D8.1 Communication basics (project logo, website, brochure, poster)

Project Information

Grant Agreement Number	958243
Project Full Title	MultiSensor sorting tools in a circular economy approach for the efficient recycling of PVB interlayer material in high-quiality prodUcts from lamineted glass construction and demolition waStEs
Project Acronym	SUNRISE
Funding scheme	IA
Start date of the project	1st June 2021
Duration	42 Months
Project Coordinator	Angélica Perez | LUREDERRA
Project Website	https://sunrise-project.eu/

Deliverable Information

Deliverable n°	8.1
Deliverable title	D8.1 Communication basics (project logo, website, brochure, poster)
WP no.	8
WP Leader	WH
Contributing Partners	All Partners
Nature	Website, Communication kit
Authors	Sara Attanà (WH)
Contributors	All partners
Reviewers	Angélica Perez (LUREDERRA), Isella Vicini (WH)
Contractual Deadline	30/09/2021
Delivery date to EC	29/09/2021

Dissemination Level

PU	Public	**x**
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	

Summary

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

List of Figures

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

1 Executive Summary

Deliverable 8.1 is a report on the Professional Communication material and tools developed at the beginning of the project to be used by the project consortium to define a project's graphic identity and to communicate project's objectives and expected results to a wide public.

Therefore, the main content of this document is focused on the description of the project graphic identity and the main tools already developed.

2 Introduction

The SUNRISE's Communication basics consists in a series of materials that identify the project from a visual point of view and some tools to be used for communication/dissemination purposes without asking prior advice on contents; project partners are always required to inform the Communication and Dissemination Manager about the specific channel where the Communication material will be used (Events, articles, conferences, meetings, social media).

Communication basics of SUNRISE project is composed by:

1. SUNRISE logo and Graphic Identity
2. Brochure
3. Poster 100X70
4. Roll-up
5. A general Project Presentation
6. A general press release
7. Project Templates (Deliverable, presentation, agenda, minutes)
8. Project website

The Professional Communication Kit will be available inside the private area of the project website while, the brochure, the poster, the project presentation, and the press release will be published and downloadable for free from the page DOWNLOAD of the website.

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

3 SUNRISE Logo and Graphic Identity

The project logo has been developed by WARRANT HUB at the beginning of the project and it will be used for all communication activities. Some alternative drafts have been produced and the Project Coordinator, together with all partners have selected the one which better represents the project. The selected logo is the one below, which has been designed in 3 different version: PNG coloured and white (High Resolution), JPG (Low Resolution), PDF coloured and white (High Resolution).

WARRANT HUB worked on the logo starting from the idea of preserving a very strong and impacting symbol: the logotype represents the recycle of laminated glass separated by PVB Material. The concept of glass recycling has been highlited using the color “green” while the “yellow” color represents the idea of “sunrise” the name of the project evoke.

Figure 1: SUNRISE logo

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 958243”.

3.1 Project Brochure

The main objective of the project brochure is to provide SUNRISE audiences an attractive and written project overview and a summary of the main project objectives and characteristics.
To assist the dissemination effort, the attractive and professionally brochure, prepared by WARRANT HUB, is published on the project website.
The text is designed considering not only experts, but also an interested non-specialist. Furthermore, the brochure includes the website address, the project details and provides basic information on SUNRISE Consortium. All partners' logos are also displayed.
The brochure can be circulated in printed form, e.g., it can be handed out at conferences or other events; on the other hand, also an electronic version (e.g., PDF file) can be circulated.

