



WP7 – DISSEMINATION AND COMMUNICATION

Task 7.3 – Communication material (1st version)

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ABSTRACT

The main aim of the FENIX project is the development of new business models and industrial strategies for three novel supply chains in order to enable value-added product-services. Through a set of success stories coming from the application of circular economy principles in different industrial sectors, FENIX wants to demonstrate in practice the real benefits coming from its adoption. In addition, Key Enabling Technologies (KETs) will be integrated within the selected processes to improve the efficient recovery of secondary resources. Deliverable 7.3 “Communication material 1st version” is part of the activities of WP7 “Dissemination and Communication”. In general terms, this task will implement the communication material to be adopted in FENIX by all the project partners. The efforts started with the website and a dedicated press release. During the project, regular communications will be made via newsletters or presence at pre-selected events.

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1. INTRODUCTION

Deliverable D7.3 “Communication material 1st version” presents the FENIX communication material developed after six months of the official start of the project. More in detail, the document is organized in three sections. Section 2 provides the main structure of the FENIX website and describes it in each section. Section 3 summarize the WP7 results and next steps.

2. OFFICIAL WEBSITE STRUCTURE

The following figure shows the structure of the FENIX webpage:

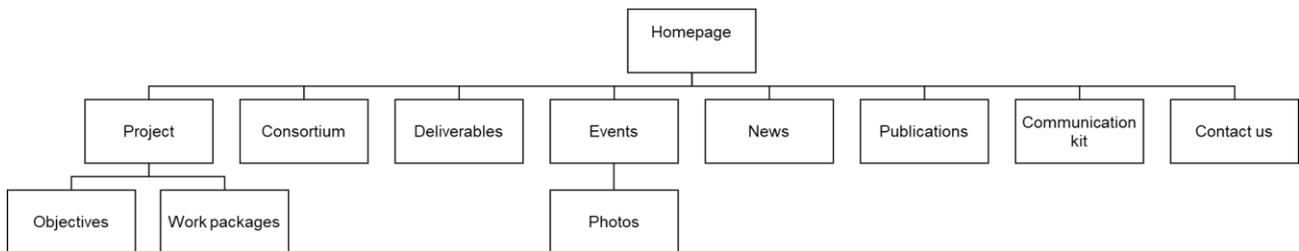


Figure 1: Structure of the FENIX webpage

The following screenshot shows the homepage of the website:

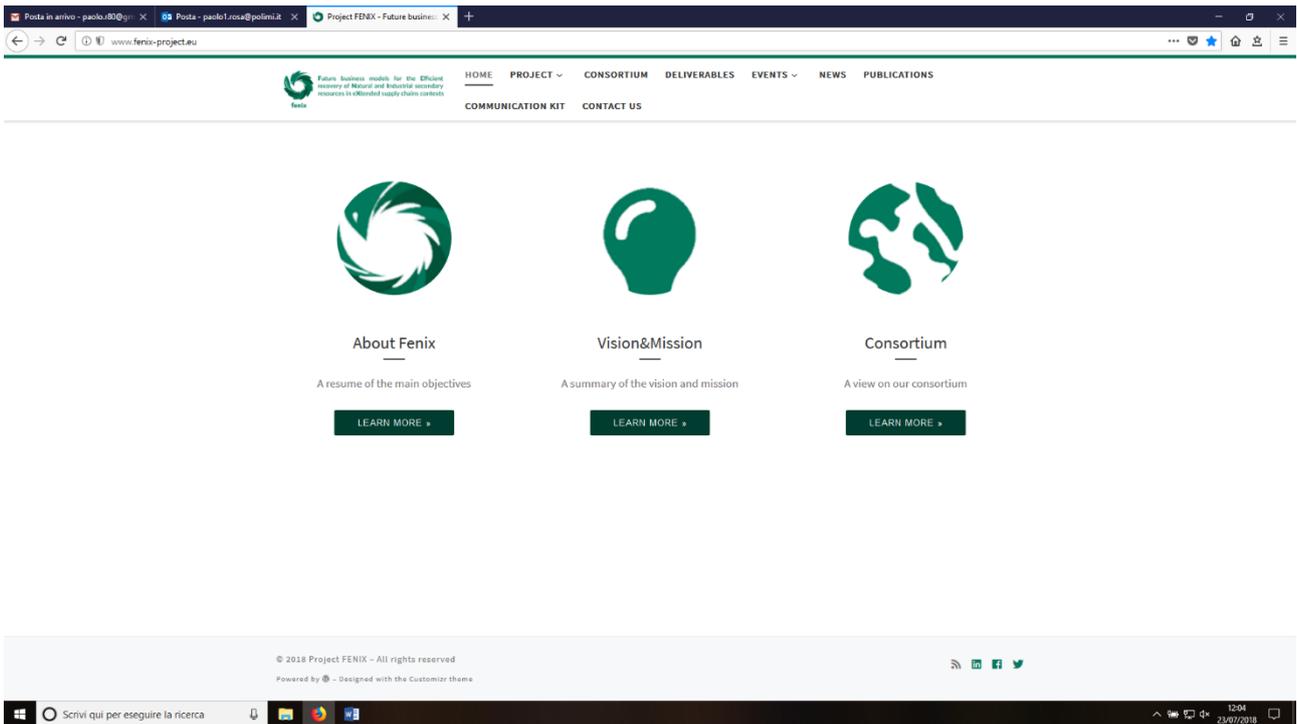


Figure 2: Screenshot of the FENIX homepage

The buttons on the menu present in the upper side of the homepage are linked with all the other sections. The three big buttons in the middle of the homepage are links to the main contents of the project, or main objective, vision and mission and the consortium. The buttons on the bottom-right corner of the homepage are the direct links to the FENIX pages on the most common social networks. The following screenshots show the other sections of the webpage.

The section “objectives” presents the main objectives of the FENIX project, by giving a brief description about each of them.

