H2020-SC5-2018-2: PLASTICS TO BE CLEANED BY SORTING AND SEPARATION OF PLASTICS AND SUBSEQUENT RECYCLING OF POLYMERS, BROMINE FLAME RETARDANTS AND ANTIMONY TRIOXIDE

D6.6: PROJECT WEBSITE

This document is the PLAST2bCLEANED project website, deliverable 6.6 of the GA 821087, leaded by Sustainable Innovations (SIE) and created to provide information and access to papers and any other nonconfidential documentation related to the project. The website is operational as of Month 3 and is designed to be the main information repository for the project, its objectives, results, the technology and all activities related to its developments/progress. Sustainable Innovations will contribute with material and inputs to the website, which will include a public and a private area. The website is included within the WP6 Dissemination, exploitation & capacity building and it is an important part of the Dissemination and Communication plan.

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

Project details			
Project acronym	PLASTtics to be CLEANED	**Start / Duration**	June, 1 2019 (48 months)
Topic	CE-SC5-01-2018 Methods to remove hazardous substances and contaminants from secondary raw materials	**Call identifier**	821087
Type of Action	Research & Innovation Action	**Coordinator**	TNO
Contact persons	Esther Zondervan-van den Beuken (Project coordinator TNO) esther.zondervan@tno.nl Judith Kessens (Project coordinator TNO) judith.kessens@tno.nl Anita Weggemans (Project coordinator TNO) anita.weggemans@tno.nl Mariana Fernández (WP6 Communication leader SIE) marianafernandez@sustainableinnovations.eu		
Website	www.PLAST2bCLEANED.eu		

Deliverable details			
Number	D6.6		
Title	Project website		
Work Package	WP 6 Dissemination, exploitation & capacity building		
Dissemination level	PU	**Nature**	PUBLIC
Due date (M)	3	**Submission date (M)**	August, 27
Deliverable responsible	MARIANA FERNÁNDEZ RENEDO – SIE	**Contact person**	marianafernandez@sustainableinnovations.eu

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

Deliverable Contributors				
	Name	Partner	Role / Title	E-mail
Deliverable leader	M. Fernández	SIE	Communication Manager	marianafernandez@sustainableinnovations.eu
Contributing Author(s)	N/A			
Reviewer(s)	J. Kessens	TNO	Project Manager	judith.kessens@tno.nl
Final review and quality approval	A.Weggemans	TNO	Project Assistant	anita.weggemans@tno.nl

Document history			
Date	Name	Partner	Role / Title
August, 1	V0.1	Mariana Fernández	First version of the document
August, 16	V0.2	Judith Kessens	Changes on the document
September, 1	V0.3	Mariana Fernández	Implementation changes
September, 13	V0.4	Mariana Fernández	Correction format issues
September, 18	V1.0	Anita Weggemans	Final version

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

TABLE OF CONTENTS

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

1 INTRODUCTION

Task 6.1 aims at proactively promoting the PLAST2BCLEANED project and its final results by providing targeted information to various audiences. The promotion activities will be part of the dissemination and communication plan, and this document presents the first step in achieving the partial objective.

A responsive website structure and design has been developed to be accessed from any device. The content and messages incorporated in the PLAST2BCLEANED website have been defined with the purpose of reaching different audiences, including: general public, scientific community, industry, and policymakers with the objective to benefit project results.

The design of the website has been developed by SIE with the collaboration of the whole consortium; it has been streamlined and presented in a way that is accessible by wide range of stakeholders. This document presents a detailed description of the website communication strategy, responsive design, look and feel, navigability, and content development process.

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

2 COMMUNICATION STRATEGY

The Communication Strategy for the public website will respect the Dissemination and Communication plan of the project. The channels considered for mass dissemination to end-users included:

- Marketing media, the press, magazines, broadcast news, television, radio and Internet;
- PLAST2BCLEANED official website (will contain information and commercial material);
- Social media: LinkedIn & Twitter
- Media and press contacts or spokesperson;
- Newsletter, distributed every 12 months to update stakeholders;
- Publications in scientific and non-scientific journals;
- General communication material (brochures, flyers, etc.).

The execution of the website encompasses a variety of material allowing a successful communication amongst the partners, as well as the different audiences targeted. The following visual materials are part of the dissemination strategy:

1. Creation of a visual identity, font and colour palette to be included in all graphic communication.
2. Development of physical dissemination materials: publications, reports, brochure, catalogue.
3. Development of social network group profiles.
4. Participation in dissemination events: conferences, seminars, exhibitions, meetings.
5. Press releases, radio and TV presence.

Regarding the PLAST2BCLEANED website, the communication strategy was designed around key questions that external visitors to the website may have:

WHY: Highlight the importance and purpose of the project.

WHAT: Provide a description and approach of the project.

