



D6.2 – “RESPECT project website”

Work Package 6 - Dissemination & Exploitation, clustering & cooperation with funded projects

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DISSEMINATION LEVEL

CO	Confidential	
CL	Classified	
PU	Public	X

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ABBREVIATIONS AND ACRONYMS

EC	European Commission
GA	Grand Agreement
GDPR	General Data Protection Regulation
WG(s)	Working Group(s)
WP(s)	Work Packages(s)



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EXECUTIVE SUMMARY

The current deliverable (6.2) is entitled 'RESPECT project website' and is a public document of RESPECT project, produced in the context of WP6 'Dissemination & Exploitation, clustering & cooperation with funded projects'. The objective of WP6 is to maximise RESPECT's impact by connecting research and innovation activities to the public and professional audience.

The project website is one of the fundamental tools that will be used throughout the entire project duration to disseminate and communicate its plan. Although it includes several technical documents and information, it is organized in such a way so that it is easily accessed by a wide range of stakeholders and other interested parties.

On the website different type of content will be included: news and articles, events, communication materials (leaflet, brochure) and public deliverables, contact details of responsible person. This type of content will help the targeting audience to learn more about the project, their vision, aim, objectives, news, challenges and progress. Additionally, the quarterly newsletter will be linked to the website, allowing internauts to subscribe to the newsletter and receive the latest news from the project.

Together with the Website, Social media profiles (Twitter, LinkedIn) will be another relevant mean of dissemination and communication of the project aiming to achieve a wide audience. Social Media channels will amplify the key messages from the website. It will reach many different target audiences, including industrial stakeholders, academia and research, public stakeholders at EU, national and local levels, other related national and EU-funded projects, media, and the wider public in and beyond European Union.

The RESPECT project website is supporting the project's visual identity and has the aim of functioning as a reference for any person interested in learning about the project and the progress of its activities. It portrays the project's proposal, outlining its goals, instruments, and the role of each partner of the project.



INTRODUCTION

This document has been elaborated by CLERENS, which is the leader of Work Package 6, dedicated to Communication and Dissemination Activities. In this way, this deliverable establishes that the RESPECT project delivers the appropriate tools to support the Dissemination and Communication activities.

Through the website of the RESPECT project and Social Media related interaction, CLERENS plans to establish a strong connection between the project consortium and public. The website reflects the graphic identity of the project, and it is based on the [RESPECT Brand Guide-book](#), including the logo, official colors, typos and visual supporting elements (icons).

To set the scene, the deliverable starts by introducing the project’s visual identity, before describing in details the ratio behind the website’s development and its main features. Eventually, the social media pages dedicated to the project are introduced and described.

The RESPECT project aims to develop a global process encompassing a process-chain flexible enough to treat all kinds of Li-ion batteries (in terms of chemistries, state of health, geometries or applications), in closed loop, where the retrieved active materials could be directly reused after regeneration. It seeks to use Life Cycle Assessment to assess and optimise the impact of each segment of the battery value chain, especially in terms of lower emissions, less secondary pollutions, and health risks.



1 PROJECT IDENTITY

1.1 Logo

The logo of RESPECT aims to represent the project in every communication material and activity. Through its design and colours, the logo represents the brand's purpose - it symbolises the aim to Research and Develop best practices for a Flexible, Safe and efficient Recycling of Li-Ion batteries for a competitive, circular and sustainable European battery manufacturing Industry. To relay the message of the RESPECT project accurately, the "R" represents the recycling arrow, while the tagline is straight to the point.



Figure 1: Logo of RESPECT

1.1.1 Colour Palette

To represent the RESPECT project, the following colours are part of the logo: Slimy Green, Blue pigment, Viridian Green, White and Granite Gray tones were selected.

