

WP7 – DISSEMINATION AND COMMUNICATION

Task 7.3 – Communication material (1st version)

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Deliverable No.:	7.3
Work Package No.:	WP7
Date:	23/07/2018
Project No.:	760792
Classification:	Public
File name:	FENIX D7.3 Report
Number of pages:	14

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Status of deliverable

Action	Ву	Date (dd.mm.yyyy)
Submitted (author(s))	Paolo Rosa, Sergio Terzi	23/07/2018
Responsible (WP Leader)	Sergio Terzi	
Approved by Peer reviewer	Bernd Kopacek	23/07/2018

Revision History

Date (dd.mm.yyyy)	Revision version	Author	Comments
16/07/2018	V0	Paolo Rosa, Sergio Terzi	draft version
23/07/2018	V1	Paolo Rosa, Sergio Terzi	final 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:

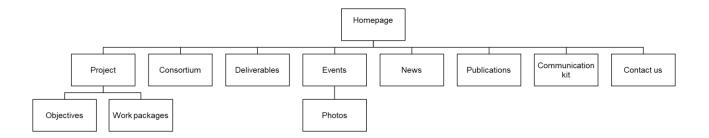


Figure 1: Structure of the FENIX webpage

The following screenshot shows the homepage of the website:

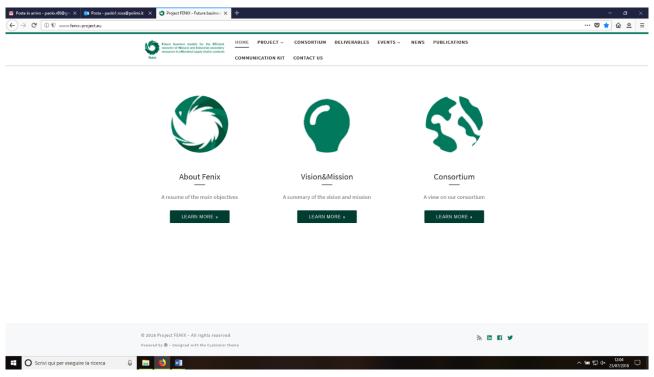


Figure 2: Screenshot of the FENIX homepage

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.

Y Y	
COMMUNICATION KIT CONTACT US	命主
Objectives The ambitious objectives of the Fenix project are:	
The ambitious objectives of the Fenix project are:	
 Objective 1 – Defining a set of potential B2B and B2C business models and industrial strategies in several manufacturing sectors. 	
 Objective 2 – Implementing novel supply chains focused on the sustainable and functional recycling of secondary raw materials, starting from different waste streams and sectors. 	
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 Objective 3 - Demonstrating, through a set of dedicated pilot plants, the real implementation of a circular economy, how it could be an enabling factor to rebalance the availability of critical raw materials between Europe and the rest of the world and the sustainability of 	
production processes (in particular, additive manufacturing ones).	
 Objective 4 – Validate KETs could support the evolution of current end-of-life processes towards a sharing of information with all the end- users (both industrials and consumers). 	
	12:05 /07/2018

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.

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	Home + Project + Work Packages				
	Work Packages				
	Impact Management Impact Management <t< td=""><td></td><td></td><td></td><td></td></t<>				
	WP1 – New Business Models Identification				
	The main target of this WP is the identification of new business models. Best practices in different domains (e.g. automotive, mass electronics, household appliances) will be investigated to draw conclusions for the recycling of electronic components. Based upon these findings, adoptable business models will be identified and further specified. Emphasis will be on both sustainability and circular economy principles. Considering the strict co-development context of FENIX, a continuous process of information sharing between different WPs will be actuated. • WP2 – New Business Models & Pilot Plants Sustainability Assessment				
O Scrivi qui per eseguire la ricerca	The WP has the major aim to assess the identified business models in terms of economy, environment and society. With this assessment should be proven that the FENIX approach leads to the realisation of a circular economy. To draw this conclusion, the characteristics of the circular economy will have to be defined and KPIs have to be found that can be used to measure the success of the FENIX concents. The assessment tasks will be	^	₩ ₽4	* 12/ * 23/07/	

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.

