is essential to explore various combinations of colors, shapes, and fonts that effectively capture the initial concept. After the launch of the project, creating a captivating logo becomes the top priority as it sets the foundation for selecting the color palette, icons and fonts that will be utilized in designing the document templates, the website and other branding materials. This methodical approach will ensure that the project will maintain a cohesive and professional image.

Considering the project's goal and objectives, two logos were designed and presented at the Kick-off Meeting (KoM) in Friedrichshafen, Germany.

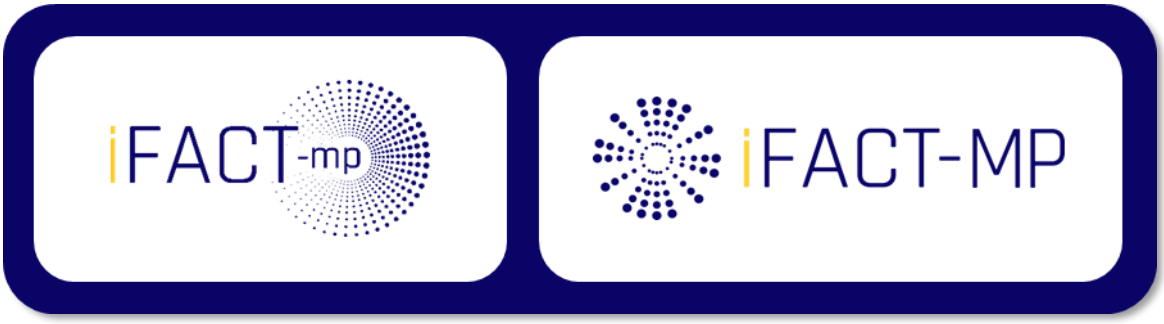


*Figure 1 Initial proposed designs for the official iFACT-MP logo*

The proposed logos were presented to the partners, and upon discussions a note was made to create some modifications and add the icon of the satellite, that would reflect back to the previous iFACT project, and show the connection between the two.

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*Figure 2 Horizon2020 iFACT logo*

Thus, the following proposed logos were distributed to the partners, for further review and voting.

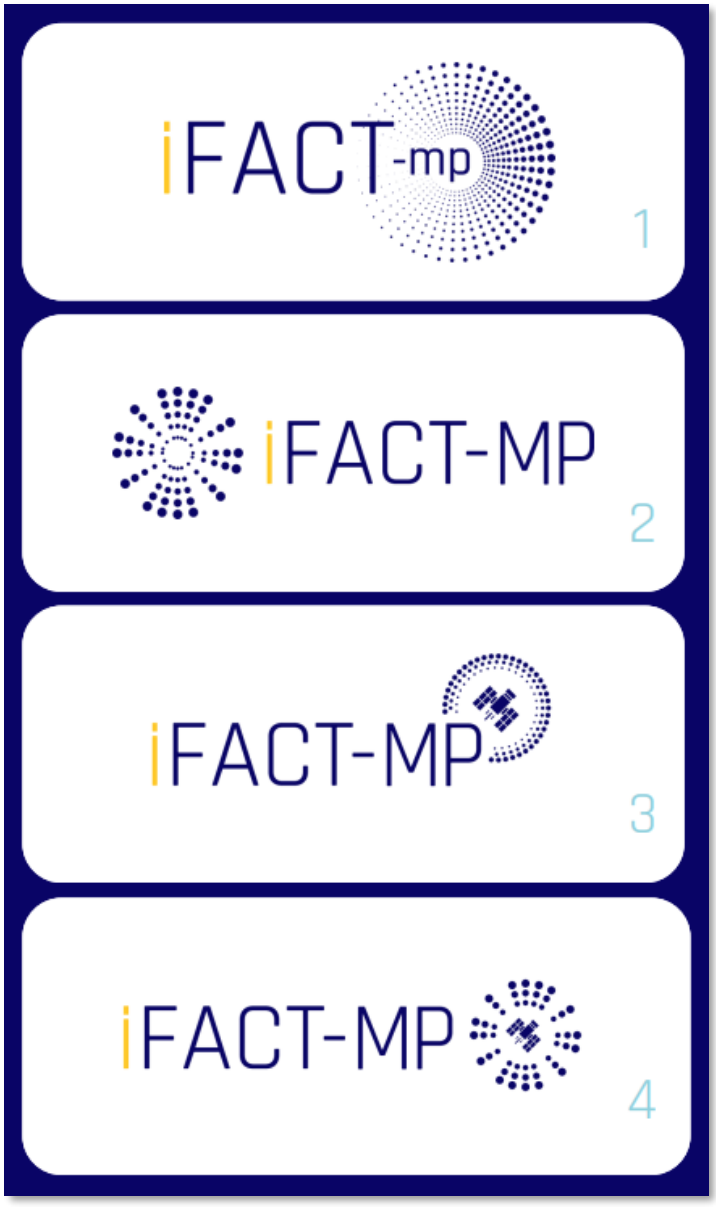


*Figure 3 Four proposed logo designs*

The final selection was a voting result based on the preference of each entity. For that purpose, an email was distributed to all partners, including the four proposed logo designs, and their vote

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was expressed, in response to that email. The voting result depicted image #3 as the preferred logo, which from that moment on appeared in all iFACT-MP D&C materials.

*Figure 4 The official iFACT-MP logo in colour*

*Figure 5 The official iFACT-MP logo in white*

*Figure 6 iFACT-MP Colour Palette based on the logo*

## 2.2 Project Templates

The project templates enhance the visual identity, after creating the official logo, and together they contribute to a unified and cohesive project identity. Hence, four templates are created and shown below.

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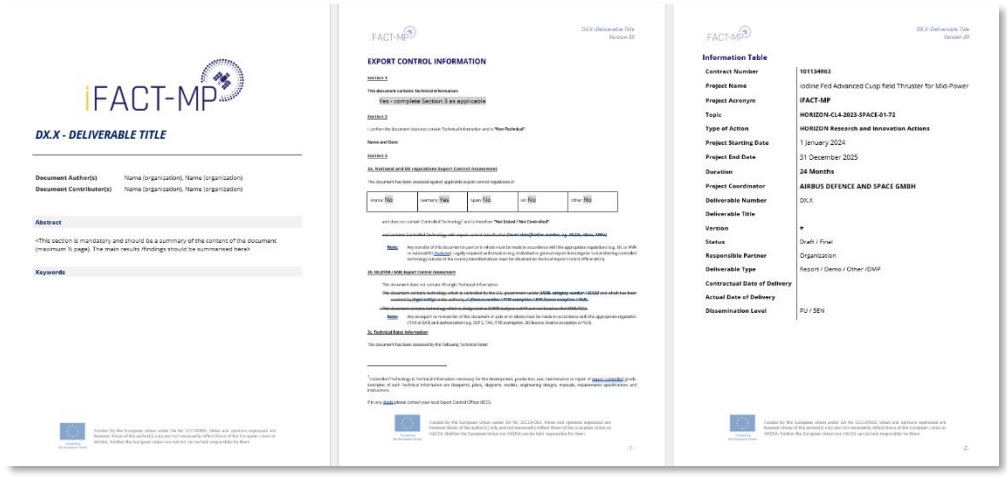


