



SYMSITES

ECOSITES implementation for industrial-urban symbiosis through social and technological solutions

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Abstract

The present deliverable illustrates the work done to set the basic visual identity of the SYMSITES project, the project website, and the social media handles that will support the dissemination and communication strategy of the project.

List of Abbreviations and acronyms

Abbreviation	Meaning
EU	European Union
D	Deliverable
DG-AGRI	Directorate-General for Agriculture
DG-ENV	Directorate-General for Environment
DG-GROW	Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
I-US	Industrial and Urban Symbiosis
IS	Industrial Symbiosis
LCA	Life Cycle Assessment
LCC	Life Cycle Cost
min	Minimum
PPT	PowerPoint
R&D	Research and Development
SME	Small and Medium-sized Enterprises
WP	Work Package





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1. Executive Summary

The execution of the SYMSITES project is organized into 5 technical work packages and in parallel to these technical activities, there is a specific activity (WP6) focused on dissemination and communication actions.

Deliverable D6.4. “Project website and social media” provides information on the SYMSITES project website and all the social media created for the project communication.

Apart from the project website (www.symsites.eu) news and information of interest regarding the project will also be published on the social networks (Facebook and LinkedIn) of the project.

2. Objectives

SYMSITES consortium has developed a strategic communication and dissemination plan answering to WHO (target audiences) will receive WHAT (key messages), HOW (communication channels), and WHEN (implementation and time planner). Communication messages will cover technological news, internal meetings and social and environmental impacts.

To execute the Dissemination and Communication plan, several communication materials will be generated during the SYMSITES project development:

- SYMSITES logo, which represents the visual identity of the project
- Website of the project (www.symsites.eu)
- Flyer, roll-up, banner, poster
- Standard presentation with key messages
- Promotional videos, with the objective of illustration and description of the developments of the project and their applicable results.

The above-mentioned communication materials will be showcased in one-on-meetings, networking, conferences, and exhibition stand, as well as online through the project website, partners’ websites, social media (Facebook and LinkedIn), and personal networks. Continuous updates on the website (min: 12/year). Production of press releases (2/year).

The following table presents the target groups, communication channels and types of information required, for more visual identification of the role of the website, social media and the communication materials produced by the SYMSITES consortium.





Target Groups	Communication Channels	Type of Information	Aim
<p>Stakeholders/Industries and SMEs:</p> <p>Food, cosmetics, water, and textile industries, clusters, and regional and local authorities.</p> <p>Industry associations and representatives at the EU level</p>	<ul style="list-style-type: none"> ▪ Website ▪ Stakeholders workshops and seminars ▪ Conferences ▪ Printed materials ▪ Promotional videos ▪ Scientific publications ▪ Market fairs 	<ul style="list-style-type: none"> ▪ Introducing the 4 EcoSites to inform about the technologies and services ▪ Reports on Socio-economic analysis ▪ Business cases ▪ Exploitation strategies 	<ul style="list-style-type: none"> ▪ Project involvement ▪ Commercial exploitation of products ▪ Spreading the technology used among the interested industries
<p>Research and academia:</p> <p>European scientists from academia, research institutes, SMEs, industries, wastewater and waste treatment facilities, nanotechnology, chemical engineering, coatings and membranes</p>	<ul style="list-style-type: none"> ▪ Scientific journals ▪ Conferences ▪ Website and social media 	<ul style="list-style-type: none"> ▪ Information in technical reports, LCA, and LCC analyses. ▪ Project brochures ▪ EcoSites dossiers. 	R&D scientific cooperation
<p>Policy actors and regional and national authorities:</p> <p>International organizations (WHO, European Directorate (DG-ENV, DG-AGRI and DG-GROW), National Environmental Agencies, Ministries, Regional Water Agencies and Municipalities)</p>	<ul style="list-style-type: none"> ▪ Web and social media ▪ Policy workshops in European ▪ Specialised communication channels (EU Community, etc.) 	<ul style="list-style-type: none"> ▪ Information about end-users participation in the demonstration of technologies/products ▪ Challenges and outlook ▪ Policy Briefings, Guidelines, ▪ List of relevant standards and policies in Europe 	Support and influence of policymakers and relevant authorities