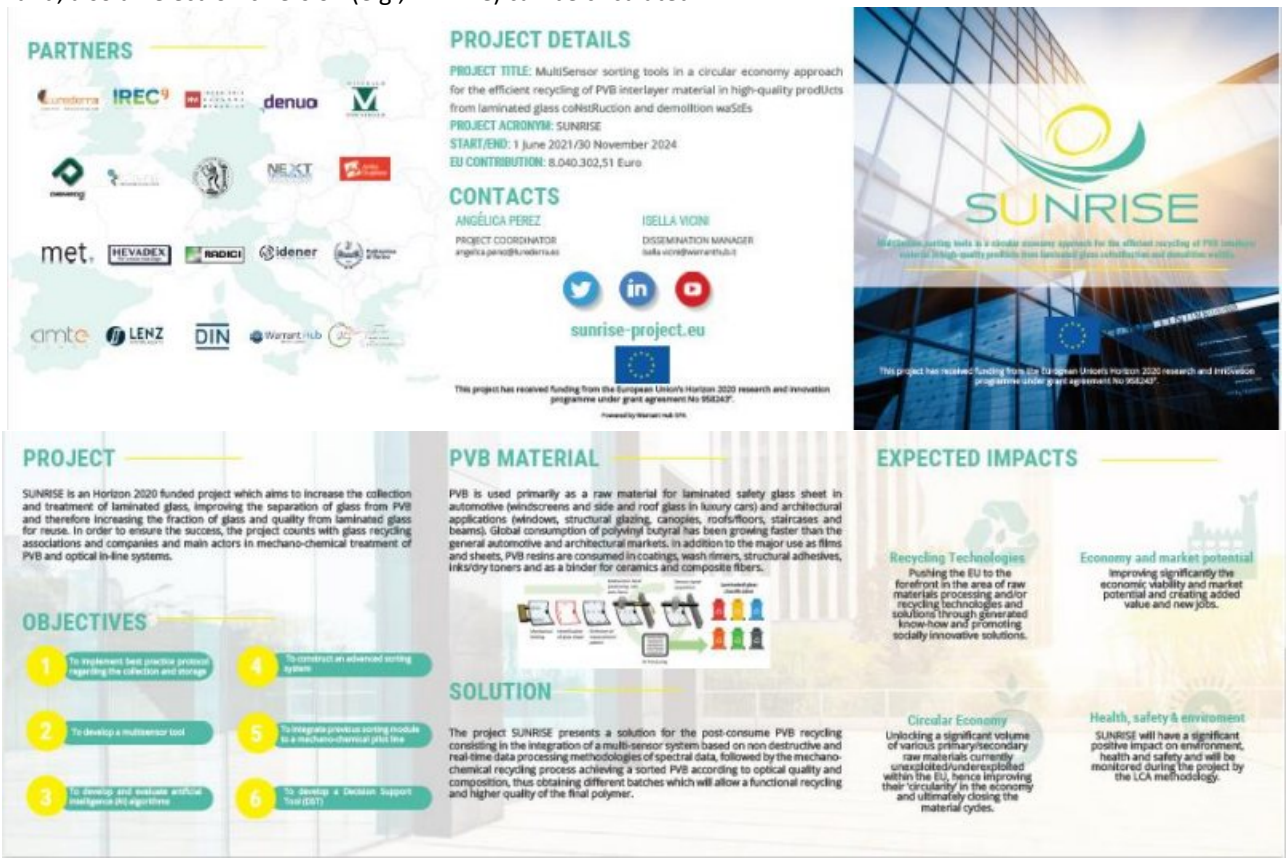

Figure 2: SUNRISE Brochure

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

3.2 Project Poster

The main purpose of the poster is to catch the audience attention. The poster focuses on the visual aspects and the content is clear and easily understandable by the target end users.
Regarding the layout and design, the poster shows the SUNRISE project's logo and the colours emphasizing the link to the project´s graphic.
From the content point of view, the poster illustrates project objectives, expected impacts as well as all partners' logos. At the bottom all the project details and contacts can be found.
It is possible to download it from the project website too.

Figure 3: SUNRISE Poster

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

3.3 Project Roll-up

It is a self-sustainable advertising display consisting of a banner - a wide strip of fabric on which the content is printed and a base on which the banner can be rewound so as to make everything easily transportable. On the roll-up, there are the main information of the project (details and links with QR code redirect to the project website).

Figure 4: SUNRISE Roll-up

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

3.4 Project Press Release

SUNRISE first press release consists of a general description of the project, useful as communication tool for the press. An English text has been written and it will be uploaded on the project website.

This is the text:

SUNRISE (MultiSensor sorting tools in a circular economy approach for the efficient recycling of PVB interlayer material in high-quality prodUcts from lamined glass construction and demolition waStEs.) is an ambitious project funded by the European Commission with about **8.040.302,51 Euro**. The project started in June 2021 and within **42 months period**, it aims increase the collection and treatment of laminated glass, improving the **separation of glass from PVB** and therefore increasing the fractions and quality of PVB for reuse . In order to ensure the success, the project counts with glass recycling associations and companies and main actors in mechano-chemical treatment of PVB and optical in-line systems.

LUREDERRA coordinates a multi-actor project consortium composed of 20 partners from **7 different EU countries**: IREC, Ingeniería Navarra Mecánica (INM), DENUO, Minerali Industriali, Dismeco srl, bio-mi, NTUA, Next Technology, Ariño Duglass, Met., HEVADEX, RADICI, idener, Politecnico di Torino, AMTE Power, LENZ, DIN, WARRANT HUB, CETIM.

The project will introduce an innovative **multisensor sorting tool** based on industrial in-line techniques (Raman, IRS, Fluorescence and Optical Spectroscopy) making use of optimised tailored hardware and AI algorithms which will allow optimal classification of laminated glass according to composition and degradation. Subsequently an innovative patented mechano-chemical process will allow the efficient separation of glass from PVB avoiding degradation of the polymer. The main objective of the project SUNRISE is to demonstrate at European level within the current **glass recycling business**, the application of an advanced sorting platform based on an innovative multisensor tool able to provide information from PVB quality in laminated glass wastes, allowing the tailored mechanochemical treatment for **purification of PVB by-product**.

SUNRISE will have a significant positive impact on **environment, health, safety** Improving significantly the **economic** viability and **market potential** and **creating added value and new jobs**. It also will develop **recycling technologies** and solutions through generated know-how and promoting socially innovative solutions.

Figure 5: SUNRISE Press Release

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

3.5 Project Presentation

A general project presentation has been developed with the aim of communicating the project objectives and expected impacts at conferences and events. The presentation contains some slides that the partners can customize for their own purposes and with the activities they are performing inside the project.

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

Figure 6: SUNRISE Project Presentation

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

3.6 Project Templates

Project templates are internal tools to use in order to produce documents with a common structure and graphic identity. The developed templates are:

- The project deliverable template;
- The project minutes template;
- The project agenda template;
- The WPs presentation template.

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

3.6.1 Project Deliverable Template

Dx.y – title of deliverable

Project Information

Grant Agreement Number	958243
Project Full Title	MultiSensor sorting tools in a circular economy approach for the efficient recycling of PVB interlayer material in high-quiality prodUcts from lamined glass construction and demolition waStEs
Project Acronym	SUNRISE
Funding scheme	IA
Start date of the project	1st June 2021
Duration	42 Months
Project Coordinator	Angélica Perez | LUREDERRA
Project Website	https://sunrise-project.eu/

Deliverable Information

Deliverable n°	
Deliverable title	
WP no.	
WP Leader	
Contributing Partners	
Nature	
Authors	
Contributors	
Reviewers	
Contractual Deadline	
Delivery date to EC	

Dissemination Level

PU	Public	
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

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"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

3.6.2 Project Minutes Template

XXXXXXX MEETING – MX

Minutes

Project Information

Grant Agreement Number	958243
Project Full Title	MultiSensor sorting tools in a circular economy approach for the efficient recycling of PVB interlayer material in high-quiality prodUcts from lamined glass construction and demolition waStEs
Project Acronym	SUNRISE
Funding scheme	IA
Start date of the project	1st June 2021
Duration	42 Months
Project Coordinator	Angélica Perez | LUREDERRA
Project Website	https://sunrise-project.eu/