*Figure 7 iFACT-MP Deliverable template*

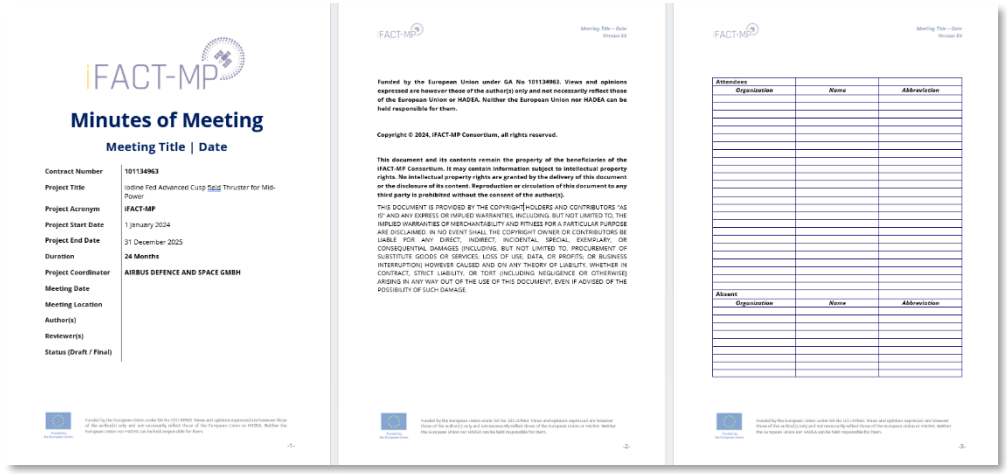


*Figure 8 iFACT-MP Minutes of Meeting (MoM) template*

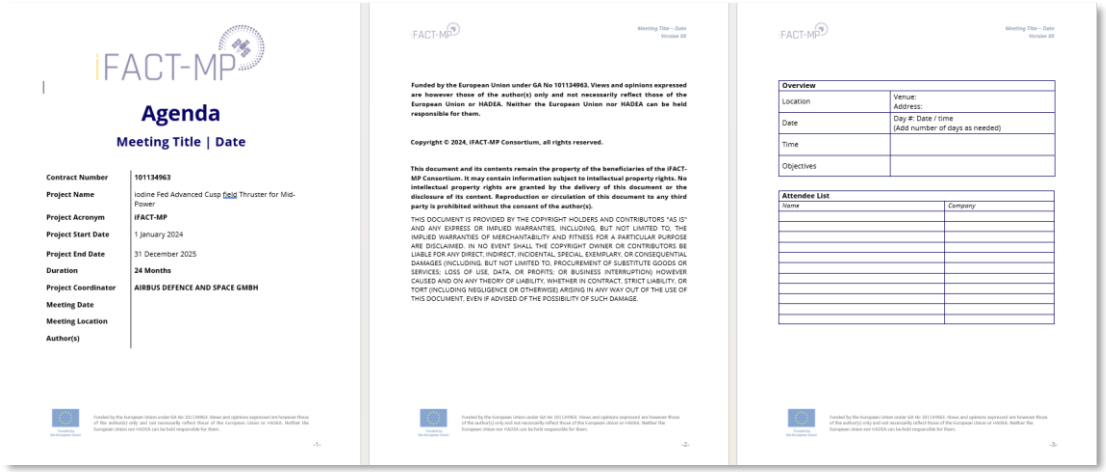


*Figure 9 iFACT-MP Agenda template*

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*Figure 10 iFACT-MP Presentation template - Cover page*

*Figure 11 iFACT-MP Presentation template - Content overview*

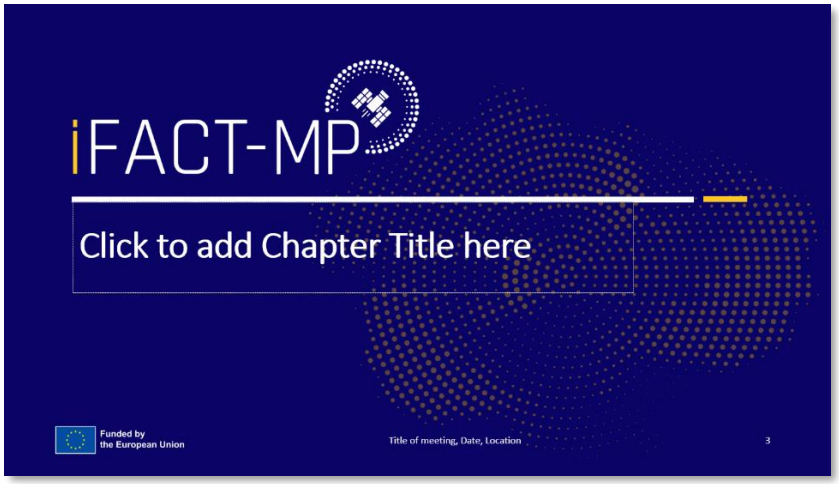


*Figure 12 iFACT-MP Presentation template - Chapter page*

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# 3. INITIAL COMMUNICATION TOOLKIT (ICT)

A typical ICT includes the project's leaflet, poster, and roll-up banner. The roll-up banners are introduced later in the project, when there is a requirement to disseminate the initial outcomes of the project in venues like conferences or workshops. It is of highly importance to have a consistent disseminating information pack during the initial stages of the project, due to the diverse range of people who will be interested in it. Thus, the ICT's effectiveness relies on appealing design elements, such as effective color combinations, images and icons that complement the text, and photographs that depict the project concept in a simple manner.

## 3.1 Project Leaflet

A project leaflet is a trifold brochure that highlights the project's aims, objectives, concept, and methodology. This tool is designed to address a diverse range of people, including specialized and non-specialized audiences, with the primary aim of promoting the project's launch. At the moment, the leaflet is freely available in both digital and printed formats. The digital format can be downloaded from the project's website, whereas the printed format can be distributed during conferences, workshops, lectures, trade fairs and networking events involving project partners.

The leaflet has been designed as depicted in Figures 13 & 14, while the content outline is presented below:

External trifold side:

- ABOUT iFACT-MP: In the upper left section of the external side of the leaflet, there is a brief description of the project's aims and goals, followed by the five expected impacts that the project results will benefit from. At the lower left section there is a tagline that although short, it sums up the essence of the project's goal.
- iFACT-MP TEAM: In the upper part of the middle section, we present all the consortium partners with their respective logos.
- CONNECT WITH iFACT-MP: Below the iFACT-MP Team, we provide the project's general information, including the grant number, the starting date and its duration, the coordinator's entity, the project's website domain and the email address for whoever wants to connect with the consortium. Beneath that, there is a QR code that when scanned, it directs the user to the official website of the project, and right underneath the user can identify the LinkedIn and YouTube distinctive icons, that confirm the presence of the project in these social media platforms.
- Acknowledgements: In the lower part of the middle section, we included the European Union (EC) acknowledgement or the disclaimer, as declared in article 17 of the Grant Agreement, stating that the project is funded by the European Union, however the views and opinions expressed are those of the author(s) only and not necessarily reflect those of the European Union or HADEA, neither the European Union nor HADEA can be held

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responsible for them. Finally, a brief acknowledgment is discreetly added, at the bottom of the middle section, disclosing that the leaflet design is by EASN-TIS.

- Cover Page: For the iFACT-MP leaflet cover page, we selected a photo that shows a satellite hovering above the earth, illuminated by a ray of sunlight that reflects off one of its parts, resulting in a captivating vertical beam of light. Beneath the image, we shared the project's logo in white, over a dark background, with a description of the acronym. Finally, the EU emblem was inserted above the image, with the statement "Funded by the European Union".