Target Groups	Communication Channels	Type of Information	Aim
<p>General public: EU citizens, consumer organizations</p>	<ul style="list-style-type: none">▪ Website▪ Dissemination material▪ Promotional videos▪ Meeting with relevant stakeholders	<p>Information about the final products</p>	<ul style="list-style-type: none">▪ Raise awareness of the benefits of the project I-US and IS▪ Increase the social acceptance of the use of reclaimed water and wastes



3. Description of the work

The present document is structured as follows:

- Chapter 3.1. illustrates the concept behind the creative design of the SYMSITES logo.
- Chapter 3.2. describes the visual identity.
- Chapter 3.3. describes the website structure and sections.
- Chapter 3.4. is about the setup of the two official project's social media channels which will support the digital communication strategy
- Chapter 3.5. shows the basic templates created to facilitate internal and external communication and deliverable production following the unified project look and feel.

3.1. SYMSITES logo

The logo design process starts with two sinuous shapes inspired by the green and the iconography in which you can identify a leaf or a drop of water.

The urban and industrial sectors are showcased by a few easy-to-recognize icons, represented as **two sides of the same world**. The **symbiosis process** between the two sectors is represented by the green circle in the urban sector, which is coming from the industrial one; as well as by the clear-blue circle in the industrial sector, which is from the urban one.

Watching both shapes together as an entire figure gives us a sense of dynamism able to showcase the concept of circular economy, whether the whole symbol is enclosed by a circle or not.

All along the shape borders, the white space needs to be considered full. So, if you look better, as in a game of optical illusions and visual perceptions coming from Gestalt psychology, you can start seeing a white letter "S" of SYMSITES, which represents the connectivity between the urban-industrial sectors.

This logo synthesizes **connectivity** and **circular economy** in the urban and industrial sectors and reflects **SYMSITES main concepts as a whole**.



Figure 1. Symsites Logo



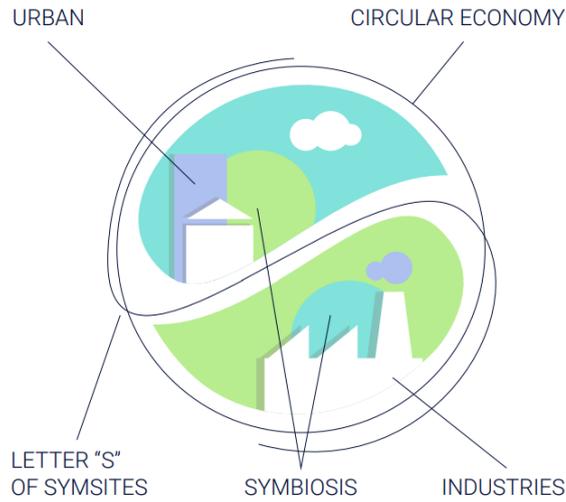


Figure 2. Structure and technical specifications

An innovative palette with fluorescent, bright and impactful colours has been used in its design (Figure 3).

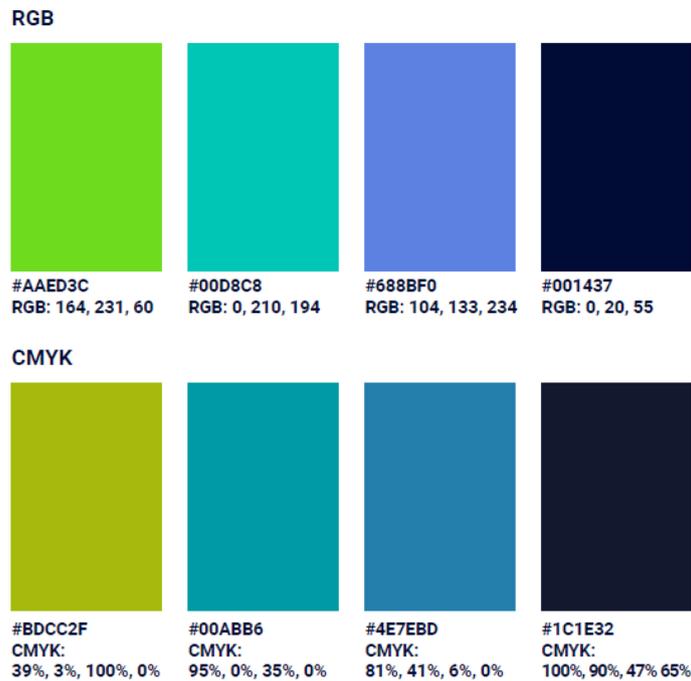


Figure 3. Colour palettes

The shades of purple and black portray the **innovative and creative side of the project**, while the neon acid green and aqua green evoke the **environment** and the **recycling** sector.