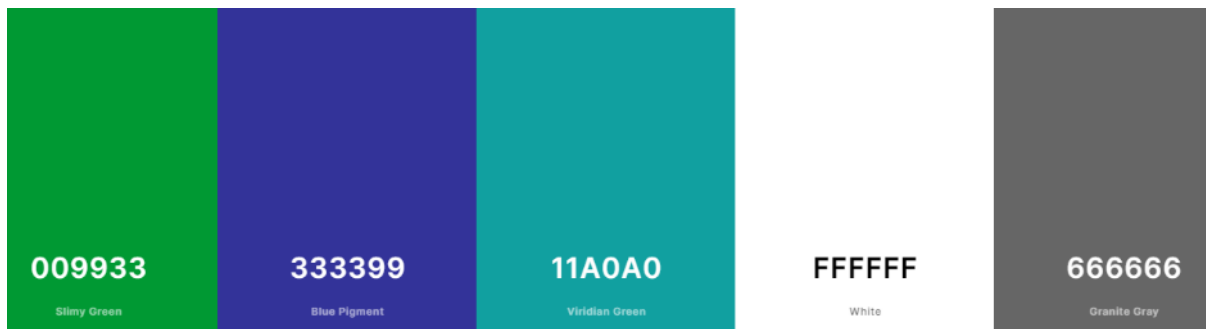


Figure 2: Colour Palette

1.1.2 Typography

For RESPECT, the following three fonts were selected: the first, Cocogoose font, is used in headers and titles. The second Fijala One: is used for Social Networks and Campaigns. The third, Throw My Hands Up in the Air, a hand script font to use when we want a human touch.





Figure 3: Typography



2 RESPECT WEBSITE

2.1 Website

The RESPECT website is due in December 2022 (M6) and will be the core communication and dissemination channel of the project. The project website of RESPECT was planned by project partner CLERENS. An initial discussion was held with the project consortium to decide on a website map that conveys all the information needed about the project, as well as fulfilling other needs necessary for communication and information dissemination processes among the Consortium and the general public.

The website was designed by AdGraphics Design Studio, the company specialised in visual identity and website design. AdGraphics was in charge of building and implementing the website on the platform Wix. The website will rely on user-friendly and an easy-to-use interface, compatible with the mobile phones (mobile-friendly). The text and the structure were drafted by CLERENS and the graphics were developed by AdGraphics Design Studio.

2.1.1 Introduction

The RESPECT website aims to reach any person interested in acquiring more knowledge on the project. The website provides information about the project, the aim and objectives, the roles of each involved partner, the foreseen timeline of work and expected impact.

The website will be regularly updated with the progress of the work made in project, promoting participation in the events and provide news items on the development activities. The website will be managed by CLERENS, who will oversee its functioning, update it as needed, and collect inputs and suggestions from partners concerning news and other content to be published on the website.

2.1.2 Domain

The domain of RESPECT website will be <https://www.respect-recycling.eu>, allowing also for the purchase of a related e-mail address info@respect-recycling.eu. The website hosting stores the files of the website and makes them accessible for visitors worldwide. Since all the promotion, communication and dissemination will be centred around the brand name 'RESPECT recycling', it was crucial to secure this easy-to-find URL.

The .eu domain was chosen to emphasize the European perspective of the project.

2.1.3 Interface

The RESPECT website was designed on Wix which makes it responsive and compatible with a big number of devices, browsers and screen sizes. The website of the RESPECT project will be hosted on Wix servers, therefore, there is no need to install additional plugins or applications.

2.2 Site map

Below, figure 4 shows a map of the website, with all content pages, both parent and child one.



