



HORIZON-CL5-2023-D3-02-04
Innovative components and configurations for heat pumps

ZIMBA

Zero-carbon Industrial heat production by aMmonia water aB sorption heAt transformer

Starting date of the project: 01/12/2024
Duration: 48 months

**= Deliverable D5.2 =
Initial communication kit (website, factsheet, flyer,
etc.)**

Due date of deliverable: 31/05/2025
Actual submission date: 26/05/2025

Responsible Work Package Leader: Cristina Dinca, AMI
Responsible Task Leader: Cristina Dinca, AMI

Version: V1.0

Dissemination level		
PU	Public – fully open (automatically posted online on the Project Results platforms)	X
SE	Sensitive — limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
Classified S-UE/EU-S	EU SECRET under the Commission Decision No2015/444	



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Executive Summary

Deliverable D5.2 – Initial communication kit is part of Task T5.1 – Communication and dissemination activities, under Work Package 5: Communication, Dissemination, and Exploitation. This deliverable plays a key role in promoting the project and sharing its results with both the European research and industrial communities, as well as a broader audience including the general public, scientists, technicians, media, policymakers, industries, end-users, and other relevant stakeholders.

The initial communication kit for the ZIMBA project comprises a set of promotional materials designed to raise awareness about the project, its goals, and its anticipated impact. The kit includes: the ZIMBA project logo, a fact sheet, a project leaflet, and a press release.

These materials will be revised and updated as needed over the course of the project to ensure continued relevance and accuracy. Additionally, this deliverable introduces the project's official website and social media channels, which serve as ongoing platforms for engagement and outreach.

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1. Introduction

Deliverable D5.2 – Initial communication kit is linked to Task T5.1 – Communication and dissemination activities, which focuses on ensuring the effective promotion and outreach of the project's outcomes to the European research and industrial communities. The task aims to engage a wide range of key stakeholders, including the general public, scientists, technicians, domain experts, media representatives, policymakers, industrial partners, and end-users, through continuous and targeted communication.

As part of this task, a dedicated public website was launched in May 2025. The site presents comprehensive information about the ZIMBA project in a clear, visual, and interactive manner. It will be actively maintained and regularly updated throughout the project's duration to reflect progress and results.

In addition to the website, a suite of promotional materials has been developed, several of which are included in this communication kit. Further online and offline materials will be produced over the course of the project, either to showcase specific results or in response to dissemination needs. Social media also represents a central pillar of the project's outreach strategy. The ZIMBA LinkedIn profile, active since February 2025, serves as a key channel for broad, real-time engagement. This deliverable also includes communication templates designed for consistent use across digital platforms.

All dissemination and communication activities will adhere to the ZIMBA brand identity guidelines, including the use of the project logo set, designated fonts, and colour palette, as detailed in Annex I of this document.

2. ZIMBA Logo Set

During the project's online introductory meeting held on December 11th, 2024, a consortium-wide poll was conducted to select the preferred logo from six initial design variations developed by AMIRES (AMI). Option 1 emerged as the winning design. Following further refinement, the final logo was presented to the consortium as part of a complete logo package, available in multiple sizes, color schemes, and formats (.pdf, .svg, .png, .jpg) to ensure versatile use across communication materials.



Figure 1: ZIMBA logo options



Figure 2: ZIMBA final logo design

2.1. ZIMBA Brand Identity

The ZIMBA logo set forms the cornerstone of the project's visual identity. Building on the design of the selected logo, the branding strategy was developed to ensure a consistent and recognizable presence across all communication and dissemination channels. Annex I contains the brand identity guidelines, which were shared with all project partners to support uniform application of the visual elements.

3. ZIMBA Website

The domain <https://zimba-project.eu/> was acquired for the ZIMBA project, with the flexibility to create subdomains as needed. The project website has been developed using the open-source content management system WordPress and is fully aligned with ZIMBA's visual identity. WordPress offers an efficient and user-friendly platform for managing and updating content, thanks to its customizable nature and wide range of functional plug-ins, such as pop-up generators, registration forms, and polling tools. This setup ensures rapid adaptation to evolving communication needs and simplifies content management for the project team.