Both lines represent the same palette of colours, in particular, the RGB one showcases how they will look on web platforms, while the CMYK one, how they will appear on printed materials and branded goods.

The Urbane Rounded font used is a clean, professional, modern and straightforward Adobe sans-serif, able to create a strong contrast with the symbols (Figure 4)



Figure 4. Logo font

3.2. SYMSITES visual identity

Starting from pictures, icons and the two shapes used to build the logo, we played with these graphic elements to create a real “**Window to the World**” that is to the brand-new sustainable world the project is aiming to build.

The shapes are represented in two patterns to be used in different contexts to highlight ideas, concepts and pictures.

The circular repetition of the fully coloured shapes, instead, can be used to underline the photos showcased through the two central drop-shapes that reflect the logo shape. **The linear** repetition of the fully coloured shapes creates soft and sinuous waves to be used as a graphic décor. (Figure 5)

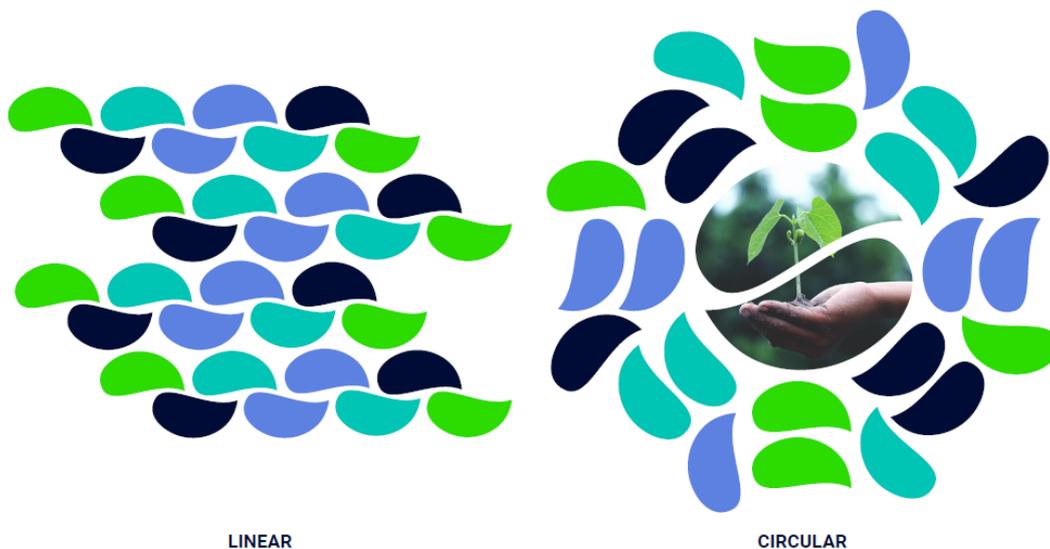


Figure 5. Patterns & Shapes.



Moreover, the circular pattern takes up the idea of a circular economy around the image which develops the “window to the world” concept. Both patterns can convey the concepts of sustainability, connectivity and circularity.

To achieve a clean and professional communication style in accordance with the logo, we decided to use the **ROBOTO font**. (Figure 6)

Roboto

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

Title

= Roboto Bold

Subtitle

= Roboto Medium

Paragraph / Paragraph

= Roboto Light or Regular

Figure 6. Visual identity font

Different sizes will help to underline the different contents: the Roboto Bold can be used for titles; the Medium one for subtitles; lastly, the Roboto Light or Regular for the paragraphs. Figure 7 shows how to use it.



With the image inside of the pattern.



With a contour pattern to the image.



