EDDA

H2020-SPACE-2018-2020/H2020-SPACE-2019

Grant Agreement n° 870470

D 7.1: Project identity set, website updates, communication toolkit

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Document Description

Deliverable number	7.1
Deliverable title	Project identity set, website updates, communication toolkit
Work Package	7
Deliverable nature	Website, logo
Dissemination level	public
Contractual delivery date	28, February 2020
Actual delivery	28, February 2020
Version	1

	Written by	Approved by
Name Signature	Lazare THOREL 	

Version history

Version	Date	Editors	Description
1	25/02/2020	Lazare THOREL	Description of communication tools: website and logo
2	28/02/2020	Lazare THOREL	Final review

Abstract

The deliverable describes the development and the focus of the project visual identity. We are going to develop the steps that we achieved to get a logo, the development of some communication toolkit and we are also going to talk about the realization of the website.

The objectives related to this deliverable have been achieved in full and as scheduled for this initial stage of the EDDA project.

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Applicable and Reference documents

AD#	Reference	Title
AD01		Grant Agreement 870470 EDDA

Table 1-1 : Applicable documents list

1. PROJECT IDENTITY AND LOGO

1.1. WORK ORGANIZATION AND IDENTITY SET

Efficient worked with a service provider for the graphic design part of the logo. Two quotations from two different service providers were made. The company MLCOM in Paris was selected.

A meeting was held on Tuesday 26 November at 10.30 a.m. with the company MLCOM. We met with the graphic designer Patrick Janvrin, the project manager Gloria Fernandes and the director of the agency Christian Ferreira. The coordinator of the EDDA project, Jean-Baptiste de Boissieu participated in the meeting to present the context of the space market. Here are the elements recalled during the meeting:

- H2020 EDDA (European Direct Drive Architecture) is part of SRC EPIC (Electric Propulsion Innovation and Competitiveness) and gathers major European partners of electric propulsion in Europe.

Direct drive in few words:

- Direct drive means “no conversion” of electrical power between generation and uses: the power converters in the anode module of PPU is removed. The thruster is directly connected to the main power bus, which is directly connected to the solar array.
- H2020 EDDA is also a continuation of H2020 HV-EPSA (High Voltage Electric Power System Architecture) completed in 2017 where TASinF and its partners (SITAEL, TASinB, ONERA, RUAG, EPFL, IONIX) studied the feasibility of bus voltage between 300V and 600V to enable direct drive and high-power spacecrafts.
- HV-EPSA proves the feasibility, and EDDA will perform the complete loop with Solar Array (Simulator) and thrusters.

We have sent links of these projects to the project manager so that she can get an idea of the visual identity of these space projects. Here is the project list:

- 640199 EPIC
- 730038 GaNOMIC
- 730002 GIESEPP
- 730020 HEMPT-NG
- 730075 HiperLock-EP
- 730028 MINOTOR
- 730135 CHEOPS
- 870336 iFACT
- 870436 AETHER
- 870542 HIPATIA
- 870444 PJP
- 870506 NEMESIS
- 872002 EPIC2

1.2. EDDA LOGO

Concerning the logo, a first design was submitted on December 5, 2019. The idea was to be able to propose several versions of the logos during the kickoff meeting.
The first version of 2 logos was taken by Jean Baptiste de Boissieu and Efficient and a second version of 5 logos was sent just before the kickoff meeting. Here is what was presented at the kickoff to the partners:

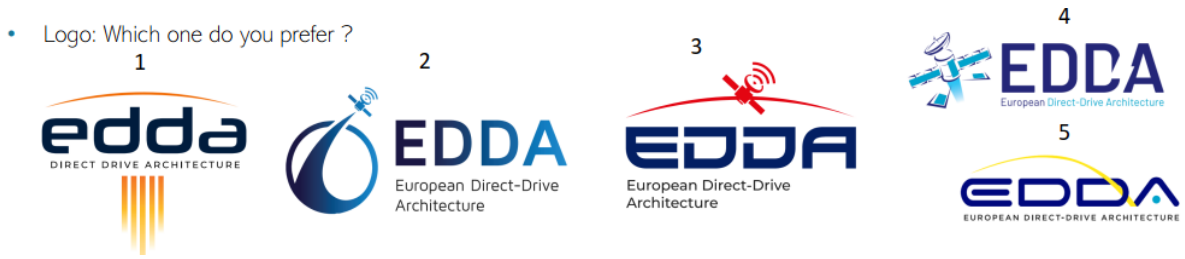


Figure 1 extract from EDDA Kick-off meeting presentation

The consortium partners unanimously agreed on the second version.

