

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

### Project Information

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

### Deliverable Information

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

### Dissemination Level

PU	Public	<b>x</b>
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)	

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

### Summary

1	Executive Summary .....	4
2	Introduction .....	4
3	SUNRISE Logo and Graphic Identity .....	5
3.1	Project Brochure .....	6
3.2	Project Poster .....	7
3.3	Project Roll-up .....	8
3.4	Project Press Release .....	9
3.5	Project Presentation .....	10
3.6	Project Templates .....	12
3.6.1	Project Deliverable Template .....	13
3.6.2	Project Minutes Template .....	15
3.6.3	Project Agenda Template .....	19
3.6.4	WPs Presentation Template .....	20
4	Project Website .....	21
4.1	Description of the Work .....	21
4.1.1	Home Page .....	21
4.1.2	Project .....	24
4.1.3	Partners .....	30
4.1.4	Info .....	30
4.1.5	Contacts .....	31
4.1.6	Download .....	31
4.2	Private Area .....	31
5	Conclusion .....	33

## List of Figures

Figure 1: SUNRISE logo .....	5
Figure 2: SUNRISE Brochure.....	6
Figure 3: SUNRISE Poster .....	7
Figure 4: SUNRISE Roll-up .....	8
Figure 5: SUNRISE Press Release.....	9
Figure 6: SUNRISE Project Presentation .....	11
Figure 7: SUNRISE WPs Presentation.....	20
Figure 8: SUNRISE Project Website - Home Page .....	24
Figure 9: SUNRISE Project Website - Project .....	26
Figure 10: SUNRISE Project Website-Laminated glass - PVB .....	27
Figure 11: SUNRISE Project Website- Industrial Applications.....	27
Figure 12: Project Website- Expected Impacts .....	28
Figure 13: SUNRISE Project Website- Project Status .....	29
Figure 14: SUNRISE Project Website- Partners.....	30
Figure 15: Project Website- News & Events .....	31
Figure 16: SUNRISE Project Website- Contacts .....	31
Figure 17: SUNRISE Private Area.....	32

## 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.

### 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 highlighted using the color “green” while the “yellow” color represents the idea of “sunrise” the name of the project evoke.



Figure 1: SUNRISE logo

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

### 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

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

### 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



### 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



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

### 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 laminated 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.

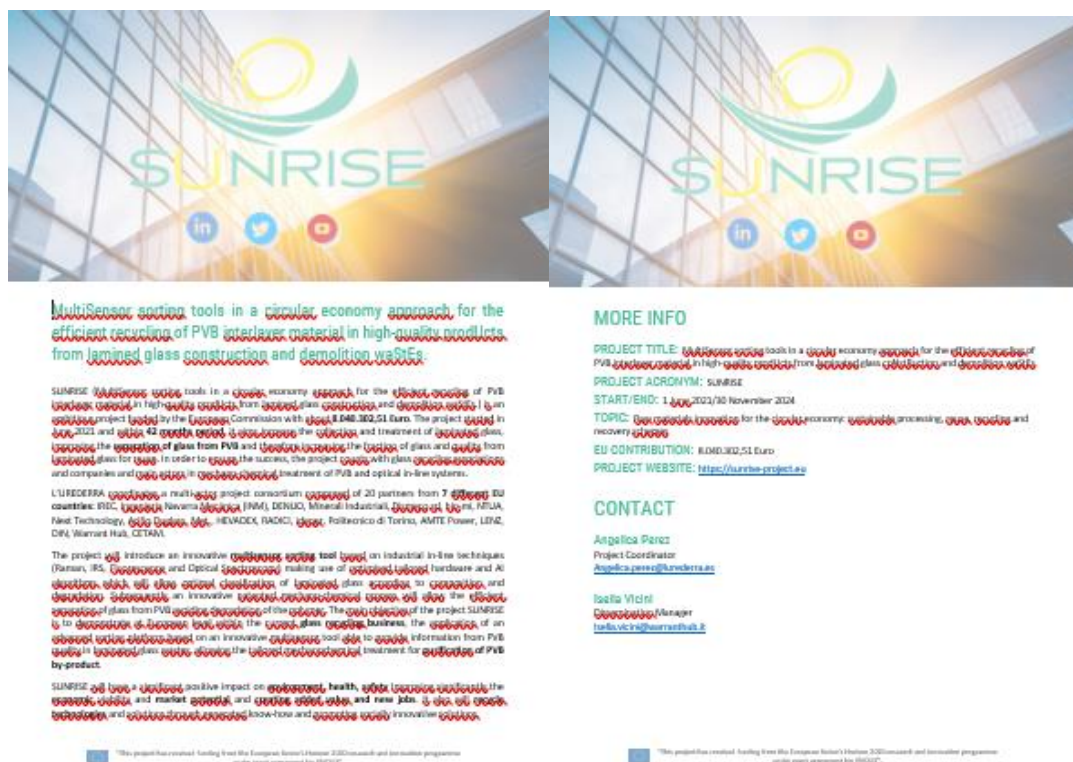
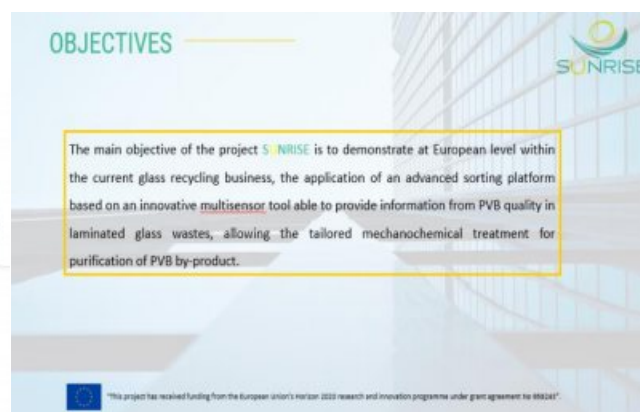