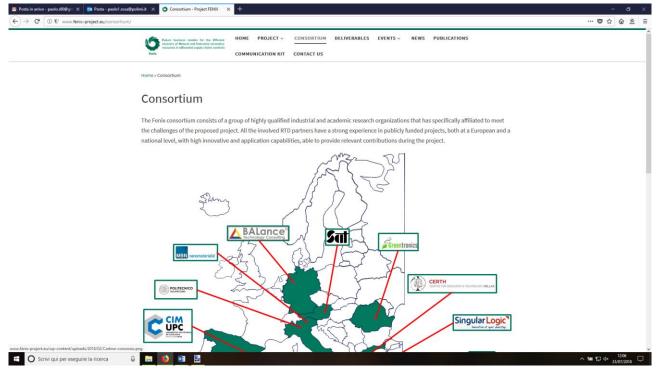


Figure 5: Screenshot of the FENIX's "consortium" page

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.

Future business models necovery of National and Int resources in eXtended supp	In the Diffuse and including (the works) COMMUNICATION KIT CONTACT US	NTS - NEWS PUBLICATIONS	
Home » Deliverables			
Deliverable	S	n 🖬 🖬 🖌	
List of deliverabl	e	SEARCH	
Number	Deliverable Title	SEARCH Q.	
D1.1	Business Models Identification- 30/04/2018 [PUBLIC]	INDEX	
D7.1	Dissemination plan (1st version) - 30/06/2018 [PUBLIC]	Home Project Objectives	
		Work Packages	
		Consortium Deliverables	
		Events	
		Photos	
		Publications	
		Communication kit	
		Contact Us	

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.

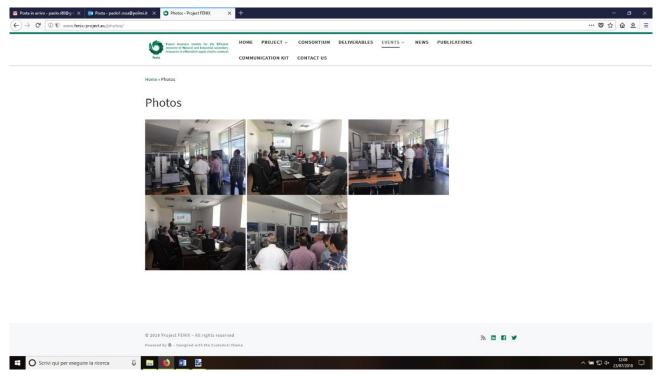


Figure 7: Screenshot of the FENIX's "events-photos" page

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

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	Future business models for the Efficient recovery of Natural and Industrial secondary resources in eXtended supply chains contexts	HOME PROJECT ~		DELIVERABLES	EVENTS ~	NEWS	PUBLICATIONS		
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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.

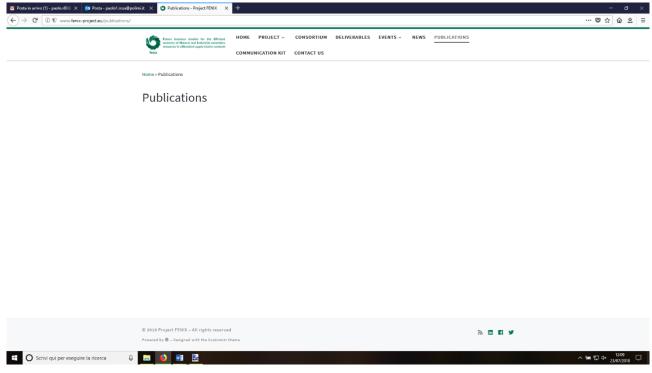


Figure 9: Screenshot of the FENIX's "publications" page

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.

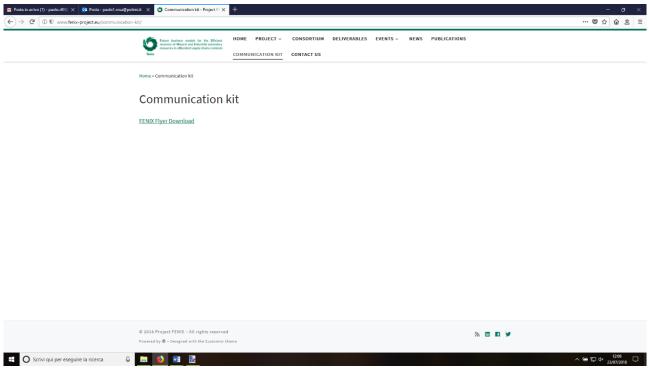


Figure 10: Screenshot of the FENIX's "communication kit" page

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.