However, not everyone liked the font, and the font of the third figure was better appreciated. So, we made these returns to the communication agency. The agency sent us a new logo that we finally validated. The particularity to be noted on this logo is the blue propulsion, also called the feather in the language of space. Indeed, the electric propulsion is blue.

Figure 2 Final MLCOM proposition

2. DEVELOPMENT OF THE WEBSITE

We started to work on the website. For this we took inspiration from the already existing projects in space in order to set up an architecture of the site. We have set up meetings between EFFICIENT and TAS-F to validate an architecture. Here is the validated architecture:

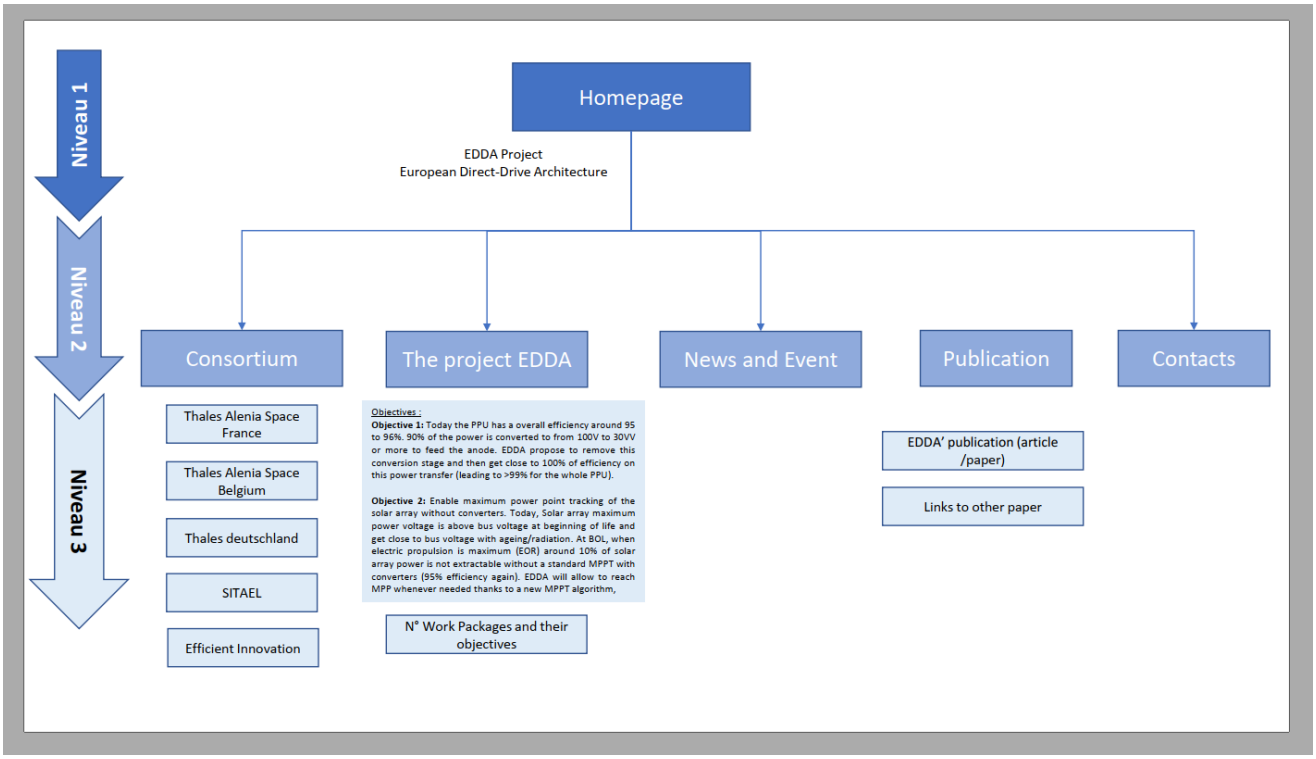


Figure 4 architecture sent to MLCOM

Several visuals were sent to the agency. These visuals were selected by TAS-F from a dedicated internal image bank. Here is some images:

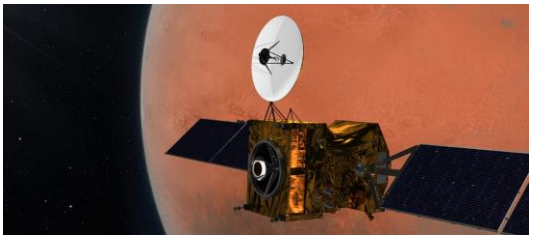


Figure 5 ExoMars

Figure 6 Konnect-fit

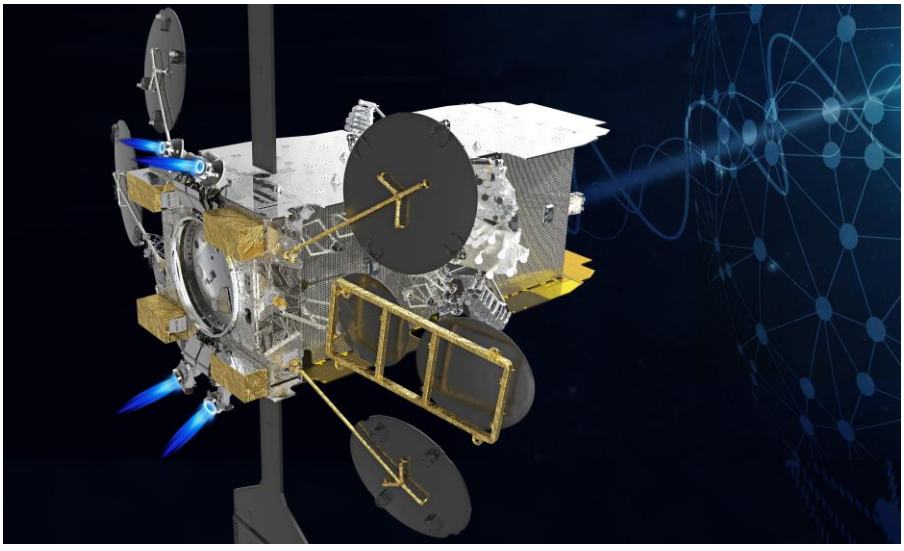
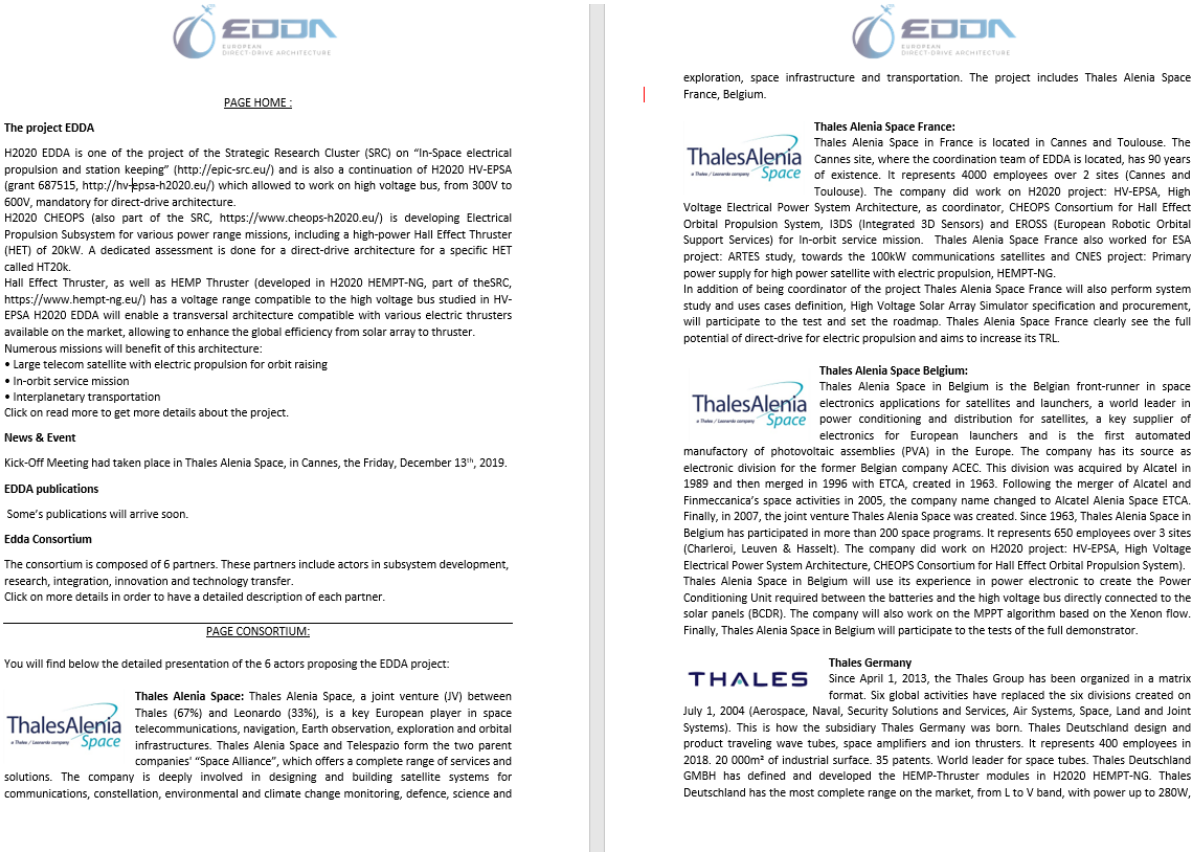