Figure 5: SUNRISE Press Release

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

### 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.



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

### INDUSTRIAL APPLICATIONS

SUNRISE project will consider also the fact that the input material, laminated glass containing PVB, is usually not clean and damaged. During the project, according to data obtained from the collection and from results on manipulation and processing the wastes, a manual on good management practices for storage and processing laminated glass wastes will be developed.



Production of solar panels using re PVB film



Production of peelable coatings



Production of textiles



Production of a Li-ion cell with re PVB

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

### METHODOLOGY



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

### IMPACTS

#### Recycling Technologies

Pushing the EU to the forefront in the area of raw materials processing and/or recycling technologies and solutions through generated know-how and promoting socially innovative solutions;

#### Improving economic and market potential

Improving significantly the economic viability and market potential and creating added value and new jobs;

#### Circular Economy

Unlocking a significant volume of various primary/secondary raw materials currently unexploited/underexploited within the EU, hence improving their 'circularity' in the economy and ultimately closing the material cycles

#### Health, safety & environment

SUNRISE will have a significant positive impact on environment, health and safety and will be monitored during the project by the LCA methodology.

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

### CONTACTS



**Angelica PEREZ**  
PROJECT COORDINATOR  
Angelica.perez@unileva.es



**Speaker Name & SURNAME**  
Role in the project  
Email address



**Isella VICINI**  
DISSEMINATION MANAGER  
isella.vicini@univie.it

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

# THANKS FOR YOUR ATTENTION




<https://sunrise-project.eu>

 "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



## 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.

### 3.6.1 Project Deliverable Template

## Dx.y – title of deliverable

### Project Information

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

### Deliverable Information

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

### 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)	

## Table of Contents

1	Executive Summary.....	¡Error! Marcador no definido.
2	Title 1 .....	¡Error! Marcador no definido.
2.1	Title 2.....	¡Error! Marcador no definido.
2.1.1	Title 3 .....	¡Error! Marcador no definido.
2.1.1.1	Title 4 .....	¡Error! Marcador no definido.
2.1.1.1.1	Title 5.....	¡Error! Marcador no definido.
3	References .....	¡Error! Marcador no definido.