*Figure 13 The external side of the iFACT-MP trifold leaflet*

Internal trifold side:

iFACT-MP OBJECTIVES: The internal side of the leaflet contains a concise explanation of the project's objectives, which are outlined in the G.A. document, using brief descriptive bullet points. However, instead of traditional bullet points, we have opted to use the mirrored satellite of the logo. This design choice ensures that the text is easily readable by utilizing white lettering against a dark background, while the satellite image, rendered in the project's distinctive yellow color tone, orbits above each objective.

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The middle and right inner sections of the leaflet are considered a unified area for visual elements, presenting the iFACT-MP Workplan and Key Performance Indicators (KPI's) respectively. The workplan illustrates the collaboration among partners during the project's timeline, as well as the coordination between the management and the Dissemination and Communication (D&C) team to guarantee a seamless project flow and appropriate distribution of relevant information through suitable communication channels.

In conclusion, brief and articulate texts, legible fonts, icons that align with the text's subject matter, and vibrant colors are the key elements for creating a remarkable leaflet.

The project's website will include a downloadable link for an online version of the leaflet, which can be easily shared. Furthermore, hard copies will be distributed among the partners, and the EASN-TIS team can provide extra copies upon request.

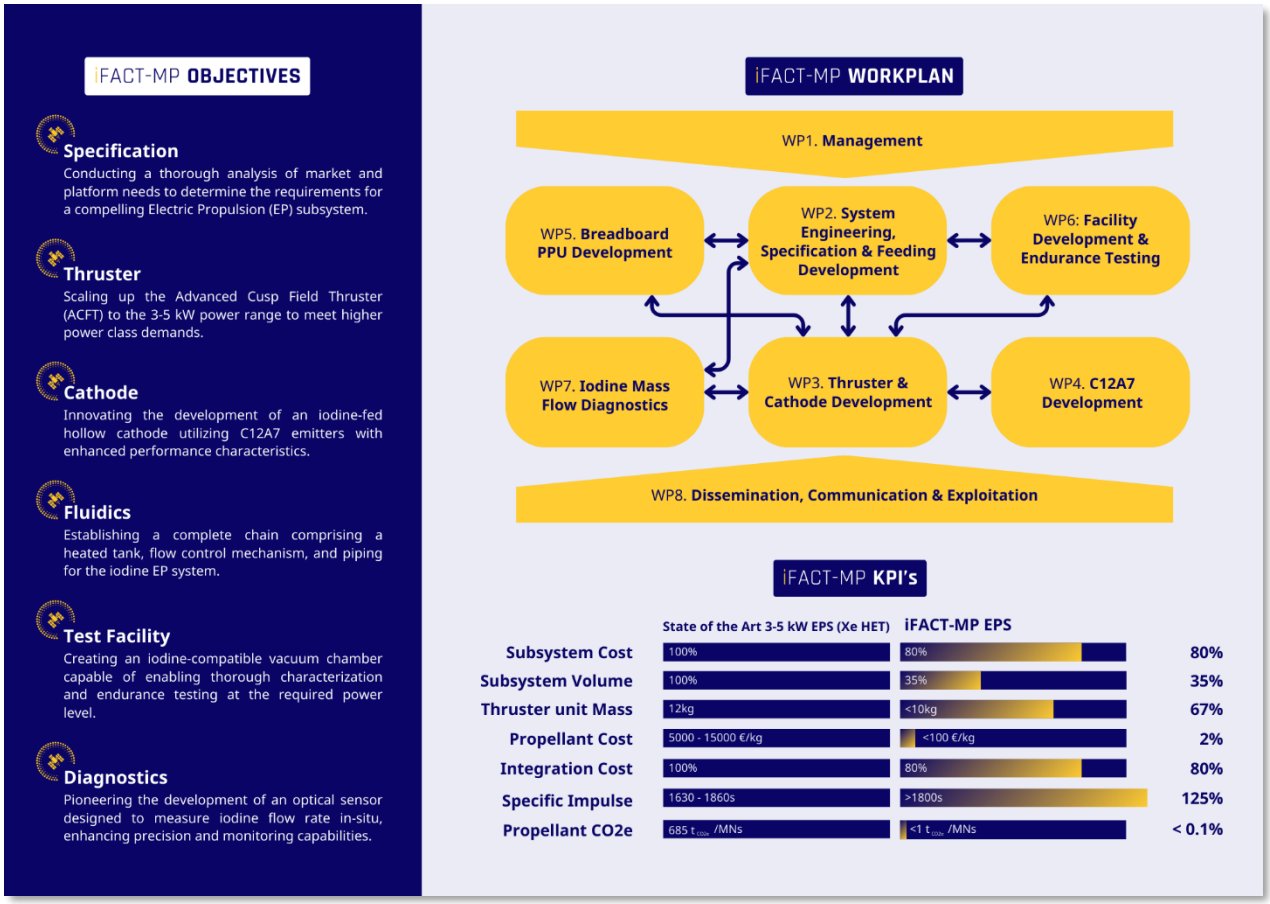


*Figure 14 The internal side of the iFACT-MP trifold leaflet*

## 3.2 Project Poster

The project poster serves as supplementary material to the leaflet and is utilized by the partners during conferences, workshops, exhibitions, technical seminars, networking, and clustering

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activities. Essentially, the poster is an enlarged version of the leaflet, differing only in layout dimensions. Similar to the leaflet, the poster can be downloaded from the iFACT-MP website.

In addition to the poster, roll-up banners serve as crucial D&C supplements for the planned project events, providing an opportunity to showcase the project concept in a more detailed manner than the poster. Consequently, the likelihood of generating significant interest is greatly enhanced. Although there are currently no roll-up banner designs available for presentation, as the project progresses, the involvement and coordination in conferences, networking events, and clustering activities will gradually accumulate. This accumulation serves as a prerequisite for commencing work on a roll-up banner.

*Figure 15 iFACT-MP poster*

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# 4. iFACT-MP PUBLIC WEBSITE

This section provides a comprehensive overview of the project's website. It incorporates several components from the visual identity, including the logo, the color palette, text, icons, and images from the leaflet, to ensure a consistent project brand. The project website plays a crucial role in communicating and disseminating information about the project's objectives, goals, milestones and expected impacts. Once launched, the website will be regularly updated with D&C events and project achievements to track its progress.

The website domain is registered as https://ifact-mp.eu/. EASN-TIS has been entrusted with the development and technical support of the project's website due to its extensive experience in creating websites for EU-funded projects using effective global communication strategies.

## 4.1 iFACT-MP Website design development

The website's layout structure was developed through a cooperative effort involving the EASN-TIS team and the partners, as outlined in the following description.

During the initial stage of developing the website content, the Grant Agreement document was thoroughly examined to gather information. This process led to the identification of the project's statement, primary goals, objectives, and expected impacts. As the website is open to a broad audience, including both specialized and non-specialized individuals, as well as the media, it is crucial to present the content in a clear and inclusive manner, avoiding complex technical details. Additionally, the content should be visually and conceptually appealing to cater to the diverse needs of various industries, the scientific community, regulatory bodies, investors, and other stakeholders. All these factors were carefully considered to determine the most effective resources and tools for engaging with these target audiences (TAs).

The website should present information to the target audiences in a progressive manner, with the home page offering general information while the menu tabs provide more detailed content as the visitor explores the specialized sections. As a result, specific information should be organized and distributed under the relevant tabs. Hence, an in-depth comprehension of the project is necessary to extract and disseminate suitable information to the intended audience.

The target audiences were thoroughly discussed in D8.1 comprising the individuals whom the website is designed for. In essence, tailored communication strategies will be employed to communicate targeted messages based on the audiences' characteristics. As previously stated, they are categorized into two major groups: the general and the specialized audience.