Meeting Information

Date	
Location	
Start time	
End time	
List of Annexes	
Recorder	Name Surname (PARTNER SHORT NAME)
Reviewers	Name Surname (PARTNER SHORT NAME)

Document Log

Version	Date	Description of Change
V1.0	xx/xx/xxxx	First draft

Participants

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

PARTNER SHORT NAME	NAME & SURNAME
1- LUREDERRA	
2- IREC	
3- INM	
4- DENUO	
5- MINERALI	
6- DISMECO	
7- BIO-MI	
8- NTUA	
9- NTT	
10- ARIÑO	
11- MET	
12- HEVADEX	
13- RADICI	
14- IDENER	
15- POLITO	
16- AGM	
17- LENZ	
18- DIN	
19- WH	
20- CETIM	

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Day 1 – Month – DD th, YYYY – XXXXXX MEETING – Mx

TIME (CET)	Title	PARTNER SHORT NAME *Name & Surname*
Resume of the session		

TIME (CET)	Break

TIME (CET)	WP1. Fine definition of industrial specifications	PARTNER SHORT NAME *Name & Surname*
Resume of the WP1 status		

TIME (CET)	WP2. Chemical-mechanical pilot line testing based on off-line characterized and sorted materials and development of a Decision Support Tool (DST)	PARTNER SHORT NAME *Name & Surname*
Resume of the WP2 status		

TIME (CET)	WP3. Design, optimization and construction of the sorting system	PARTNER SHORT NAME *Name & Surname*
Resume of the WP3 status		

TIME (CET)	WP4. Implementation of the sorting system in the pilot demo locations, production of re-PVB flakes and characterization	PARTNER SHORT NAME *Name & Surname*
Resume of the WP4 status		

TIME (CET)	WP5. Recycled PVB production in different formats for its use in the selected applications	PARTNER SHORT NAME *Name & Surname*
Resume of the WP5 status		

TIME (CET)	WP6. Incorporation of the products in	PARTNER SHORT NAME

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	real industrial applications and assessment of quality	***Name & Surname***
Resume of the WP6 status		

TIME (CET)	**WP7. Full assessment of project sustainability: LCA, LCCA, SLCA and replication**	**PARTNER SHORT NAME** ***Name & Surname***
Resume of the WP7 status		

TIME (CET)	**WP8. Dissemination, communication & exploitation**	**PARTNER SHORT NAME** ***Name & Surname***
Resume of the WP8 status		

TIME (CET)	**WP9. Project Management**	**PARTNER SHORT NAME** ***Name & Surname***
Resume of the WP9 status		

TIME (CET)	**Work plan for the next 6 months**	**LUREDERRA** ***Angélica Perez***
Resume of the Work plan for the next 6 months		

TIME (CET)	**Closing of the meeting**

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3.6.3 Project Agenda Template

Project ID	958243
Project name:	SUNRISE
Project Start Date	1st June 2021
Project Duration	42 months

XXth Month 202X – Day 1
Meeting Name | Virtual
Time (CET):
Meeting link:

TIME (CET)	SUBJECT	WHO
14.00 – 14.10		
14.10 – 15.45		
15.45 – 16.00		
16.00 – 16.30		
16.30 – 17.00		
17.00 – 18.00		

XXth Month 202X – Day 2
Meeting Name | Virtual
Time (CET):
Meeting link:

TIME (CET)	SUBJECT	WHO
09.00 – 10.00		
10.00 – 11.00		
12.00 – 13.00		
14.00 – 15.00		
16.00 – 17.00		

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

3.6.4 WPs Presentation Template

Figure 7: SUNRISE WPs Presentation

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

4 Project Website

Project websites are one of the main communication tools of projects funded under the EU H2020 Programme. To ensure maximum visibility to SUNRISE objectives and results we have set up a project website registered in the "eu" domain and with intuitive URLs to increase hit rates:

The design of the website builds upon the following criteria and considers suggestions given in the EU Project Websites – Best Practice Guidelines (EC, 2010):

I. **Visual communication**: use of colours and/or photos, web pages are easy to browse, information is kept short, and links are included to websites, publications, and so on.
II. **Verbal communication**: the website uses simple phrasing, no jargon is used to attract the widest possible audience, e-devices are user friendly.
III. **Visibility**: maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of the site, adding keywords to the web page metadata; use of frequently used keyword search phrases both in the metadata and in the content's pages.
IV. **Regular update of contents**: the website is maintained by WARRANT HUB and the update will be regularly done by the Webmaster upon inputs of the Project Dissemination Manager and of partners, the use of social media (e.g. social networks such as Twitter and LinkedIn) has been considered.
V. **Monitoring and feedback tools**: the website is linked to Google Analytics and Google Search Console to measure the number of visits and analyse the traffic both from a quantitative and quality point of view.

WARRANT HUB has been in charge of the setup of the website that is continuously updated with the assistance and the advice of all the project partners.

SUNRISE website can be found at: https://sunrise-project.eu

4.1 Description of the Work

The public section of SUNRISE website provides:

- a brief overview of the project and further details about its objectives;
- the composition of the project consortium and the contact of the Project Coordinator and the Dissemination Manager;
- access to the project public deliverables and to the dissemination material prepared (e.g., brochures, posters, press release and presentations);
- information about SUNRISE news & events, such as meetings and workshops, as well as conferences and external events where the project will have an active role (e.g., presentation of paper(s), organisation of sessions, stands with demos, etc.).

4.1.1 Home Page

The public website has several sections and sub sections devoted to present the project to external visitors, all accessible from the home page and described into details in the following paragraphs.