WHO: Present the consortium that will do work to achieve these objectives.

HOW: Describe PLAST2bCLEANED process along the project's development.

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

2.1 Target Audiences

The website will be provided with information matching the particular interests and needs of each target group and subgroup. By creating clear headings and subheadings, readers will be able to seek out content that is most pertinent to them. By addressing technical language in a clear manner, it is the intention that the content be discernible for all audiences.

The target audiences are suitable to change along the project lifetime, this will be specified on further documents, mainly the Communication and Dissemination plan expected for M6 and the reports to follow on M18, M30, M42.

Table 1: Target audiences

Target group / Stakeholder	Targeted results/content
Recycling Companies (RC) and Plastic recyclers (PR) Plastics Recycling Europe, Euric	Innovative developed techno-economic solutions for recycling of plastics containing additives and is able to recycle the polymers and the additives at the same time.
Producers of electronics (PE) - Digital Europe	Introduction of circular design thinking, including the use of high quality recycled plastics.
Producers Plastics -Plastics Europe and additives -Flame Retardants Europe (FRE)	WEEE polymers can be used safely in new plastics after removing the additives.
Public Municipalities (PM)	Circular solutions for collection and treatment of WEEE to be able to increase the recycling of the plastic fractions.
Collectors of WEEE (CE) WEEE Forum, WEEELABEX	To collect WEEE, separated from other fractions.
WEEE Associations (WA) EERA	Support of the introduction of new technologies to apply across EU and to increase the recycling of WEEE plastics across EU.
Standardisation bodies and policy stakeholders (SPS)	Analysis of the results with standardisation potential between the relevant standardisation bodies such as the CEN / CENELEC and the technical partners of PLAST2bCLEANED.
Investors (IV)	Business approach; high profitability of the investment in plastic recycling, because of the recycling of the polymers and the additives at the same time.
Scientific Community (SC)	Material, presentations and campaigns to engage in further research on the recycling process for WEEE plastics towards a Circular Economy approach.

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

General Public (GP)	Awareness campaigns regarding the positive health and environmental aspects of the introduction of the PLAST2bCLEANED process for WEEE plastics.
Press, both general and content driven (PP)	Achieve a wide knowledge of the project and its benefits

2.2 KPIs

The social media activities will start as the project kicks off while the website waits to be activated. The publications and conferences presentations will take place as the project progresses and be published in the relevant locations on the website.

N.B. Publications and conference presentations are subject to project IP policy. Dissemination activities can be delayed as securing the business interests of any partner needs to be considered first.

The developed dissemination strategy will be continuously updated to ensure the maximum measurable project impact is achieved and the project website will be the central tool to track the progressive efficacy of the communication efforts.

Ambitious PLAST2bCLEANED indicators have been established:

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

Table 2: KPI

Dissemination	When	Target audience	KPI
Project website	M3-end	All audiences	1500 unique visitors per year; 1000 downloads per year; An average of 2.5 min stay
Flyers and posters	M6-onwards	Contact network related to the project	200 downloads per year from the website 1,000 printed copies distributed
Video	M9, M42	All audiences	800 views in total
Project newsletter	M6,M24, M36, M48	All audiences	Number of subscribers & downloads from the website (>1000 views)
Press releases	M12, M24, M48	All audiences	20 media reached, 100 views on website and social media
Scientific Publications (OPEN ACCESS)	M24-end	Academy and research community	3 peer review paper published
Non-scientific publications	TBD	Enterprises, industrial and potential investors	5 publications
Trade fairs	M3-M48	Enterprises, industrial and potential investors	Number of Trade fairs attended (≥6) & number of exhibitors/ participants (>30.000)
Workshops (including webinars)	M36, M48	Industrials, investors, academic community, public authorities, policy makers	200 attendees
Conferences attended	M6-M48	Industrials, investors, academic community, public authority, policy makers	Number of attendances (>1800); number of conferences (≥12); Impact on research.
Social media diffusion	M3-onwards	All audiences	500 followers

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

3 WEBSITE STRUCTURE

3.1 Responsive Design

The PLAST2bCLEANED website https://PLAST2bCLEANED.eu/ has been designed to respond to different user's behaviours and environments based on device, screen size and resolution, platform, and orientation. The website's functionality works and is adapted in different devices including: Smart Phones, Tablets (using Android, iOS or Linux operative systems).

3.2 Design & Functionalities

The design describes the appearance of the website from an end-user perspective. This considers the operations and ergonomics of the site including the layout, icons or visuals used to represent functions, such as opening and closing files, directories and application programmes, and the appearance and operation of menus.

