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Deliverable D9.1.
Project Web-portal, Blog and Social Media Groups

Lead Beneficiary	AXIA Innovation UG
Delivery Date	31 08 2019
Dissemination Level	PU
Version	1.0

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Project Web-portal, Blog and Social Media Groups

Deliverable 9.1

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[1] PU = PUBLIC
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for members of the consortium (including the Commission Services)

Document history

Version	Date	Beneficiary	Author
0.0	02/09/19	AXIA	Marinella Tsakalova
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0.2	25/10/19	AXIA	Ioanna Deligkiozi

Executive Summary

PureNano proposes an innovative, low cost, sustainable method for purification of plating baths which will lead to a significant extension of their lifetime (up to 10 times) that will have as a result decrease of operation expenditures of plating shops, decrease of environmental risks from transportation of spent baths and increase of process efficiency and products quality. It is based in the timely treatment of plating baths with functionalized magnetic nanoparticles that can absorb in their surface the contaminants and chemical species that are accumulated.

The PureNano consortium is comprised of 12 European partners, experts in the surface finishing sector. This well-balanced consortium is a mixture of Industrial partners and Academia including 7 industrial partners (SMEs), 4 RTDs and 1 Association.

The Deliverable D9.1 is a public report delivered in the context of WP9: "Dissemination and exploitation related activities". Dissemination activities transfer knowledge and results to targeted audiences, maximizing the impact of this research. Current project dissemination activities involve launching of the project website and developing project profiles in social media.

The PureNano Project website will act as gateway between existing knowledge, project results and stakeholders, providing information about the project objectives, achievements and the consortium. The purpose of the website is to allow the timely public dissemination of publications supported by the project, for marketing and commercial purposes, as well as for scientific and technical communications.

The Project website provides non-confidential information regarding the project, namely: project objectives, the workplan, the partners as well as progress updates and newsletters archive. Moreover, PureNano website serves as a portal for other communication methods such as email, post mail and social media.

Table of Contents

List of Tables

List of Figures

Abbreviations and acronyms

D	Deliverable
H2020	Horizon 2020 Programme
PU	Public
PO	Project Officer

1. Introduction

The main target of Deliverable 9.1 is to provide the overall approach of dissemination and communication plan. Through dissemination activities project results are transferred to selected audiences (Table 1), maximizing also the impact of the Project in surface finishing industry and beyond. Important role in the dissemination and communication plan plays the website and social media presence.
The project website (www.purenano-h2020.eu/) is the primary information source for the targeted audiences. The purpose of the website is to promote the project and its results to the surface finishing sector, the wider public, academia, policy makers and stakeholders, even beyond the project's own community.

The specific goals are summarized below:

a. To raise awareness about the scope of the project, its objectives and its results,
b. To promote the innovative, low-cost, sustainable solution for purification of plating baths to relevant stakeholders,
c. To build understanding and facilitate adoption of project results,
d. To assure that all interested parties are involved, participate and are informed about the status of the project,
e. To educate SMEs about new technology opportunities and connect local enterprises to national & global value chains.

Table 1. This table shows the information that may be entered by partners, according to their dissemination activities.

Target Audience	Description
Private sector	Supply/service chain (contracting surface finishing and plating shops, in-house facilities, raw material providers, nano-particle producers, end users), engineering companies related to plating systems, waste recycling companies, Sector associations, investment groups.
Policy makers	Authorization and permitting bodies, regulators, standardization bodies.
Public bodies	European and regional authorities
Scientific community	Academia, Research institutes, applied technology, open innovation hubs
General Public	Environmental NGOs, citizen organizations, students, individual citizens.

In addition to the webpage, information about the project and related activities are made public through social media. Social Network profiles were also created for the project (through Facebook, Twitter and LinkedIn) in order to facilitate access to information for large audiences from diverse backgrounds. Evaluation of the webpage and social media performance will be made using performance metrics such as number of visitors, followers, and public interaction.

2. Website structure

The website is the project's showcase and aims to increase public awareness of the project by providing visual and easy to comprehend information about the PureNanao technology. The website has been developed using WordPress software and template. Its structure comprises of the following sections:

(i) The "Home", where basic information about the project is presented. Practical information, such as project number, contact information, and funding acknowledgement are also shown here.

(ii) The "Project" section which is divided in three subsections informing the visitor about the project details, the work plan and the impact of PureNano technology in the surface finishing industry.

(iii) The "Partners" section provides information about the participating members and their role in the project.

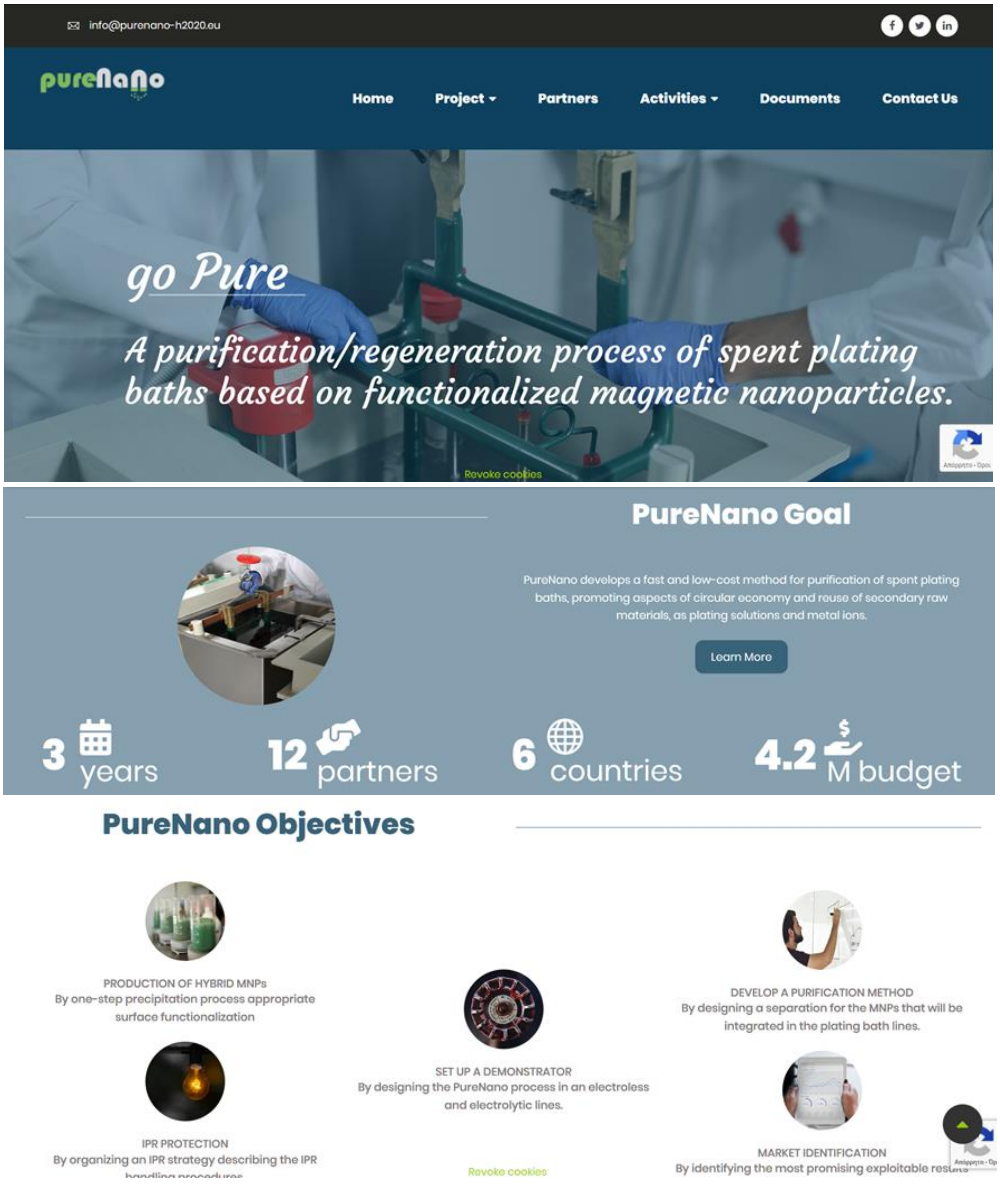
(iv) The "Activities" section is consisted of two subsections, giving information about Project publications and relevant news including past and future events.