In each section, at the bottom of the pages, you can find:

- ✓ the acknowledgement of the EU co-funding, also by the inclusion of the relevant logo claiming that "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n. 958243";
- ✓ the EU Flag is linked to Cordis Europe Website;
- ✓ the logos of SUNRISE social profiles: Twitter, LinkedIn and YouTube;
- ✓ some SUNRISE project details.

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

The home page of the website (see Figure 8) introduces SUNRISE project, and it gives relevant information about its objectives.

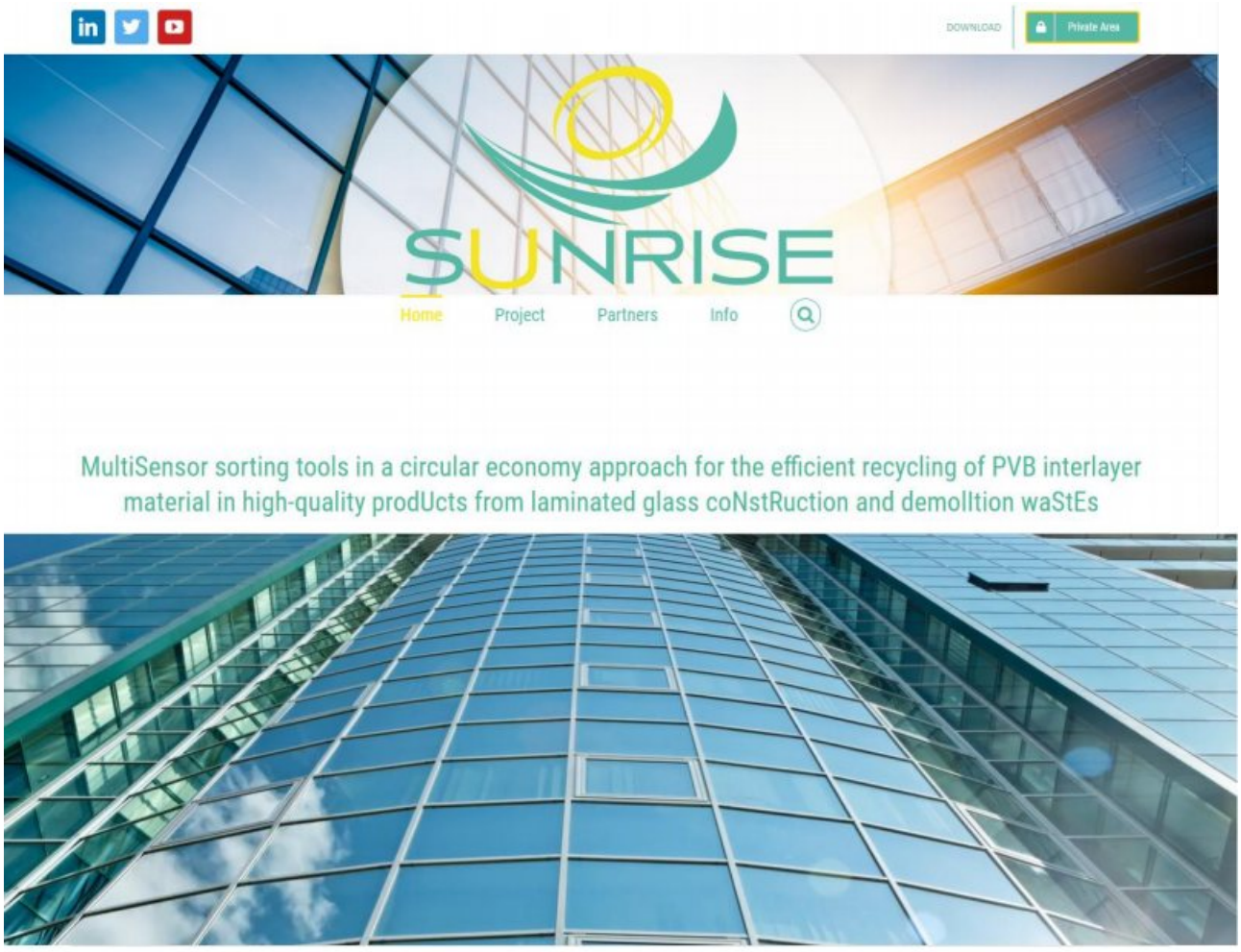
On the top part of the home page, the logo and the full name of the project can be seen.

Below, a row with a short description presents the project and gives the possibility to deepen into the project objectives.

