

PROJECT

POLREC



D6.2 – Communication materials





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Table of Contents

1.	Glossary of terms, abbreviations, and acronyms	4
2.	Introduction	5
3.	Project logo.....	6
4.	Project website	8
5.	Project social media.....	9
6.	Other materials.....	11
6.1.	Graphic Assets	12
6.2.	Word template	15
6.3.	PowerPoint template.....	17
6.4.	Poster template	18
6.5.	Printable e-flyer	19
6.6.	Triple face banner.....	22

D6.2 – Communication materials

1. Glossary of terms, abbreviations, and acronyms

Table 1 – List of participants

Partner short name	Partner	Country
POL	Polymeris	FR
CEN	Centro Tecnológico da Indústria de Moldes, Ferramentas Especiais e Plásticos	PT
MAV	Clúster de Materials Avançats de Catalunya	ES
PDC	Plast Center Danmark	DK
WFG	Wirtschaftsförderung Raum Heilbronn GmbH	DE

2. Introduction

This document has been written for the project POLREC – Supporting a green and resilient Europe through POLymer RECYcling funded by the European Commission Joint Cluster initiatives for Europe’s recovery (Euroclusters) under the Single Market Programme (SMP COSME) grant agreement number 101074434.

The communication materials of the POLREC project were developed to accomplish the mandatory action in the call – SMP-COSME-2021-CLUSTER – Joint Cluster Initiatives (EUROCLUSTERS) for Europe’s recovery¹ – which points out that Euroclusters must demonstrate how they will achieve the highest visibility of the Eurocluster’ activities and achievements, with particular attention to their industrial ecosystem/s and to support the Communication and dissemination strategic plan of the project.

The specific rules of the call state that:

- Euroclusters must appoint a communications correspondent.
- The Euroclusters will make a strategic use of marketing tools, including social media and speaking at events, to inform about their work and share results. Euroclusters will create a clear value proposition to ensure an EU-wide reach out to SMEs, researchers and potential investors.
- The Euroclusters must use a common “look and feel” (to be provided by EISMEA² to awarded applicants) to ensure maximum visibility to the initiative and enhance single project’s visibility and recognition. Euroclusters must develop their individual logos and visual identities using this common “look and feel”. The created visual identity must be declined into all communication materials needed (e.g., printed documents, websites, social media channels, promotional materials, events, emails, newsletters and any other communication means produced by the Euroclusters).
- All individual partners of the Eurocluster must feature the Eurocluster in their websites.
- Euroclusters consortia must fill in their profile on the European Cluster Collaboration Platform within 15 days following the signature of the Grant Agreement. The profile must be 100% completed within 1 month following the signature of the contract.
- Euroclusters will be able to exchange lessons learnt and experiences through meetings and the chat of the Euroclusters Forum managed by the European Cluster Collaboration Platform.

¹ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/wp-call/2021/call-fiche_smp-cosme-2021-cluster_en.pdf

² <https://eisma.ec.europa.eu>

3. Project logo

The project logo was drafted by the team preparing the project application (Figure 1) At this point this shape was used to explain the project and its goals. The shape of the logo was derived from a sketch where the circular shape was used to highlight the fact that POLREC is a project from/for the circular economy.

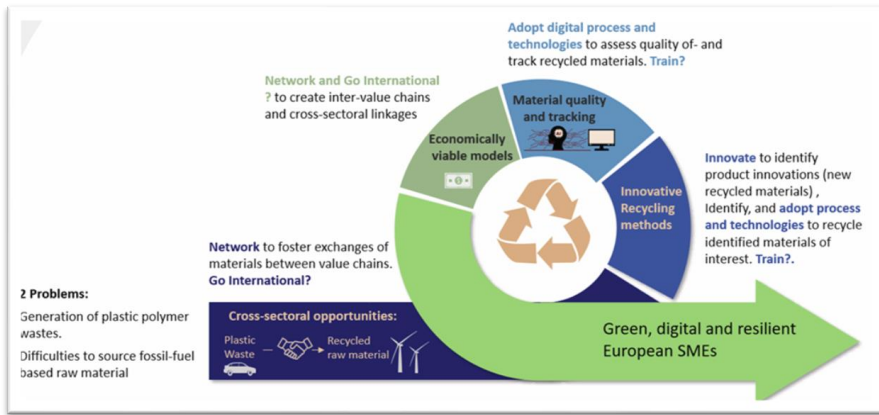


Figure 1 – POLREC project structure

Based on the draft figure of the project structure scheme four proposals for the logo of the project were presented to the consortium (Figure 2Figure 1).