(v) The "Documents" Section provides material for downloading such as dissemination material (leaflets, roll up, posters etc) press releases &newsletters and public deliverables.

(vi) The "Contact us" section provides the opportunity to the interested viewers to communicate with the project coordination team, sending requests and possible questions.

2.1 Homepage

The Homepage presents basic information about the Project. The upper part of the screen shows a navigation panel with a simple format menu (Figure 1). The project logo is placed on the top left corner and on the top right are placed the links to social media (Facebook, Twitter, and LinkedIn). The Homepage provides the first information such as the goal, the objectives, the latest news etc. about the project.


info@purenano-h2020.eu
Home
Project
Partners
Activities
Documents
Contact Us
go Pure
A purification/regeneration process of spent plating baths based on functionalized magnetic nanoparticles.
PureNano Goal
PureNano develops a fast and low-cost method for purification of spent plating baths, promoting aspects of circular economy and reuse of secondary raw materials, as plating solutions and metal ions.
Learn More
3 years
12 partners
6 countries
4.2 M budget
PureNano Objectives
PRODUCTION OF HYBRID MNPs
By one-step precipitation process appropriate surface functionalization
IPR PROTECTION
By organizing an IPR strategy describing the IPR
SET UP A DEMONSTRATOR
By designing the PureNano process in an electroless and electrolytic lines.
DEVELOP A PURIFICATION METHOD
By designing a separation for the MNPs that will be integrated in the plating bath lines.
MARKET IDENTIFICATION
By identifying the most promising exploitable

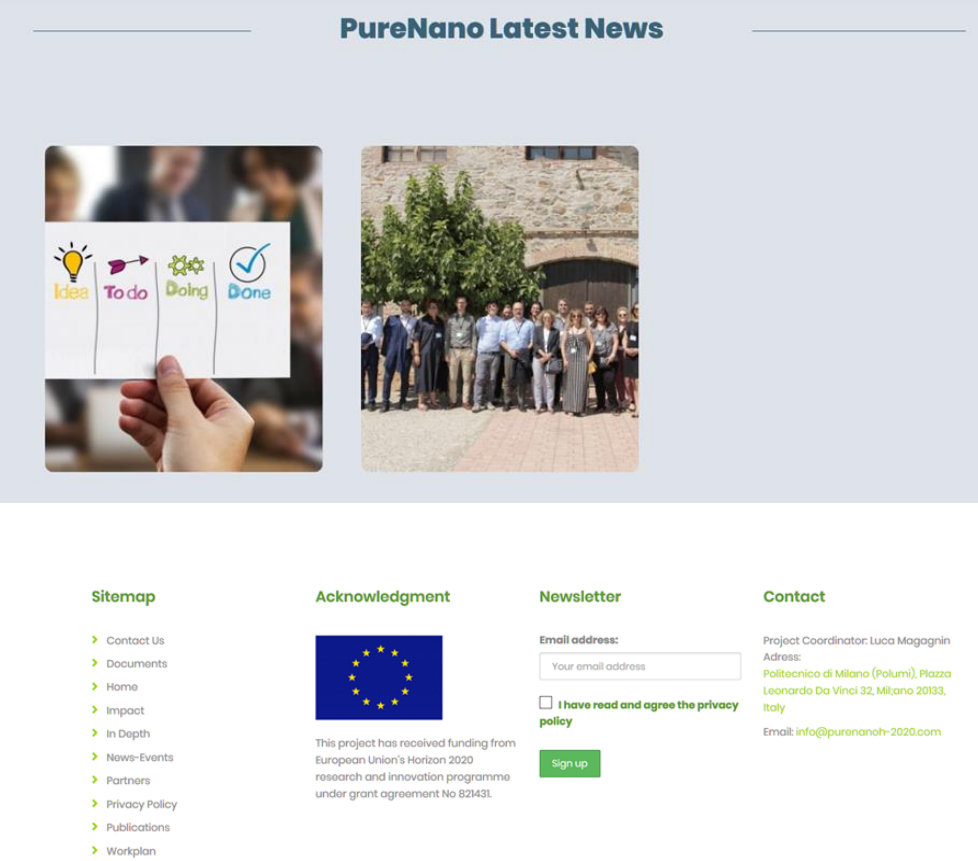


Figure 1. PureNano Homepage

The bottom banner of the webpage includes information about the project. Contact information of the project coordinator are displayed and subscription to the PureNano newsletter is possible. Funding from the European Union is acknowledged, and details of the funding scheme and grant agreement are displayed.

2.2 Project

A more detailed description of the project is given in this section regarding the PureNano project's scope (project in depth), workplan and impact.

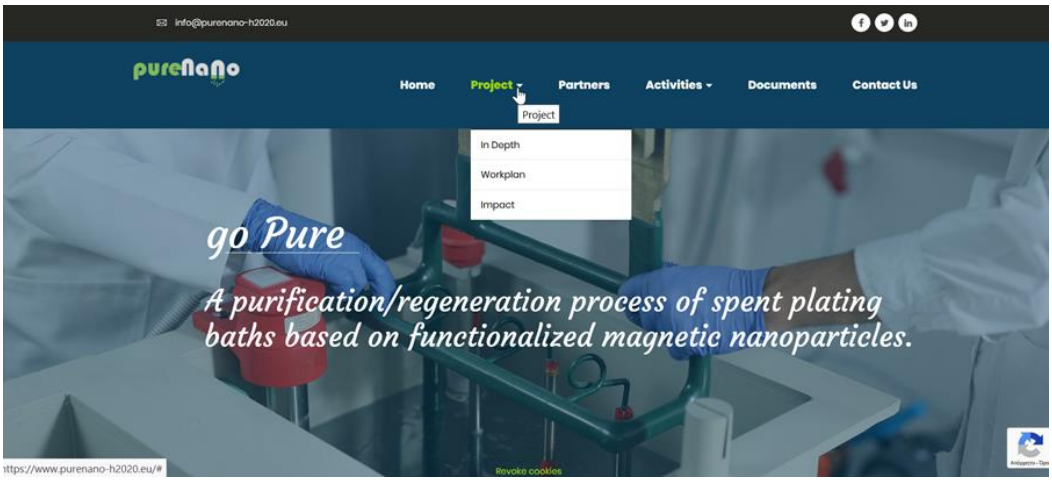
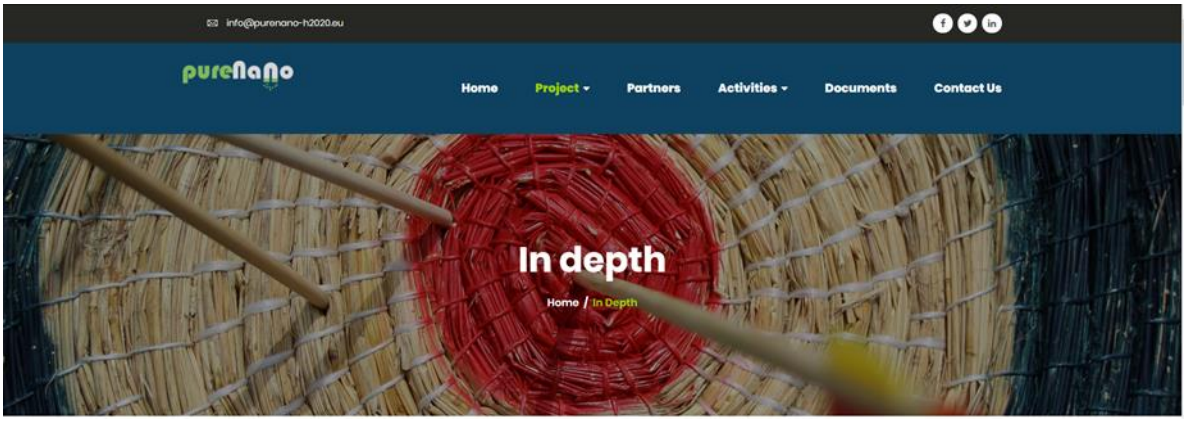