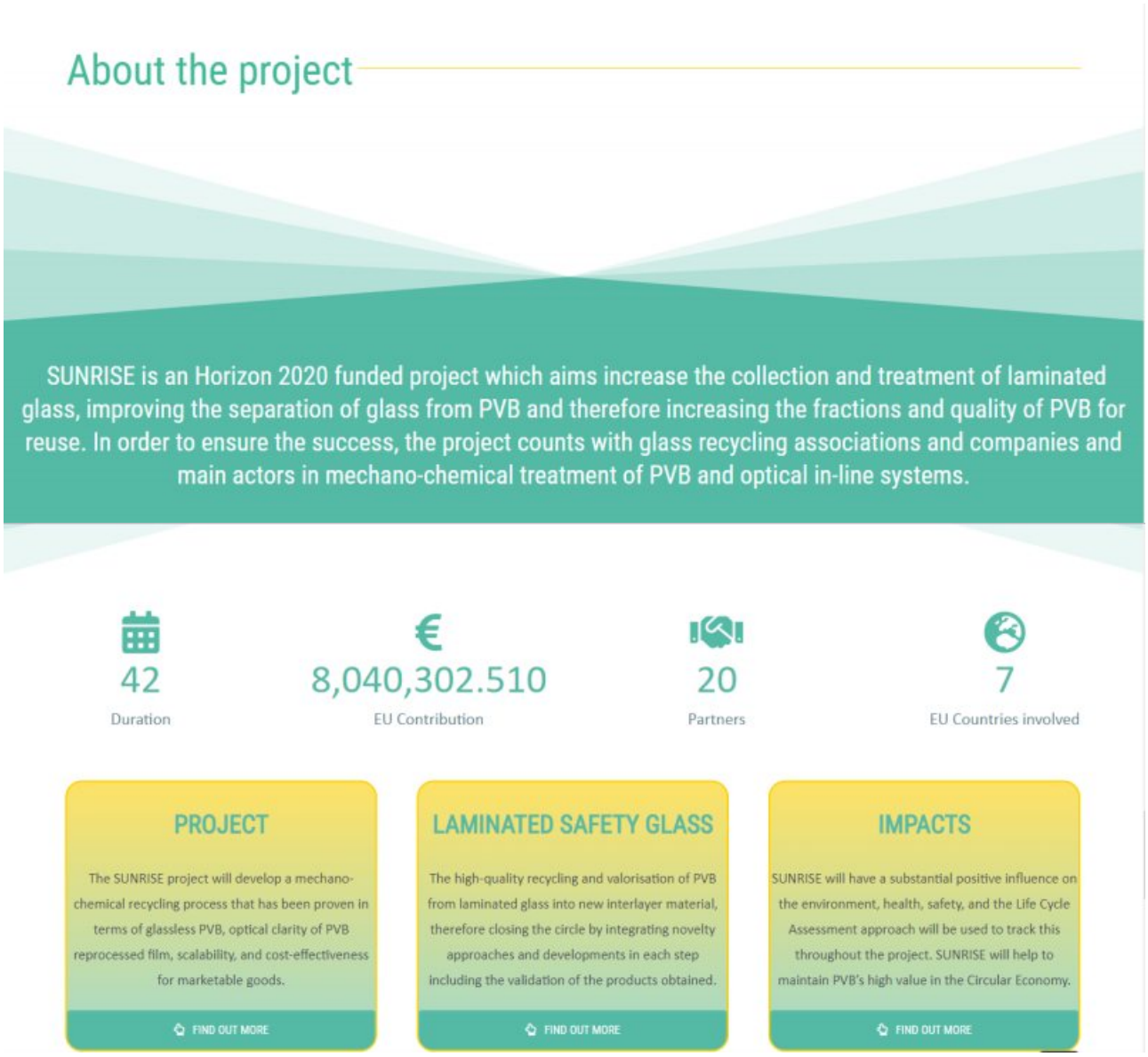
By scrolling to the bottom of the page, the main figures of the project are shown:

- The total EU contribution;
- The duration of the project;
- The number of partners;
- The number of the involved countries.

Scroll down (see Figure 12), a raw has been dedicated to SUNRISE News and events and same details about the project.



"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".



"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

Figure 8: SUNRISE Project Website - Home Page

4.1.2 Project

The label "Project" on the main menu is linked to a page (see Figure 9) dedicated to project objectives and expected impacts; moreover, it introduces to 4 subsections related to the project most important aspects.

These subsections are:

- **Laminated Glass PVB:** This page (see Figure 10) explains the process of Laminated Glass separation. The page is linked to the page called "**Industrial Applications**" (see Figure 11) that shows the project's industrial application of recycled PVB.;
- **Expected Impacts:** This page (see Figure 12) explains the expected impacts SUNRISE will have on environment, health, and safety.
- **Project Status:** This page (see Figure 13) shows the title and the status of the work packages progress.

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

Project

The project will introduce an innovative multisensor sorting tool based on industrial in-line techniques (Raman, IRS, Fluorescence and Optical Spectroscopy) making use of optimised tailored hardware and AI algorithms which will allow optimal classification of laminated glass according to composition and degradation. Subsequently an innovative patented mechano-chemical process will allow the efficient separation of glass from PVB avoiding degradation of the polymer.

Objectives

The main objective of the project SUNRISE is to demonstrate at European level within the current glass recycling business, the application of an advanced sorting platform based on an innovative multisensor tool able to provide information from PVB quality in laminated glass wastes, allowing the tailored mechanochemical treatment for purification of PVB by-product. This will enable the post-consume PVB recycling and reusing as interlayer film.

SUNRISE will apply a circular and transdisciplinary concept for solving current challenges in the existing laminated glass waste recycling chains which are:

- Implementing best practice protocol regarding the collection and storage
- To develop a multisensor tool
- To develop and evaluate artificial intelligence (AI) algorithms
- Constructing an advanced sorting system
- To integrate previous sorting module to a mechano-chemical pilot line
- To develop a Decision Support Tool (DST)