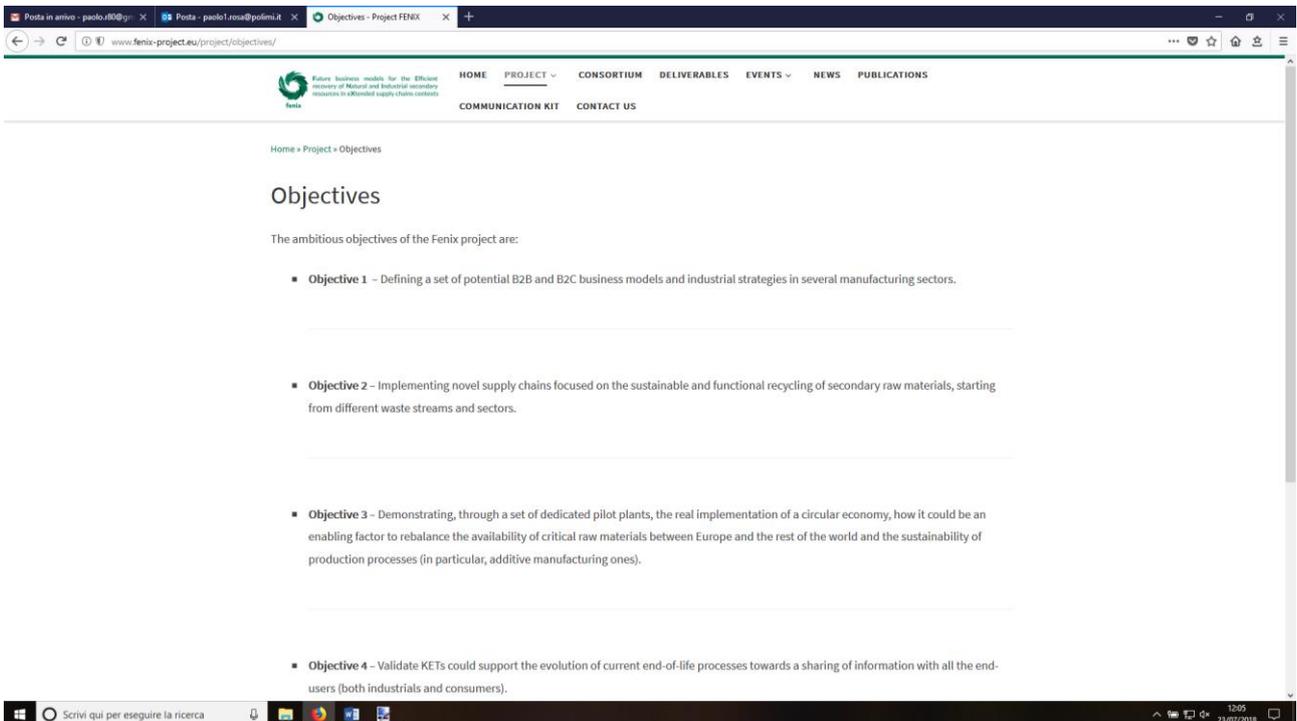


Figure 3: Screenshot of the FENIX’s “objectives” page

The section “work packages” does the same about each work package constituting the structured work content of the FENIX project.

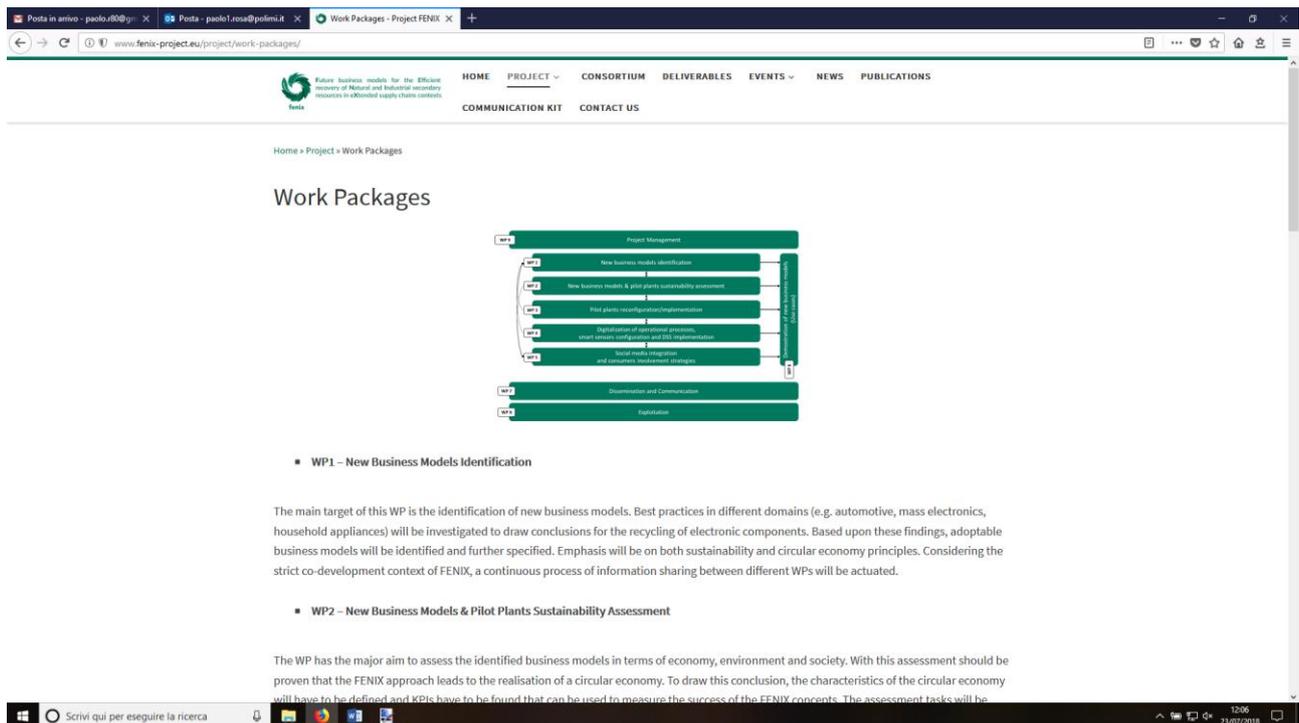


Figure 4: Screenshot of the FENIX’s “work packages” page

The section “consortium” presents in a graphical form the geographical distribution of the FENIX partners, by proposing a direct link on their official websites.