Figure 2. The project tab and its sub menus

1. The Project in Depth

The general scope and theoretical background of the PureNano project are presented under this section. In particular the general concept and the technologies are described here.



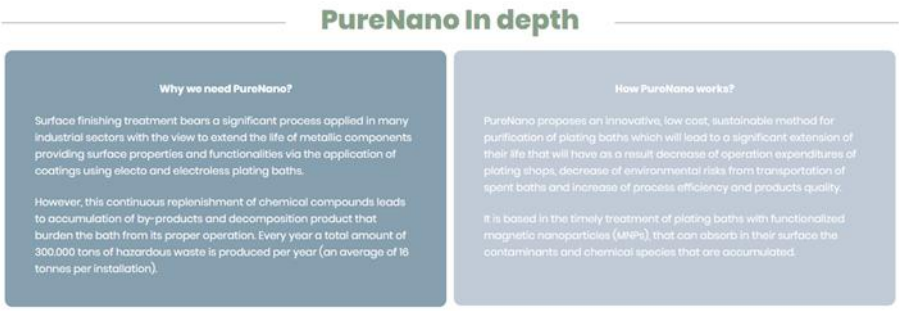


Figure 3. The Project in Depth

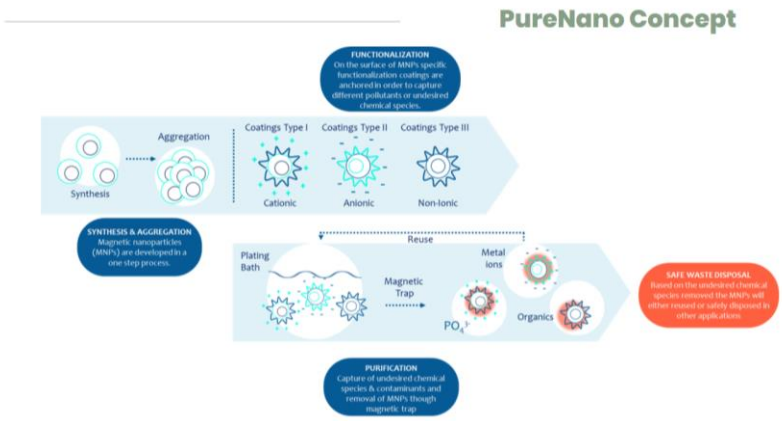


Figure 4. PureNano Concept

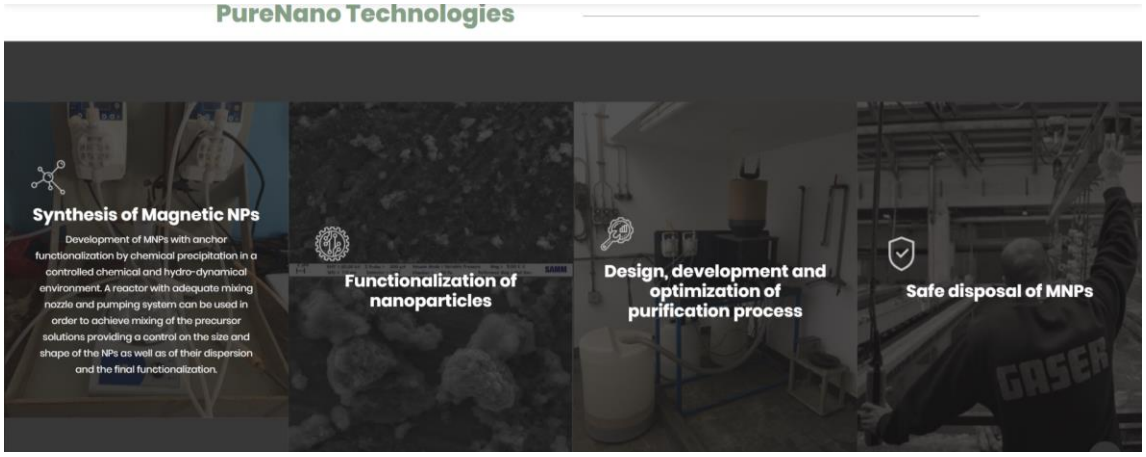


Figure 5. PureNano Technologies

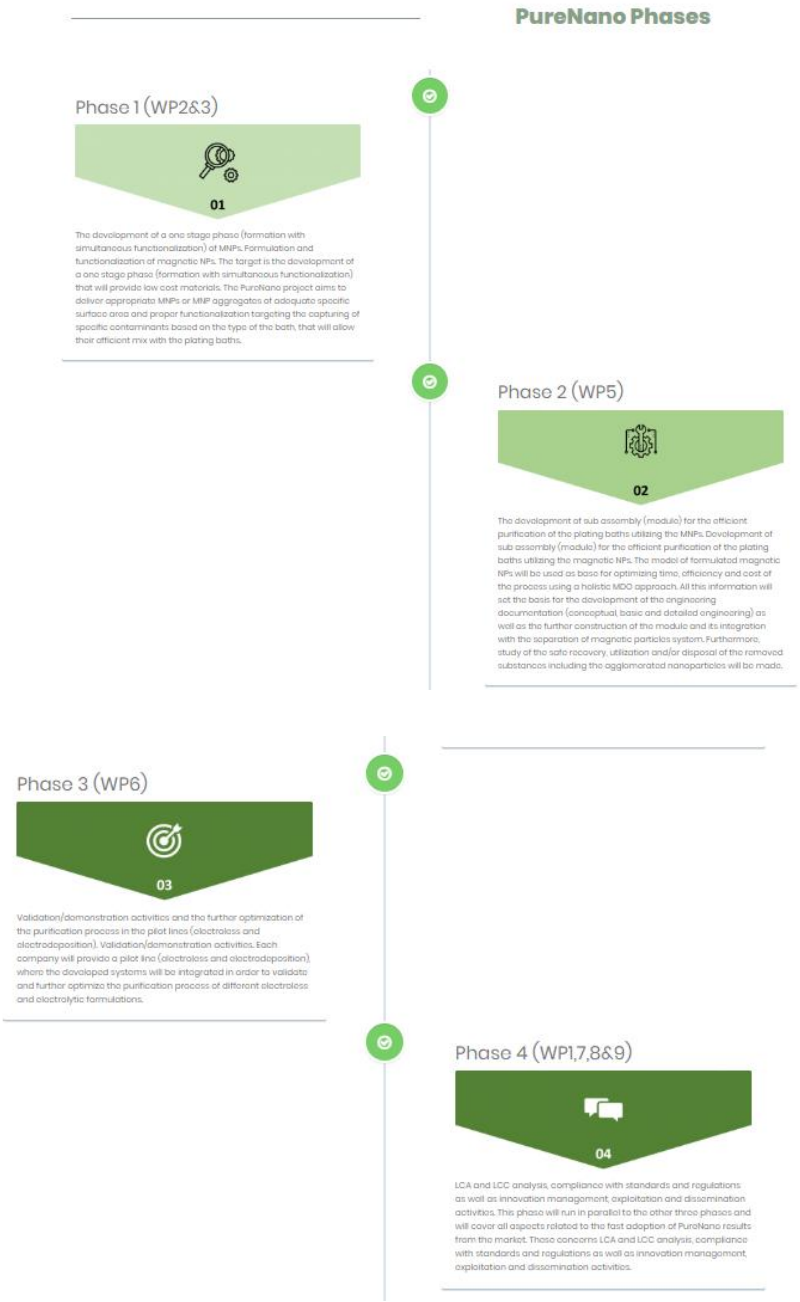
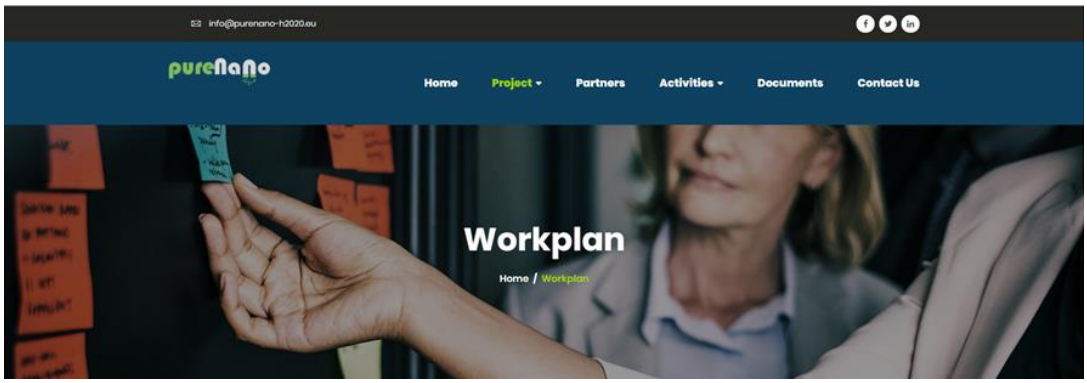