## List of Figures

Figure 1	SUNRISE logo .....	¡Error! Marcador no definido.
----------	--------------------	-------------------------------

## List of Tables

Table 1	table title.....	¡Error! Marcador no definido.
---------	------------------	-------------------------------

### 3.6.2 Project Minutes Template

## XXXXXXX MEETING – MX

### Minutes

#### Project Information

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

#### Meeting Information

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

#### Document Log

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

#### Participants



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

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	

## Day 1 – Month – DD<sup>th</sup>, YYYY – XXXXXX MEETING – Mx

TIME (CET)	Title	PARTNER SHORT NAME <i>Name &amp; Surname</i>
Resume of the session		

TIME (CET)	Break
------------	-------

TIME (CET)	WP1. Fine definition of industrial specifications	PARTNER SHORT NAME <i>Name &amp; Surname</i>
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 <i>Name &amp; Surname</i>
Resume of the WP2 status		

TIME (CET)	WP3. Design, optimization and construction of the sorting system	PARTNER SHORT NAME <i>Name &amp; Surname</i>
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 <i>Name &amp; Surname</i>
Resume of the WP4 status		

TIME (CET)	WP5. Recycled PVB production in different formats for its use in the selected applications	PARTNER SHORT NAME <i>Name &amp; Surname</i>
Resume of the WP5 status		

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

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

	real industrial applications and assessment of quality	<i>Name &amp; Surname</i>
Resume of the WP6 status		

TIME (CET)	WP7. Full assessment of project sustainability: LCA, LCCA, SLCA and replication	PARTNER SHORT NAME <i>Name &amp; Surname</i>
Resume of the WP7 status		

TIME (CET)	WP8. Dissemination, communication & exploitation	PARTNER SHORT NAME <i>Name &amp; Surname</i>
Resume of the WP8 status		

TIME (CET)	WP9. Project Management	PARTNER SHORT NAME <i>Name &amp; Surname</i>
Resume of the WP9 status		

TIME (CET)	Work plan for the next 6 months	LUREDERRA <i>Angélica Perez</i>
Resume of the Work plan for the next 6 months		

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

### 3.6.3 Project Agenda Template

Project ID 958243

Project name: SUNRISE

Project Start Date 1<sup>st</sup> 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

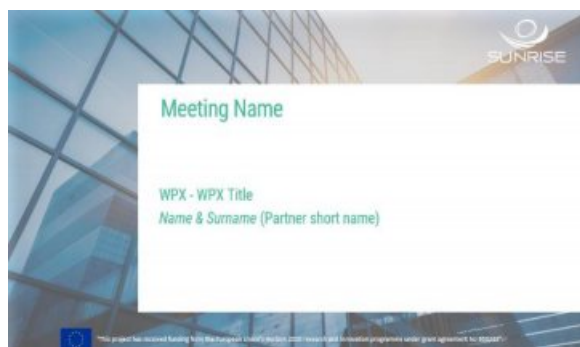
Time (CET):

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		

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

### 3.6.4 WPs Presentation Template



Meeting Name

WPX - WPX Title  
Name & Surname (Partner short name)

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

#### Participation per partner

Partner number and short name	WPX effort

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

#### Task x.1 – Title

Work performed in Mx-Jy

Objectives	
Timing	Planned Start: Mx (dd/mm/yyyy) Planned End: Mx (dd/mm/yyyy) Actual Start: Mx (dd/mm/yyyy) Actual End: Mx (dd/mm/yyyy)
Task leader	
Partners involved	

Task Leader Logo

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

#### List of milestones

N°	Milestones name	Lead partner	Due date
x.1			Mx (xx/yy/202x)
x.2			My (xx/yy/202x)
x.3			Mz (xx/yy/202x)
x.4			Mx (xx/yy/202x)
x.5			My (xx/yy/202x)

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

#### WPX Objectives

Objectives	
Timing	Start date: Mx (dd/mm/yyyy) End date: Mx (dd/mm/yyyy)
Partners involved	

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

#### WPX tasks

Tasks	Timing	Task leader
Specify task number and title	Mx-My	Acronym of the partner

WP Leader Logo

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

#### List of deliverables

N°	Deliverable name	Lead partner	Due date
x.1			Mx (xx/yy/202x)
x.2			My (xx/yy/202x)
x.3			Mz (xx/yy/202x)
x.4			Mx (xx/yy/202x)
x.5			My (xx/yy/202x)