Within the general audience, the content shared will cover a broad range of topics such as an overview of the project, the societal advantages stemming from the project's outcomes, and the educational prospects available as part of the project. These subjects primarily cater to EU residents, youth, and the media.

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Specialized audiences, such as the scientific community, industries in the field, regulatory/policy making authorities, and certification agencies, will receive information that can only be comprehended by individuals with relevant technical knowledge. This level of complexity includes an elaborate account of the developed technologies, the project's progress, and accomplishments, as well as comprehensive details regarding the profiles and contributions of the project partners.

The project's website begins by creating a structured directory, which forms its foundation. The website's template is then crafted to align with the project's visual identity, ensuring a cohesive look. Emphasis is placed on creating a clear and uncluttered navigation that adapts seamlessly to various devices, including desktops, laptops, and smartphones.

In order to complete the website design and its content, it is essential to achieve a certain level of collaboration among the partners in order to gather the necessary information. Once it is finalized, it is circulated among the entire consortium for feedback. This process reduces the risk of publishing sensitive or inaccurate content and prevents potential conflicts of interest. The D&C Team at EASN-TIS compiles the feedback from partners and makes necessary enhancements. Following the review phase, the website launches officially.

Following the website launch, it undergoes regular updates and maintenance. Moreover, the D&C team of EASN-TIS closely monitors the progress and accomplishments of the project, to ensure that the website content is regularly updated throughout the project's duration.

Specific Key Performance Indicators (KPIs) are used to assess the D&C approach and actions regarding the official website. These KPIs are primarily determined using the Google Analytics tool, which is integrated into the website. It reports the website traffic, it tracks the number of visitors to the site, and their location based on their IP address, among others. All data collected from this tool is essential for evaluating the website's effectiveness and will help us continuously update and enhance it as required.

## 4.2 Website sections

The different sections of the website are described and depicted below.

### 4.2.1 Homepage

Figure 16 illustrates the homepage of the iFACT-MP website, showcasing the logo, a captivating cover photo that represents the project's core concept (a satellite orbiting Earth), an explanation of the iFACT-MP acronym, and a link to the iFACT-MP LinkedIn page. Additionally, the homepage provides comprehensive information about the project, including its starting date, duration, budget, the project coordinator, and more (Figure 17). A concise description of the project, along with its anticipated impact in various fields and a collection of the latest news are also featured in the lower part of the homepage (Figures 18-20). The latest news usually encompasses recent social media articles, announcements, and newsletters, that highlight the progress made. Lastly, the visitors have the opportunity to subscribe to iFACT-MP newsletter, as shown in Figure 20.

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*Figure 16 IFACT-MP homepage*

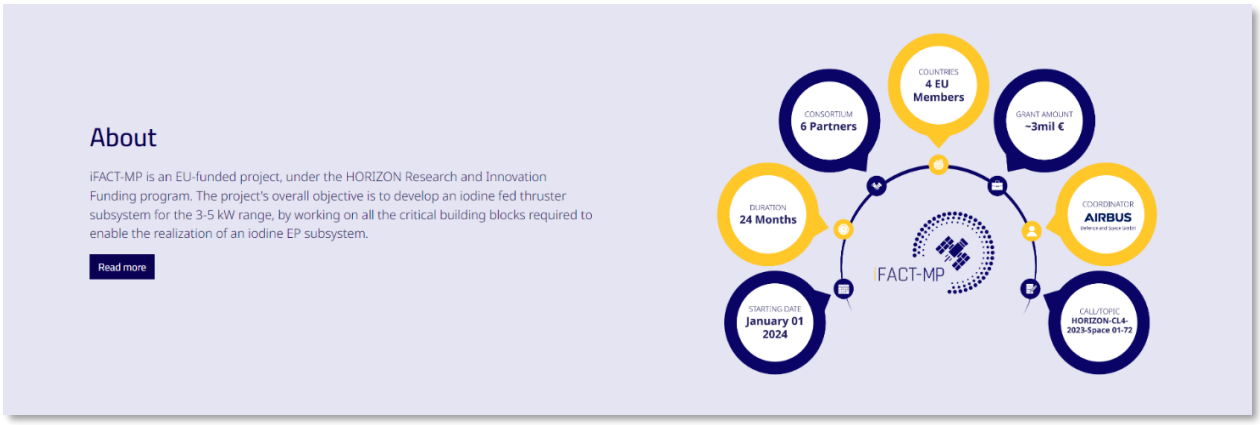


*Figure 17 General information about IFACT-MP*

*Figure 18 Illustrated description of iFACT-MP expected impacts*

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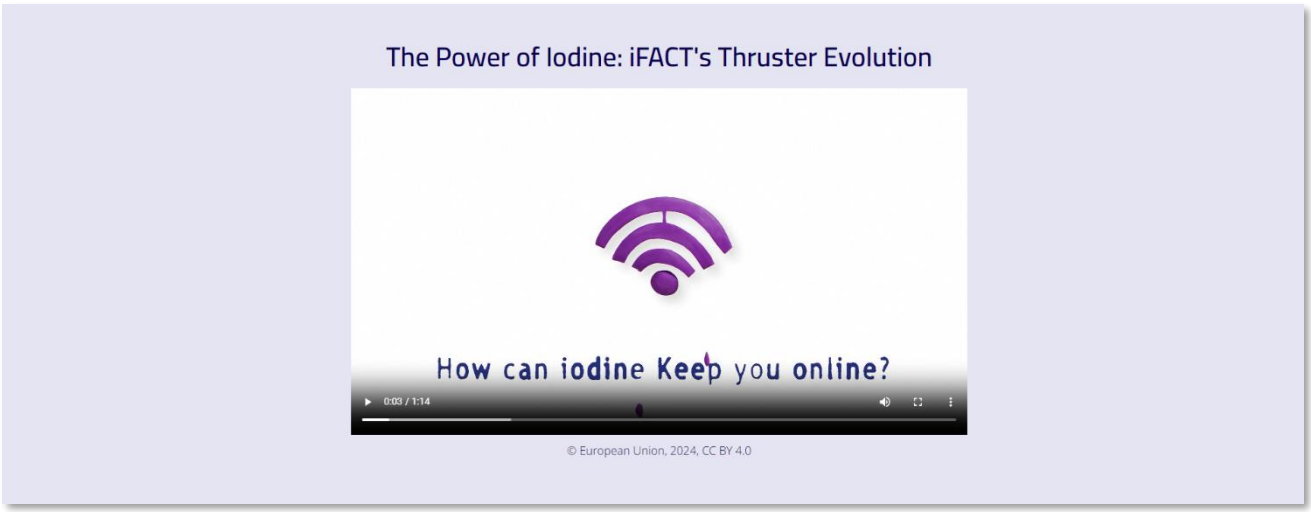