Figure 6. PureNano Phases

2. Workplan

A short list of the projects work packages including short descriptions, expected deliverables and milestones as well as the duration and the leader of each WP are presented here.



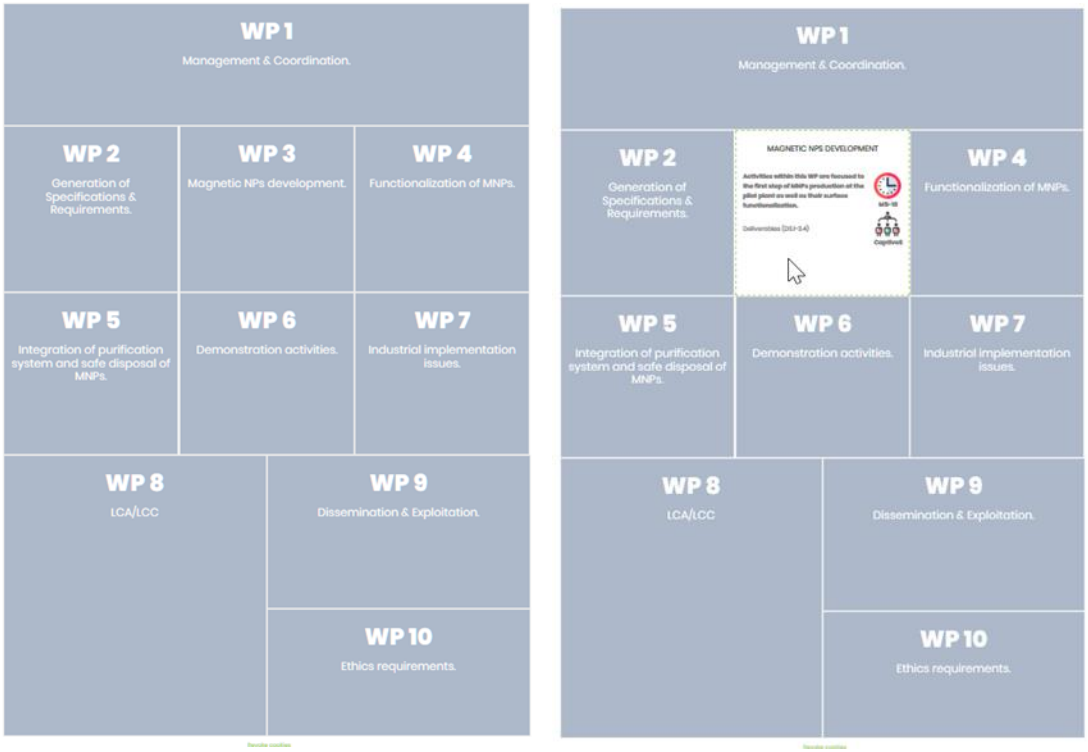


Figure 7. PureNano Workplan

The site is equipped with “on mouse over” capabilities giving the visitor the ability to get additional information by just moving the mouse over to the different work packages.

3. Impact

A brief presentation of the expected impacts of the project is shown in this section.