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

#### Contacts

<p><b>Name &amp; Surname</b> Partner name E-mail</p>	<p><b>Name &amp; Surname</b> Partner name E-mail</p>
<p><b>Name &amp; Surname</b> Partner name E-mail</p>	<p><b>Name &amp; Surname</b> Partner name E-mail</p>

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

Figure 7: SUNRISE WPs Presentation

## 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.

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

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

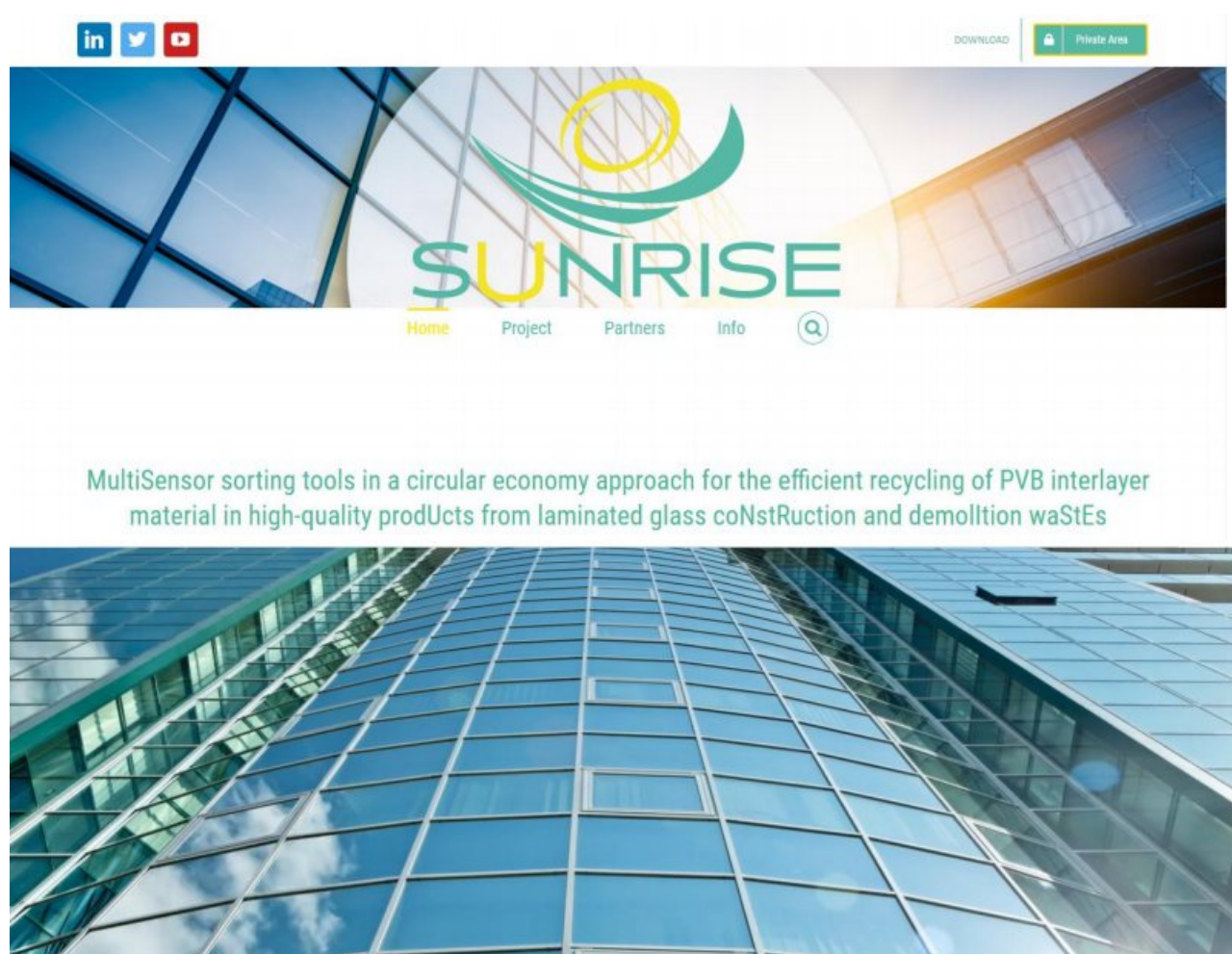
On the top part of the home page, the logo and the full name of the project can be seen.