Figure 7 electrical propulsion (4 blue feathers)

Then, the content for the launch of the site was written by both EFFICIENT and TAS-F, here is an extract of the document sent:



PAGE HOME :

The project EDDA

H2020 EDDA is one of the project of the Strategic Research Cluster (SRC) on "In-Space electrical propulsion and station keeping" (http://epic-src.eu/) and is also a continuation of H2020 HV-EPSA (grant 687515, http://hv-epsa-h2020.eu/) which allowed to work on high voltage bus, from 300V to 600V, mandatory for direct-drive architecture.
H2020 CHEOPS (also part of the SRC, https://www.cheops-h2020.eu/) is developing Electrical Propulsion Subsystem for various power range missions, including a high-power Hall Effect Thruster (HET) of 20kW. A dedicated assessment is done for a direct-drive architecture for a specific HET called HT20k.
Hall Effect Thruster, as well as HEMP Thruster (developed in H2020 HEMPT-NG, part of theSRC, https://www.hempt-ng.eu/) has a voltage range compatible to the high voltage bus studied in HV-EPSA H2020 EDDA will enable a transversal architecture compatible with various electric thrusters available on the market, allowing to enhance the global efficiency from solar array to thruster.
Numerous missions will benefit of this architecture:
• Large telecom satellite with electric propulsion for orbit raising
• In-orbit service mission
• Interplanetary transportation
Click on read more to get more details about the project.

News & Event

Kick-Off Meeting had taken place in Thales Alenia Space, in Cannes, the Friday, December 13th, 2019.

EDDA publications

Some's publications will arrive soon.

Edda Consortium

The consortium is composed of 6 partners. These partners include actors in subsystem development, research, integration, innovation and technology transfer.
Click on more details in order to have a detailed description of each partner.