Each page of the website features a consistent layout, including a header with the ZIMBA logo and a navigation menu for easy access to all sections of the site and project communication channels. A footer is also present on every page, displaying contact details and EU funding acknowledgements.

As of May 2025, the ZIMBA website was published with general information about the project and its consortium members. The site will continue to evolve, with updates and enhancements made in response to partners' dissemination needs, the progression of project activities, and broader communication trends that support increased visibility. The development and ongoing maintenance of the website are managed by AMI.

The ZIMBA website is designed to fulfil several key objectives:

1. **Serve as a digital “business card”** for stakeholders outside the project consortium by clearly presenting the project's ambition, objectives, expected impacts, consortium members, and upcoming public deliverables and results.
2. **Provide timely updates** on project developments, including participation in events, the organization of project-related activities, and the publication of non-confidential outcomes.
3. **Act as a digital point of contact** through an integrated contact form, allowing visitors to engage with the project team.
4. **Promote and link to ZIMBA social media accounts**, enhancing the project's online presence and outreach.

Below, a series of screenshots illustrates the structure and content of the website.

The **Homepage** of the ZIMBA website is designed to offer a clear and concise overview of the project's key innovations, highlighting its potential impact and the strength of the consortium. It will also showcase the latest project news, including updates on events and conference participation, providing visitors with a real-time view of ongoing activities and project developments.

ZIMBA



Figure 3: Screenshot of the homepage of the ZIMBA website

The **About** page includes detailed information on the project's mission and main objectives, the technologies being developed, and the expected impact, giving visitors a comprehensive understanding of ZIMBA's purpose and goals (Figure 4).

The **Consortium** page presents information about the members of the project consortium, including a brief description of each partner, their role within the project, and a link to their official website. This section highlights the collaborative nature of ZIMBA and the diverse expertise contributing to its success (Figure 5).

All media materials, results, and publications will be referenced on the website and made available for download via the **Publications** page. Additionally, the **News** section will feature updates on project activities, participation in events and conferences, and other relevant announcements, helping stakeholders stay informed about the project's progress (Figure 6).

Finally, the **Contact** section includes the contact details of the Project Coordinator and Project Manager, along with a form that allows interested parties to submit inquiries. These inquiries are directed to the Project Manager, offering an opportunity to learn more about the project's activities or to explore potential collaboration (Figure 7).