Privacy & Cookies Policy

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

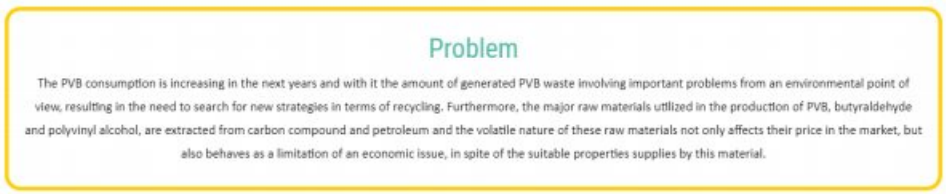


Figure 9: SUNRISE Project Website - Project

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

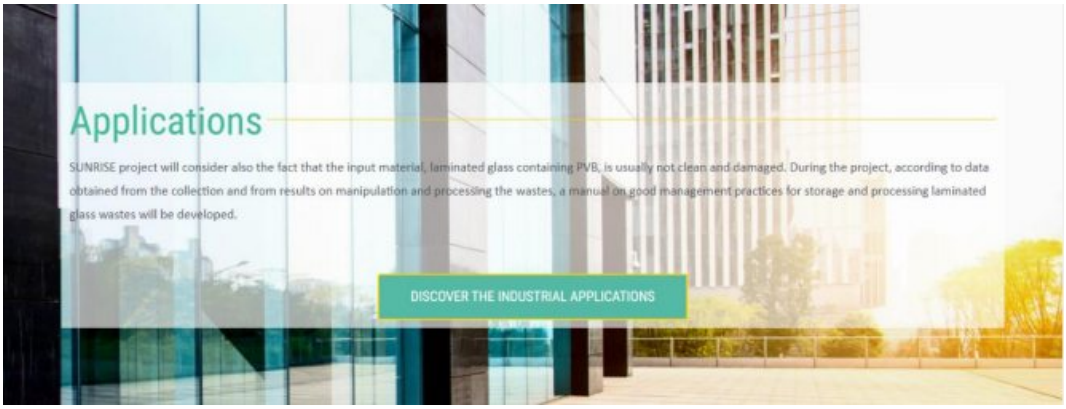


Figure 10: SUNRISE Project Website-Laminated glass - PVB

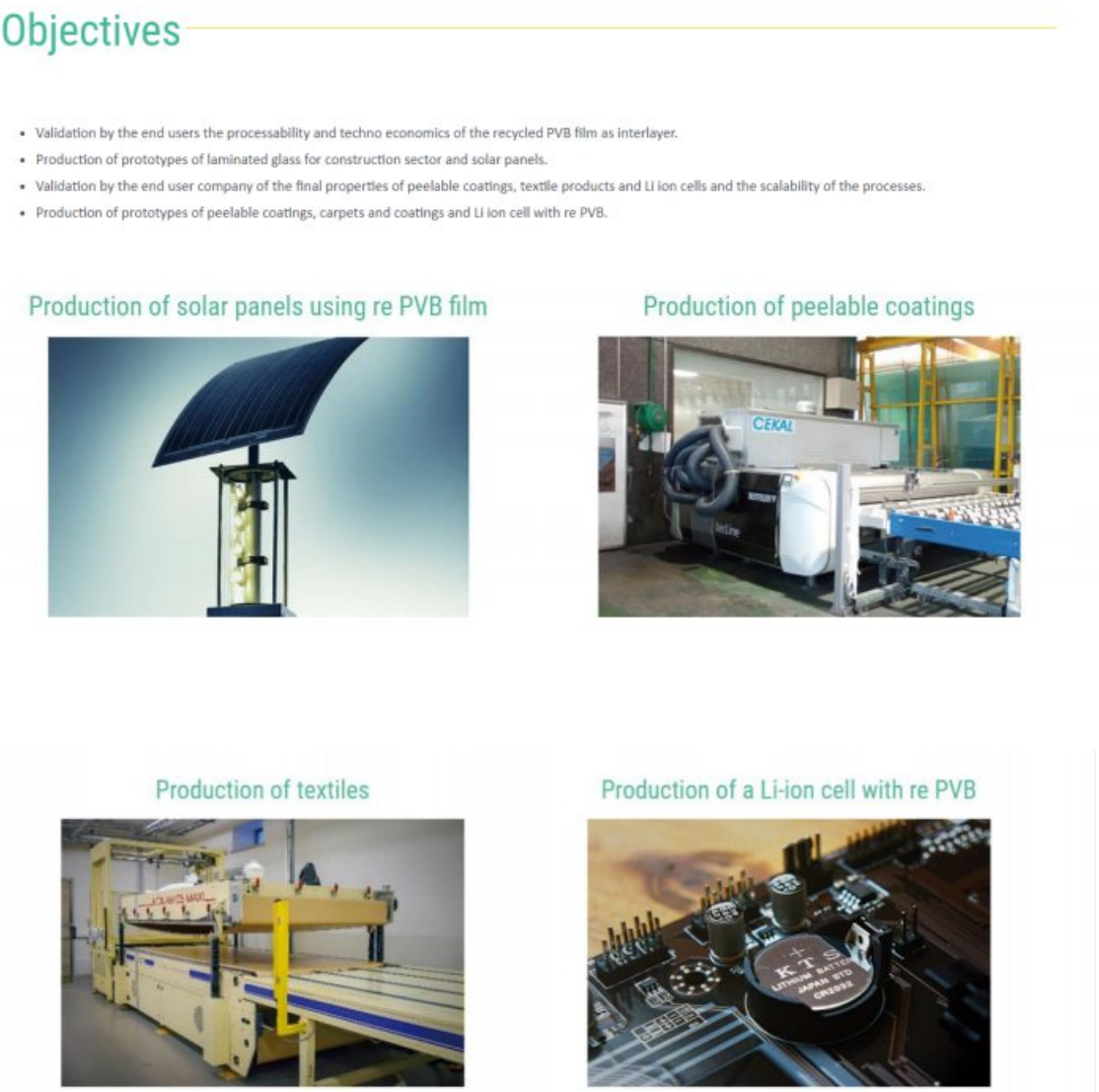


Figure 11: SUNRISE Project Website- Industrial Applications

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Figure 12: Project Website- Expected Impacts