*Figure 19 Video produced by © European Union, 2024, CC BY 4.0*

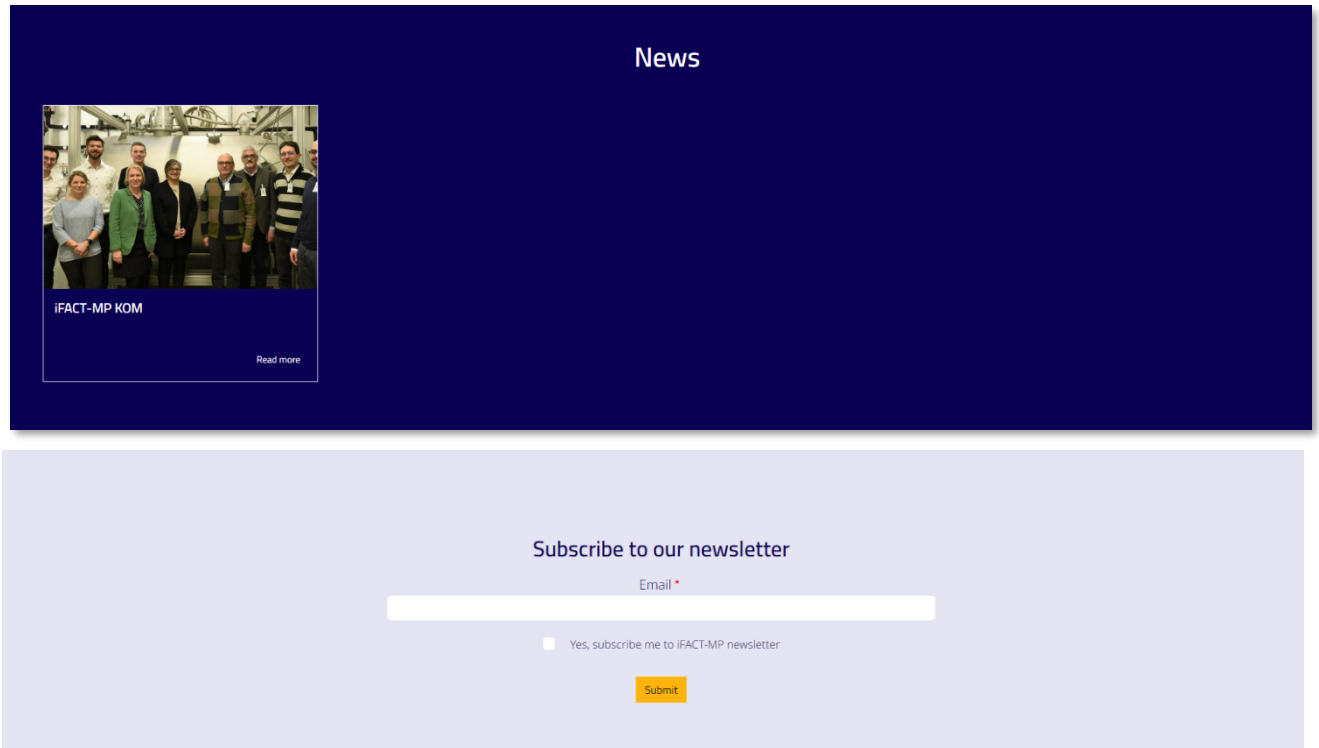


*Figure 20 The latest news about iFACT-MP and the option to subscribe to the project's newsletter*

### 4.2.2 Header Menu

The visitors can easily navigate through the pages by using the header menu. As shown in Figure 21, the top menu consists of five tabs that organize the website content. These tabs are prominently displayed on the header of every webpage and include the following options:

- Home
- About

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- Team
- Dissemination
- News
- Social Media

*Figure 21 Logo and header menu of the IFACT-MP public website*

### 4.2.3 Bottom Menu

Figure 22 displays the bottom menu found in the footer of all web pages. This menu features a link to the iFACT-MP Imprint and Disclaimer, as well as the EU emblem recognizing the financial support from the EU. Additionally, visitors can use the "Contact" tab to get in touch with the project's consortium for any project-related inquiries, as depicted in Figure 23. Furthermore, the project's social media page is seamlessly integrated into the bottom menu, allowing visitors to easily share project updates on their social media platforms.

*Figure 22 Footer – IFACT-MP Imprint and Disclaimer, the EU logo, and the acknowledgment of the financial support received by the EU.*

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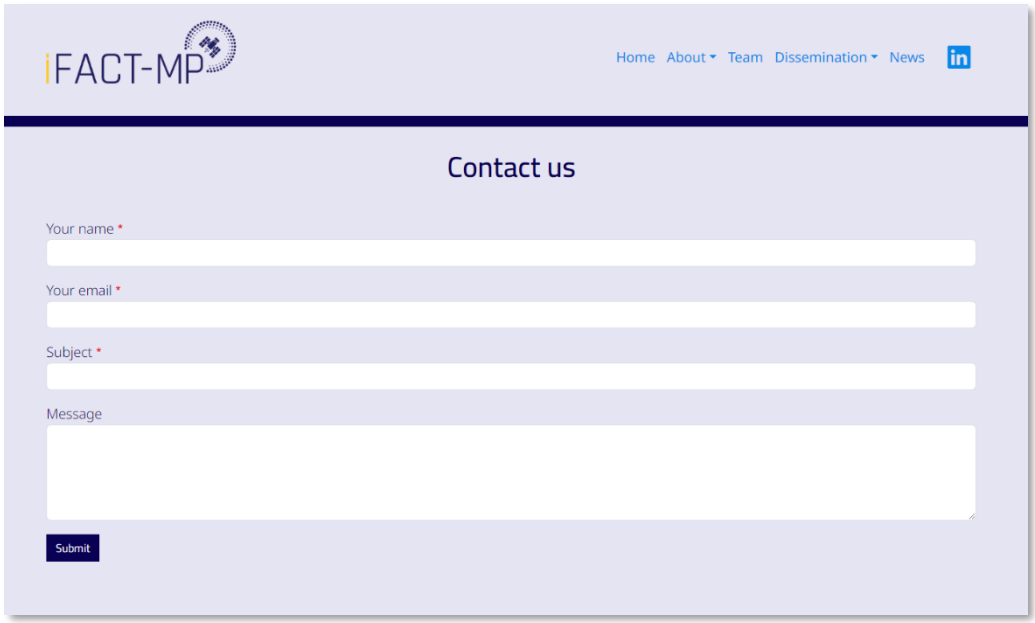


*Figure 23 iFACT-MP "Contact" tab*

### 4.2.4 The About Tab

Figure 24 illustrates the drop-down menu that is revealed when the user chooses the "About" tab, displaying a list of the subtabs and their corresponding content.

*Figure 24 The drop-down menu of the "About" tab of the iFACT-MP website*

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### 4.2.4.1 Project Overview

The “Project Overview” tab showcases the project’s major aim, which is to develop a reliable iodine-fed thruster for the 3-5 kW range. It also presents where the consortium partners will focus, what their goals are, their objectives and how they will accomplish them. Even though the partners are facing a new challenge, the project overview will present a general idea of how the team will overcome that challenge, and how the project outcomes will be effectively disseminated and communicated through the relevant activities.

*Figure 25 iFACT-MP Project Overview*

### 4.2.4.2 Problem Statement

The detailed analysis presented in the "Problem Statement" sheds light on the current situation in the satellite market. It highlights how the utilization of traditional noble gas propellants in the existing subsystems contributes to an increase in the overall satellite budget. Therefore, the necessity for an alternative gas propellant that is sustainable, cost-effective, and easily accessible cannot be overstated. The information provided in the table makes it easy to comprehend this concept. By using colors, the table effectively illustrates the advantages and disadvantages of the two noble gases in comparison to iodine. These differences are further elaborated in the highlighted columns. Additionally, towards the bottom of the page, a graphic comparison between the high TRL European state-of-the-art xenon thruster performance and the ACFT performance is depicted. This visual representation helps in understanding the estimated performance of the iFACT-MP.

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## Problem Statement

The escalating demand for propulsion solutions in the satellite market underscores the necessity for high-efficiency systems in terms of specific impulse. This requirement facilitates a reduced propellant share (resulting in higher payload capacity) or the ability to launch multiple satellites simultaneously. The need for electric propulsion (EP) solutions in the kilowatt (kW) power range has intensified due to higher thrust demands for larger satellites and increased availability.