Figure 4: Screenshot of the About page of the ZIMBA website

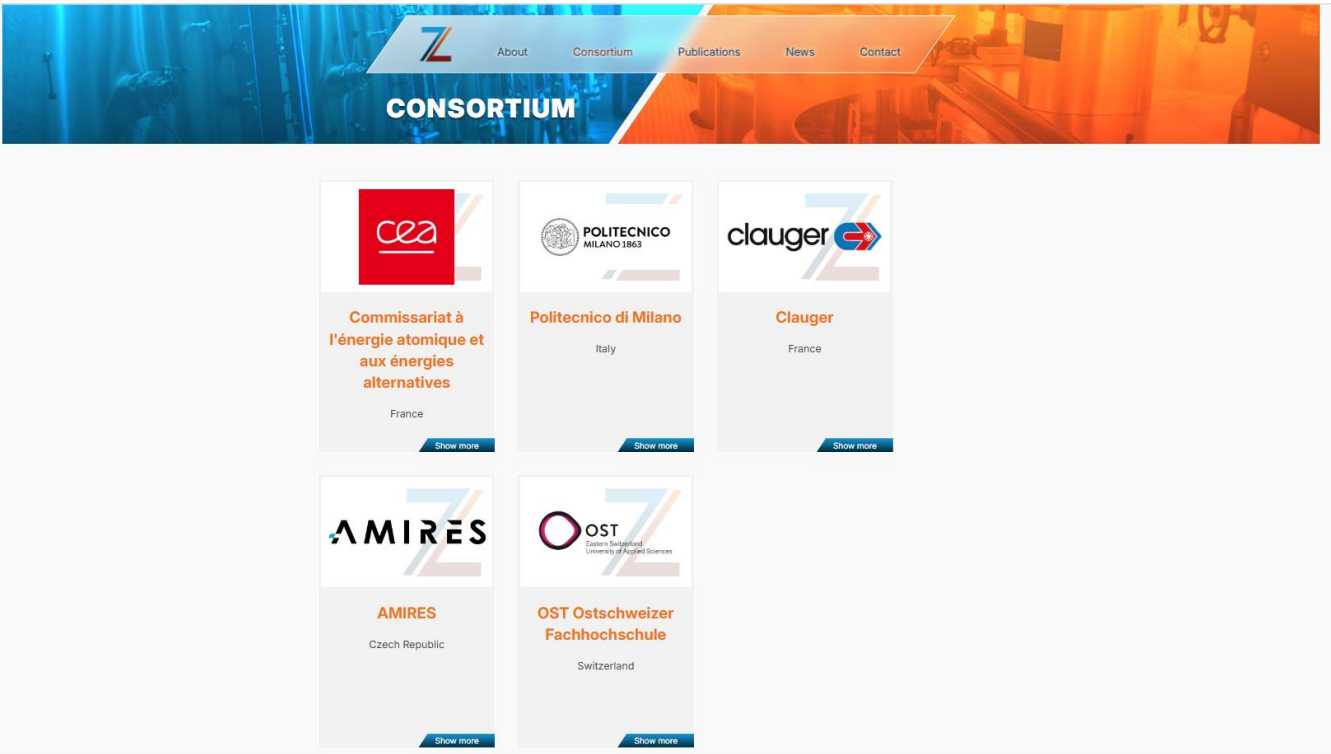


Figure 5: Screenshot of the Consortium page of the ZIMBA website



Figure 6: Screenshot of the News section of the ZIMBA website

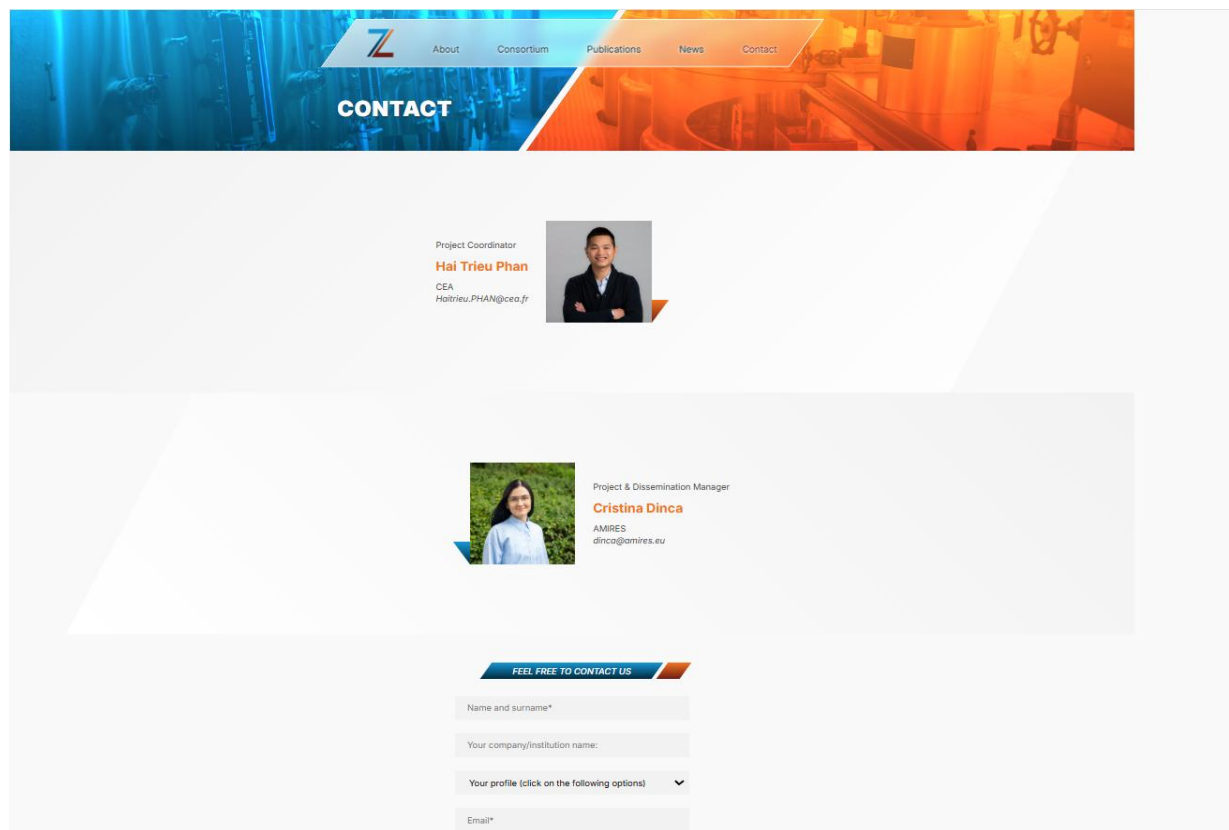


Figure 7: Screenshot of the Contact section of the ZIMBA website

3.1. Further development of the ZIMBA website

Additional content will be published throughout the lifetime of the project, as outlined above. In addition to regular updates on news, events, and results, continuous optimization of the website and its content will be carried out. These efforts aim to enhance the website's visibility in search engine results for relevant keywords, thereby increasing both the quality and quantity of traffic to the site.

4. Social Media Channels

In addition to the webpage and printable promotional materials, a LinkedIn account has been set up to permit interaction with the project content and partners. This social media channel is meant to provide dynamic, regular updates on project progress, enable engagement with a wider audience (especially the younger audiences) and enable feedback from various social media users. Short news stories about the project and their development will be prepared and shared via the