With a contour pattern to the content/text

Figure 7. How to use the visual identity



3.3. SYMSITES website

SYMSITES website has been structured into different sections and sub-sections as follows:

- **Home**
- **The Project:** this section is the backbone of the website as it is illustrating the overall concept and rationale for the project and it's organized into four sub-pages as follows:
 - What is SYMSITES concept
 - Symbiosis
 - Expected impact
 - Diving into SYMSITES
- **Consortium:** contains a map with the location of project partners and links to their websites.
- **Deliverables:** contains documents of public interest with general information about the project's results and development.
- **News:** containing news related to the project or information that matches the scope of the project.
- **Calendar:** contains events where SYMSITES participated or will participate.
- **Contact:** contains a form to be completed by interested people in the project. The form will be received as an e-mail to the website administrators, represented by the project coordinator (AITEK).
- **Private area:** contains confidential documents that can be shared only between the project partners. Access to this section can be made only by registering to the website platform.

The footer is fixed on all pages and displays the social media icons, a link to the Privacy Policy Statement and Cookies and an acknowledgement of the support received from the EU. Also, the latest news feed on the web and social networks is included.

Also, the **generic email address** info@symsites.eu has been set up and is available for stakeholders for direct communication with the consortium. This email account is managed by AITEK in charge of the coordination of communication activities.



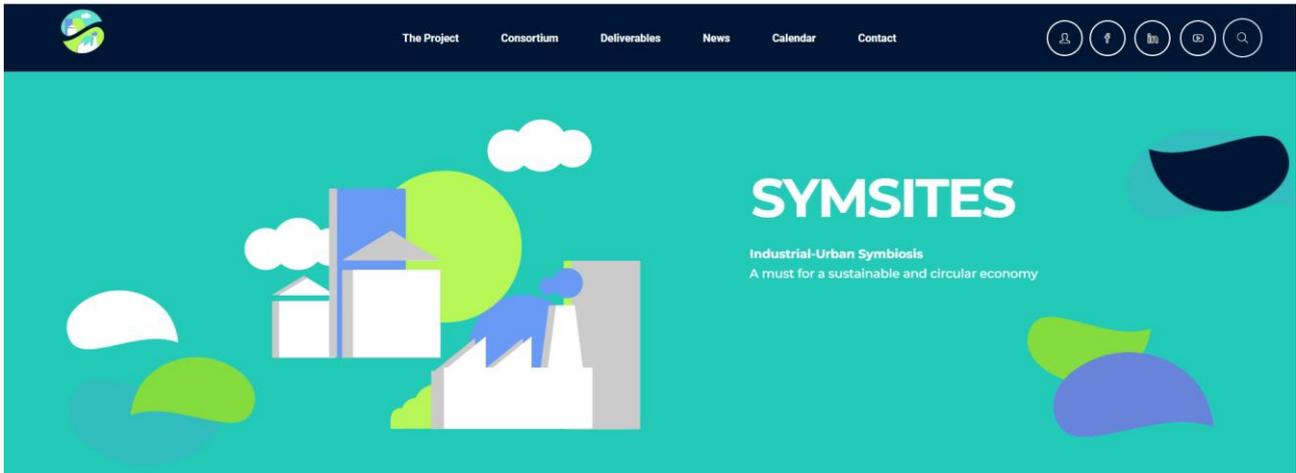


Figure 8. SYMSITES website’s homepage

The Project

The SYMSITES project aims at developing new technologies and solutions based on the Industrial and Urban symbiosis (I-US) concept, for local and regional collaborations among diverse actors (Citizens, Municipalities and Entreprises) and sectors improving the sustainability of the use of industrial and societal resources starting from waste water and waste materials.

SYMSITES’ main asset lies in the valorisation of underused materials and energy resources (industrial side streams, industrial waste, by-products and end of life urban waste) and their transformation into feedstock for industries processes. In other words, the project develops high technology solutions to achieve a real circular economy for the involved sectors.

The project’s partners believe that the impact of climate change has pushed Countries and organisations worldwide to look for greener energy, processes and reuse of waste. Therefore, in reaction to linear behavior (extract-use-waste), companies and public organisations should learn from the closed loops of natural ecosystems.