Figure 2 – POLREC project logo proposals

D6.2 – Communication materials

At the time it was not meant to be definitive, but the consortium agreed on using the circular part of the logo proposals and its final version was designed (Figure 3).



Figure 3 – POLREC project final version of the logo

The font to be used is 'Calibri' and the chosen colour scheme is as presented in (Figure 4)

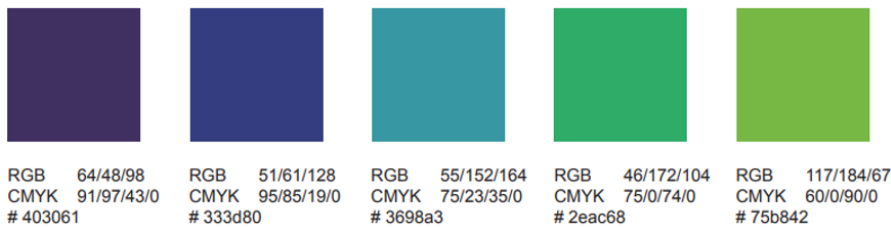


Figure 4 – POLREC project colour scheme

The colours were chosen to represent the different stages of the project along with the recycling stages. They go from a dark shade representing the waste/materials to be recycled to lighter colours, in shades of green, representing the greener recycled materials and the green SMEs expected after the project implementation and results. Green is strongly related to environment and nature and the basis of the project is to go along with the implementation of greener processes and to contribute to a better environment coping with the European Green Deal.

D6.2 – Communication materials

4. Project website

According to the mandatory rules of the call Euroclusters consortia must fill in their profile on the European Cluster Collaboration Platform. The POLREC project coordinator team, accordingly with this rule, has uploaded the project profile and adopted the landing page as its formal website (<https://clustercollaboration.eu/eu-cluster-partnerships/euroclusters/polrec>).

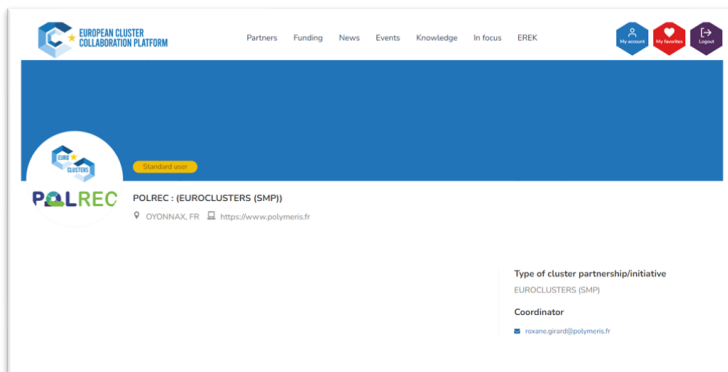


Figure 5 – POLREC project page on the European Cluster Collaboration Platform

5. Project social media

Social media are interactive media technologies that facilitate the creation and sharing of information, through virtual communities and networks. Social media can be viewed as online facilitators or enhancers of human networks and outlets differ from traditional media (e.g., print magazines and newspapers, TV, and radio broadcasting) in many ways, including quality, reach, frequency, usability, relevancy, and permanence.

Social media can be an effective communication (or marketing) tool and will be used in that sense for the project dissemination. A profile has been created in META/Facebook (<https://www.facebook.com/polrec.eu/>) and access given to the communications correspondents of each project partner.