LinkedIn account, especially during events, conferences, and symposia. Furthermore, the social media presence will be strategically used to connect with complementary projects and initiatives, fostering opportunities for mutually beneficial collaboration and clustering activities. More details on how this content will be used will be shared in the *D5.1 Plan for dissemination and communication – V1*, due on M6 of the project (May 2025).

LinkedIn handle: ZIMBA project

<https://www.linkedin.com/company/zimba-project/>

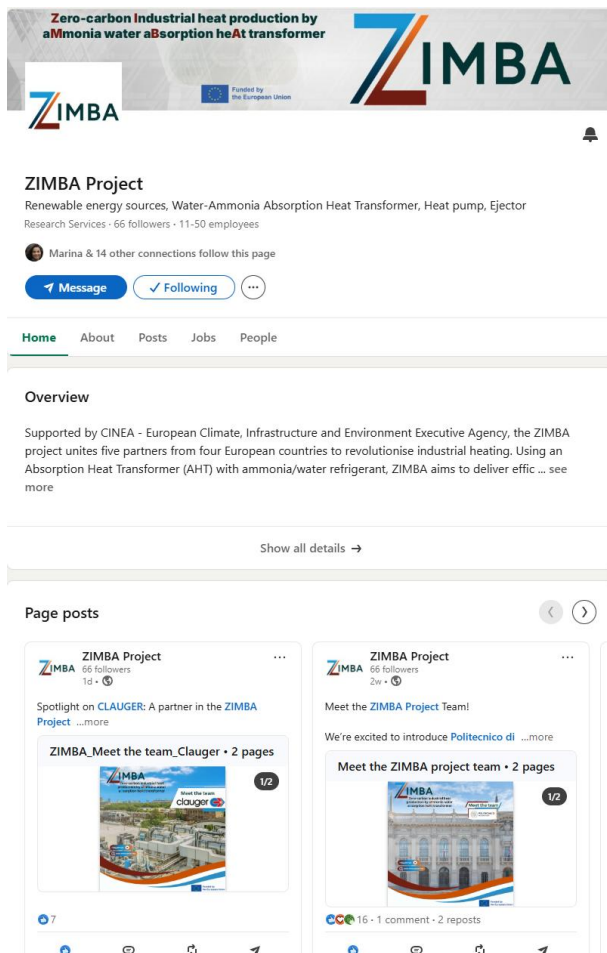


Figure 9: ZIMBA Project LinkedIn profile



Figure 8: First LinkedIn post about the ZIMBA KOM



Figure 10: ZIMBA Social Media post template

5. Other Dissemination Materials

5.1. ZIMBA Fact Sheet

The ZIMBA factsheet (Figure 11) offers an overview of the project, providing key information alongside more detailed insights into its scientific developments. It highlights the project's objectives, expected impact, consortium partners, and funding details. Additionally, the factsheet includes contact information for the Project Coordinator and Project Manager, along with links to the project's website and social media accounts. The document also acknowledges EU funding and features the EU emblem, ensuring proper recognition.