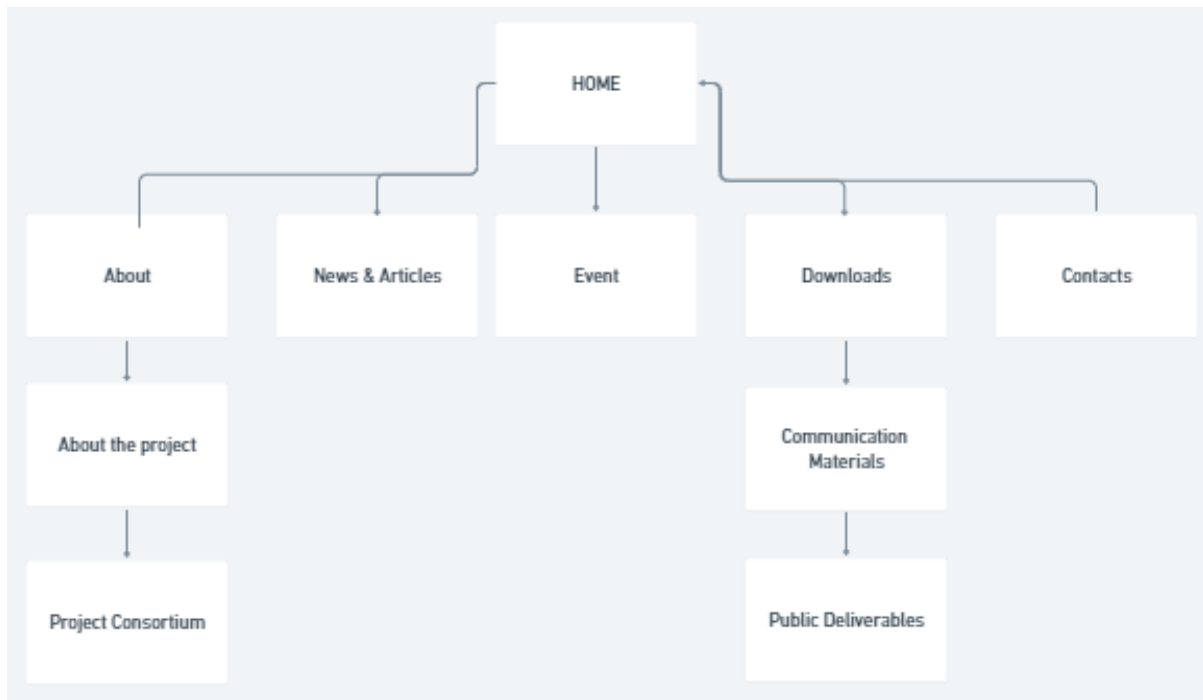


Figure 4: Site map RESPECT project

2.2.1 Homepage

The home page of the website communicates the main aspects of the project and is divided into the following sections: ‘Subscribe to our newsletter’ field, a short description of the project, main objectives of the project, video of the project, latest news and articles, events.

From the homepage the internaut has the first idea of the project.

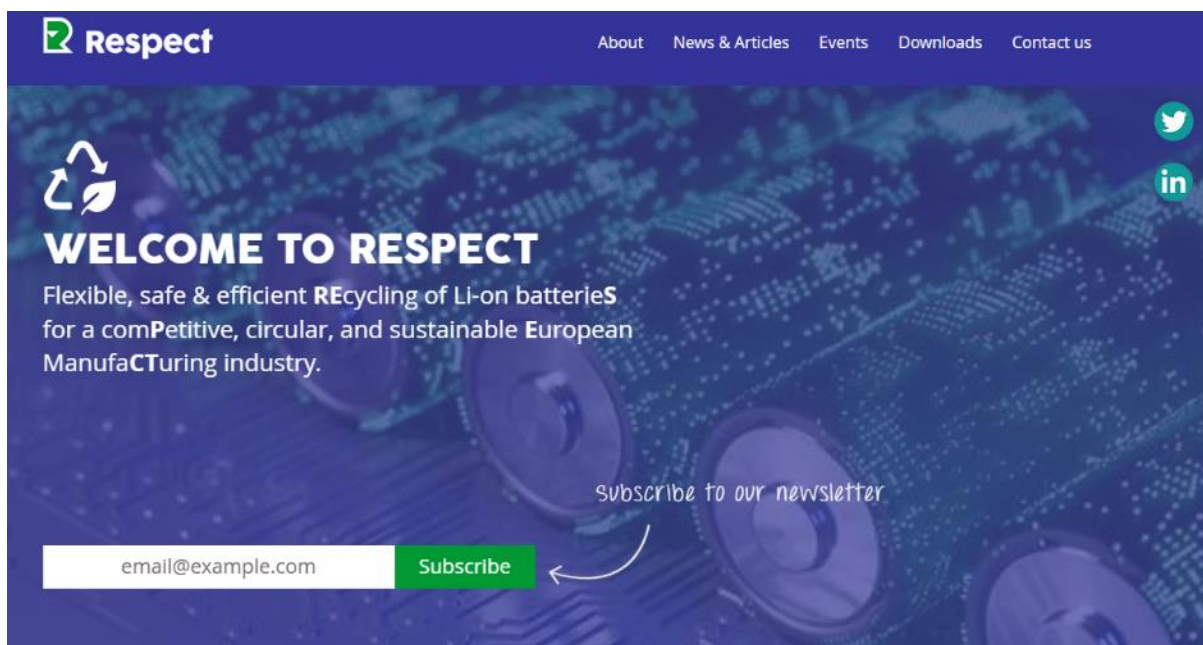


Figure 5 : Homepage of the website

The header of the website contains a menu that leads to other sections of the website such as: “About”, “News & Articles”, “Events”, “Downloads”, “Contact us”, Twitter and LinkedIn. Some accounts. The footer of the website includes the project disclaimer and logo.