While current market offerings include subsystems employing conventional noble gas propellants, their elevated cost contributes to a disproportionate share of the propellant cost within the overall satellite budget. The recent geopolitical events have highlighted Europe's vulnerability, particularly its dependence on noble gas production, a significant factor in the sudden spike in prices.

Considering these challenges, there is a pressing desire for an alternative propellant, distinct from the conventional Xenon noble gas. This alternative should not only match in terms of performance but also demonstrate sustainability, affordability, and most importantly, be readily available from European sources. The aim is to establish non-dependence on other countries for a secure and reliable propellant supply.

**Iodine excels in all these points and offers even more advantages, summarized in the table below.**

| | Xenon | Krypton | Iodine |
|---|---|---|---|
| Atomic mass in g/mol | 131.3 | 83.8 | 126.9 |
| First ionisation potential in eV | 12.1 | 14 | 10.5 |
| Peak collision cross-section in 1e-16m² | 4.8 | 4.2 | 6 |
| Storage density at 30°C in kg/L | 1.87 (at 150 bar) | 1.2 (at 300 bar) | 3.9 (at ambient presure) |
| Cost in €/kg | >15000 | >2000 | 60 |
| Energy consumption in kWh/kg | 28410 | 3556 | ~1 |
| Maturity at 3-5 kW | TRL9 | TRL6 | TRL2/3* |

* Higher TRL demonstrated in lower power classes, raising the confidence for 3kW, goals are achievable

Comparison of key properties for conventional noble gas propellants xenon and krypton with iodine. The iodine storage density is a conservative estimate including shrinkage during casting (max. density: 4.9 kg/L).

In response to the evolving demands of the satellite market, a paradigm shift in propulsion solutions is underway, emphasizing high efficiency and cost-effectiveness. This shift is particularly crucial to reduce propellant shares, enhance payload capacity, and streamline satellite launch processes. Amidst this landscape, the iFACT-MP program emerges as a pioneering initiative, building upon the iFACT project's foundation. This endeavour is aimed at advancing iodine Electric Propulsion (EP) systems into the mid-power range, addressing critical challenges and leveraging a host of advantages over conventional propellants.

**Advantages**

Iodine, offering performance akin to the state-of-the-art Xenon propellant, possesses attributes vital for EP systems, including a high atomic mass for maximized thrust per ionization and efficient acceleration. Compared to Krypton, iodine stands out with its remarkably low cost, high storage density, and operational flexibility. The solid propellant feature not only aligns with space constraints but also streamlines integration into satellites, eliminating time-consuming loading procedures on launch sites.

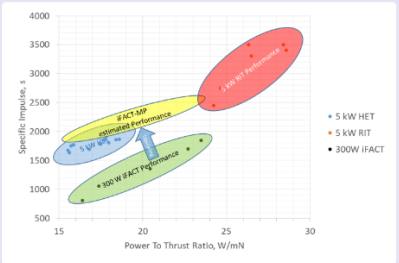
Further, the cost and environmental impact of traditional noble gas propellants, exemplified by the staggering energy consumption in Krypton production, underscore the need for alternative, sustainable solutions. Herein lies iodine's distinct advantage, especially in its potential for efficient recycling, requiring significantly less energy. Germany's ample iodine recycling capacity positions it as a strategic player, ensuring independence in the spacecraft market.

Collectively, the iFACT-MP program, through these advantages, not only tackles contemporary propulsion challenges but also spearheads a more sustainable, cost-efficient era in electric propulsion, setting the stage for Europe's leadership in satellite technology.

**Disadvantages**

The primary impediment hindering the widespread adoption of iodine for missions lies in its relatively low Technology Readiness Level (TRL), currently standing at 2-3. This falls short of the desired TRL for applications in the 3-5 kW power range. Despite its numerous advantages, the ongoing challenge is to elevate iodine's maturity to meet the specific requirements of higher power classes. The need for substantial development efforts underscores a critical aspect that the iFACT-MP program aims to address, aiming to advance iodine Electric Propulsion (EP) systems to a more robust TRL, ensuring their viability and effectiveness for diverse mission profiles.

## Solution




Comparison of the high TRL European state-of-the-art xenon thruster performance vs. the ACPT performance, measured in iFACT and estimated for mid-power operation based on the theoretical improvement in consequence of the upscaling

As a part of iFACT-MP, the ACFT developed and tested in iFACT for 300 W anode power shall be upscaled to challenge current state-of-the-art xenon thrusters, while operating with iodine. Figure 2 illustrates the comparison of high TRL European state-of-the-art xenon thruster performance in the 3 kW to 5 kW region and the 300 W iFACT thruster technology. Further, the estimated improvement as a result of the upscaling of the 300W iFACT thruster to the 3 kW to 5 kW range is indicated. Similar to HET scaling, the PTTR is in the same order of magnitude, while the specific impulse improves significantly.

*Figure 26 iFACT-MP Problem Statement*

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### 4.2.4.3 Objectives

This webpage presents a visual representation of the activities carried out by the consortium partners and their collaborative efforts throughout the project. It provides an overview of the project's main goals and outlines the performance objectives for the iFACT-MP subsystem, in comparison to the current Xenon EPS technology.