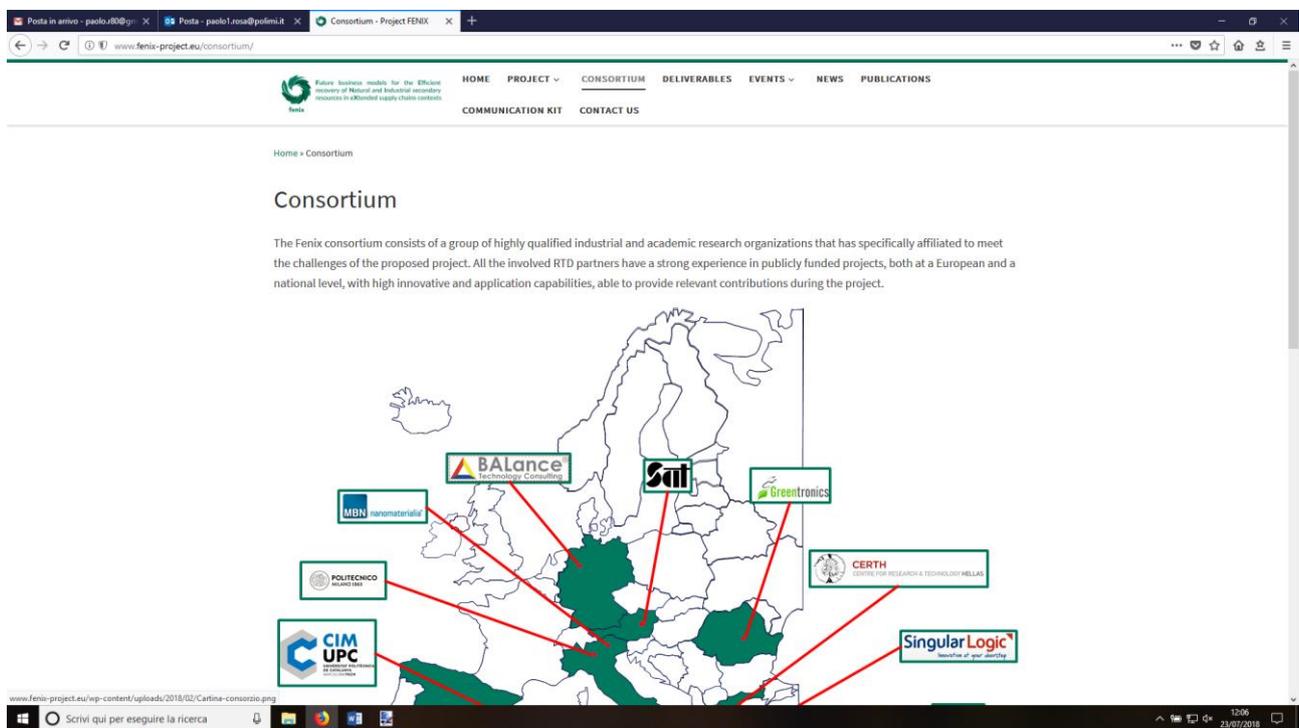


Figure 5: Screenshot of the FENIX’s “consortium” page

The section “deliverables” shows the list of already developed documents about each of the main targets defined in the FENIX proposal. In addition, all the available documents can be directly downloaded by users.

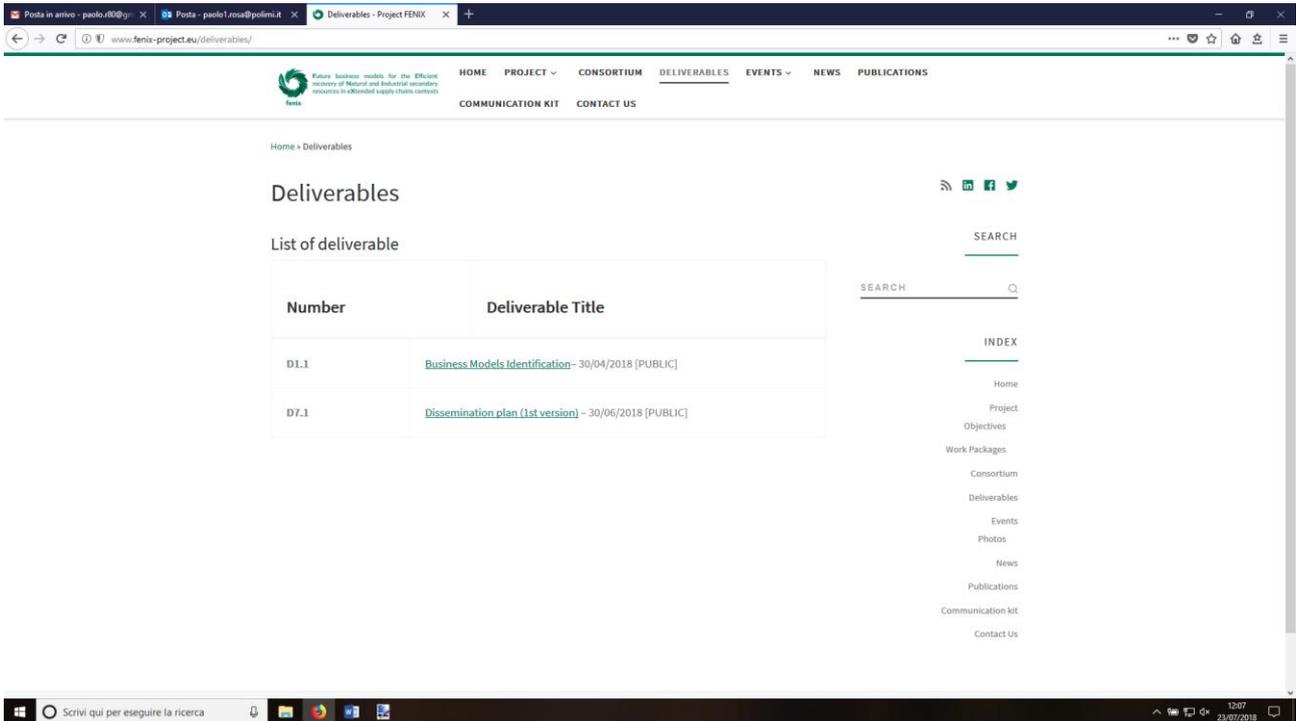


Figure 6: Screenshot of the FENIX’s “deliverables” page

The section “events-photos” publicise both the general meetings and international events / conferences in which FENIX partners were involved in.