ABOUT US

RESPECT is an EU-funded project under Horizon Europe. Composed of a consortium of 18 members coming from 9 European countries with the aim to foster a green recycling process.

[Meet the consortium >](#)

Figure 6: Short description

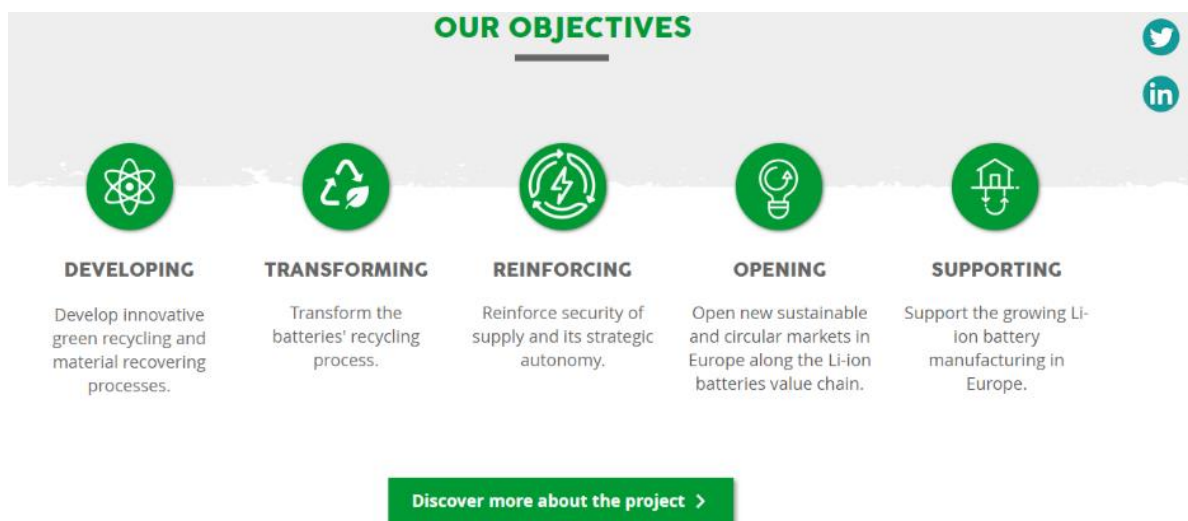


Figure 7: Objectives of the project



Figure 8: Video of the website (example cover. The real video will be released at M12 of the project)