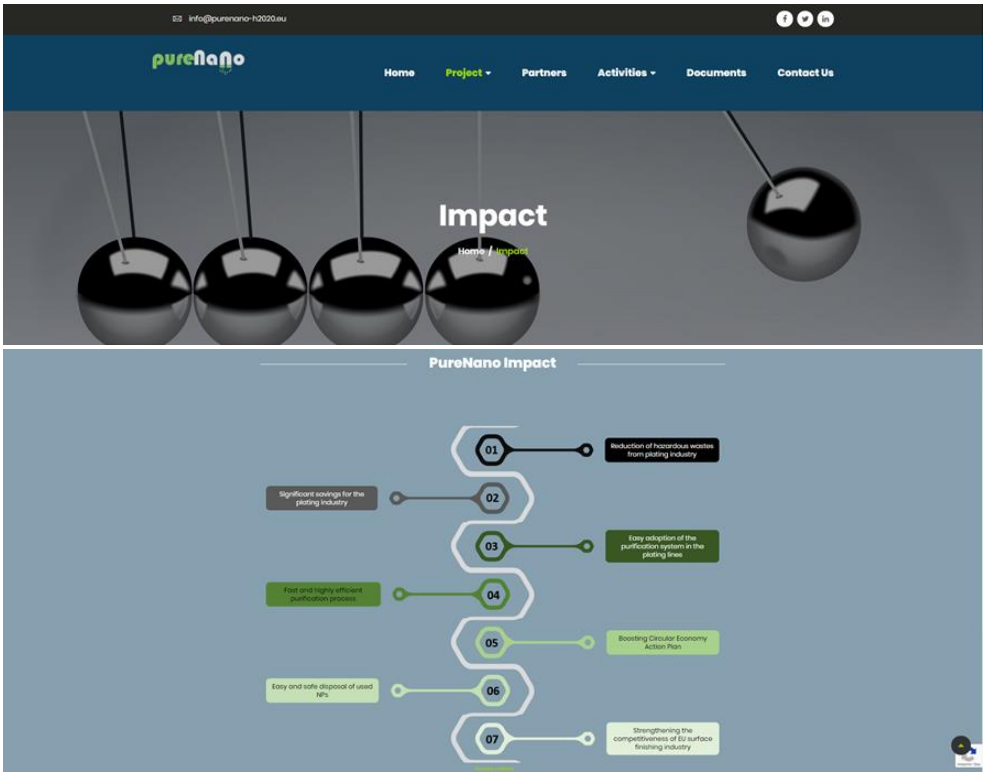
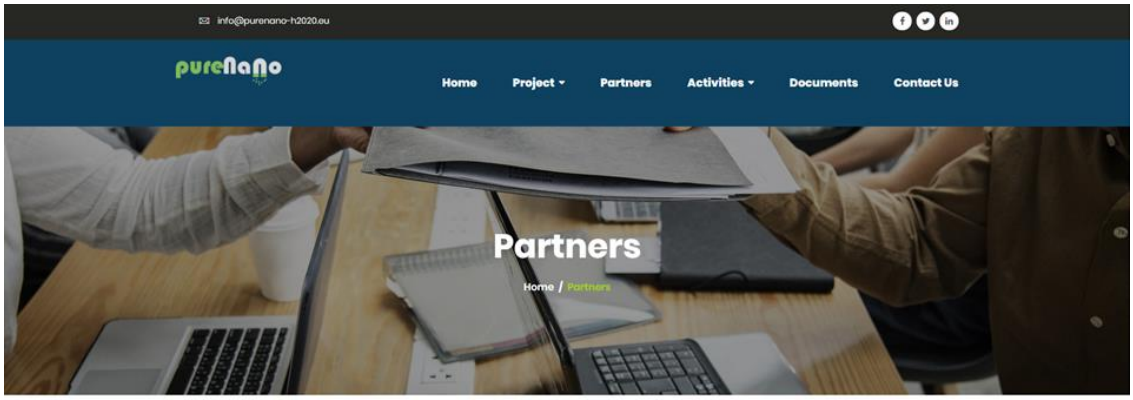


Figure 8. PureNano Impact

2.3 Partners

Detailed information is given regarding the consortium partners. The partners logos and a link to their website are available, as well as a brief description of their role in the project.



PureNano project involves **partners from different domain** (7 industrial partners-SMEs, 4 RTDs, 1 Association) expertise that work together building on their complementarity covering all the necessary competences to implement the overall approach.

Purenano team

1. Politecnico di Milano

Role: PoliMi is the coordinator of the project, having the main role in the management activities of the project. PoliMi will have strong involvement in the production of the MNPs, through the one one-step precipitation process as well as in the characterization and evaluation of the functionalization. PoliMi will work on the set up, install and run of the pilot line for the production and surface functionalized MNPs to be used for the purification of plating baths. Additionally, they will be involved in LCA/LCCA and eco-efficiency evaluation of the materials and process developed and validated. They will closing be involved in the dissemination & exploitation activities, undertaking tasks concerning knowledge management and IPR protection activities.

Visit the website

2. Captive Systems

Role: Captive system brings the core technology of PureNano project, protected by patent. The company will be responsible for upscaling the production of functionalized MNPs to be used for the purification of the baths that already are operating in the facilities of the industrial partners of project. They will also be responsible for the production of functionalized MNPs aggregates concerning the manufacturability of the production of MNPs and the upscale.

Visit the website

3. RISE Research Institutes of Sweden AB

Role: RISE will originally contribute to the specifications regarding the formulations that are in direct relationship with the specific target pollutants selected. RISE will lead the activities related to the formulation and targeted functionalization of the MNPs produced, Specifically, will be responsible for the development of cationic, anionic and lipophilic coatings of MNPs.

Visit the website

4. National Technical University of Athens

Role: NTUA will contribute on the characterization and evaluation of the functionalization of the MNPs and their functionalization though advanced characterization techniques which will be applied for verification of the hybrid structure of the MNPs. NTUA will also have strong involvement in the recycling and reuse of the magnetic nanoparticles which will result from the purification process proofing their circular use.

Visit the website

5. TECNOCHIMICA SRL

Role: Tecnochimica as a producer of plating baths has proprietary formulations for both electroless and electrolytic baths and its presence in the project is of high importance. Their knowledge on baths chemistry will be provided and they will work in close collaboration in order to define the capturing affinity which is closely related to the functionalization and the active groups designed on the surface of the MNPs. Also for the demonstration activities they will provide proprietary plating solutions containing organic additives.

Visit the website

6. Optimizacion Orientada a la Sostenibilidad SL

Role: IDENER will provide specification and designing concerning the purification systems.Due its vast experience in design of large units including units for chemicals treatment, it will provide key personnel with strong expertise in the respective research and development areas. IDENER will set up, design, install and run the process control for the prototype.

Visit the website

7. KAMPAKAS Metallourgiki Techniki Emporiki kai Viomichaniki AE

Role: Kampakas will manufacture and install at the pilot lines of the project the purification system. The company has vast experience in design of large units including units for chemicals treatment.

Visit the website

8. Instituto de Soldadura e Qualidade

Role: ISQ will contribute mainly creating relevant information for the industrialization of the proposed technologies through Life Cycle Assessment (LCA) & Life Cycle Cost (LCC), Eco-efficiency evaluation and improvement and on safety assessment of process and technologies in order to contribute to reducepotential health and environmental risks at an early phase in the innovation process. Also, ISQ will contribute to the recyclability & circular economy supporting the definition of technical and management guidelines for the extension of PureNano life-cycle, through its reuse and/or recycling and developing an operational and financial model for the development and functioning of networks promoting the circularity.

Visit the website

9. Creative Nano

Role: Cnano will provide specifications of their plating process and set end user requirements on industrial baths and their chemistry since this is in direct relation to the used functionalized MNPs. Cnano will also provide their Pilot scale facilities in order to make a marked based evaluation of the purification process in real plating baths. In addition, they will work on the production of conceptual and detailed sets of engineering documents feedbacking modelling, design and manufacturing tasks.