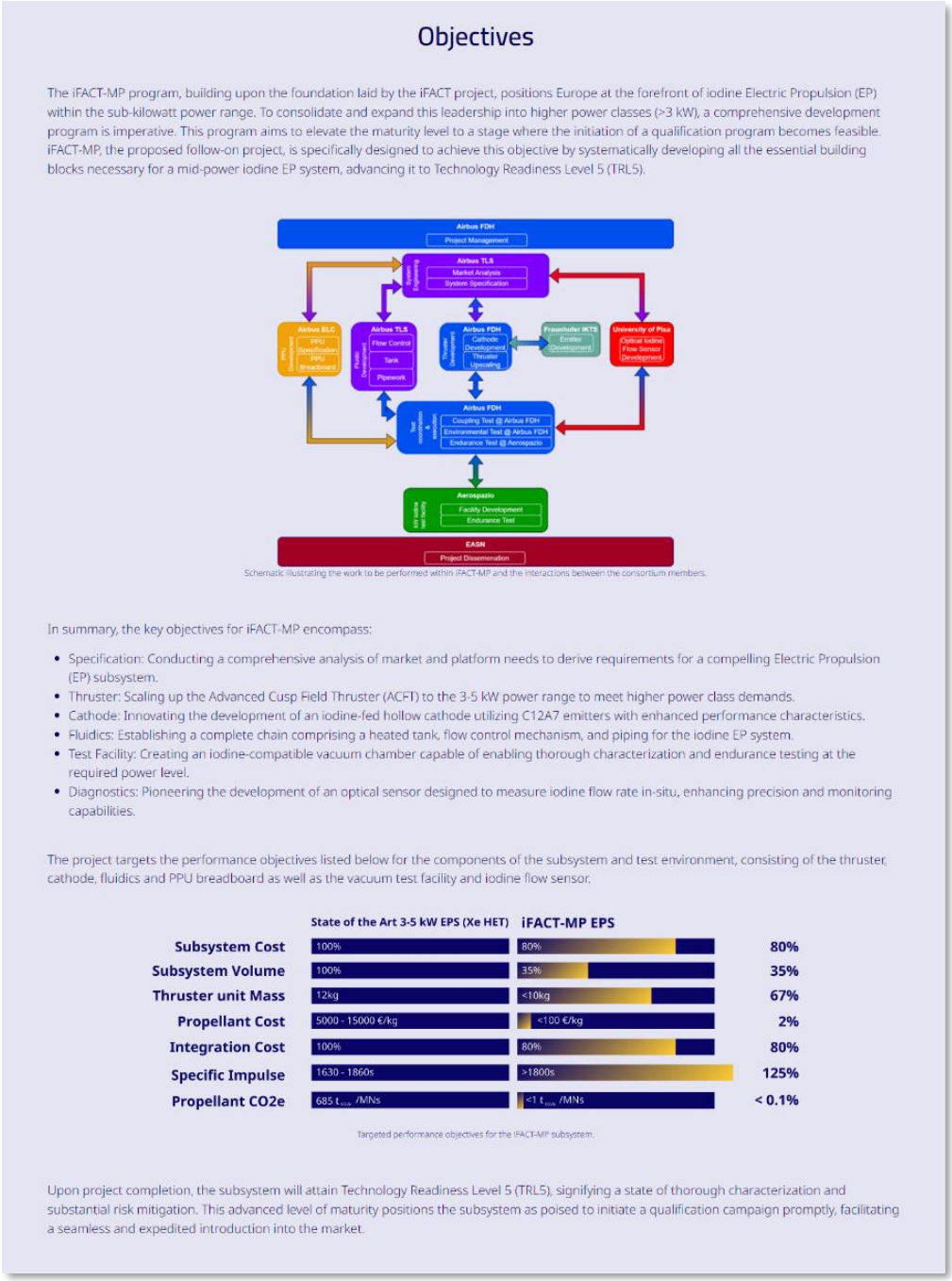


*Figure 27 iFACT-MP Objectives*

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#### 4.2.4.4 Work Plan

In order to guarantee the effective execution of the iFACT-MP project, it has been segmented into eight (8) work packages (WPs) as shown in the Work Plan provided on this page. There are six technical work packages and two organizational work packages included in the project. The major executing entity of each activity, possessing significant expertise in the relevant field, will lead each WP. The WP Leader will have the responsibility of coordinating with the consortium partners participating in their respective WP.
There is a drop-down menu that reveals further details about each WP individually.

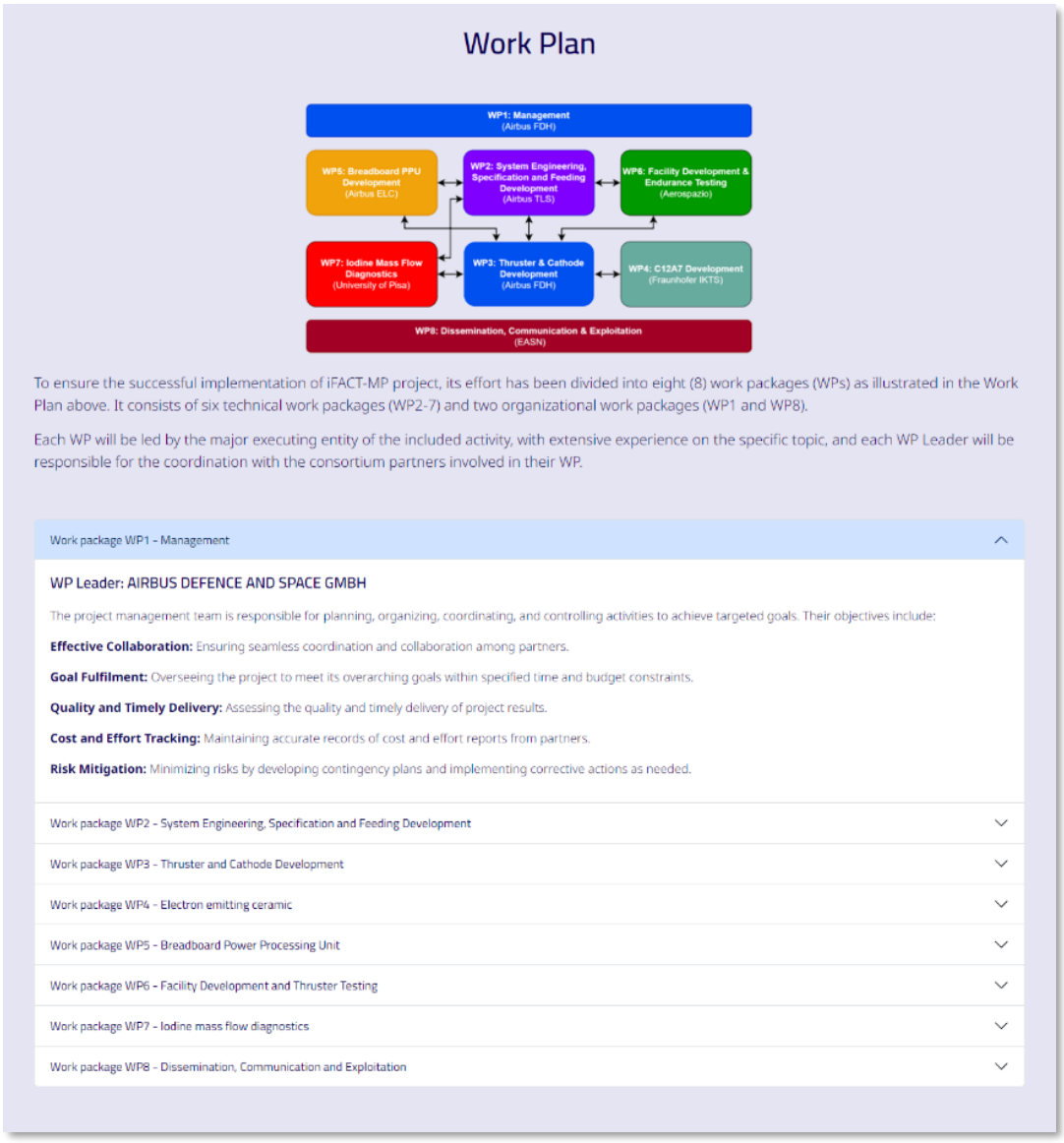


*Figure 28 iFACT-MP Work Plan*

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#### 4.2.4.5 Expected Impact

The project will result in numerous advantageous effects, which are showcased in an illustration and elaborated upon in specific highlighted sections below.

*Figure 29 iFACT-MP Expected Impact*

### 4.2.5 The Team Tab

Within the "Team" tab, depicted in Figure 30, there exists a collection of logos showcasing the various organizations that make up the iFACT-MP consortium. Upon selecting each logo, the corresponding organization profile page will display the following details:

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- Title and logo
- A concise overview of the organization's mission and a brief description of its involvement in the project.
- A hyperlink directing to the official website of the company.

*Figure 30 iFACT-MP Team*

### 4.2.6 The Dissemination Tab

The dissemination tab provides regular updates to the website visitors, regarding both completed and upcoming dissemination activities, as per the consortium's schedule. These activities are classified into six distinct categories.

- Scientific publications
- Conference presentations and workshops
- Video
- Media
- Articles in press
- Newsletters

Up to this point, project visitors have the option to download the project leaflet and poster from the Media subtab. As the project advances, additional dissemination materials will be produced and shared within their designated subtab.

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*Figure 31 iFACT-MP Dissemination Media*

### 4.2.7 The News Tab

The digital newspaper of the project, known as the news tab, showcases all iFACT-MP related news in chronological order. It currently presents the kick-off meeting, but in the near future it will include partner announcements on their websites, and articles from EASN's newsletters about iFACT-MP, released every four months. As the project progresses, the news tab will also feature project meeting announcements, press releases, interviews with consortium members in reputable magazines, and participation in conferences, exhibitions, and workshops.

