WASTECOSMART

"Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency"

D.2.2

Communication Material

Contract number	319969	Instrument	Coordination and Support Action
Start date	2013-09-01	Duration	36 months

WASTECOSMART deliverable fact sheet	
Project start date:	01 September 2013
Project duration:	36 months
Project web-site:	http://www.wastecosmart.eu
Document	
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Deliverable title:	Communication material
Due date of deliverable:	28.02.2014
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Work Package no.:	2
Work Package title:	Dissemination and Exploitation of project results
Work Package leader:	Greenovate! sprl
Work Package participants:	ALL
Estimated person-months for deliverable:	13.90
Dissemination Level:	
CO (Confidential, only for members of the consortium including the Commission Services)	
PU (Public)	PU
PP (Restricted to other programme participants, (including the Commission Services)	
RE (Restricted to a group specified by the consortium including the Commission Services)	
Draft/Final:	Final
No of pages (including cover):	14
Keywords:	Communication material, templates, visual identity

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Executive Summary

Communication and dissemination activities are a core part of the WASTECOSMART project, and are meant to ensure that all project activities and results are communicated to a variety of audiences and stakeholders in a clear and consistent manner.

The main aim of Work Package 2 "Dissemination and Exploitation of project results", is to raise awareness and visibility of the project and its research-driven triple helix clusters as well as to increase the potential impact of the project by laying the groundwork for the use of results after the project has ended.

This report presents the work that Greenovate! sprl has carried out as a leader of WP2 during the first six months of the project. The complete visual identity with logos and templates in PowerPoint and Word formats has been developed in line with the FP7 visual guidelines highlighting the financial support from the EU 7th Framework Programme. In addition, a project PPT, a project leaflet and a roll-up stand have been produced to promote the project and its results to the main target audiences at conferences, workshops, exhibitions and replication seminars.

1 Logo and visual identity

A logo has been developed for the WASTECOSMART project, which should be present on all WASTECOSMART materials in order to ensure a consistent visual identity. The process of logo development was undertaken right at the beginning of the project. Considerations included having a logo that is visually appealing, professional looking and not too complex.

The logo in its basic form is in orange, green and yellow, but there are also the black and white, greyscale and colour background versions of it available, to be used in case needed.

1-1 Project logo

Based on the logo, the visual identity was also built as demonstrated in the templates below.

The WASTECOSMART logo concept is based on the idea of a triple helix with its elements intertwining between themselves. It visually explores the idea that in each WASTECOSMART triple helix cluster (research organisations, businesses and regional/local authorities) are cooperating to develop waste management sector in their region. The lettering emphasizes the word ECO on the project's name via the use of green color.
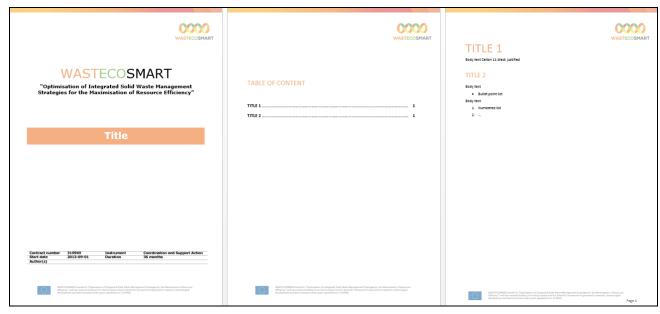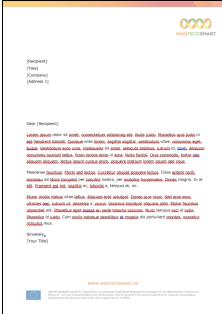
2 Templates

Word and PowerPoint templates have been designed to ensure that communications remain true to the common visual identity. Consistent visual and written style is important for ensuring project recognition and delivering a professional looking communications effort.