Visit the website

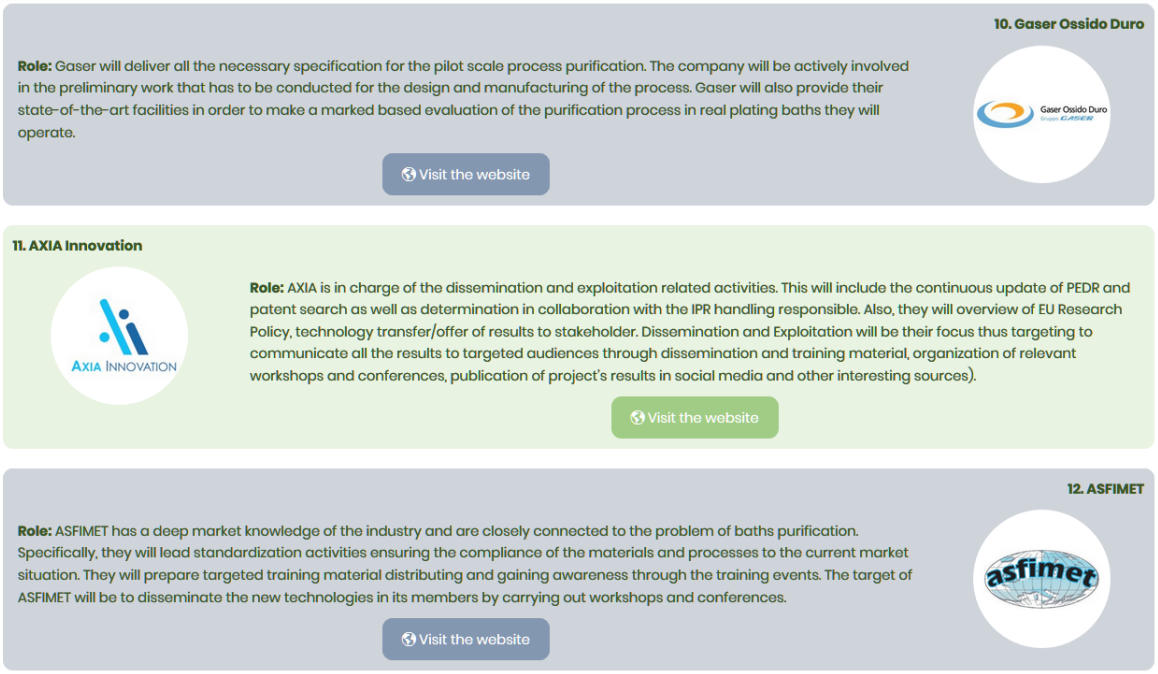


Figure 9. PureNano Partners

2.4 Activities

The activities section is divided in two subtabs: Publications and News-Events.

1. Publications

This section includes news, publications and important links from other relevant activities. Thus, the visitors can follow the latest developments through links of relevant scientific publications, articles, presentations and videos and download them

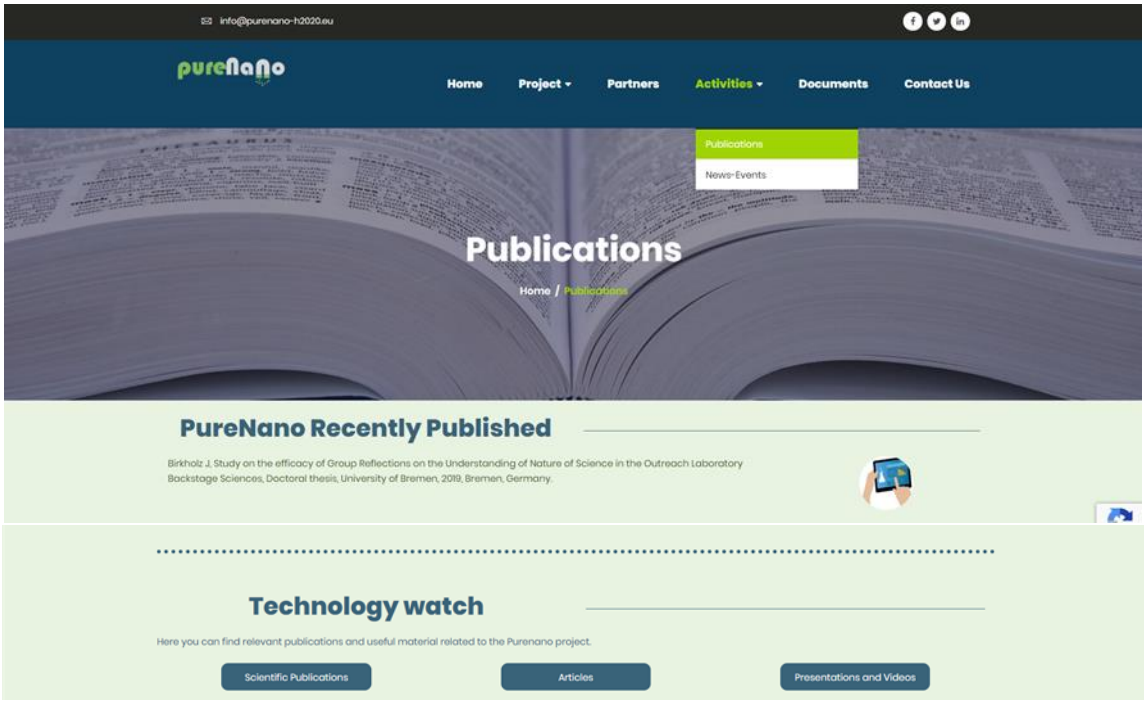


Figure 10. Activities

2. News-Events

This page will present a list of dissemination activities, such as publications in peer-reviewed scientific journals, presentations in conferences, workshops, etc., including all meetings of the project partners. Details about upcoming events and summaries of past events will be made public in this section. This section will be constantly updated during the project.

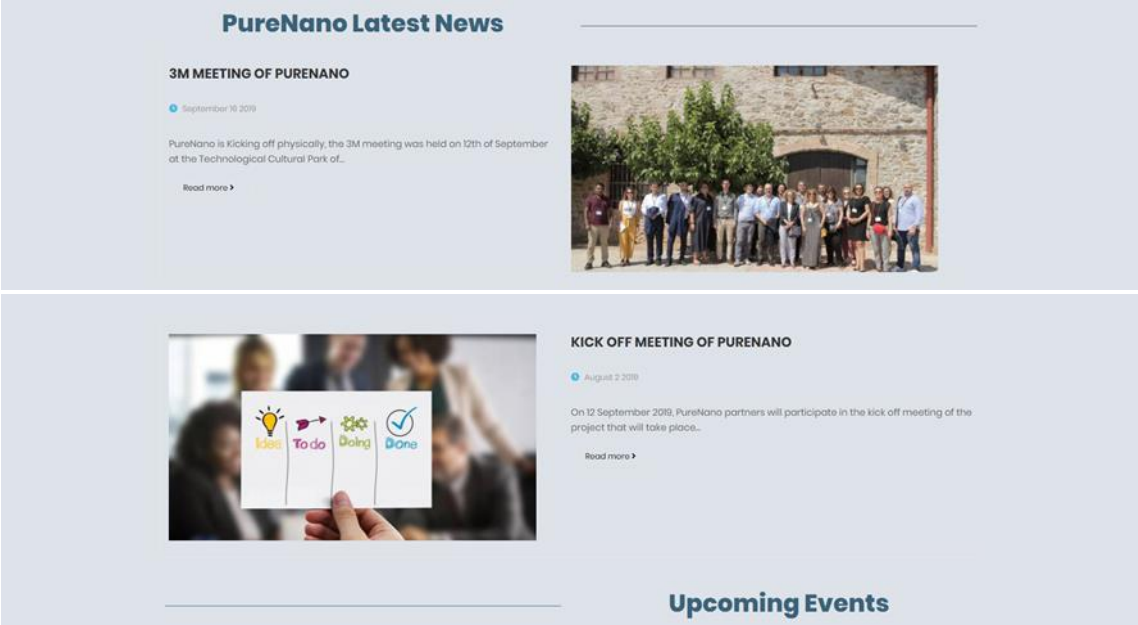
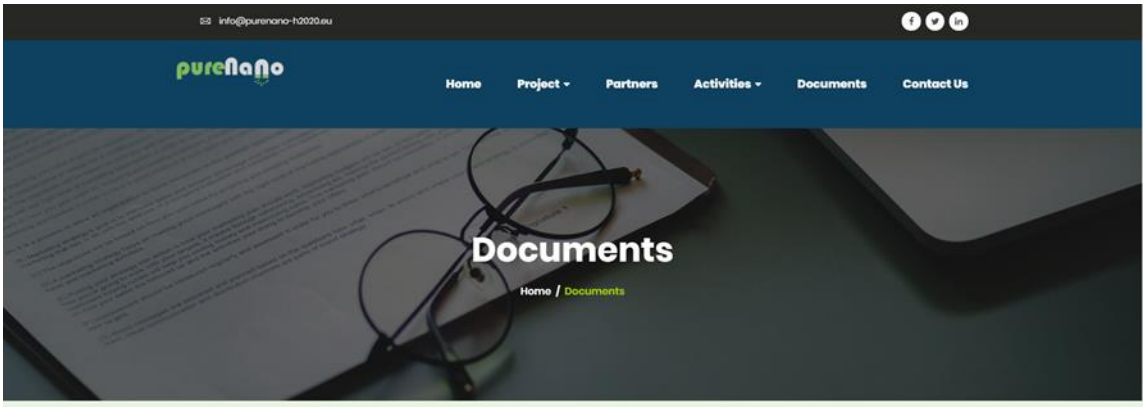