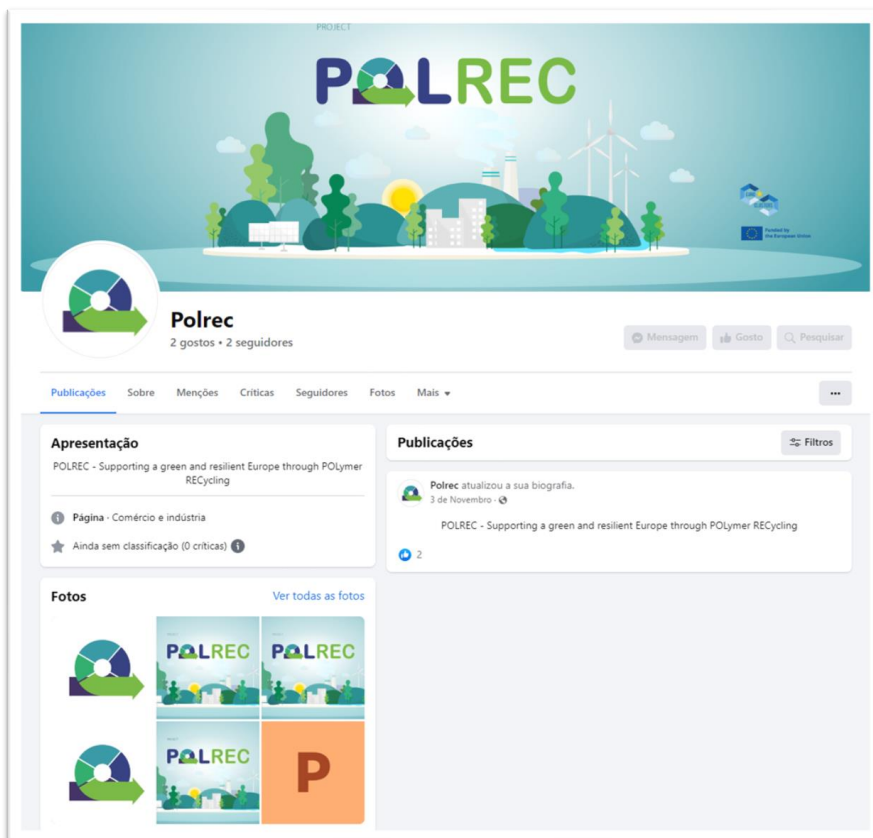


Figure 6 – POLREC project profile on META/Facebook

D6.2 – Communication materials

The consortium decided to use also LinkedIn for dissemination and communication purposes and, like Facebook, a profile for the POLREC project was created (<https://www.linkedin.com/company/polrec-project/>) and access given to the communications correspondents of each project partner.