Figure 11: ZIMBA Fact sheet

5.2. ZIMBA Leaflet

The project leaflet (Figure 12) is a concise, visually appealing print material designed to provide an engaging overview of the project. Its purpose is to capture the recipient's interest and encourage further exploration via the project's website and social media channels. The content includes a brief description of the project, key information, consortium partners, and main contact details. The leaflet is intended for distribution at conferences, events, and within the partners' premises. It appropriately acknowledges EU funding, with the EU emblem prominently displayed.

5.3. ZIMBA Power Point Template

The project PowerPoint template offers a variety of layout options, designed for use by all partners during internal meetings as well as for external presentations at conferences and other dissemination events (Figure 13).

5.4. ZIMBA First Press Release

The ZIMBA first press release was shared on the project's LinkedIn page and website, as well as distributed to a preapproved list of organizations and media outlets. It was subsequently republished by the European Heat Pump Association (EHPA) in their weekly member newsletter. The release highlighted key project details and provided an overview of the proceedings from the kick-off meeting held on January

30-31, 2025, at the CEA premises in Chambéry, France. Future press releases will cover significant project developments that warrant wider public attention (Figure 14).

ZIMBA

"Zero-carbon Industrial heat production by ammonia water absorption heat transformer"

ZIMBA project aims to develop a next-generation heat pump system based on an Absorption Heat Transformer (AHT) using ammonia/water refrigerant, designed for industrial use at 110°C and scalable to 130°C. The system aims to reduce industrial energy consumption and carbon emissions by efficiently recovering waste heat. To advance sustainable industrial heating, ZIMBA will:

- ▶ Develop a compact, energy-efficient AHT system powered by waste heat with minimal electricity
- ▶ Design and integrate a performance-enhancing ejector to boost stability and output at high ambient temperatures
- ▶ Reduce environmental impact by using fewer critical materials (mainly stainless steel and limited copper)
- ▶ Lower greenhouse gas emissions with ammonia, a natural refrigerant with no global warming or ozone impact
- ▶ Enable market uptake through technical optimisation, business model development, and scalability to 130°C

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Call:
HORIZON-CL5-2023-D3-02-04

Type of action:
Research and Innovation Actions (RIA)

Start Date:
01/12/2024

Duration:
48 months

EU Funding:
€1.9M

PARTNERS

POLITECNICO MILANO 1863

clauger

OST
Osterr. Techn. Univ. Wien

cea

AMIRES

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101146932.