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 row has been dedicated to SUNRISE News and events and same details about the project.





## About the project

SUNRISE is an Horizon 2020 funded project which 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.



42

Duration



8,040,302.510

EU Contribution



20

Partners



7

EU Countries involved

### PROJECT

The SUNRISE project will develop a mechano-chemical recycling process that has been proven in terms of glassless PVB, optical clarity of PVB reprocessed film, scalability, and cost-effectiveness for marketable goods.

[FIND OUT MORE](#)

### LAMINATED SAFETY GLASS

The high-quality recycling and valorisation of PVB from laminated glass into new interlayer material, therefore closing the circle by integrating novelty approaches and developments in each step including the validation of the products obtained.

[FIND OUT MORE](#)

### IMPACTS

SUNRISE will have a substantial positive influence on the environment, health, safety, and the Life Cycle Assessment approach will be used to track this throughout the project. SUNRISE will help to maintain PVB's high value in the Circular Economy.

[FIND OUT MORE](#)

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



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.

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

### 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](#)

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

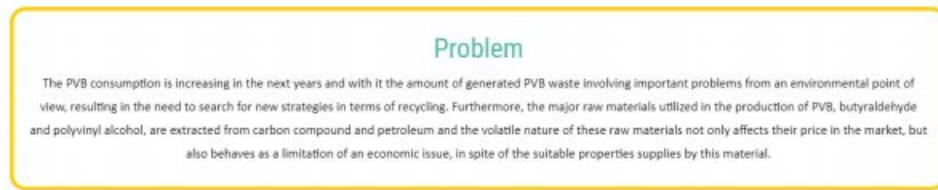
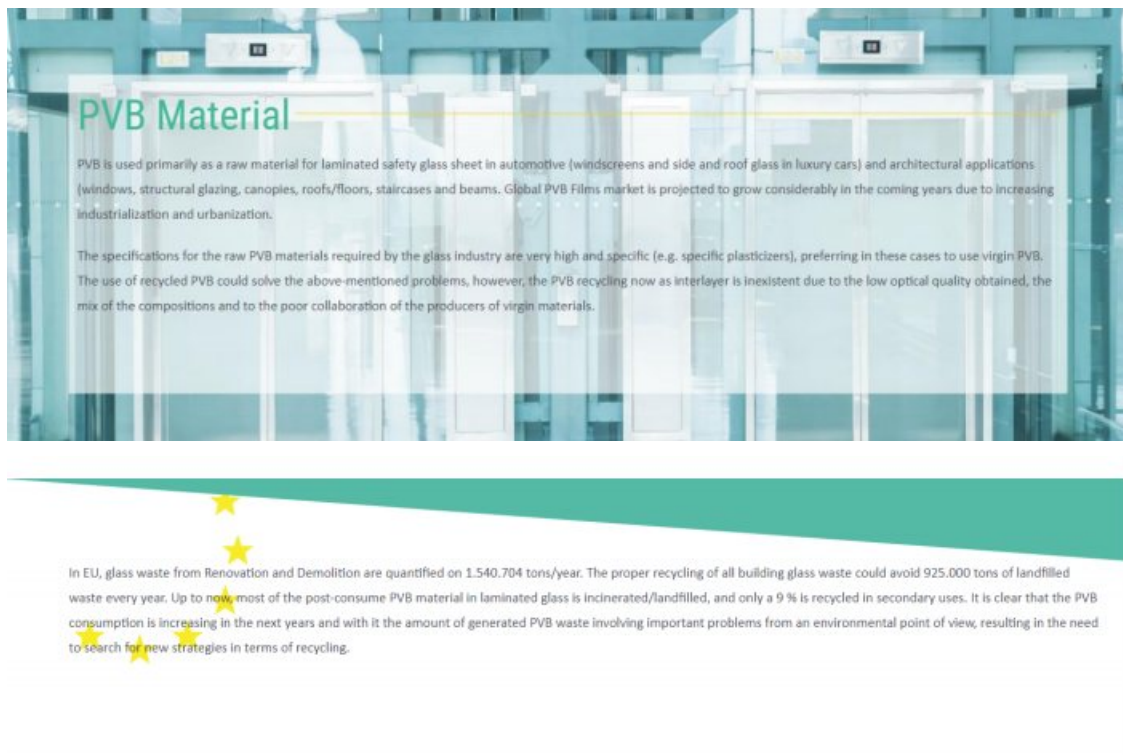