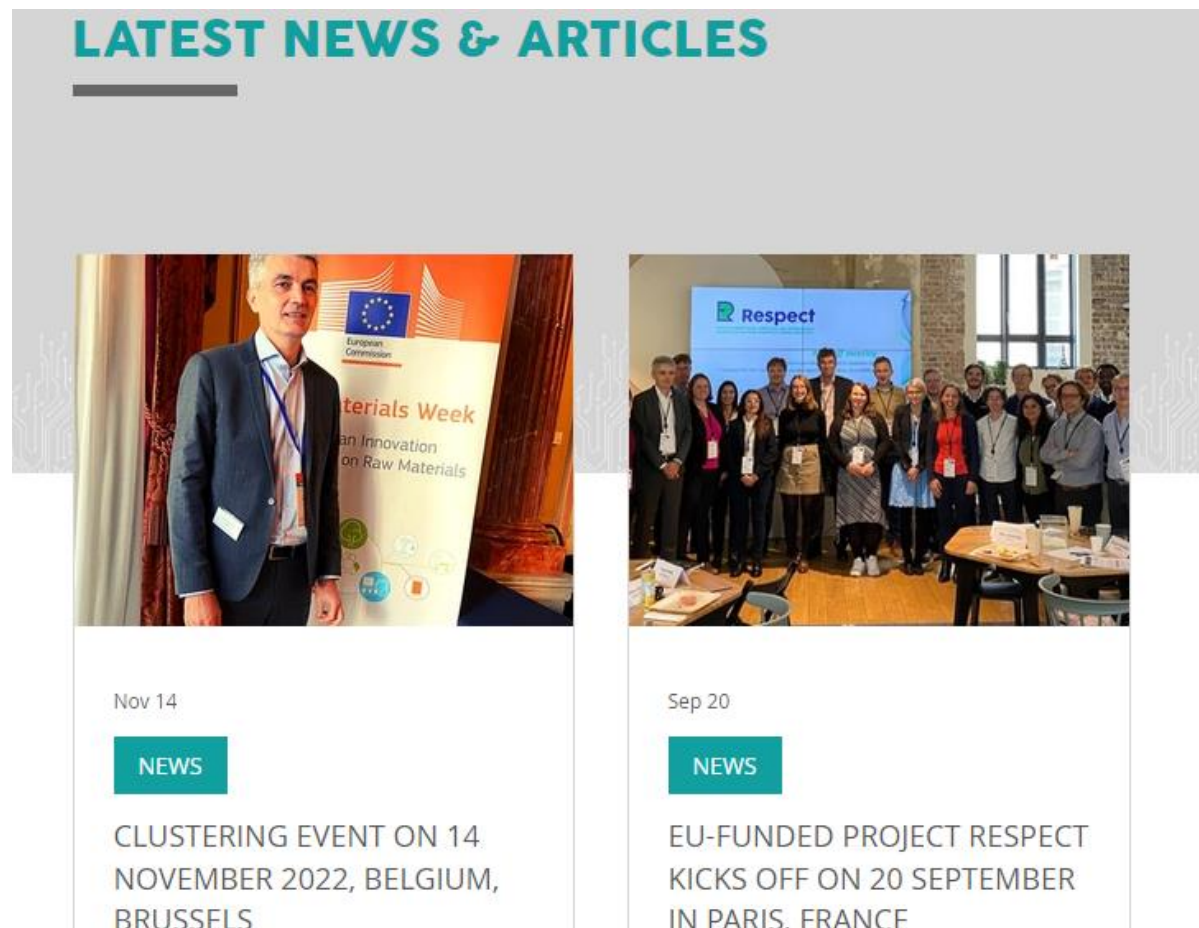


Figure 9: Latest news & articles

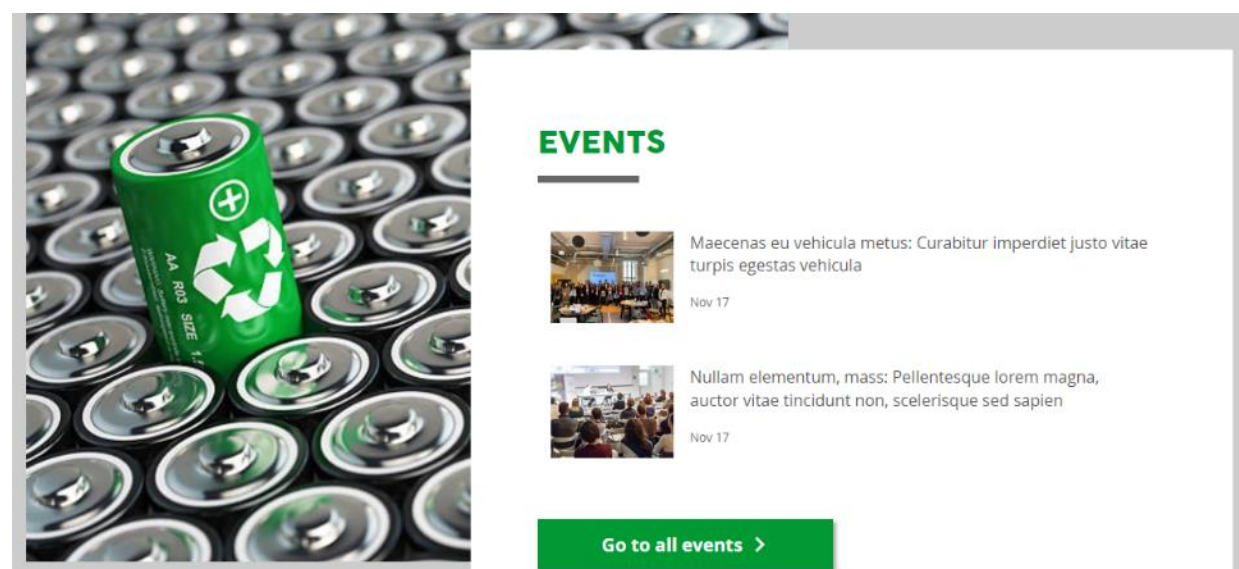


Figure 10: Events



CONTACT US

for more information contact us at: info@respect-recycling.eu

Enter your email

Subscribe



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Figure 11: "Contact us" field and a disclaimer of the project

2.2.2 About

This section is divided in two free child pages: "About the project", "Project consortium" and "Work packages".