Throughout the next 4 years, SYMSITES will test novel technologies, methodologies, and stakeholders’ engagement applied in four European Ecosites, different in their social-economic, and environmental aspects, from the north, (Denmark), through the mid- (Austria), and southward to (Spain and Greece).

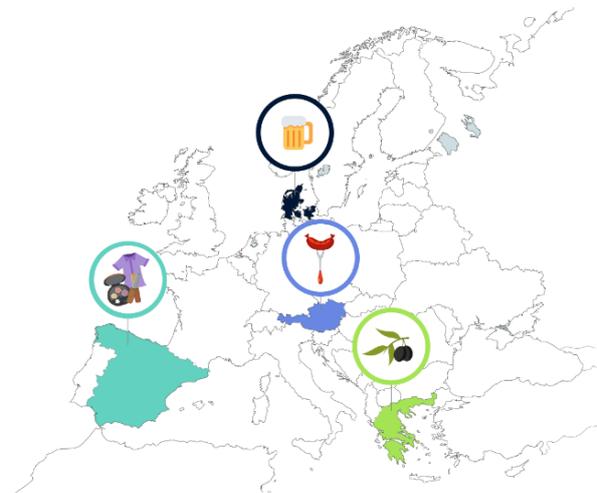


Figure 9. The project page. What is SYMSITES concept



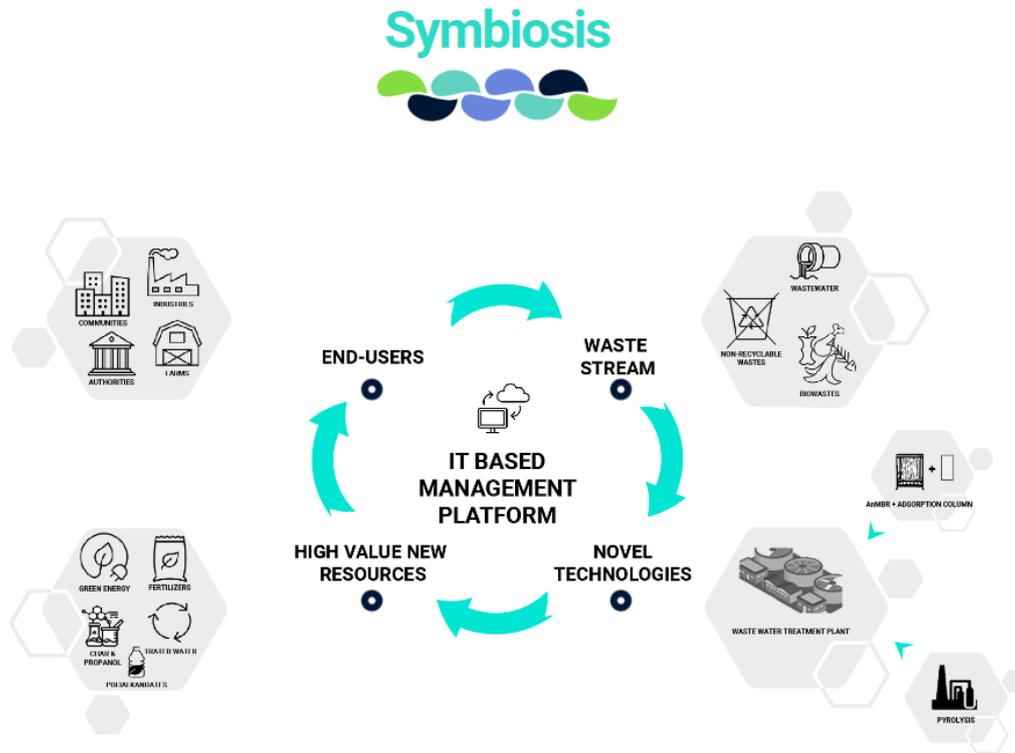


Figure 10. The project page. Symbiosis (illustrating SYMSITES conceptual approach)