Figure 9: SUNRISE Project Website - Project

## LAMINATED SAFETY GLASS – PVB

Laminated glass is obtained by bonding glass layers using a polymeric interlayer. Polyvinyl Butyral (PVB) is used as interlayer in laminated glass and their use in construction components is growing, therefore the end-of-life should be addressed.



### PVB Material

PVB is used primarily as a raw material for laminated safety glass sheet in automotive (windscreens and side and roof glass in luxury cars) and architectural applications (windows, structural glazing, canopies, roofs/floors, staircases and beams). Global PVB Films market is projected to grow considerably in the coming years due to increasing industrialization and urbanization.

The specifications for the raw PVB materials required by the glass industry are very high and specific (e.g. specific plasticizers), preferring in these cases to use virgin PVB. The use of recycled PVB could solve the above-mentioned problems, however, the PVB recycling now as interlayer is inexistent due to the low optical quality obtained, the mix of the compositions and to the poor collaboration of the producers of virgin materials.

---

In EU, glass waste from Renovation and Demolition are quantified on 1.540.704 tons/year. The proper recycling of all building glass waste could avoid 925.000 tons of landfilled waste every year. Up to now, most of the post-consume PVB material in laminated glass is incinerated/landfilled, and only a 9 % is recycled in secondary uses. It is clear that the PVB consumption is increasing in the next years and with it the amount of generated PVB waste involving important problems from an environmental point of view, resulting in the need to search for new strategies in terms of recycling.



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

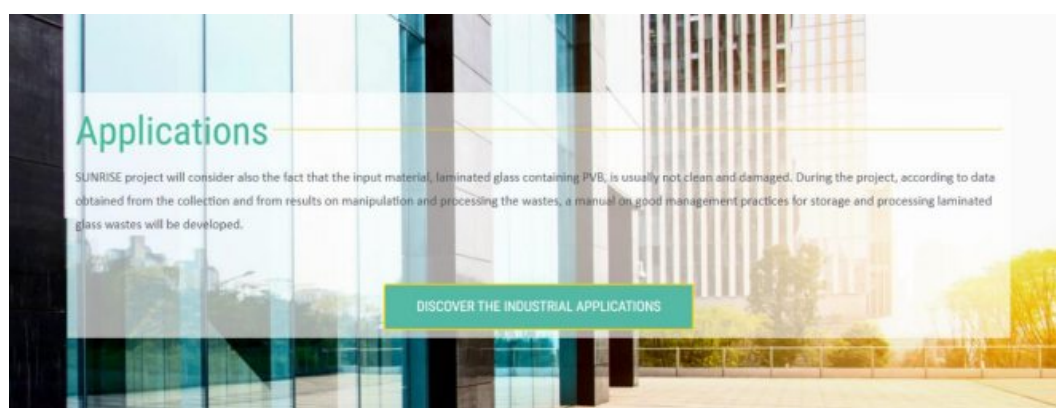


Figure 10: SUNRISE Project Website-Laminated glass - PVB

## Objectives

- Validation by the end users the processability and techno economics of the recycled PVB film as interlayer.
- Production of prototypes of laminated glass for construction sector and solar panels.
- Validation by the end user company of the final properties of peelable coatings, textile products and Li ion cells and the scalability of the processes.
- Production of prototypes of peelable coatings, carpets and coatings and Li ion cell with re PVB.