The "About the project" section provides general information on the project: the short description of the project, the vision, concept, its objectives and workplan, and action tasks of all involved partners by their WP.

WORK PACKAGES

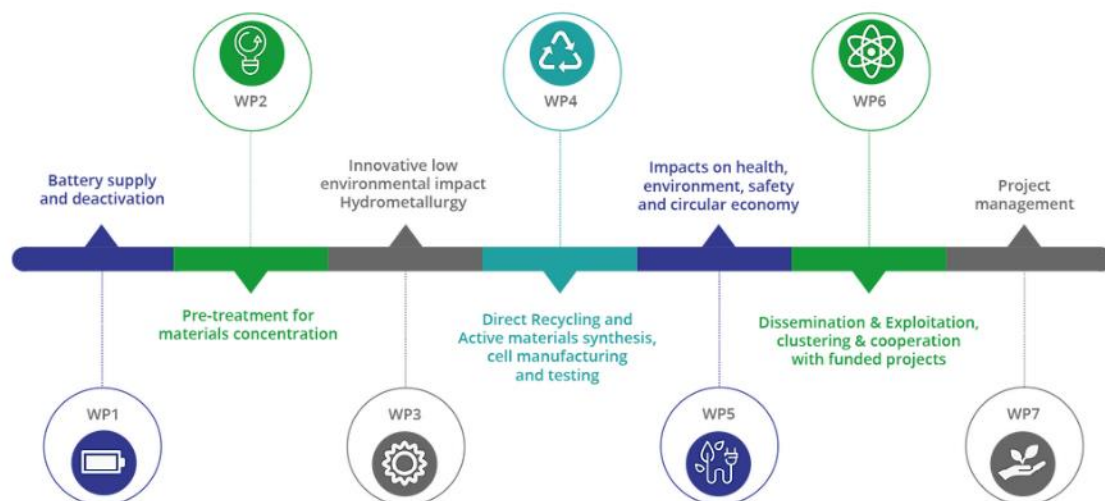


Figure 12: Work Packages

The "Project consortium" subpage includes the map of the partners with their respective logos. The logos are linked to their organisation's page.



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Figure 13: Map with the logos of the partners



Figure 14: Logos of the partners

2.2.3 News & Articles

The page “News & Articles” contains all the latest news regarding the project and its partners, as well as publications in the framework of the project.



NEWS & ARTICLES



Nov 14

NEWS

CLUSTERING EVENT ON 14
NOVEMBER 2022, BELGIUM,
BRUSSELS



Sep 20

NEWS

EU-FUNDED PROJECT RESPECT
KICKS OFF ON 20 SEPTEMBER
IN PARIS, FRANCE

Figure 15: News and Articles

2.2.4 Events

The "Events" section provides an overview of upcoming events, either open for public or just limited to the Consortium, such as General Assembly, Plenary Session meetings in which the general public cannot participate, but can read about its outcomes regarding the project and partners.

EVENTS



Nov 17

**Maecenas eu
vehicula metus:
Curabitur imperdi...**

Pellentesque habitant morbi



Nov 17

**Nullam elementum,
mass: Pellentesque
lorem magna,...**

Lorem ipsum dolor sit amet,

Figure 16: Events



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2.2.5 Downloads

The “Downloads” section contains all the publicly available project materials that will be produced and will be uploaded on the website, available for download to the public. This section is divided into “Communication Materials” and “Public Deliverables”.

The “Communication materials” section provides the overview of all communication materials used for the project. All resources will be downloadable for the users.

COMMUNICATION MATERIALS



Presentational leaflet

Figure 17: Communication materials

The “Public Deliverables” section includes all the latest public reports of the RESPECT project.

Public deliverables

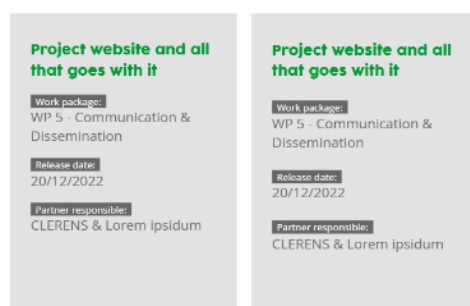


Figure 18: Public Deliverables

2.2.6 Contact us

The final section of the website is “Contact us” page. It gives the internaut the opportunity not only to subscribe to the newsletter, but also to get in contact with the project coordinators.