Funded by the European Union

Figure 12: ZIMBA leaflet

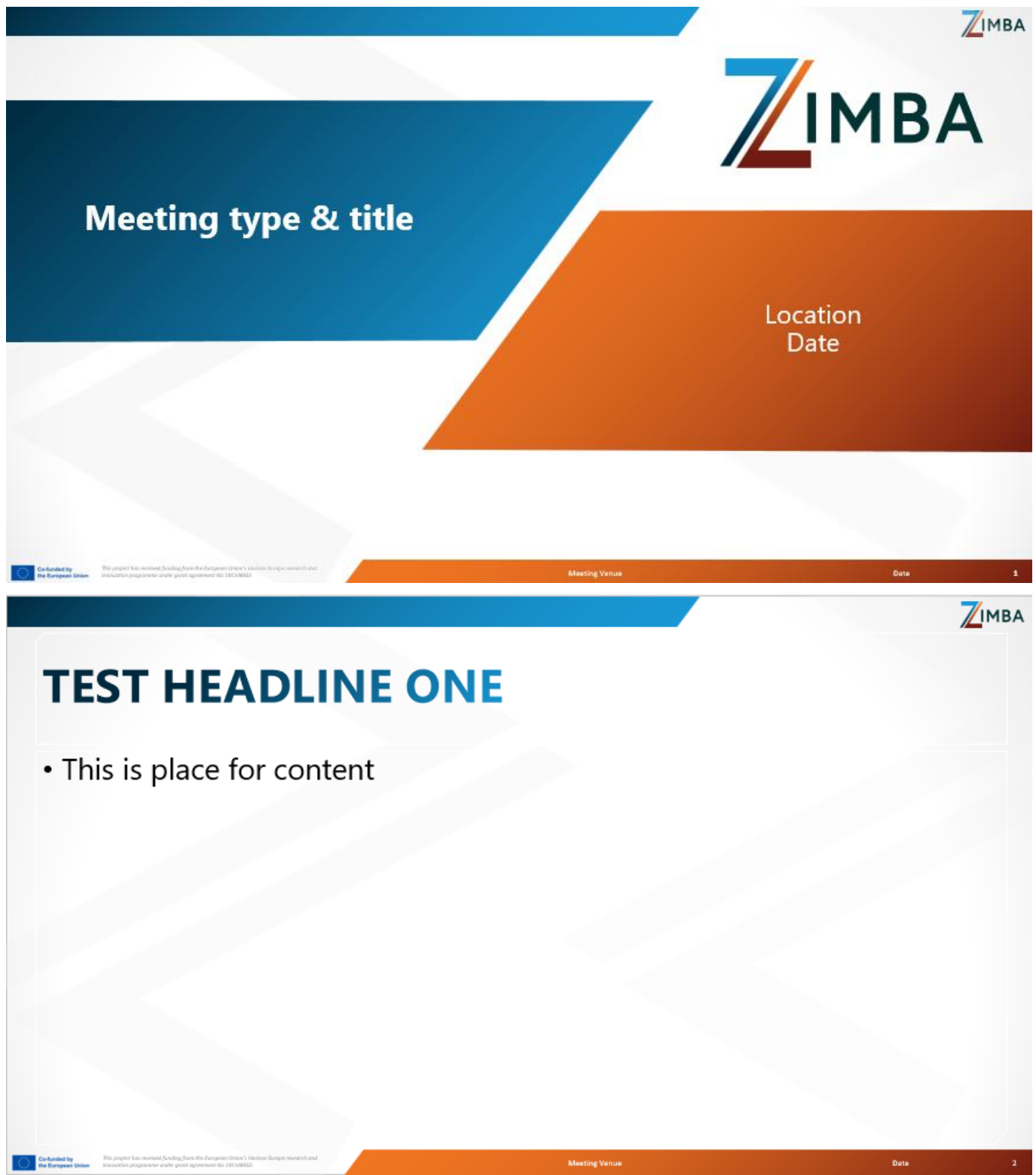


Figure 13: ZIMBA Power Point template

PRESS RELEASE

DATE: 20.02.2025



ZIMBA Kick-off Meeting | Chambéry, France | January 30-31, 2025

ZIMBA project launches: A groundbreaking step toward zero-carbon industrial heat production

The ZIMBA project (Zero-carbon Industrial heat production by ammonia water absorption heat transformer) has officially started on December 1, 2024. This groundbreaking initiative is funded by the European Climate, Infrastructure and Environment Executive Agency (CINEA) and aims to revolutionise industrial heat production by leveraging innovative technologies.

The industrial sector, which accounted for 25.1% of the EU's total energy consumption in 2022, remains one of the largest contributors to greenhouse gas emissions. A significant portion of the sector's energy consumption came from electricity (33.3%) and fossil fuels (50.4%), highlighting its heavy reliance on traditional energy sources. This growing dependence underscores the urgent need for improved energy efficiency and better utilisation of available resources, particularly as the EU works toward achieving climate neutrality by 2050.

One promising solution to this challenge is industrial waste heat recovery—a vast, yet largely untapped energy resource. Enhancing energy efficiency in industrial processes can generate substantial primary energy savings, accelerate the decarbonisation of the energy systems, and lead to a significant reduction in CO₂ emissions.

01/03

The ZIMBA project directly addresses this need by introducing an innovative heat pump system based on an **Absorption Heat Transformer (AHT)** using ammonia/water refrigerant. Designed to operate efficiently at a **15 kWth scale**, this innovative technology aims to provide industrial heat production, starting at **110°C** and later scaling up to **130°C**. The heat pump system will be further enhanced with an **ejector** to ensure a wider range of operational capacities, making it an adaptable solution for diverse industrial needs.