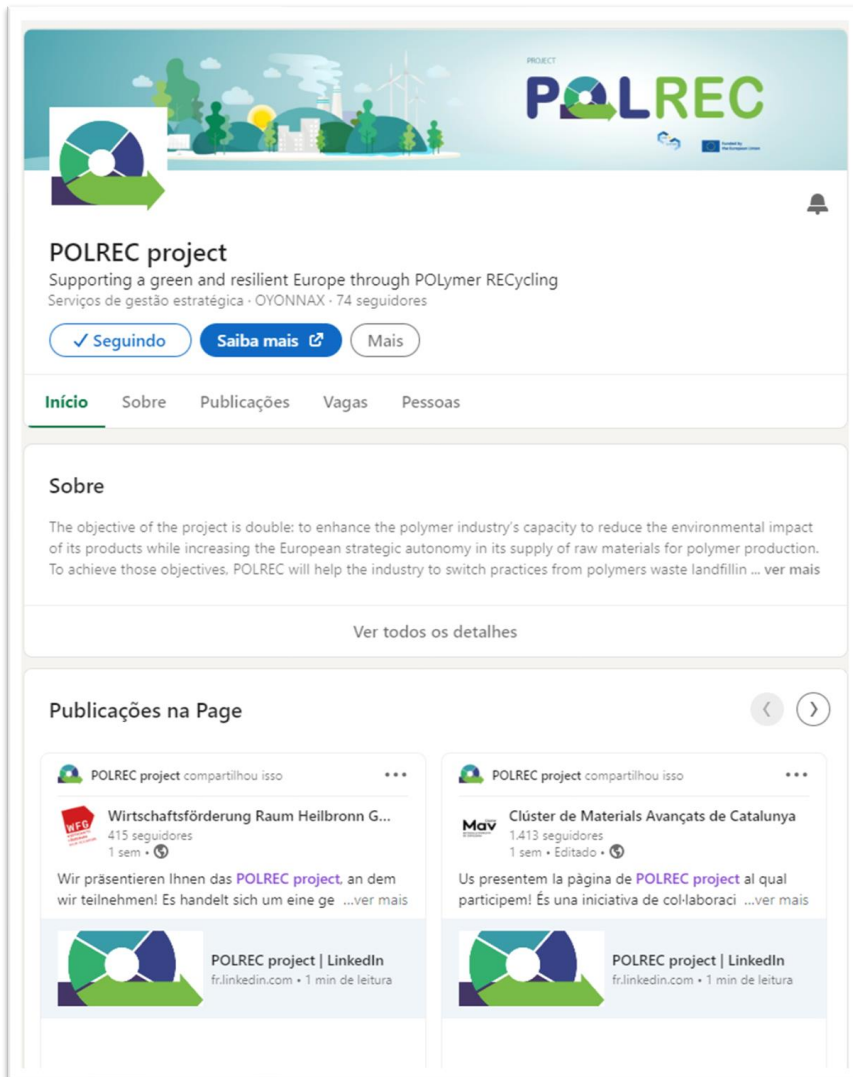


Figure 7 – POLREC project profile in LinkedIn

D6.2 – Communication materials

6. Other materials

For the development of materials for the communication and dissemination activities some graphic assets were developed so that all the different materials referent to the POLREC project could maintain the coherence of the graphic image.



Figure 8 – POLREC project logo with mandatory references for funding and project partners

D6.2 – Communication materials

6.1. Graphic Assets



Figure 9 - Artboard

D6.2 – Communication materials

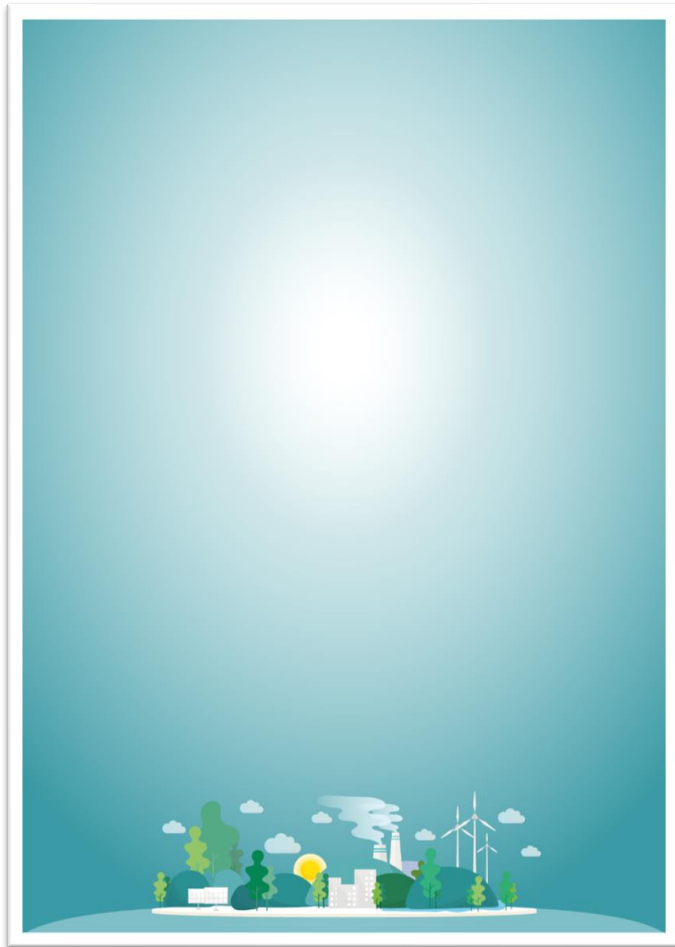


Figure 10 - Documents cover and back cover

D6.2 – Communication materials



Figure 11 - Inner pages

D6.2 – Communication materials

6.2. Word template



Figure 12 - Word template (1)