2.1 Word document template

The Word document template uses the logo and its colors. The style has been set to ensure consistency of use. The Word document should be used to present all WASTECOSMART activities in order to ensure a consistent visual identity. A reference to the financial support from the EU 7th Framework Programme is made in each document.
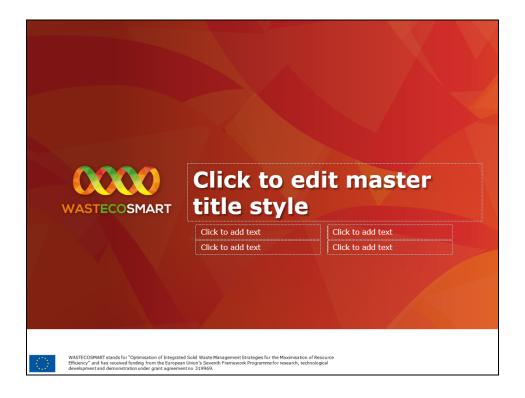

2-1 Word template

2.2 Power Point document template

Presentations will be one of the key communication methods used by the WASTECOSMART consortium to promote and explain the project to outside audiences. To this end, a PowerPoint template has been developed to ensure that the visual identity of the project is maintained in this context.

The PowerPoint template defines three types of slides, a title slide to come at the beginning, a main slide to be used throughout the rest of the presentation and a final slide with contact details and a reference to the financial support from the EU 7th Framework Programme.
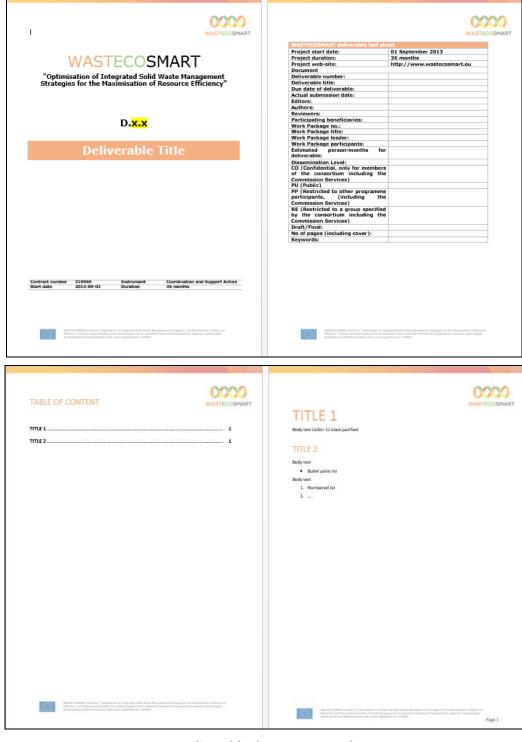
2-2 Power Point template

2.3 Deliverable document template

A deliverable template using the logo and its colors has also been produced. It should be used by all project partners to prepare reports on their activities under each Work Package. A reference to the financial support from the EU 7th Framework Programme is made to the document.

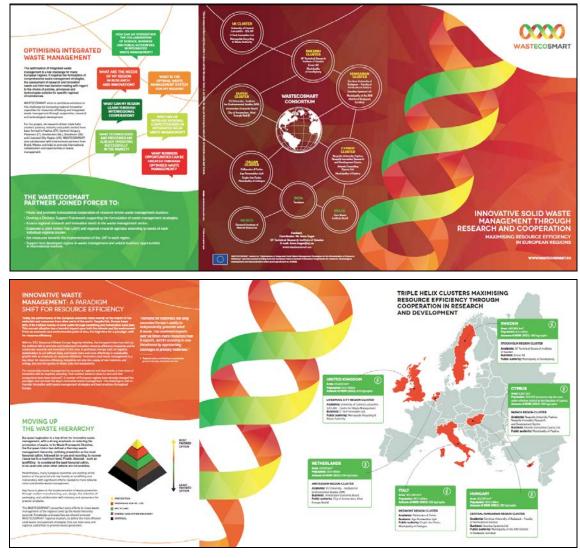**2-3 Deliverable document template**

3 Leaflet

As a first step a six page leaflet has been developed presenting the WASTECOSMART project in more detail. It uses visually pleasing images and style to attract attention, and convey project aims. The leaflet is in the form of a rectangular triptych (3 pages A4 format) and utilises the visual identity developed.

The leaflet introduces the project by setting the scene in terms of challenges of innovative solid waste management, and the potential benefits of resource efficiency by moving up the waste hierarchy. It presents the triple helix cluster (research organisations, businesses and regional/local authorities) and the relevant country location on a map. It also presents what the WASTECOSMART project aims to accomplish through its activities and key questions to answer. It then concludes by discussing the potential impact (outcomes) of the joined efforts of project partners. The final page of the leaflet lists the entire consortium and international partners linked to a word globe and project contact details. Finally, a reference to the financial support from the EU 7th Framework Programme is made.