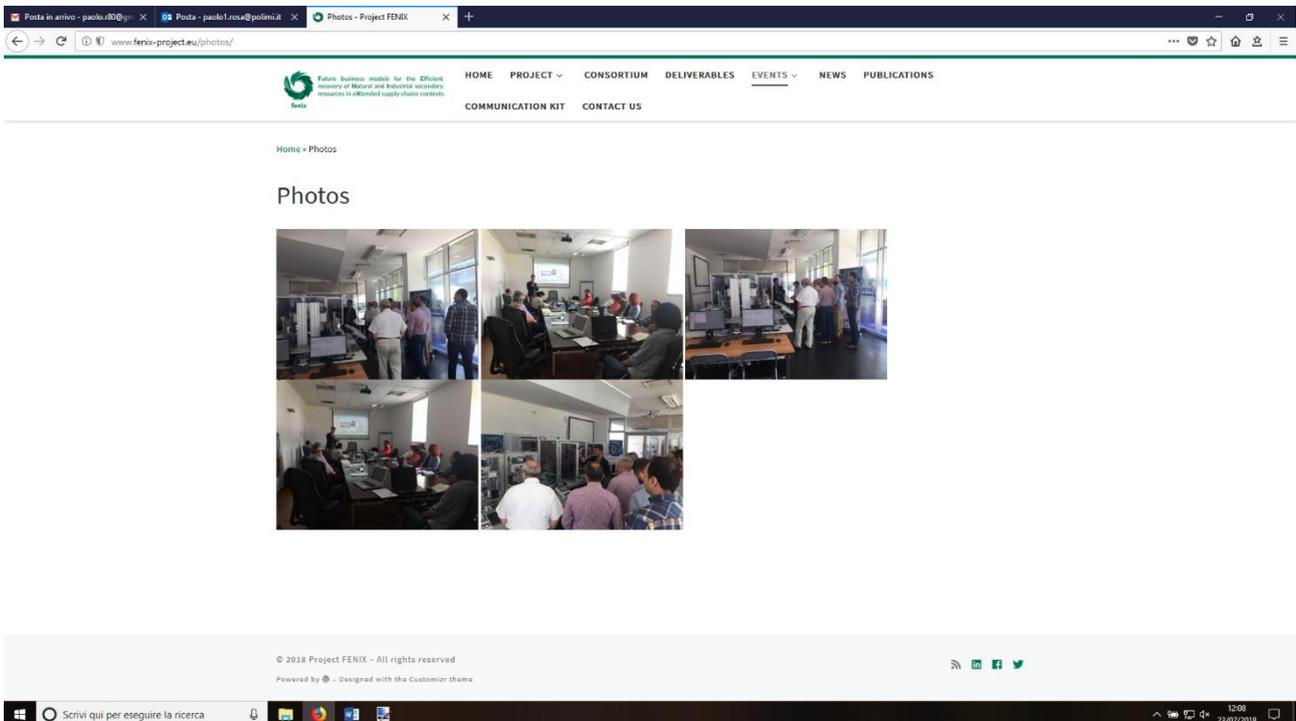


Figure 7: Screenshot of the FENIX’s “events-photos” page

The section “news” has the same intent of the previous one, but with a focus on both future meetings, events and conferences.

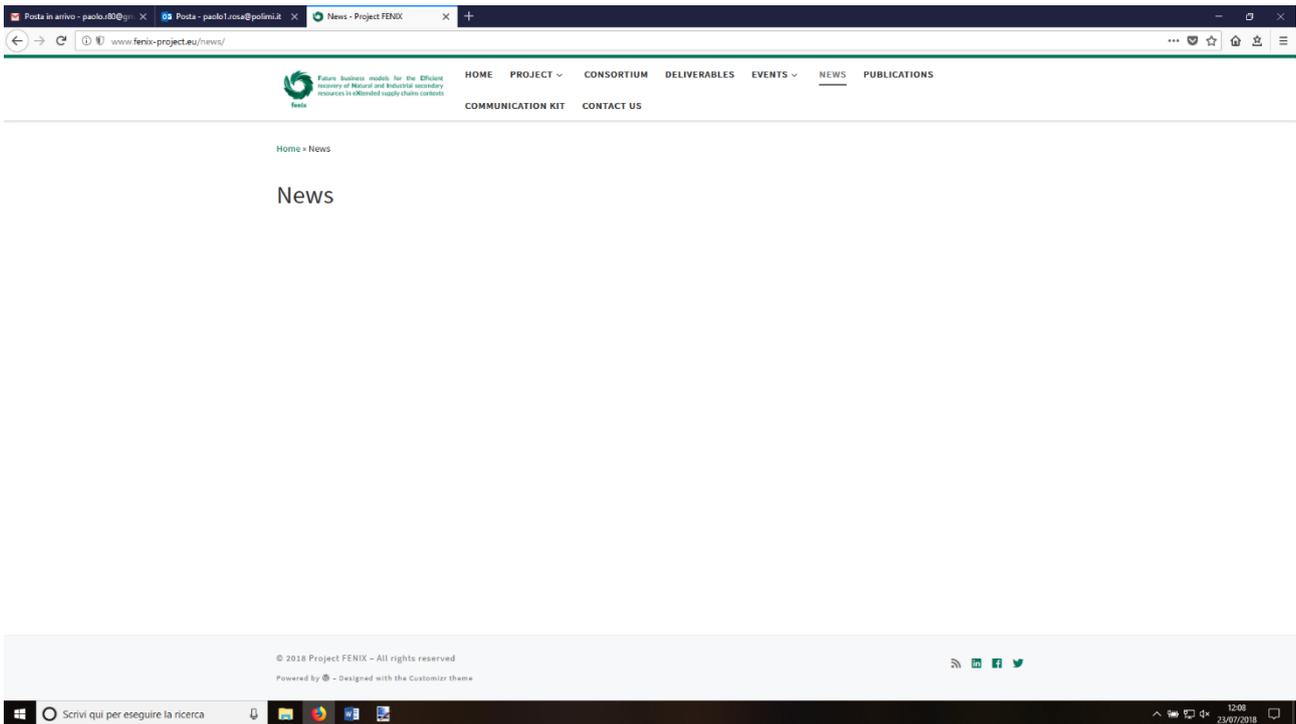


Figure 8: Screenshot of the FENIX's “news” page

The section “publications” presents a list of articles (both conference and journal ones) dedicated to the FENIX project.