The PLAST2bCLEANED Project website has privileged a modern layout and impacting images that represent the project's link to the electrochemical, plastics and polymers industry in different shades of green and grey colours as chosen by the Consortium during the logo review. The site invites visitors to navigate intuitively, learning more about the project's goals, approach, progress, news, among others (Figure 2-7).

The website follows the visual identity established for the project, using the typography and colours that best reflect the project developments and objectives. (Figure 1).

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

Figure 1: Visual identity

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

Figure 2: Website Home Page

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

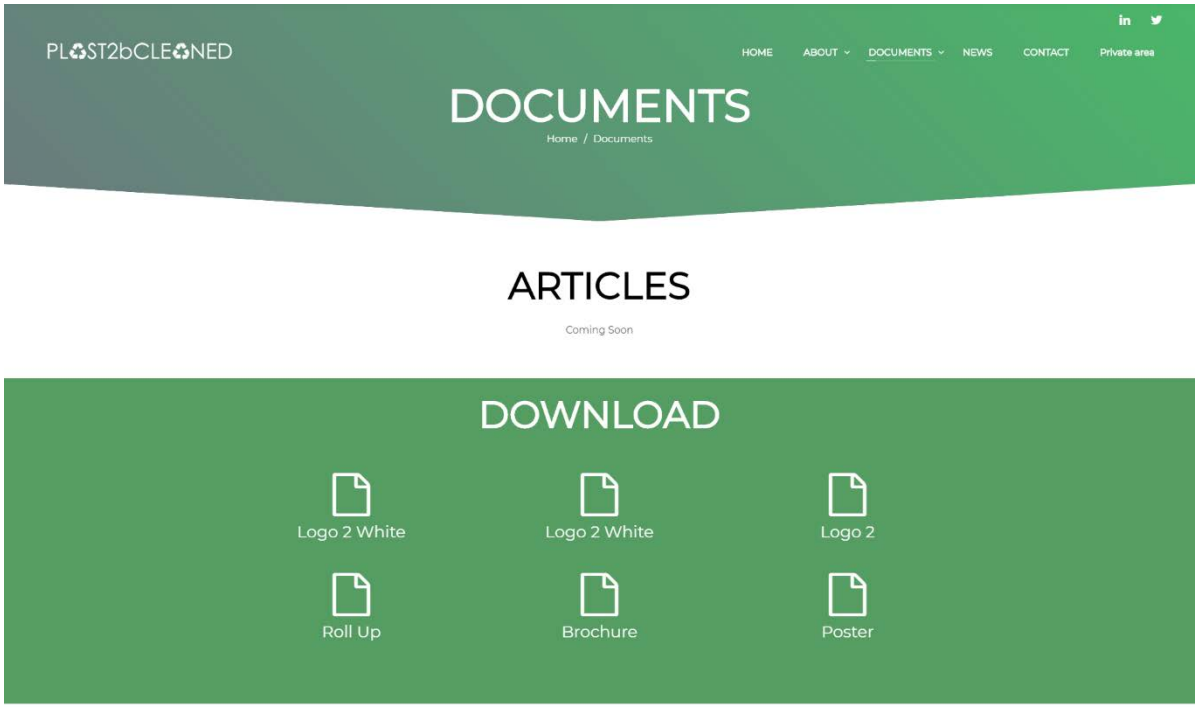
Figure 3: About → Partners

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

Figure 4: About → Project

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

Figure 5: Documents → Articles / Downloads

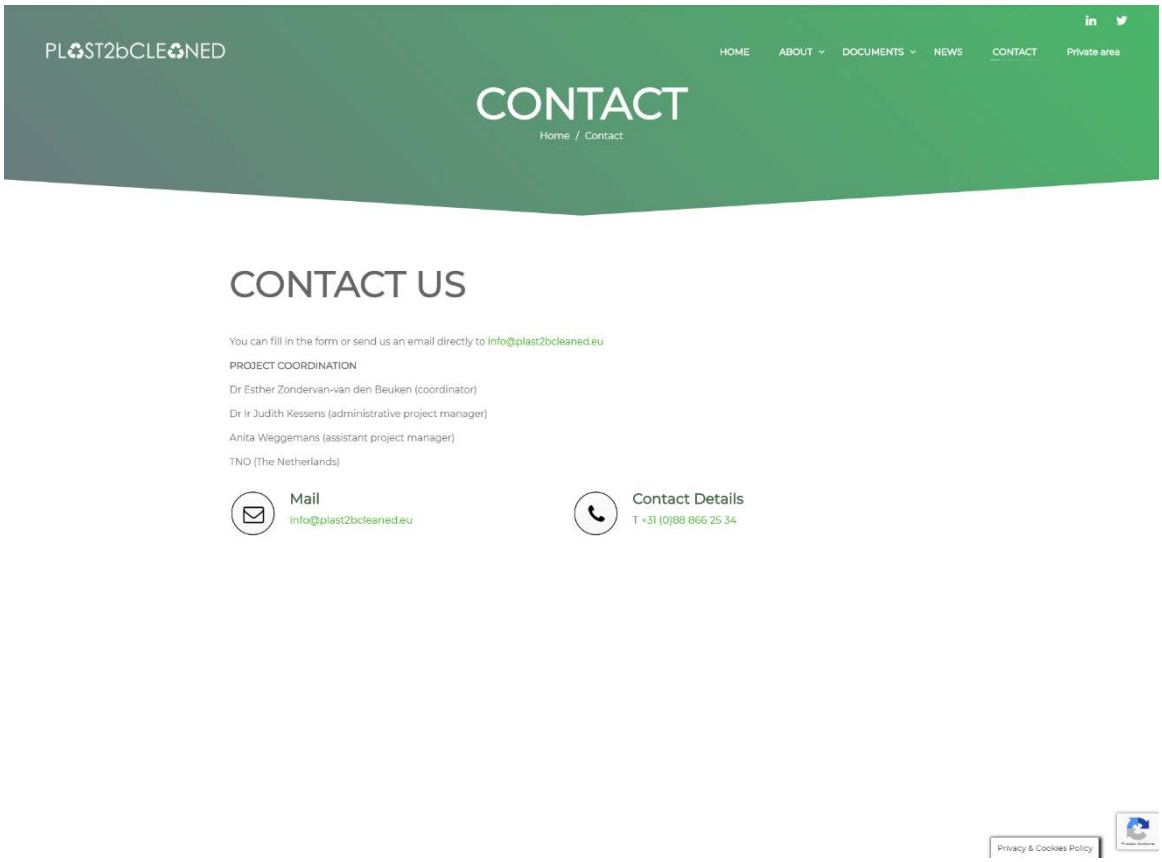


This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

Figure 6: News

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

Figure 7: Contact



This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

The layout is based on story telling principles that guides the visitor through the PLAST2BCLEANED story using images, icons, and key appealing messages expressing the value proposition of PLAST2BCLEANED technologies, methodologies and identity.

3.3 Navigability

The PLAST2BCLEANED Project website is characterized by its easy navigability, simplicity and user-friendly features.

On the menu, the following sections have been created: About, Documents, News, Contact and Private area. Intended to be an informative website, and according to the project's needs to update information, this organisation or internet architecture let the different audiences know more precisely about the project. The Private area is specifically dedicated to the partner's exchange platform and links directly to the sharepoint created by the coordination.

The 'About' submenu comprises two (2) subsections to introduce the project: Project & Partners. The first one includes also three (4) subsections: Objectives, Technologies, Impact, Implementation. They briefly present the value proposition of the PLAST2BCLEANED project including pictures, graphics, figures and messages to let the audience understand what the project is about and why it is innovative and marketable. The Partners section includes a description of each organisation involved in the project.