PAGE CONSORTIUM:

You will find below the detailed presentation of the 6 actors proposing the EDDA project:

Thales Alenia Space: Thales Alenia Space, a joint venture (JV) between Thales (67%) and Leonardo (33%), is a key European player in space telecommunications, navigation, Earth observation, exploration and orbital infrastructures. Thales Alenia Space and Telespazio form the two parent companies' "Space Alliance", which offers a complete range of services and solutions. The company is deeply involved in designing and building satellite systems for communications, constellation, environmental and climate change monitoring, defence, science and exploration, space infrastructure and transportation. The project includes Thales Alenia Space France, Belgium.

Thales Alenia Space France:
Thales Alenia Space in France is located in Cannes and Toulouse. The Cannes site, where the coordination team of EDDA is located, has 90 years of existence. It represents 4000 employees over 2 sites (Cannes and Toulouse). The company did work on H2020 project: HV-EPSA, High Voltage Electrical Power System Architecture, as coordinator, CHEOPS Consortium for Hall Effect Orbital Propulsion System, I3DS (Integrated 3D Sensors) and EROSS (European Robotic Orbital Support Services) for In-orbit service mission. Thales Alenia Space France also worked for ESA project: ARTES study, towards the 100kW communications satellites and CNES project: Primary power supply for high power satellite with electric propulsion, HEMPT-NG.
In addition of being coordinator of the project Thales Alenia Space France will also perform system study and uses cases definition, High Voltage Solar Array Simulator specification and procurement, will participate to the test and set the roadmap. Thales Alenia Space France clearly see the full potential of direct-drive for electric propulsion and aims to increase its TRL.

Thales Alenia Space Belgium:
Thales Alenia Space in Belgium is the Belgian front-runner in space electronics applications for satellites and launchers, a world leader in power conditioning and distribution for satellites, a key supplier of electronics for European launchers and is the first automated manufactory of photovoltaic assemblies (PVA) in the Europe. The company has its source as electronic division for the former Belgian company ACEC. This division was acquired by Alcatel in 1989 and then merged in 1996 with ETCA, created in 1963. Following the merger of Alcatel and Finmeccanica's space activities in 2005, the company name changed to Alcatel Alenia Space ETCA. Finally, in 2007, the joint venture Thales Alenia Space was created. Since 1963, Thales Alenia Space in Belgium has participated in more than 200 space programs. It represents 650 employees over 3 sites (Charleroi, Leuven & Hasselt). The company did work on H2020 project: HV-EPSA, High Voltage Electrical Power System Architecture, CHEOPS Consortium for Hall Effect Orbital Propulsion System).
Thales Alenia Space in Belgium will use its experience in power electronic to create the Power Conditioning Unit required between the batteries and the high voltage bus directly connected to the solar panels (BCDR). The company will also work on the MPPT algorithm based on the Xenon flow. Finally, Thales Alenia Space in Belgium will participate to the tests of the full demonstrator.

Thales Germany
Since April 1, 2013, the Thales Group has been organized in a matrix format. Six global activities have replaced the six divisions created on July 1, 2004 (Aerospace, Naval, Security Solutions and Services, Air Systems, Space, Land and Joint Systems). This is how the subsidiary Thales Germany was born. Thales Deutschland design and product traveling wave tubes, space amplifiers and ion thrusters. It represents 400 employees in 2018. 20 000m² of industrial surface. 35 patents. World leader for space tubes. Thales Deutschland GMBH has defined and developed the HEMP-Thruster modules in H2020 HEMPT-NG. Thales Deutschland has the most complete range on the market, from L to V band, with power up to 280W,

Figure 8 extract of the content sent to MLCOM

First models of the demo website are available, here are some extracts:

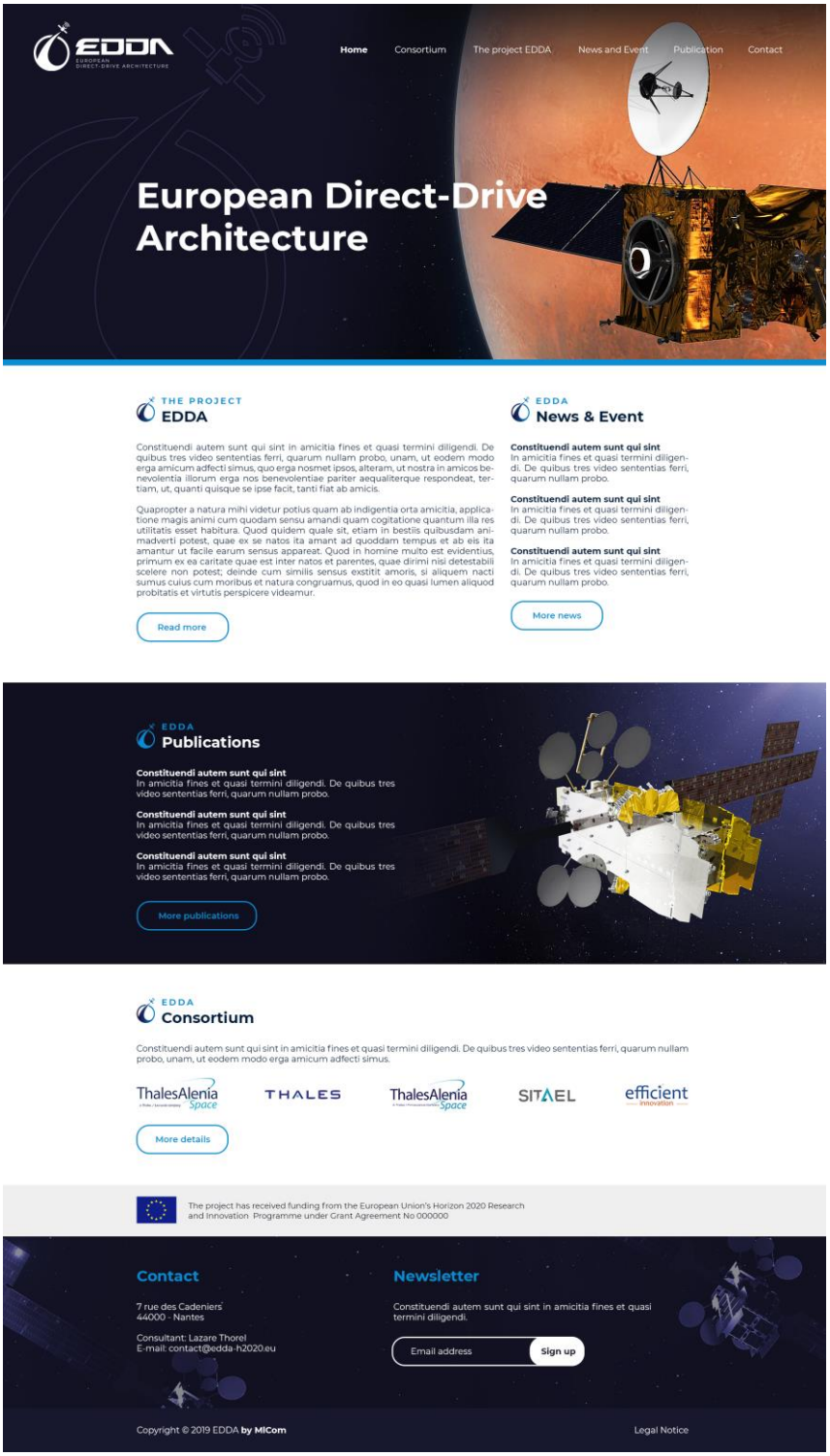


Figure 9 EDDA website demo

3. OTHER TOOLS DEVELOPED

A cover sheet has been made; we will see if it will be used when the deliverables will be returned. It has already been used for the support created for the advisory board meeting and the template for the MoM, here is the cover page:

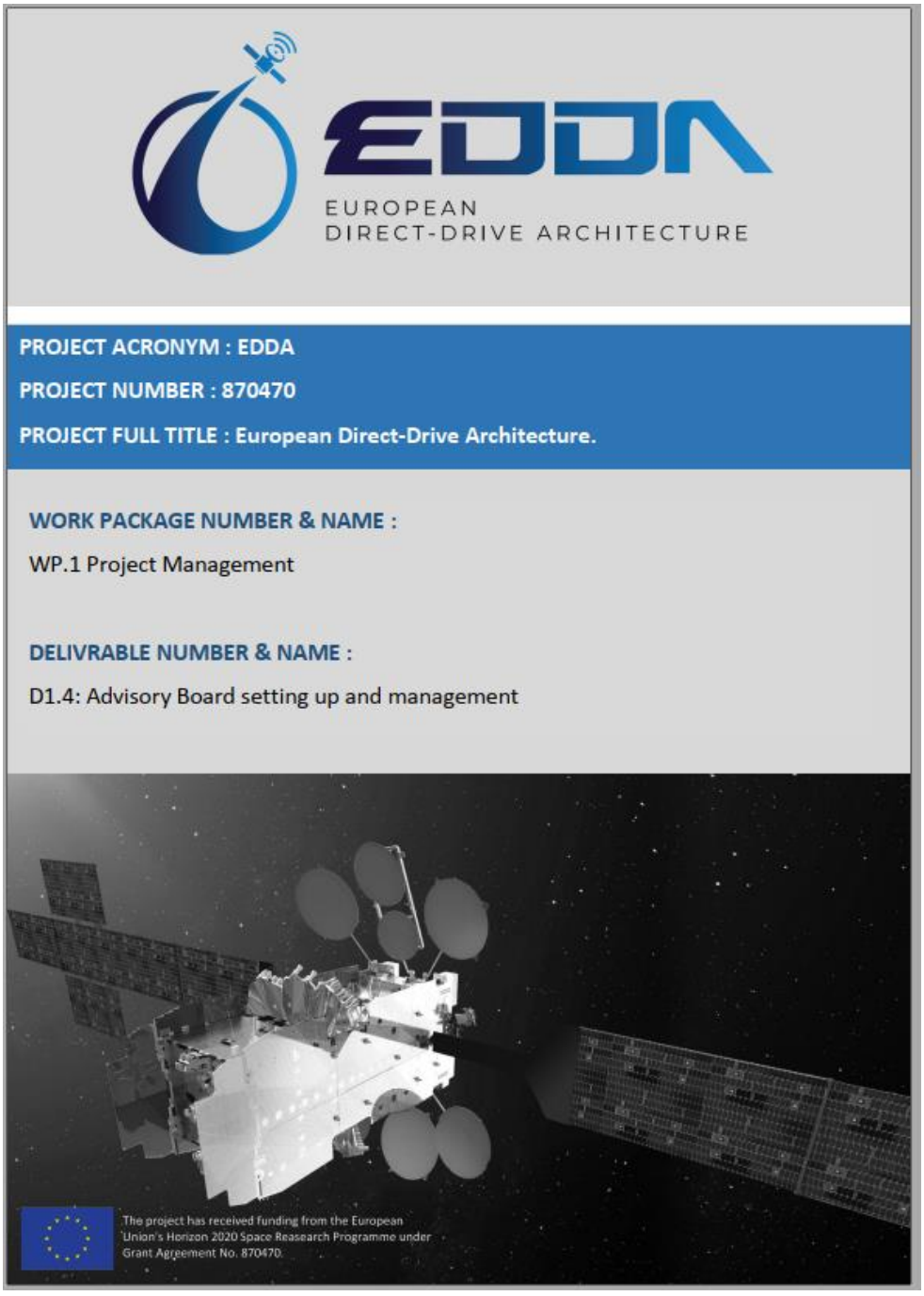


Figure 10 Cover page example

A MOM template has been developed in order to be able to propose it to the consortium member in order to accompany them during the feedback from the work package progress meetings. Each template was distributed to the partners.