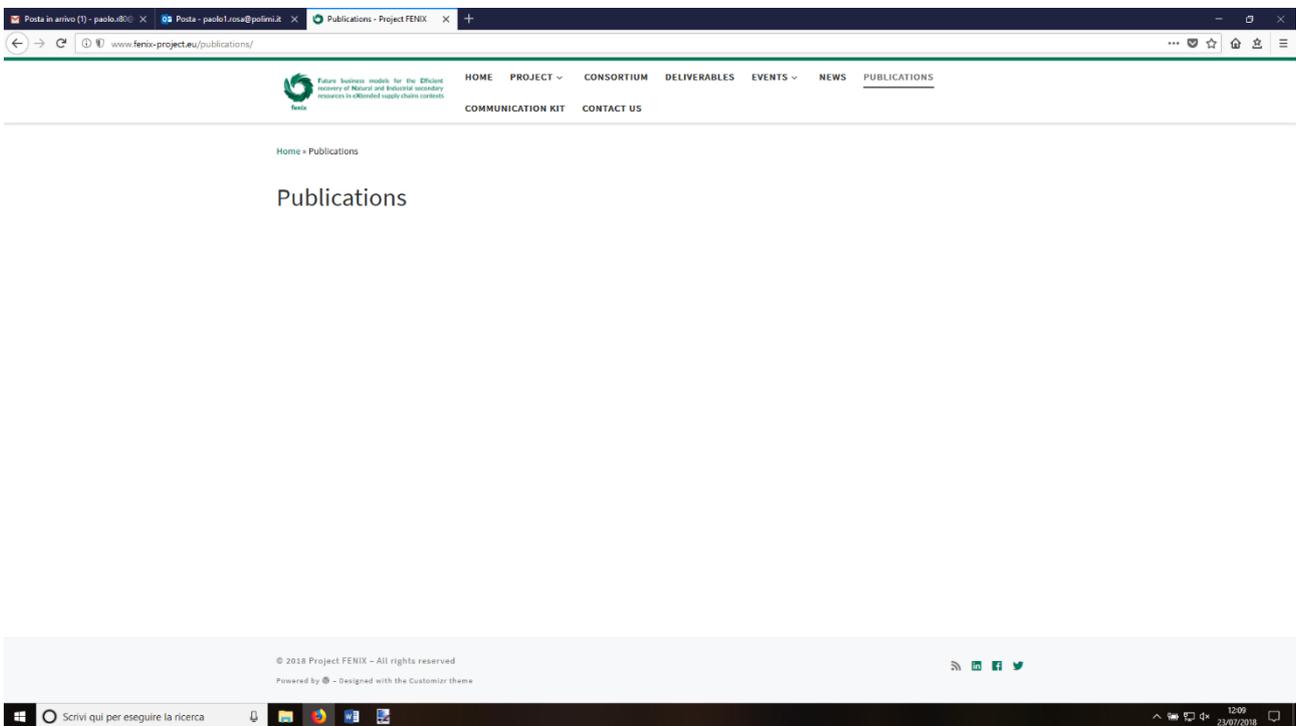


Figure 9: Screenshot of the FENIX's “publications” page

The section “communication kit” shows the communication material available to support any kind of communication need of FENIX partners both in scientific and industrial conferences and events.

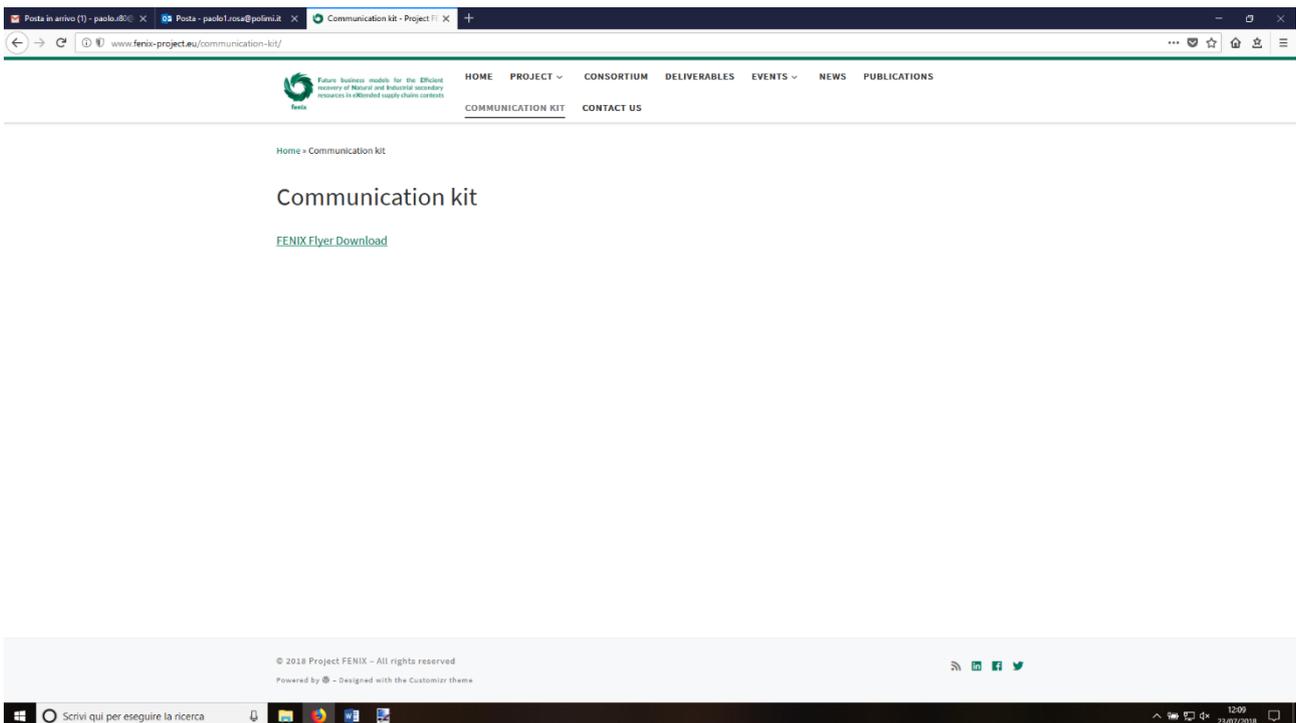


Figure 10: Screenshot of the FENIX’s “communication kit” page

The section “contact us” presents both the reference contact of the FENIX’s coordinator and a form through which users can stay in contact with the FENIX consortium.