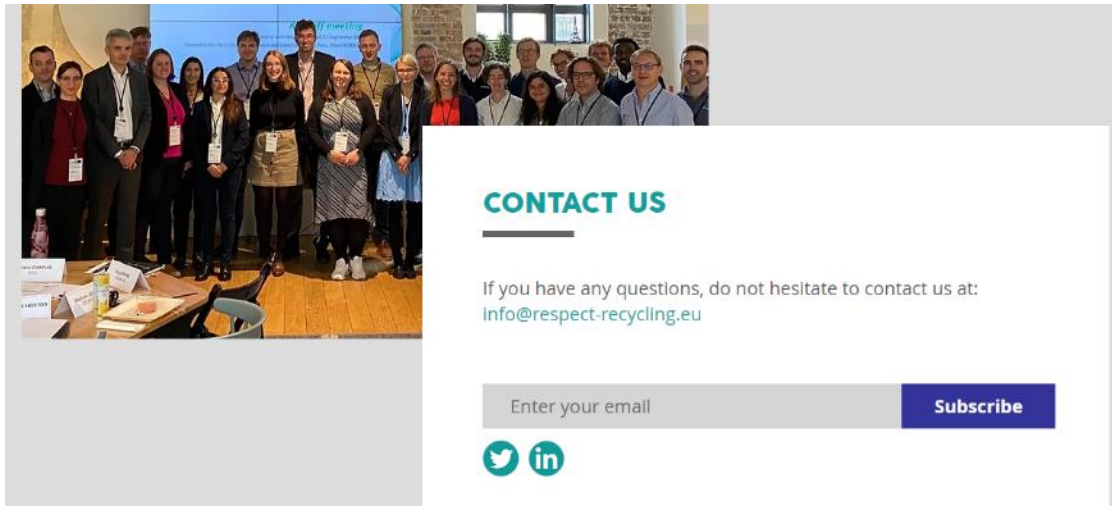


Figure 19: Contact us

2.3 Website statistics

The RESPECT website statistics will be monitored through the Google Analytics platform, which allows to keep track of the website performance and plan a reactive communication strategy. Personal data of internauts will be processed according to [the GDPR Regulation](#) (Regulation 2016/679 of the European Parliament and of the Council, 27th April 2016). Google Analytics allows to analyse various data aspects of website performance. Results from the platform will be available and shared with the Consortium at all meetings to assist the discussions on strategies on how to increase project's outreach.

2.4 Social Media

The SoMe accounts of RESPECT project (Twitter and LinkedIn) were created in December 2022. It aims to promote the news, activities and outcomes of the project by gathering an online community of users.

The SoMe icons are presented in the several sections of the website, as they are always pinned in the header of the website. The icons are linked to the SoMe accounts. Since the SoMe channels are directing the audience (s) to the website, they will be fully operational by month 6 of the project when the website goes online.

For the social media channels, the built-in analytics tool will provide information on the followers' growth, the engagement rate and the conversations around the project and the topics. This information will provide data on the awareness of the audience on the project.

2.4.1 Twitter

The URL of the Twitter account is [@RespectRecycle](#). The Twitter account will be used to provide tweets related to all project's research activities, project's news, and to re-tweet any subjects related to their activity and to the related topic.

The project's main hashtags will be #RespectRecycle, #Respectproject, #h2020, #HorizonEurope, #BatteriesRecycle etc.





Figure 20: Twitter account

2.4.2 LinkedIn

The URL of the LinkedIn account is <https://www.linkedin.com/company/respect-recycling/>

LinkedIn profile name is RESPECT recycling. It will be used to strengthen the relationship between parties and development of the new connections between the several interested actors.