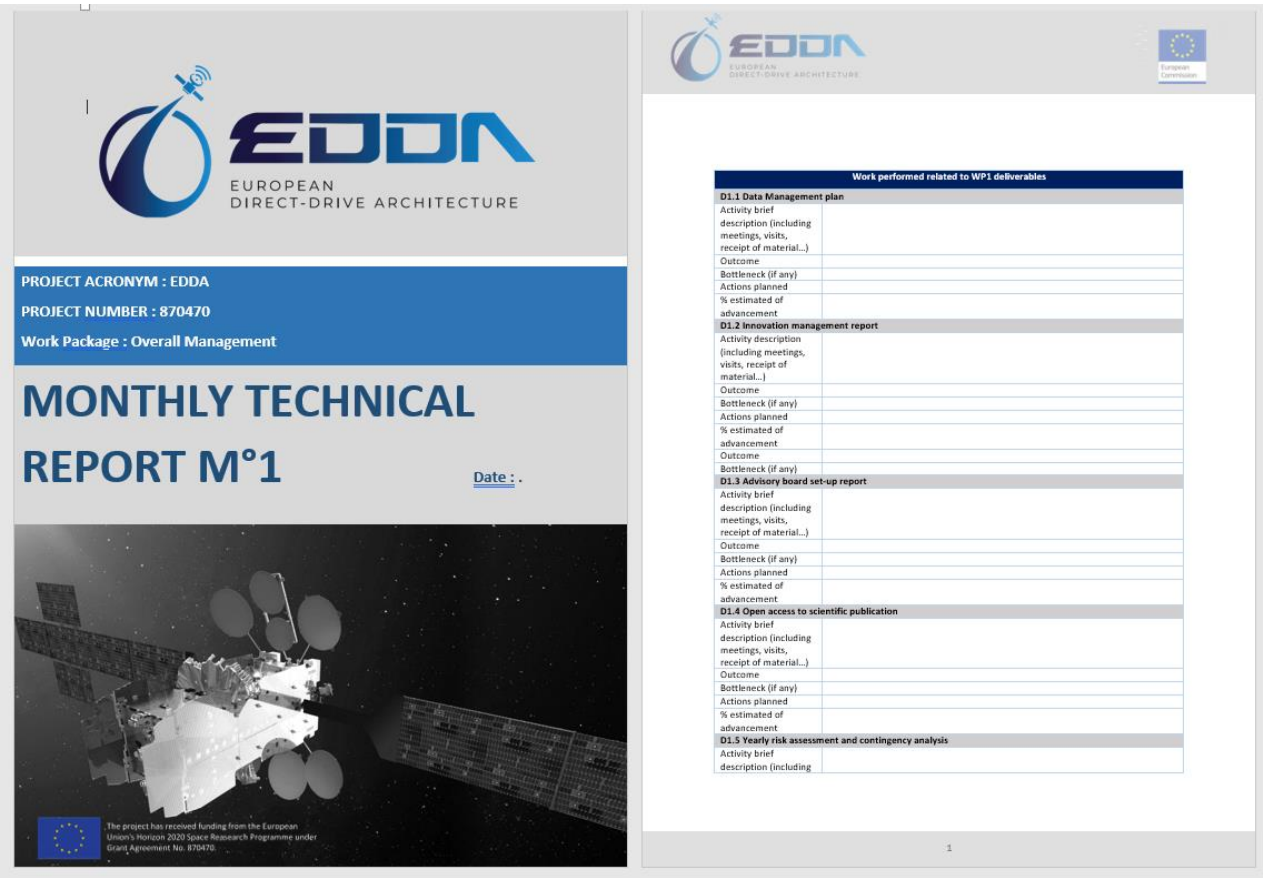


Figure 11 MOM template example

For the moment, we are in the process of defining a final presentation template. An already well-advanced template was used during the kick-off and the advisory board meeting.

A kakemono will also be produced, but in the longer term in the project so that it will be available in case if some participants of the project attend a specialized conference to talk about EDDA for example.

Some visuals of these tools will be available in deliverable 7.3 at the end of the project.

4. CONCLUSION

The objectives set for this start of projects have been achieved.

Today the EDDA project has a visual identity through a logo that has been worked on and corresponds well to the expectations of the consortium partners. This identity corresponds well to the project, in particular through this blue propulsion which is inserted in the logo.

The website is in production, which means that by March a version will be online with a first article presenting the day of the kick-off meeting.

Concerning the production of the project's work, each partner has homogeneous tools so that each person can have the same level of reading that ensure a good clarity of what will be achieved in the project.