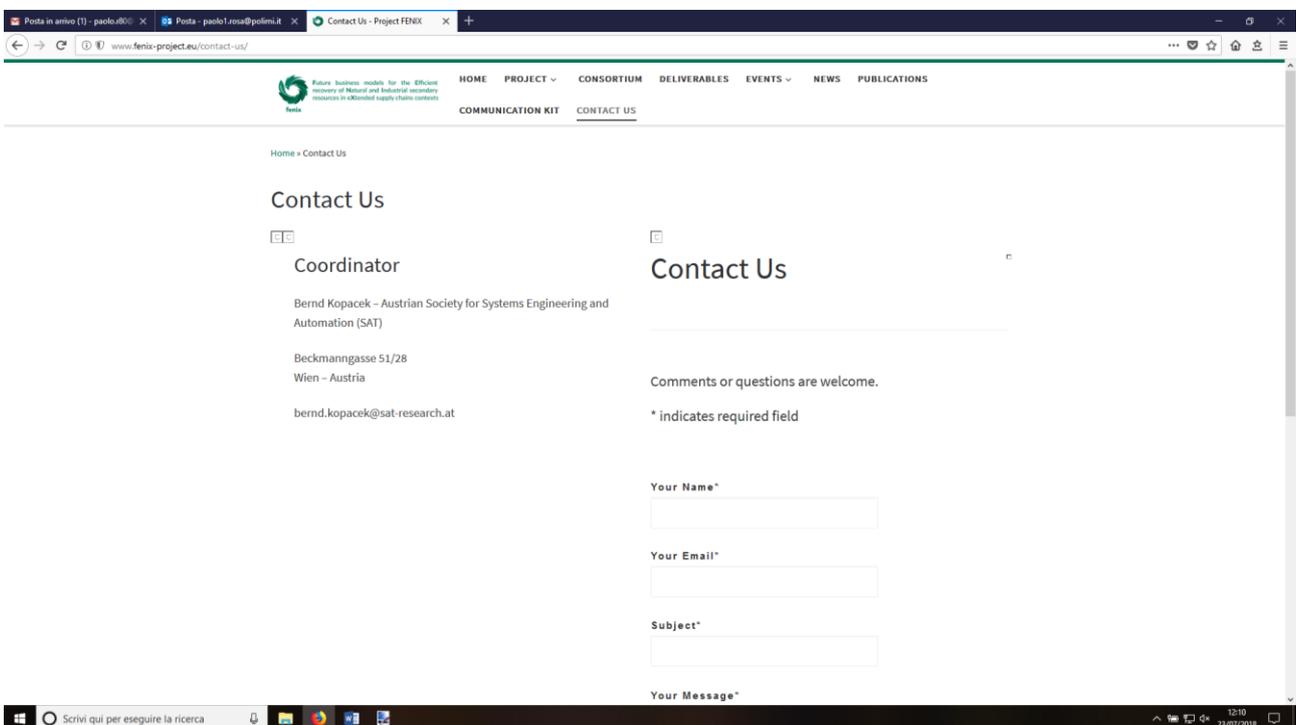


Figure 11: Screenshot of the FENIX’s “contact us” page

3. SOCIAL NETWORKS PRESENCE

In parallel with the development of the FENIX website, a set of dedicated pages on the main social networks were developed with the intent to improve the project's visibility and sharing of results. To these aims, LinkedIn®, Facebook® and Twitter® were selected as the most adequate communication means. Below, a list of pictures about the FENIX presence on social networks are reported.