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

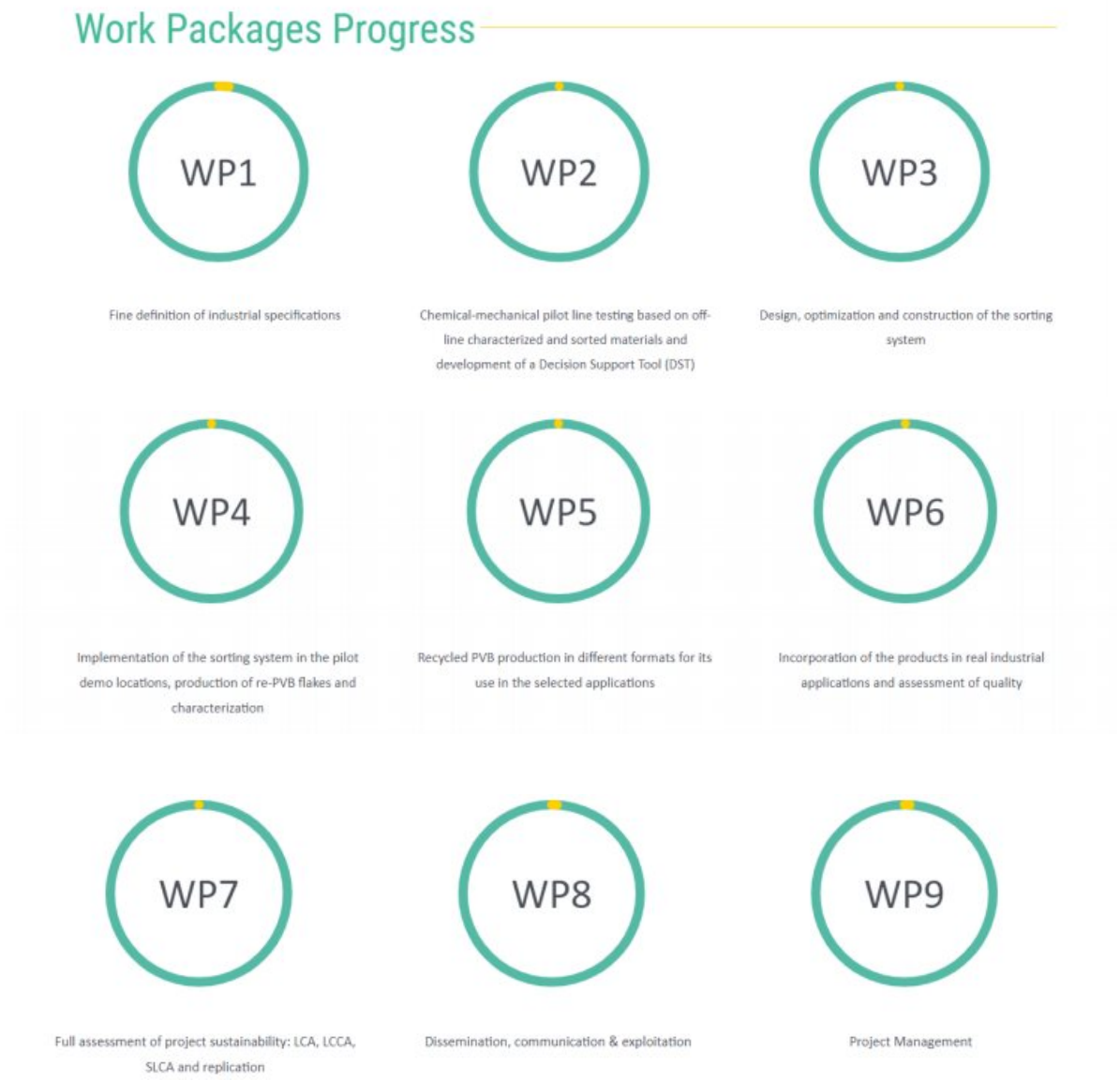

Figure 13: SUNRISE Project Website- Project Status

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

4.1.3 Partners

In this section, the list of SUNRISE's partners is displayed (see Figure 14). Each partner's logo is linked with a dedicated page where there is a description of the company and its role in the project are described.

Figure 14: SUNRISE Project Website- Partners

4.1.4 Info

The label "Info" on the main menu introduces to two subsections related to the communication and dissemination activity of SUNRISE project.

These subsections are:

- **News & Events** (see Figure 15): This page is dedicated to the project past events, meetings, latest news and forthcoming events;
- **Publications**: In this page the visitor can read all the articles related to SUNRISE, published on the web and on the press. Moreover, it will be possible to read the scientific publication published by the project partners.

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

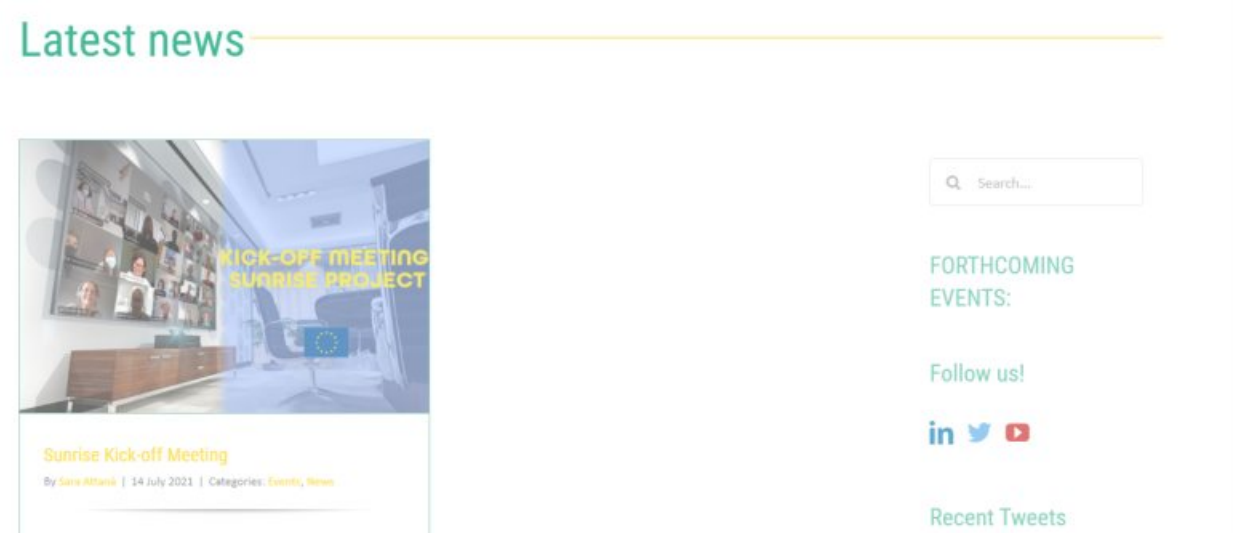

Figure 15: Project Website- News & Events

4.1.5 Contacts

This section (see Figure 16) enables people to get in touch easily with the Project Coordinator and the Dissemination Manager whose membership organization and e-mail address are provided.