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Contact Us	
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Coordinator	Contact Us
Bernd Kopacek – Austrian Society for Systems Engineering and Automation (SAT)	
Beckmanngasse 51/28 Wien – Austria	
	Comments or questions are welcome.
bernd.kopacek@sat-research.at	* indicates required field
	Your Name"
	Your Email"
	Subject"
	Your Message*
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Figure 11: Screenshot of the FENIX's "contact us" page

3. SOCIAL NETWOKS 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.

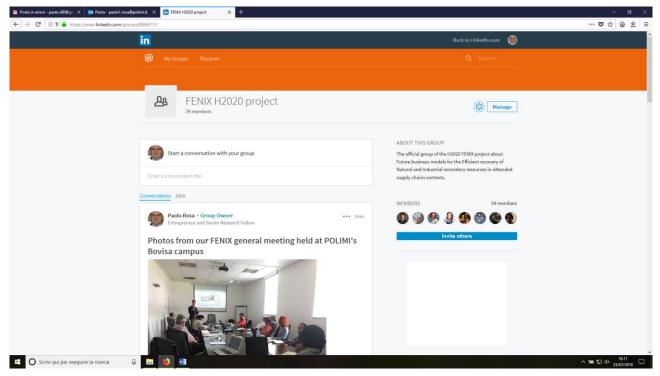
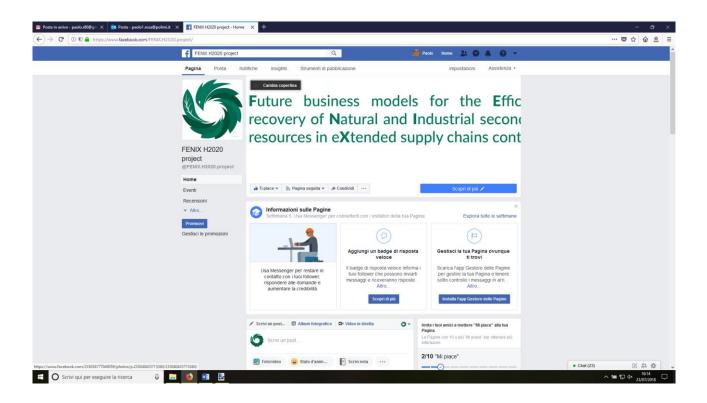


Figure 12: Screenshot of the LinkedIn's FENIX page



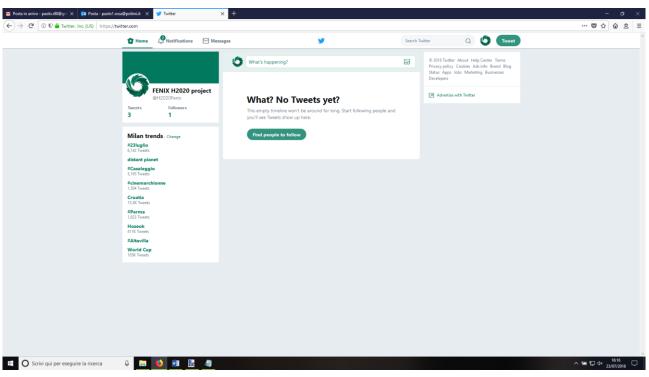


Figure 13: Screenshot of the Facebook's FENIX page

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.



Figure 15: The FENIX official flyer - main view

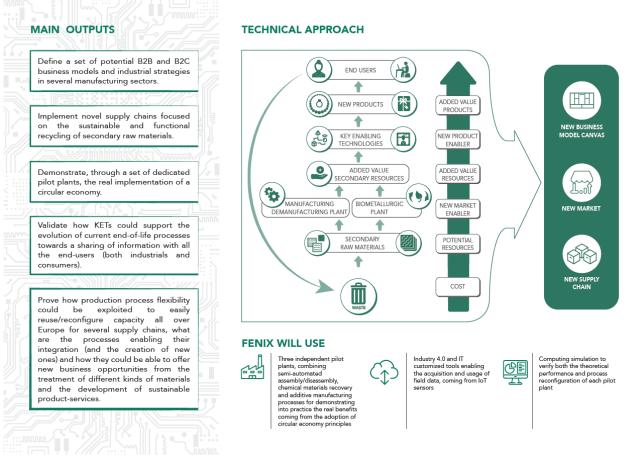


Figure 16: The FENIX official flyer – opposite view

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.