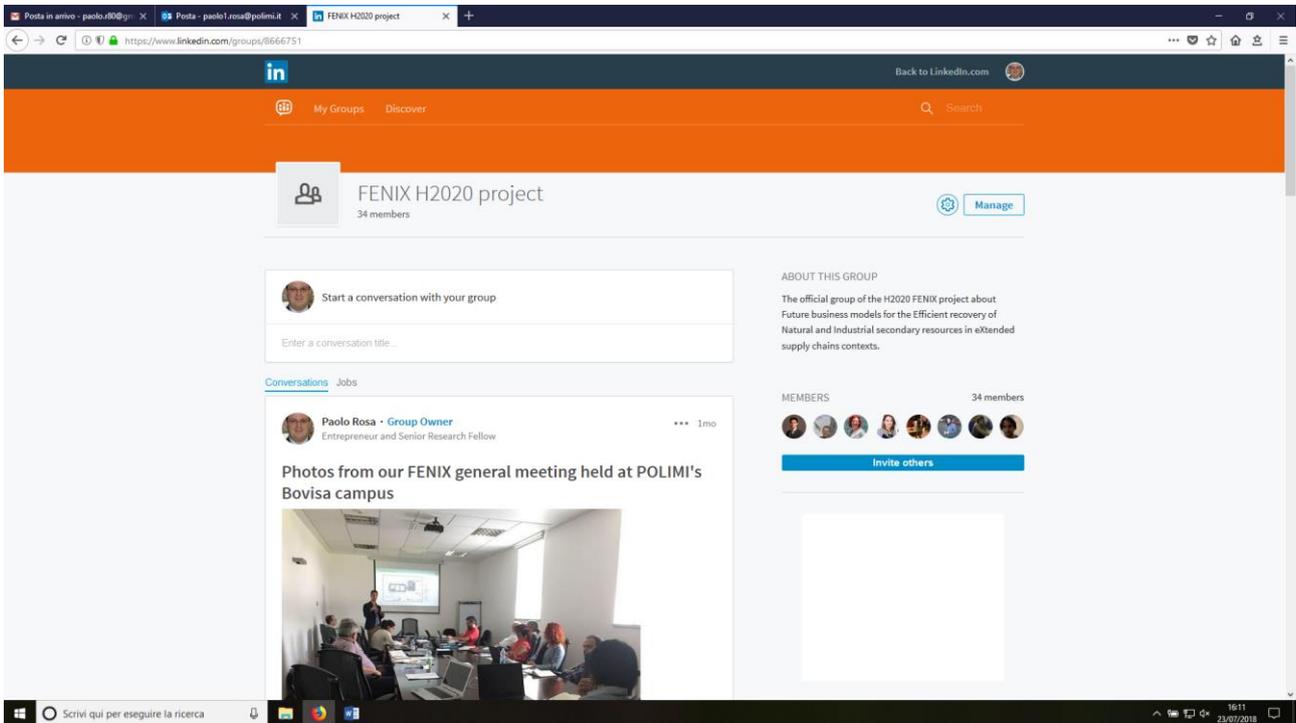


Figure 12: Screenshot of the LinkedIn's FENIX page

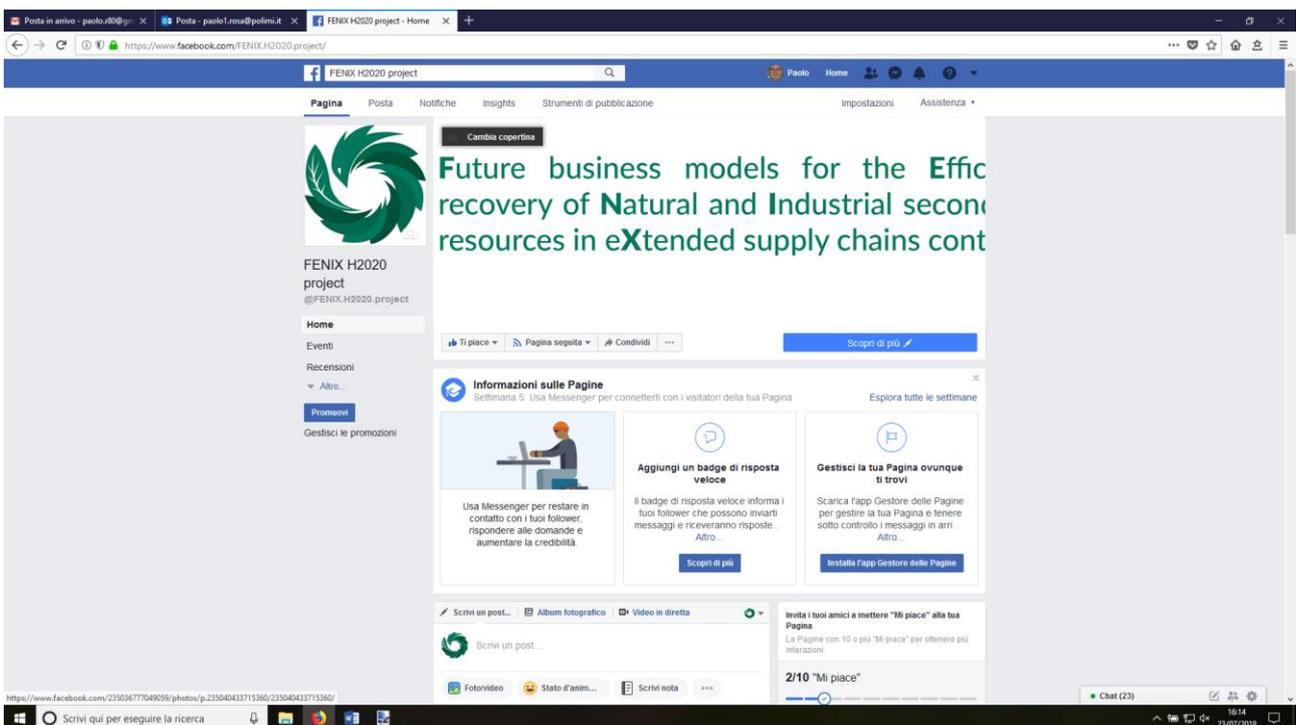


Figure 13: Screenshot of the Facebook's FENIX page

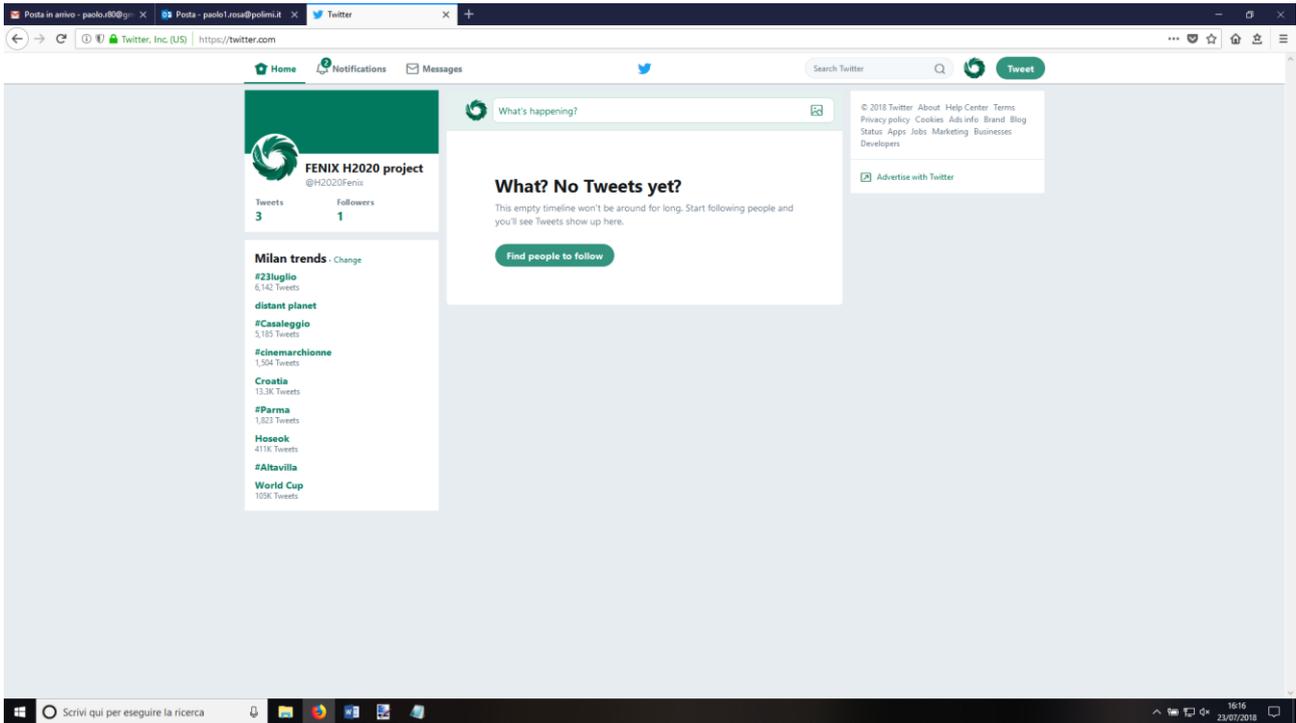


Figure 14: Screenshot of the Twitter's FENIX page

4. OFFICIAL PROJECT FLYER

Another important kind of communication material developed during the six months of the project was the FENIX official flyer. This flyer reports a summary of the main topics considered by the project, by explaining them both in textual and graphical form. The whole flyer is reported below.

SUMMARY

FENIX is an EU Horizon 2020 research project of 36 months duration (1st January 2018 – 31 December 2020). The project will study innovative circular business models and test them into practice through a series of dedicated pilot plants. The final aim is the demonstration of real benefits coming from the adoption of circular economy principles.