D6.2 – Communication materials



Figure 13 - Word template (2)

D6.2 – Communication materials

6.3. PowerPoint template



Figure 14 - PowerPoint template

D6.2 – Communication materials

6.4. Poster template

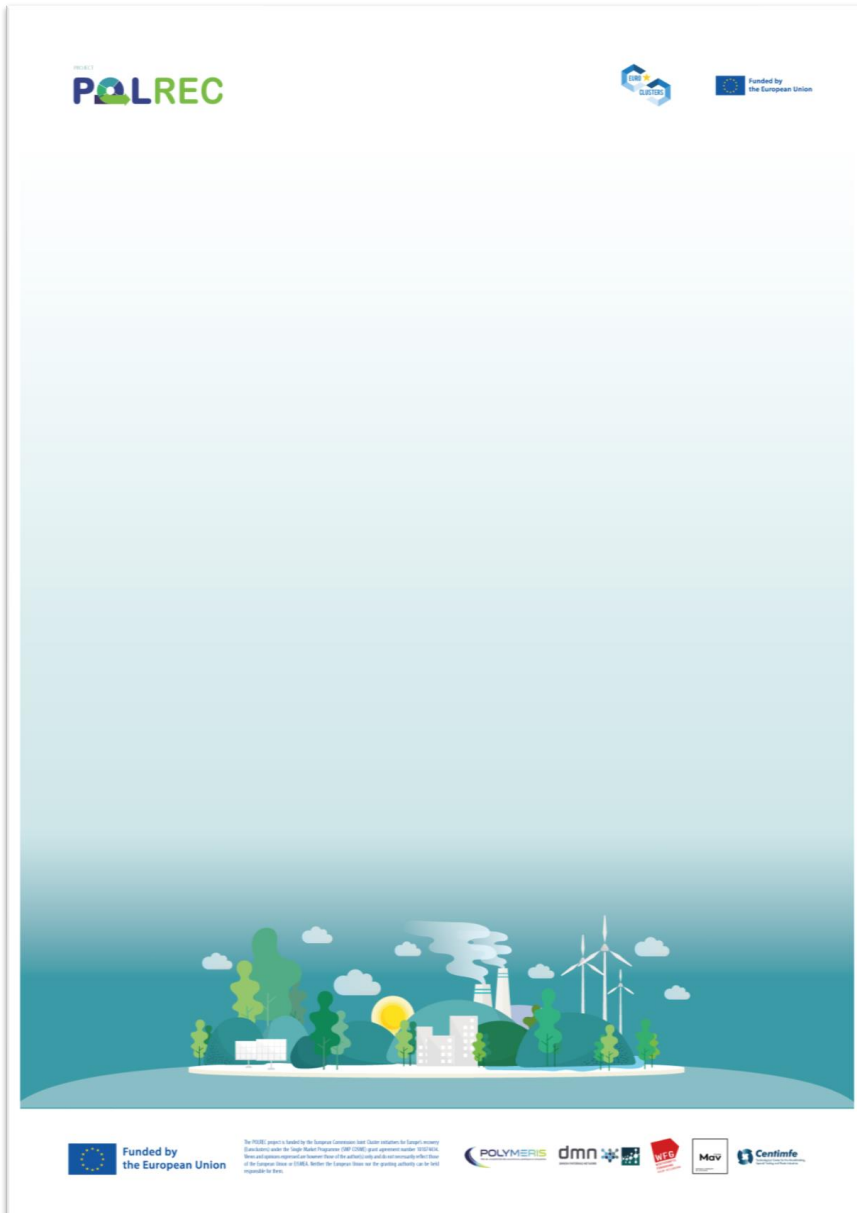


Figure 15 - Poster template

D6.2 – Communication materials

6.5. Printable e-flyer



Figure 16 - POLREC project flyer cover

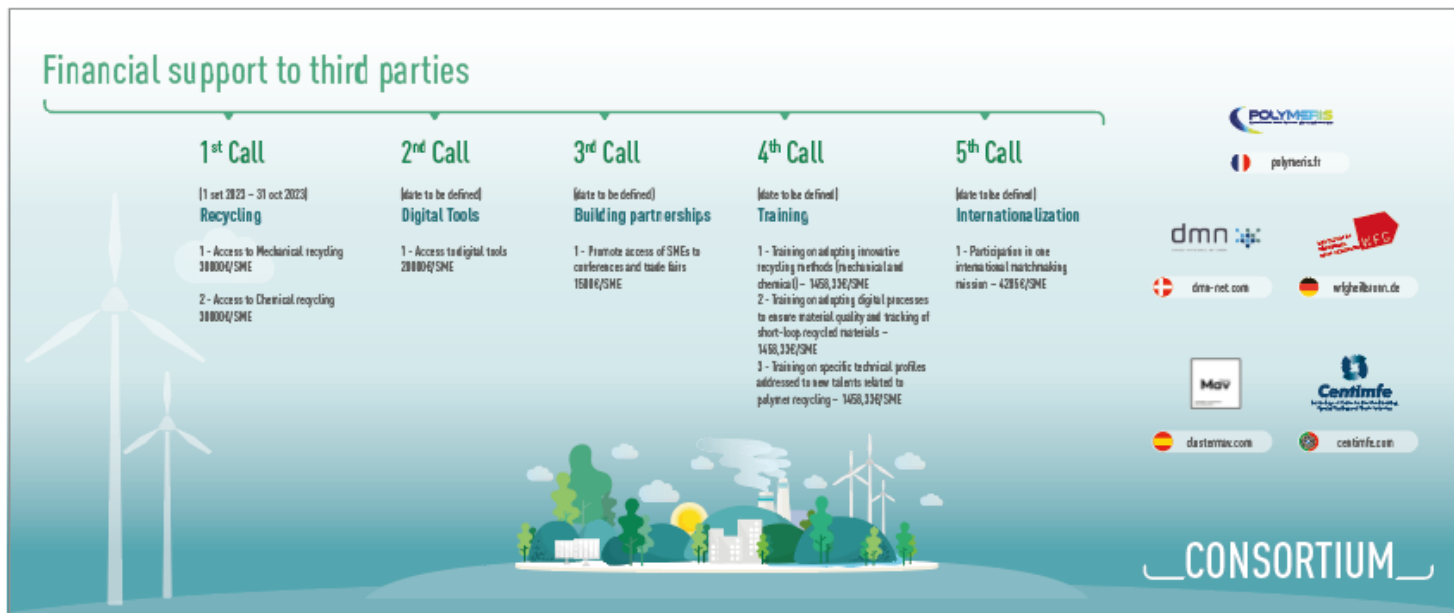


Figure 17 - POLREC project flyer inner page

D6.2 – Communication materials



Figure 18 - POLREC project flyer image

D6.2 – Communication materials

6.6. Triple face banner



Figure 19 - Triple face banner scheme

Comentado [TM1]: @Fernando podes por favor colocar os materiais desenvolvidos, em imagem com bom aspeto 😊?
Eu depois faço umas linhas de texto para completar.

Comentado [TM2R1]: O relatório deve ter 20 a 40 páginas!

Comentado [TM3]: @Fernando podes por favor colocar os materiais desenvolvidos, em imagem com bom aspeto 😊?
Eu depois faço umas linhas de texto para completar.

Comentado [TM4R3]: O relatório deve ter 20 a 40 páginas!

D6.2 – Communication materials



Figure 20 - Triple face banner mock-up

PROJECT

POLREC



PROJECT INFO

Grant Agreement	Project 101074434 — POLREC
Programme	Single Market Programme (SMP COSME)
Call	SMP-COSME-2021-CLUSTER
Topic	SMP-COSME-2021-CLUSTER-01
Type of action	SMP Grants for Financial Support
Project Title	Supporting a green and resilient Europe through POLYmer RECycling
Project starting date	1 st September 2022
Project end date	31 st August 2025
Project duration	36 months

PROJECT CONSORTIUM



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