Dr. Hai Trieu Phan, Project Coordinator from Commissariat à l'énergie atomique et aux énergies alternatives (CEA), emphasised the unique potential of the ZIMBA solution, stating: "One of the main advantages of the ZIMBA technology is that it is able to directly produce pressurised steam; there is no need for additional components (e.g., flash tanks) which reduces the system's complexity."

ZIMBA technology offers several key advantages, including excellent performance with very low electricity consumption and a strong environmental focus. It is highly reliable because it does not use a compressor, and its affordable, compact design makes it a great option for large-scale industrial use. The technology also promises a quick time-to-market, as it only uses widely available commercial components and depends very little on rare or hard-to-find materials.

ZIMBA project will span four years, with the primary focus on validating and scaling the technology. Its main goal is the deployment of its innovative heat pump system across various industries, providing a cleaner, more sustainable alternative to conventional heating methods and contributing to the EU's efforts to reduce its reliance on fossil fuels.

The ZIMBA consortium consists of five partners from four European countries, including researchers, industrial manufacturers, and technology experts, ensuring a comprehensive approach to the development and validation of the technology.

CEA and Politecnico di Milano (POLIMI) will lead the upscaling of the AHT system and the design of the ejector, drawing on their expertise in mechanical engineering, thermodynamics, and materials science. CEA, alongside the Eastern Switzerland University of Applied Sciences (OST), will contribute to the testing and validation of the ZIMBA AHT system.

CLAUGER will provide insights into end-user requirements, leveraging its extensive experience in industrial production and installation of heat pumps. Meanwhile, OST will collaborate with all partners to develop an exploitation plan, assessing the technology's market potential.

Lastly, AMIRES, a consultancy with over 10 years of experience with EU funded projects, will lead communication and dissemination activities, as well as provide support in project management.

The project comes at a pivotal time, as industrial energy efficiency is becoming increasingly important in the face of rising energy costs and the growing urgency to transition to a climate-neutral economy. By harnessing advanced technologies like the ammonia/water absorption heat transformer, ZIMBA will help industries across Europe cut carbon emissions and use energy more effectively, all while driving progress toward the EU's 2050 climate neutrality goal.

02/03

ZIMBA project has received €1.9 million from the European Union's Horizon Europe research and innovation programme and runs for four years. ZIMBA brings together the unique expertise of five partners from four different countries. The consortium consists of: Commissariat à l'énergie atomique et aux énergies alternatives, Politecnico di Milano, Clauger, AMIRES a.r.o., and Eastern Switzerland University of Applied Sciences.



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101146932.



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03/03

Figure 14: ZIMBA first Press release

6. Conclusions

The ZIMBA logo was selected through a consortium-wide poll, and the resulting logo set became the foundation for the project's visual identity.

Following this, the ZIMBA project website (<https://zimba-project.eu/>) and LinkedIn profile (<https://www.linkedin.com/company/zimba-project/>) were established. Both platforms will be continually enhanced and updated, with the primary goal of raising public awareness about the ZIMBA project and showcasing the potential of alternative technological pathways for industrial heat pump systems. These channels will also serve as key outlets for disseminating the project's results.

The website features all essential project information, including news, public deliverables, project outcomes, and publications. In addition, several communication materials, such as PowerPoint templates, a factsheet, and a leaflet, have been created to align with the visual identity. These materials are intended to promote the project at industrial fairs, conferences, and other scientific events, aiming to generate initial interest and establish connections with a broad range of stakeholders. The materials will be revised throughout the course of the project to incorporate results as they are produced. Furthermore, the communication kit can be expanded to include a scientific poster, roll-up, videos, and other multimedia content to reflect the ongoing progress of the project.

When disseminating the results of the ZIMBA project, the following sentence, alongside the EU emblem, will always be included: "This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No. 101146932. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them."

7. Degree of progress

The deliverable is 100% fulfilled in respect of what is foreseen in the Grant Agreement.

8. Dissemination level

This deliverable is public.

9. Annex I: Brand Identity Guidelines