### Production of solar panels using re PVB film



### Production of peelable coatings



### Production of textiles



### Production of a Li-ion cell with re PVB



Figure 11: SUNRISE Project Website- Industrial Applications

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



Figure 12: Project Website- Expected Impacts

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

### Work Packages Progress

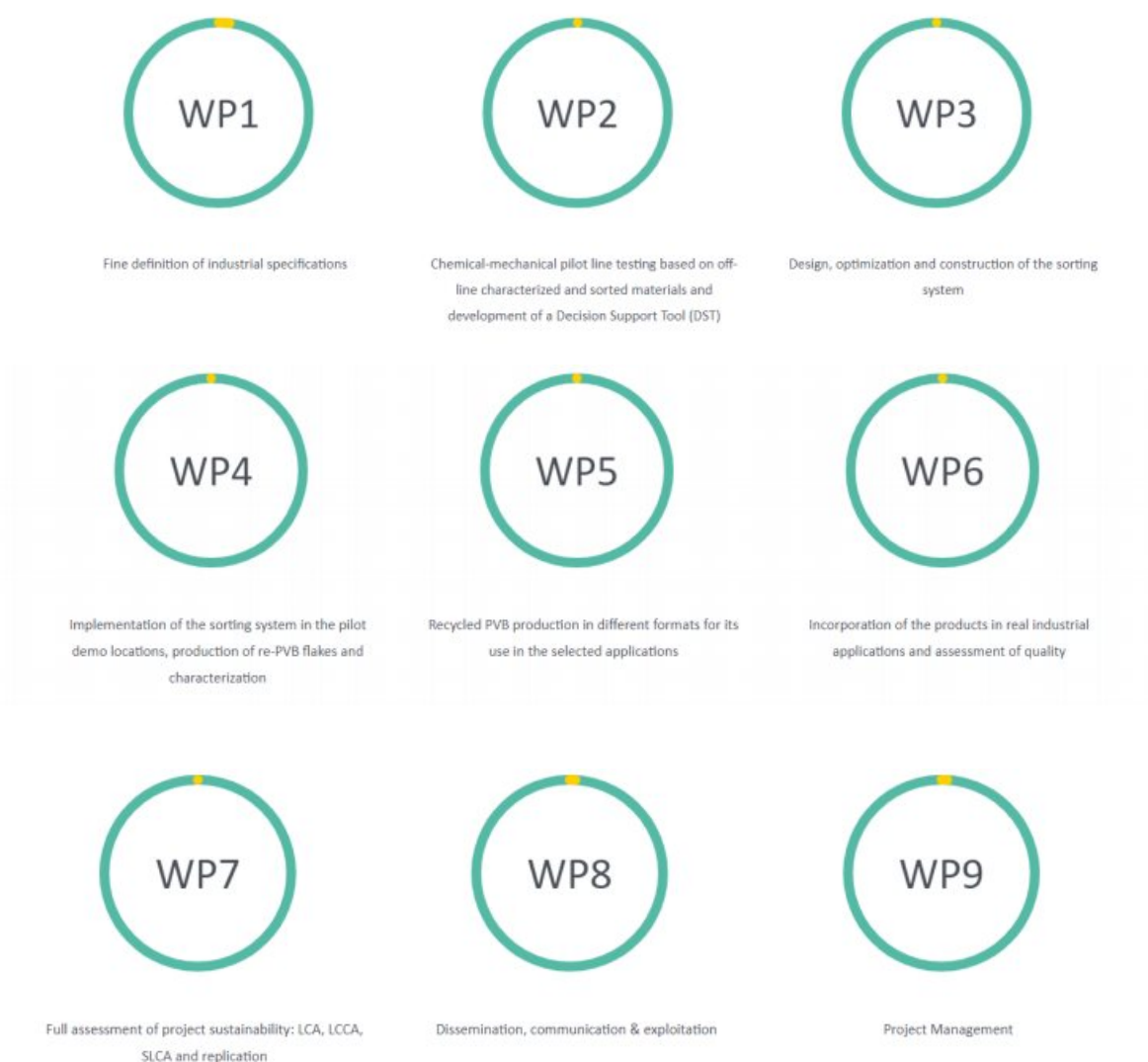


Figure 13: SUNRISE Project Website- Project Status



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

### 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.

## Latest news



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.