Figure 11. News-Events

2.5 Documents

The "Documents" section provides project's public documents regarding dissemination activities and official results. In particular, this section will include dissemination material (flyers, roll ups, posters etc.), press releases and newsletters and public deliverables. The content will be constantly updated in order to include the newest information from the consortium.



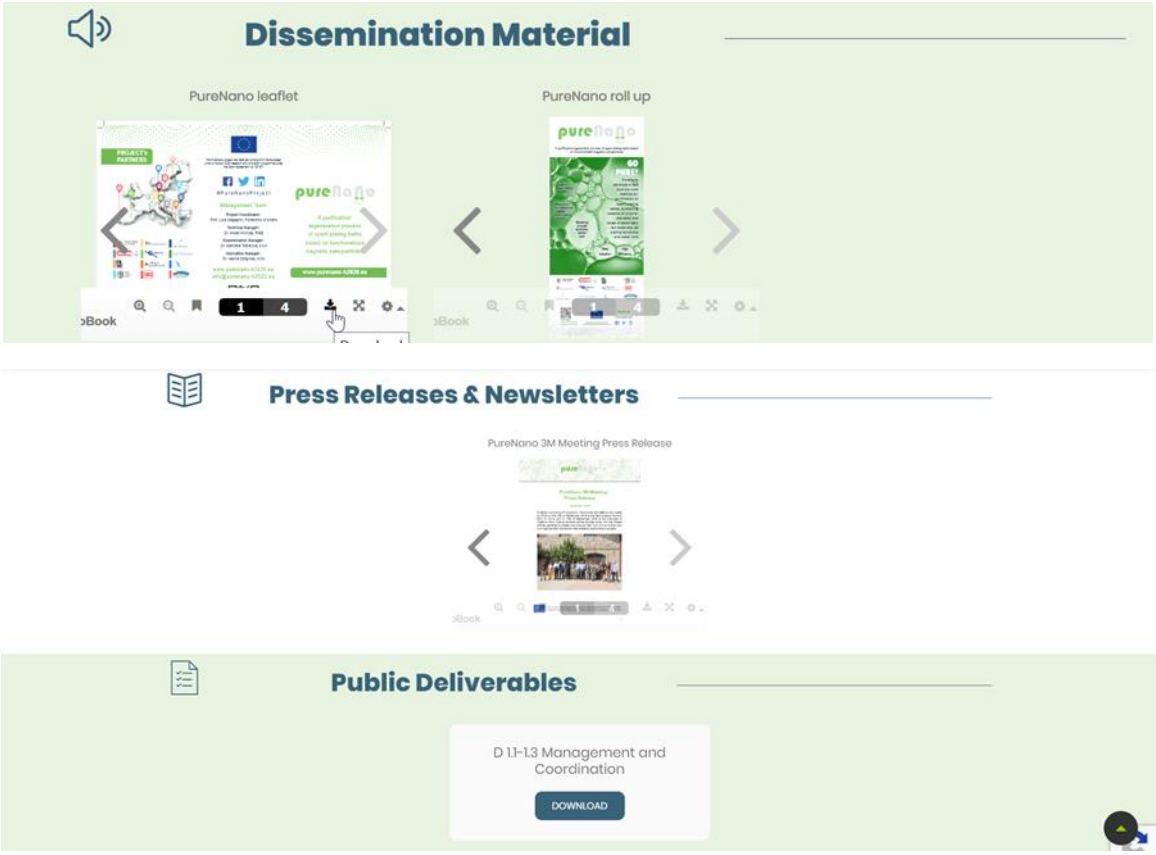
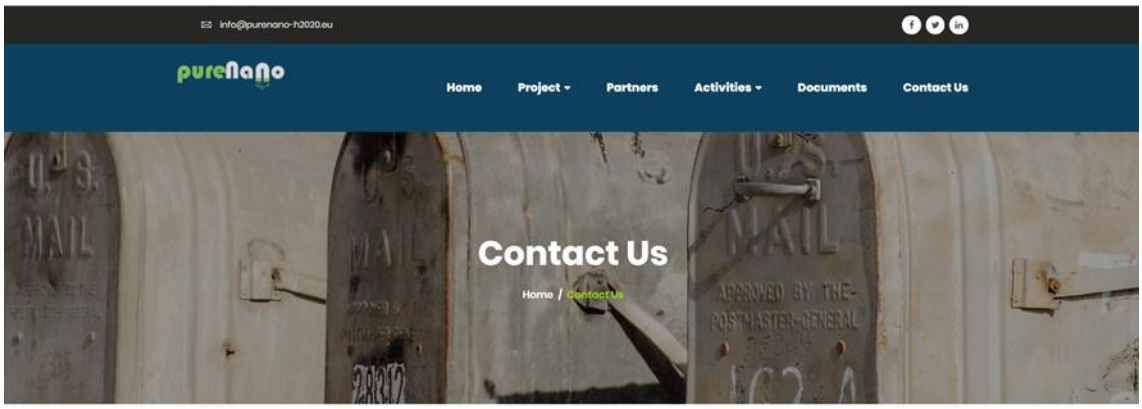


Figure 12. Documents

2.6 Contact

In this section the contact details of the coordination team are presented. The visitor is given the possibility to address questions or remarks to the project members, through a contact form.