On the 'Documents' submenu, there are two (2) subsections: Articles, & Downloads. Each section will be useful to have organized all the important documents that should be disseminated during the project's execution.

The 'News' submenu is useful to inform on recent developments within the project.

The 'Contact' section presents the project coordinator's contact details and a fields box where audiences can send messages that will be directed to the coordinator via a dedicated email address: info@PLAST2bCLEANED.eu.

The 'Private area' submenu is linked to the workspace platform where the consortium will have access to relevant files for the consortium.

Social media icons (LinkedIn and Twitter) appear, together with the generic contact email, in the footer.

3.4 Content Dissemination and Publication

The PLAST2BCLEANED website was developed in three phases:
1) content and visual proposition;
2) design, and
3) feedback and corrections.

Final input was given prior to the closeout of beta-testing (27/08/19). The content included possible messages, menus, and submenus, navigability as well as visual prospects in the form of a site map. The site went live, as planned, but is not a static tool. Modifications can be made at any time per the Consortium's request and verification with the Project Coordinator.

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087

SIE will coordinate the project dissemination by updating the project's website, e-newsletters, etc. It will play a proactive role in checking with partners for the latest news, thus ensuring the regularity of the flow of information.

During the early stage of the project, when results are not yet available, project kick-off will be announced, general information on PLAST2BCLEANED technology will be disseminated and the website will be promoted. The project's website was accessible from Month 2 (July) (Date of delivery: 29 July 2019).

Content resulting from project outcomes and other activities will be published on a regular basis. Preferably update reports will be received until the 20th of each month. SIE will then consolidate the information, validate it with the coordinator and then proceed to the website update.

Any scientific public articles as well as event participation will be tracked under an excel file stored on the sharepoint space and it will be updated every 2 months. In this way, any communication material to be disseminated will be tracked and archived to have a successful control in coordination and message deployment. This document will be put in place during M3.

This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 821087