Figure 11. The project page. Expected impact





Diving into SYMSITES



Figure 12. The project page. Diving into SYMSITES



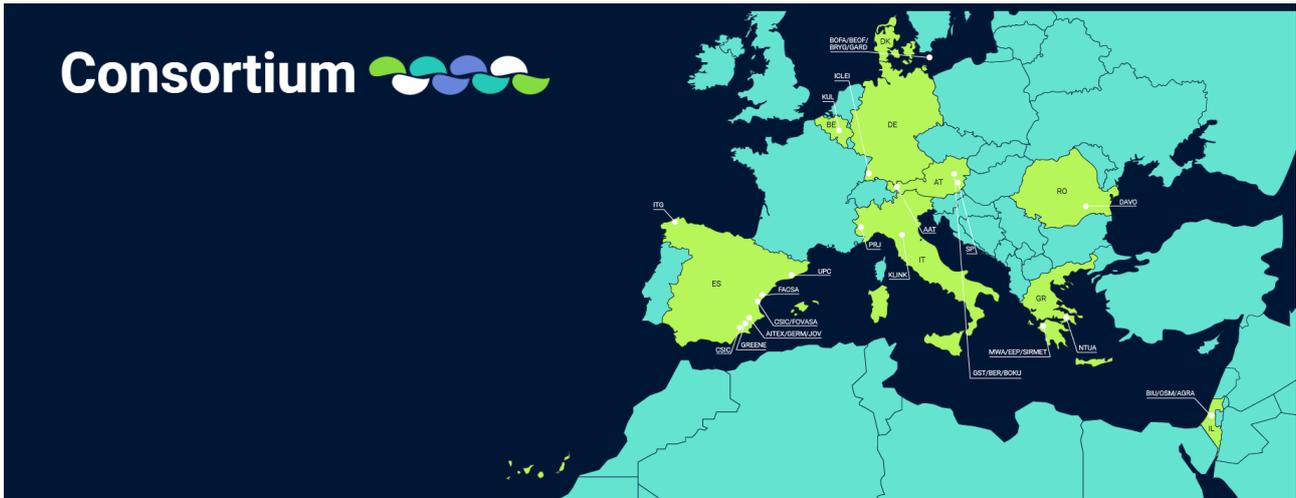


Figure 13. Consortium page

Deliverables

Download All →

D3.3 ITG	User manuals and demonstration video	
D3.4 ITG	Best Practice Guidelines for Public Authorities: needs and solutions for system implementation	
D3.5 ITG	Final report - Best Practice Guidelines for Public Authorities: needs and solutions for system implementation	
D4.3 AITEX	EcoSites operation - optimization of the treatments, biogas, water and sludge production	
D4.4 AITEX	High Value New Resources validation	
D4.9 AITEX	Showcases of the 4 EcoSites including description and videos	
D5.1 BOFA	Spin-off establishment and its actions plan	

Figure 14. Deliverables page





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SYMSITES

News



November 23, 2022

SYMSITES kick-off meeting: the future starts now!

30 international partners, from 9 countries, gathered on July 5 and 6 ...

Read More 



November 21, 2022

SYMSITES: an accelerator for Industrial and Urban Symbiosis

Turning Europe's research results into innovations which generate value for the economy, ...

Read More 

Figure 15. News page

Calendar

Upcoming events

24 JAN 23	Workshop, Pisa (Italy) →	25 JAN 23	Steering Committee, Pisa (Italy) →
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Events that have already happened

05 JUL 22	Kick-off Meeting, Alicante (Spain) →
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Figure 16. Calendar page





Contact

More information
✉ info@symsites.eu

Follow us on:

Name _____

Email _____

Message _____

Send a message →

Figure 17. Contact page



SYMSITES

Username or Email Address

Password

Remember Me

Log In

Lost your password?
→ [Go to SYMSITES](#)

[Privacy Policy](#)

Figure 18. Access to the private area



3.4. Social media

Social networks play an important role in raising public awareness of SYMSITES and allowing interaction. To this purpose, Facebook and LinkedIn accounts have been created to share project innovations and developments in short bite-sized messages suitable for this type of media.

News will also be published in the media further increasing public traffic to the project.