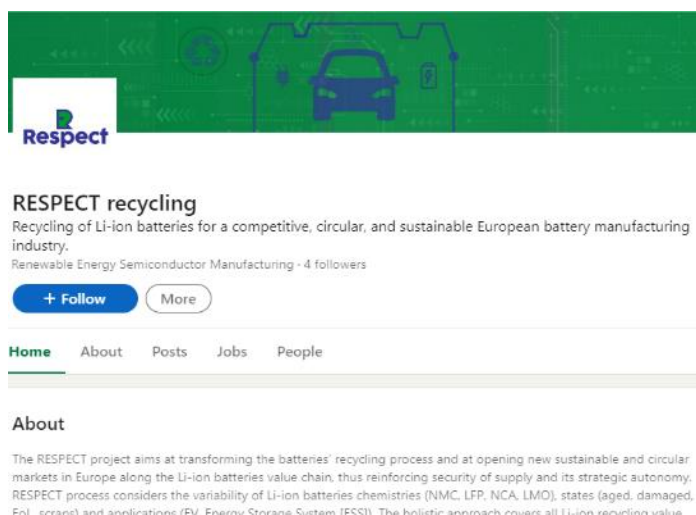


Figure 21: LinkedIn Account Page

LinkedIn Account for RESPECT project was created in December 2022 (M6) and is fully operational.



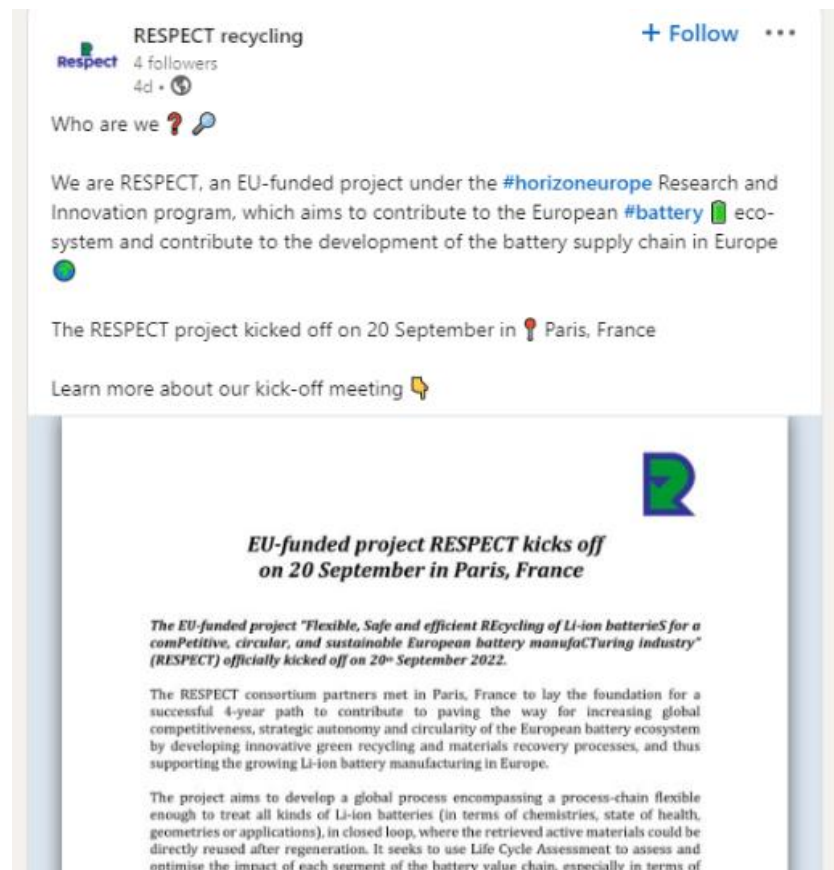


Figure 22: LinkedIn Post

2.5 Privacy and Cookie Policy

[The Privacy and Cookie Policy](#) of the RESPECT project website ensures that personal data of users is processed according to the General Data Protection Regulation (GDPR).

(See [Privacy & Cookie Policy | CLERENS](#))



CONCLUSION

The RESPECT website together with Social Media accounts will act as a strong communication tool and correspond to the need to communicate and disseminate the project’s information and outcomes, as well as any other information relevant within the framework of the project. The progress and updates from the project Consortium will gradually be implemented to the website.

CLERENS will regularly update the pages and subpages of the website, upload relevant materials, and publish news items, as well as related events and project news. Only by maintaining the site updated, it is possible to ensure a high outreach potential for the project communication and dissemination. The website also to report its effectiveness to EC and the whole project consortium.

The website and related statistics will comply with Data Protection Policy. Throughout the project lifetime, the usability of the website will be reviewed to bring further improvements.



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