Angelica Perez  
Project Coordinator



Isella Vicini  
Dissemination Manager



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

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

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

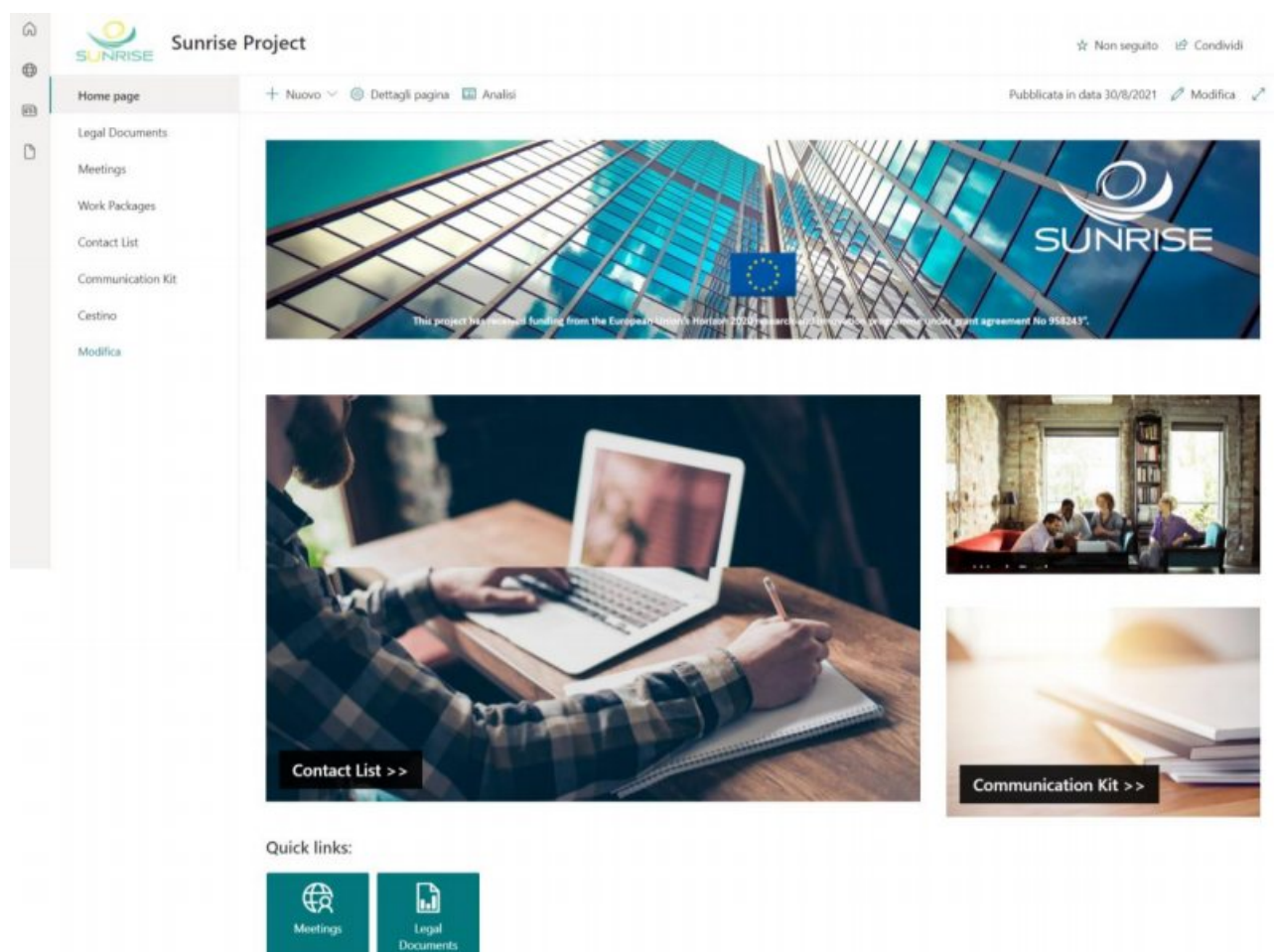


Figure 17: SUNRISE Private Area

## 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.