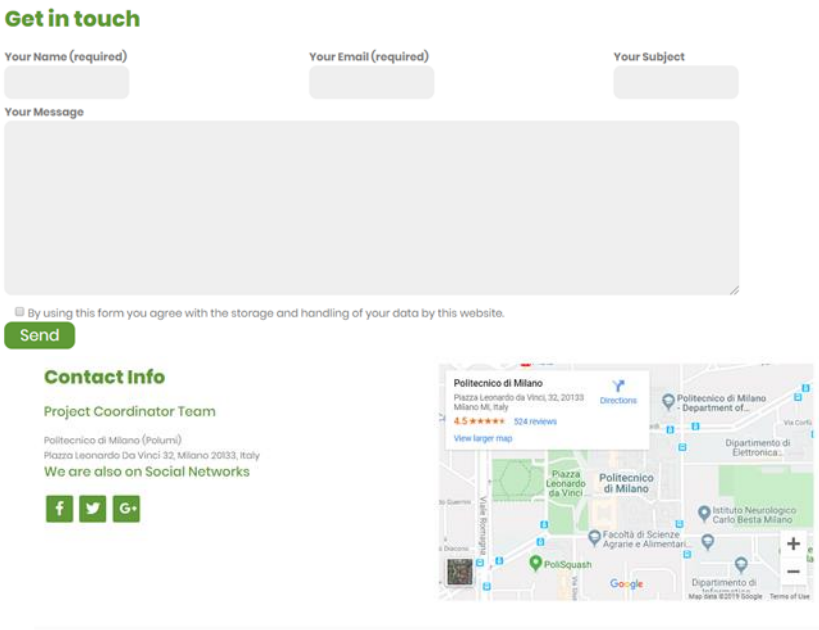


Figure 13. Contact

3. Social Media Platforms

In addition to the webpage, three social media platforms have been developed for the PureNano project, Facebook, Twitter, and LinkedIn. These media have been selected to maximize dissemination of the project results to a wide public audience. Project partners are encouraged to visit these links and disseminate them to their professional and private networks. Access to the social media is also supported on the project webpage. Evaluation of the accessibility and efficiency of these social media platforms to disseminate information and engage the public will be made on the basis of performance metrics, such as number of visits, followers, comments, etc.

3.1 Facebook Profile

https://www.facebook.com/PureNanoProject/

Facebook is the most popular social network and has been developed on creating personal networks. The PureNano profile on Facebook targets the wider public that is interested in technological advancements concerning the surface finishing industry, nanotechnology, environmental safety and so on.

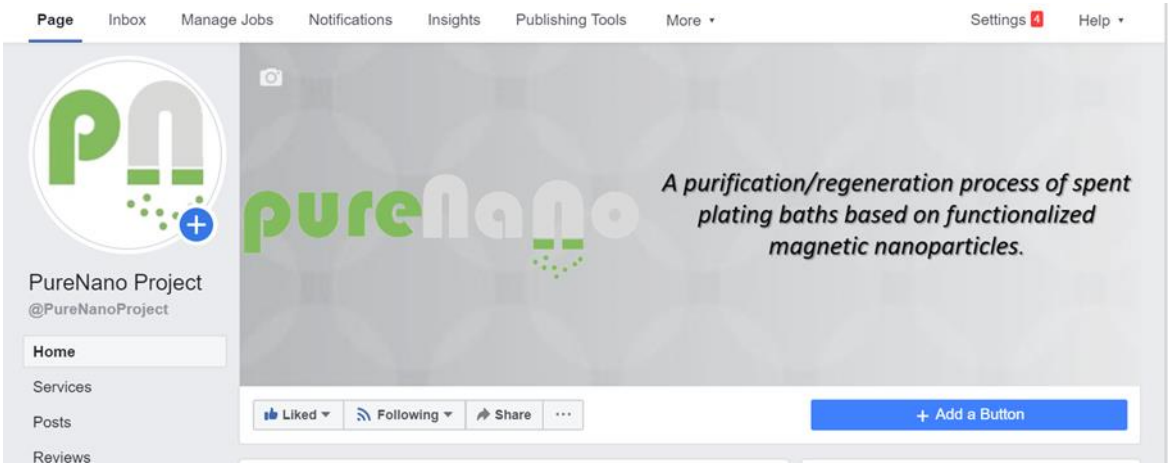


Figure 14. PureNano Facebook page

3.2 LinkedIn Profile

https://www.linkedin.com/company/purenano-project

LinkedIn is promoted as a professional network platform. The PureNano LinkedIn profile has been created to disseminate the project results to professionals through creating a network of connections from the surface finishing industry and relevant sectors, academia, the media, the general public, as well as investors and relevant stakeholders.

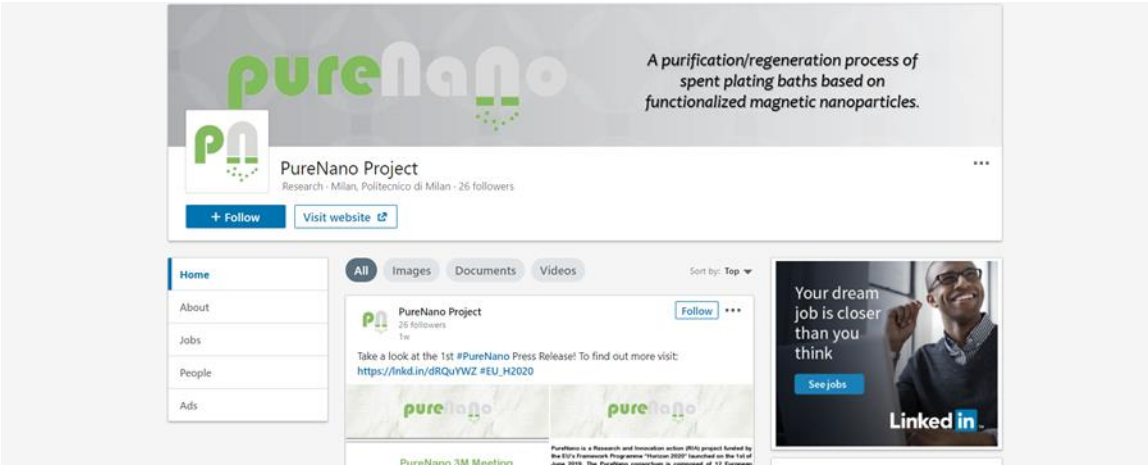


Figure 15. PureNano LinkedIn Page

3.3 Twitter Profile

https://twitter.com/PureNanoProject

Twitter is an online news and social networking service, where short news is made public to a wide range of subscribers and from a variety of backgrounds. Followers of the PureNano Twitter account will be able read posts of PureNano activities and interact with messages.

Figure 16. PureNano Twitter page

4. Future Work

Future work will include improvements of the website and addition of technical and visual material that will be updated frequently by the consortium partners. The website was created and will be maintained by AXIA Innovation. The website, social media, and dissemination plan will be updated on a weekly basis.

Monitoring of the website statistics will include the mapping of new visitors, return visitors, languages used, and countries. The website, social media, and dissemination plan will be update based on project progress monthly and/or whenever necessary. To this end a dissemination questionnaire is already developed and distributed among the partners, aiming to collect monthly valuable information from the PureNano consortium on publication, dissemination activities (attendance to events, workshops, etc.) and possible upcoming events that might be of interest for the involved partners.

5. Conclusions

The PureNano website is a key element of the project's dissemination strategy. This site will ensure the visibility of the project, facilitate the dissemination of the project's results and promote their exploitation. In addition, the project Social networks presence is ensured through the creation a facebook page, as well as a linkedin and a twitter account. The project website and its social media will continuously form and develop as the project itself grows.