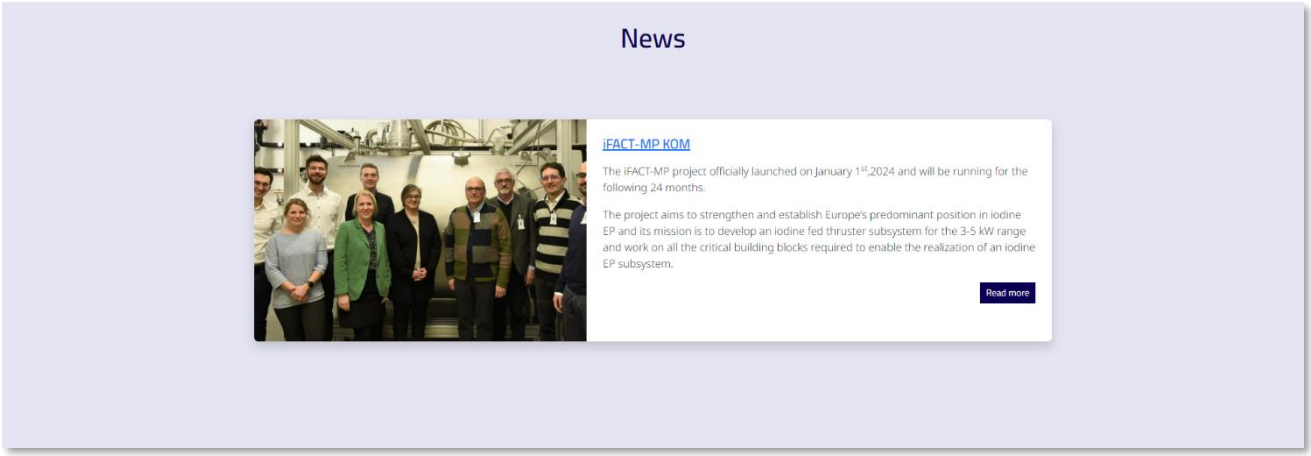


*Figure 32 iFACT-MP News*

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# 5. THE iFACT-MP SOCIAL MEDIA PAGES

The project maintains a presence on LinkedIn, a popular social media platform. Additionally, a YouTube channel will be launched in the future to showcase all the videos created by the D&C team of EASN-TIS, enhancing the project's visibility. The primary objective of the project's social media profiles is to foster engagement within the iFACT-MP community and ultimately direct them to the project's official website for comprehensive information. This goal will be achieved by regularly sharing informative posts at each stage of the project, which may include text, photos, icons, or short animated videos, highlighting upcoming or completed milestones, meetings, workshops, trade fairs, conferences, and more. By utilizing these platforms, the project aims to reach out to the target audiences mentioned earlier.

The LinkedIn page can be accessed through the following link:

https://www.linkedin.com/company/ifact-mp/

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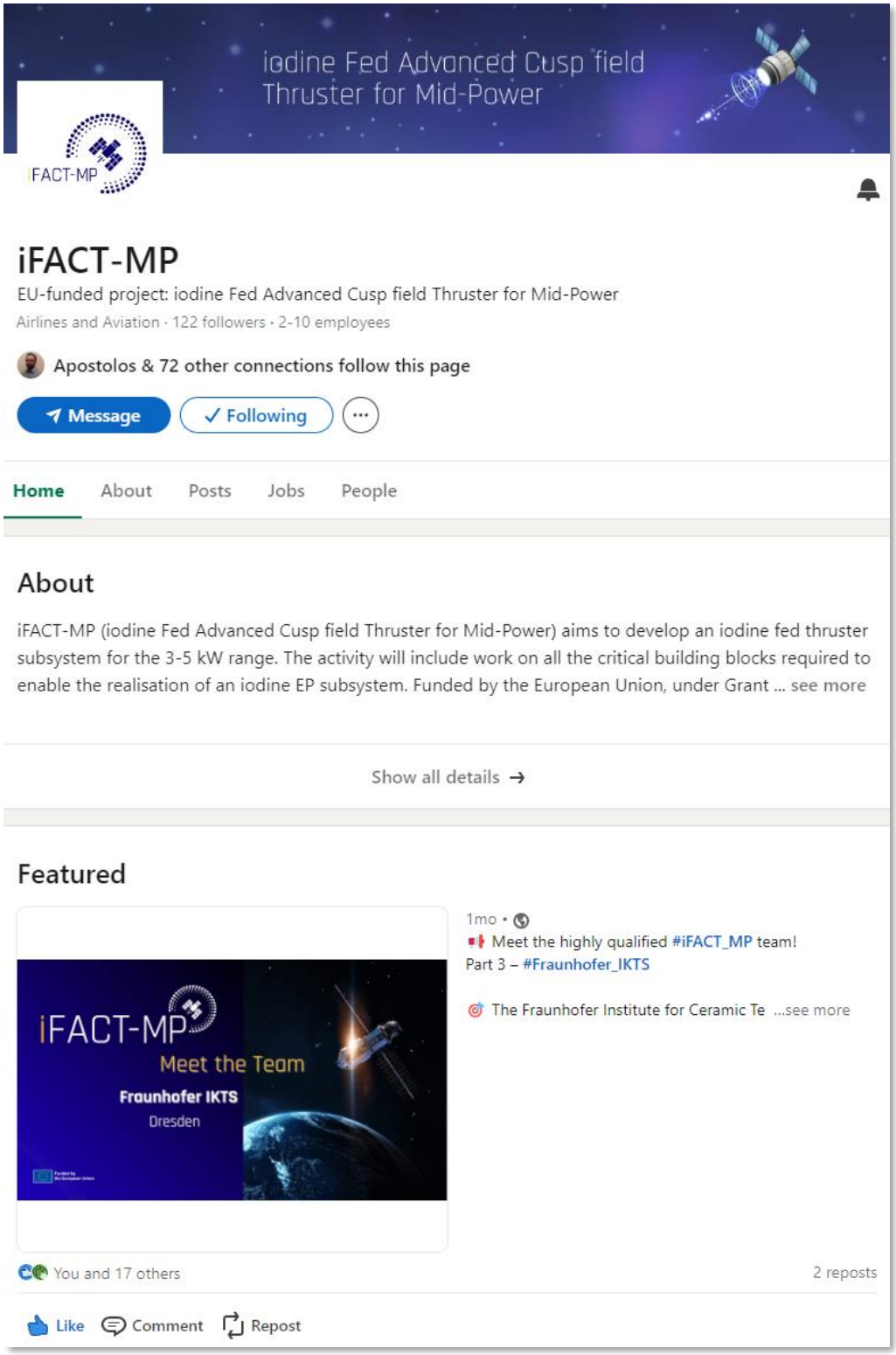


*Figure 33 iFACT-MP LinkedIn Profile*

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# 6. SUMMARY

This deliverable explores the significance of the project's visual identity, by focusing on its development through the logo and the project templates. Furthermore, it examines how the design and structure of the visual identity will contribute to an effective D&C approach. It also introduces the concept of the ICT and its purpose, which includes the leaflet, the poster, and the roll-up banner. Additionally, it presents iFACT-MP website, which serves as a valuable D&C tool for providing information to all TAs, both general and technical. The iFACT-MP website also serves as a platform for the consortium partners to communicate further details that cannot be shared through the leaflet or the poster. Lastly, the deliverable highlights the presence of the project's social media profile on LinkedIn. This profile, created based on the project logo, aims to inform followers about the project's achievements, share updates on events organized and attended by the consortium, and notify followers about articles and newsletters related to the project.

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