Figure 16: SUNRISE Project Website- Contacts

4.1.6 Download

On the top menu, it is possible to find the link called “DOWNLOAD” that will enables people to download all the public communication material of the project.

4.2 Private Area

On the SUNRISE homepage there is a link allowing project partners to access the private collaborative platform created with the SharePoint tool. It is used for internal communication, project management and sharing project documents

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 958243”.

among team members. This space has been developed by WARRANT HUB who is the administrator of the space, but every partner can add folders, upload and edit documents. The collaborative platform is private, username and password are mandatory to gain access to it. The dedicated space is entirely on the Warrant server, it does not require any renewal, and the process of loading documents is intuitive and accessible to everyone. Project partners have access to download and upload documents and create new folders. In addition to these activities, WARRANT HUB, as Administrator, has access to edit the Project Collaborative Space structure, management of partners' credentials and control documents versioning.

The Private Area is divided in different folders:

- Legal Documents
- Meetings
- Work Packages
- Contact List
- Communication Kit

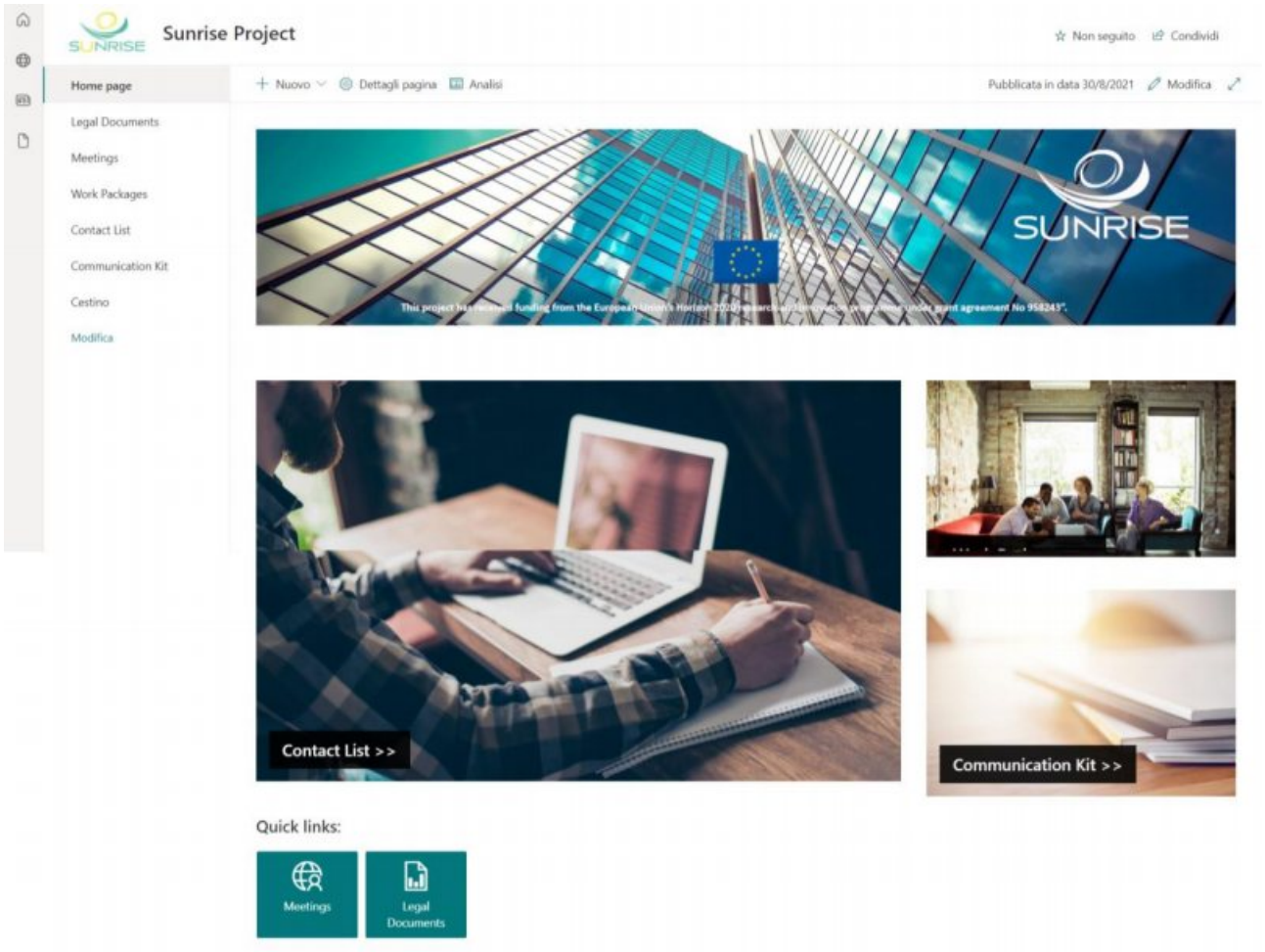

Figure 17: SUNRISE Private Area

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".

5 Conclusion

SUNRISE Communication basics are the main tools to be used for dissemination and communication purposes. They will be periodically updated by WARRANT HUB with the contribution of all the partners of the project. The updates on the website will be related to new conferences and events in which the project will participate, news and/or publications related to SUNRISE, images and updates from project meetings; public deliverables will be uploaded, and they will be downloadable. Finally, a section dedicated to the results of the project will be created in which the data and images of the materials and technologies developed in the project will be published. Also, the poster and the brochure will be updated with the project results at the end of the project.

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958243".