1500 copies have been printed by Greenovate! sprl, the Dissemination WP leader, using recycled paper. They are to be distributed to the project partners to be used in events at which the project can be promoted.

3-1 Leaflet

4 Website

Using the WASTECOSMART visual identity, Greenovate! has developed a dedicated website for the project to a matching style and colour scheme. The domain name is www.wastecosmart.eu. The website is designed as a vehicle to inform research establishments, regions and municipalities as well as end-users of waste technologies and services. It will be updated regularly and will feature news updates, partner information and case studies of innovative, state-of-the-art waste treatment systems and technologies. The website presents the project and consortium in detail, and is arranged in the following sections:

Homepage – Presents the title and the main aim of the project. It provides direct access to all website sections, including the "News & Events" and the "Members platform" sections. The homepage outlines the financial support from the European Commission's 7th Framework Programme.

News & Events – To be updated frequently, to ensure that the website content does not remain static. This should help to ensure that there is frequent traffic to the site. The section will provide general news that is of relevance to the project and project updates, as well as highlighting mentions of WASTECOSMART in external media and promoting WASTECOSMART's involvement in external events.

Resource efficiency – Provides general information on resource efficiency issue, economic benefits and initiatives taken by the European Commission at EU level.

Waste management – Provides general information on the current situation regarding waste management in Europe and EU framework waste legislation, including a five-step waste management hierarchy pyramid.

Expert group – Presents information on the External Reference Group (ERG), its members and relevant expert meetings held. To be updated frequently, to ensure up-to-date information to ERG members.

Project – Presents key information on the project, its partners and the expected results. This section outlines the main questions to be answered within the lifetime of the project.

Partners – Shows the project consortium as a list that provides further information and access to individual partner websites.

Cluster regions – Shows the six project cluster regions, firstly, as a map, which highlights geographic spread, and secondly as a list that provides further information and access to individual cluster region sections.

Documents – The subsections are: "Deliverables" and "Publications" under which the project leaflet is currently uploaded. This section will be further filled as the project progresses.

Waste management strategies – Currently empty, but will be filled as the project progresses. It will provide information on case studies and best available practices.

Contact – presents the contact details (e-mail and telephone number) of the project coordinator and the project partners.

Members' platform – provides access to project partners only. It is used to share up-to-date information among projects partners on project progress, meetings, events, etc.
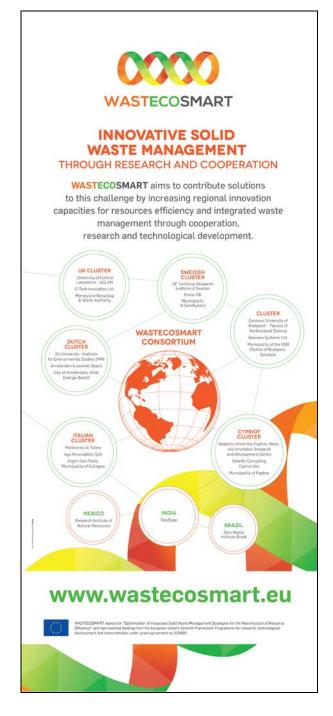
4-1 Project website

5 Roll-up stand

A roll-up stand has been developed presenting the WASTECOSMART project in general. It presents key information of the WASTECOSMART project to attract visitors at meetings, conferences and events or to serve as photo backdrop.

5-1 Roll-up stand

6 Upcoming actions

In the upcoming month (end of M7), one more project communication material will be produced.

- A project description leaflet in Dutch, Greek, Hungarian, Italian and Swedish – to be used in physical meetings, conferences and events by the cluster regions.

General dissemination activities for all stakeholder groups will be carried out over the lifetime of the project as follows:

- Conference speeches, exhibitions and posters;

- Regional networking workshops across Europe (Cyprus, Hungary, Italy, the Netherlands, Sweden and the UK);

- Networking workshops in international partner countries (Brazil, India and Mexico);

- Onsite replication seminars with regional public bodies and waste operators (9 seminars are expected to take place).