Main target groups

- Industrial plant manufacturers
- Waste management companies
- Materials recovery companies
- Automation suppliers
- Additive manufacturing companies
- Environmental authorities

PARTNERS



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Figure 15: The FENIX official flyer – main view

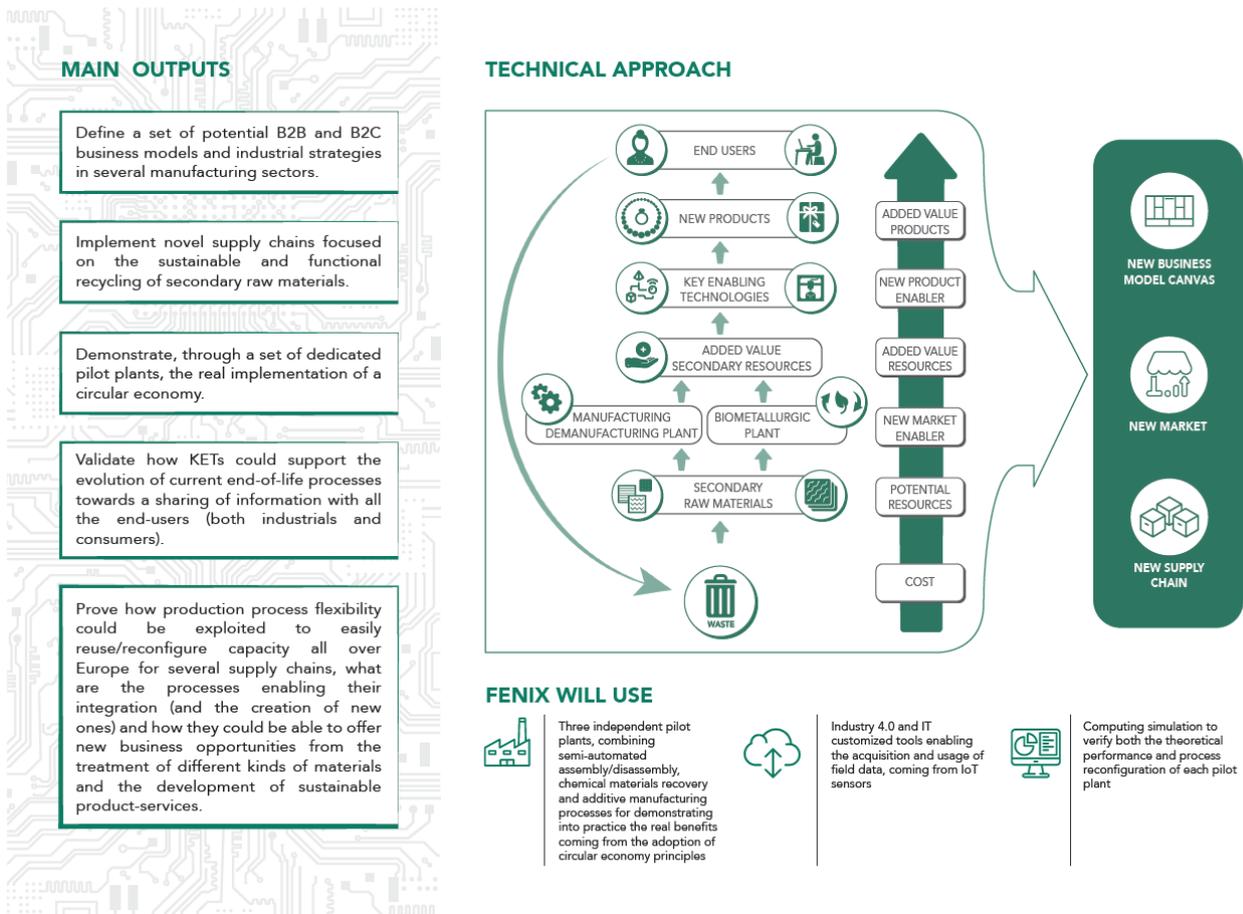


Figure 16: The FENIX official flyer – opposite view

5. FURTHER DEVELOPMENTS

The webpage will be updated on a regular basis. Both completed tasks and deliverables as well as information about meetings and events will be immediately uploaded in the corresponding sections. The FENIX website will be supported soon by a dedicated newsletter and other communication materials, like posters and roll-ups.