Figure 19. SYMSITES Facebook account

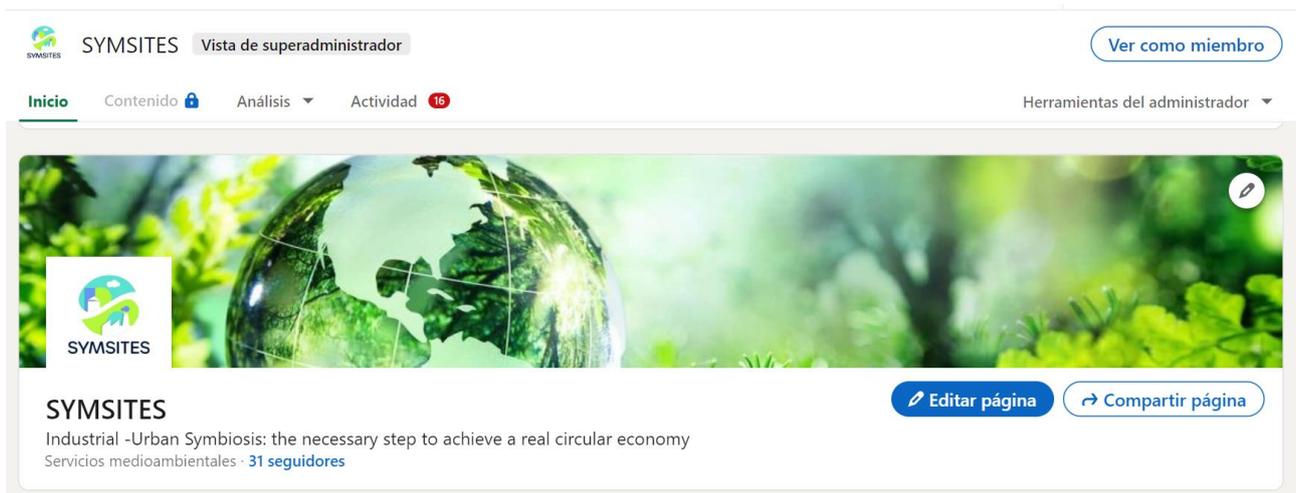


Figure 20. SYMSITES LinkedIn page



3.5. Standard project templates

3.5.1. Deliverable template

A deliverable Word template has been sent to the partners. The table of Content includes several pre-set and compulsory headings, namely:

- Abstract
- List of Abbreviations and acronyms
- Executive Summary
- Objectives
- Description of the work
- Conclusions
- Bibliography and sitography

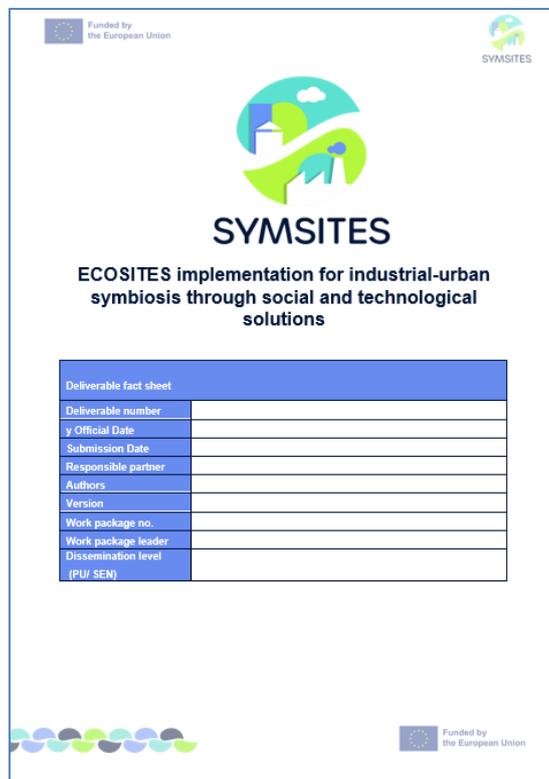


Figure 21. SYMSITES deliverable cover page

3.4.2. Powerpoint presentation template

A standard PPT template is provided for both internal use and project dissemination purposes.





Figure 22. SYMSITES PowerPoint template: cover slide



Figure 23. SYMSITES PowerPoint template: section title slide

4. Conclusions

The present deliverable describes the initial steps undertaken in the communication and dissemination activities of the SYMSITES project by agreeing upon and setting the basic tools and materials for internal communication.





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SYMSITES

It provides an overview of the logo design process and results, the website structure, and the production of working templates and materials.

