



TREASURE

D7.3: Communication material

17/11/2021 (M6)

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Technical References

Project Acronym	TREASURE
Project Title	leading the TRansition of the European Automotive SUPply chain towards a circulaR future
Project Coordinator	POLITECNICO DI MILANO (POLIMI)
Project Duration	36 months as of 1 June 2021

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EXECUTIVE SUMMARY

The Deliverable D7.3 “Communication material” is a public document of the TREASURE project, delivered in the context of WP7, Task 7.2. One of the objectives of WP7 is to design and execute high quality communication material and activities and to efficiently disseminate project results to relevant stakeholders. To support this objective and the implementation of the Dissemination strategy in general, a set of communication material and tools were produced. They include the following:

1. Visual identity: logotype
2. Written Identity
3. Templates
4. TREASURE Press Release: The launch
5. Newsletter
6. Brochure
7. Roll-up
8. Video Conference Background

While 7.1 “Dissemination Plan” outlines the communication and dissemination activities planned by the TREASURE partners for the duration of the whole project, and how they interact with each other, the present deliverable is rather intended as a concise report on the communication tools created by Month 6.

These materials are not intended to be static. They will be further updated and improved throughout the project in order to better adapt to the target audiences and reflect the achievements of the project as the project goes.

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1. Introduction

This deliverable summarizes the work developed to design and execute high quality communication material and activities and to efficiently disseminate project results to relevant stakeholders. The following set to communication materials are devoted to support the implementation of the Dissemination strategy (T.7.1). The communication materials have been developed in two stages. First, a corporate identity manual has been prepared, to get a cohesive identity of the project. Following this manual, a set of templates for the project documentation and dissemination have been prepared.

This document is organized in three main parts. First, the information regarding the project identity (both visual and written) and how to be used according to the identity manual is presented. After that, the templates for the project documentation, as well as for the dissemination materials are included and explained.

2. Project identity

2.1. Visual identity: logotype

The TREASURE logo has been developed first identifying the TREASURE's brand personality, which highlights the project's main features, characteristics and elements we want to convey when communicating about the project (Figure 1).

2.1.1. Colour standards

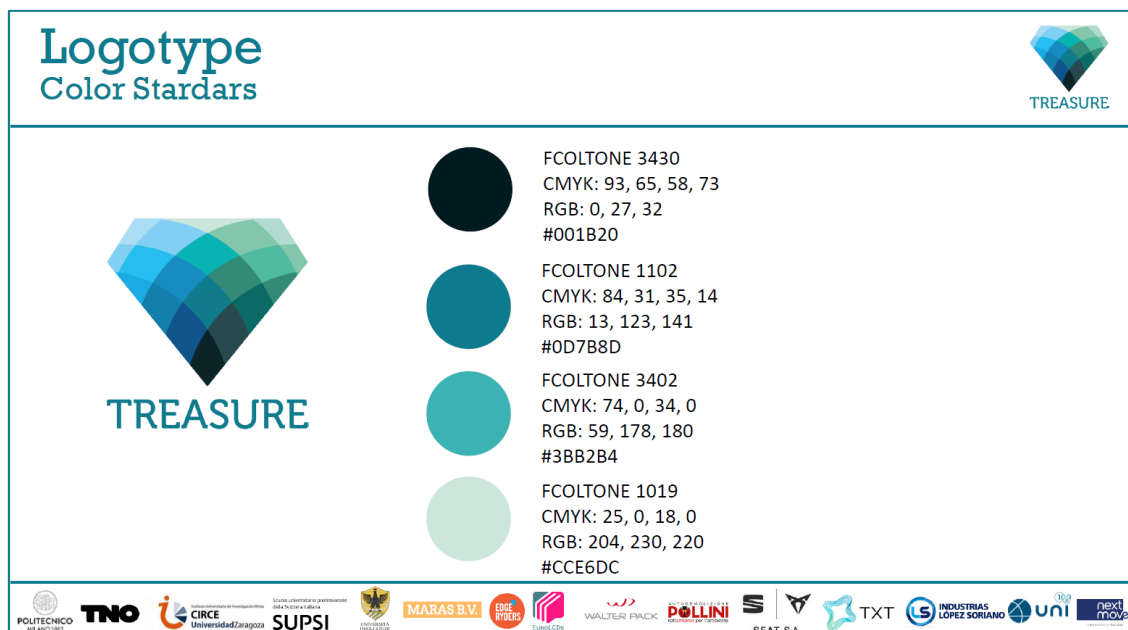


Figure 1 - Logotype and colour standards

2.1.2. Dimensions

The minimum logo size in all usages is 1.2 cm wide. Use the function: "lock aspect ratio" to avoid deforming the logo.

2.1.3. Clear space requirements

The TREASURE logo must stand out in all uses. Maintain clear space on all sides of the logo. The free zone stops the logo competing with other elements and graphic expressions. The minimum clear space above and under the logo is equal to the height of the letter T. The clear space to the left and right of the logo is equal to the width of the letter T (Figure 2).



Figure 2 - Clear space requirements for TREASURE logo

2.1.4. Proper use of the TREASURE logotype

The logo is a fixed design element that may not be edited or changed in any way. The logotype may only be reproduced graphically as described in Figure 3. Additionally, Figure 4 shows some of the incorrect uses of the TREASURE logo.

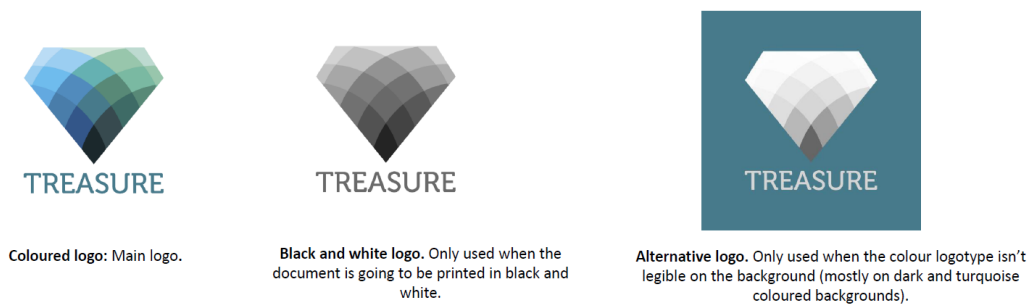

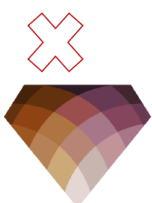


Figure 3- TREASURE logotype's alternatives

Logotype

Incorrect use of the TREASURE logo


TREASURE



X

TREASURE


The use of colours is incorrect.



X

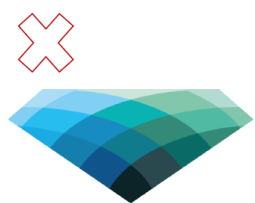
TREASURE

Coloured logo is not suitable for this blue background.



X


TREASURE word must be included.






X


TREASURE

The logo is deformed















Figure 4 - Incorrect use of TREASURE logo

2.2. Written Identity

Whether communicating online or via other means, it is essential to provide a clear and concise overview of the TREASURE project. To this end, a written identity has been produced to ensure that the project is presented accurately and consistently in all internal and external publications, documentation and communications (Figure 5 and Figure 6).

2.2.1. Name and Typeface

Name



- This is the **correct** way to write TREASURE.
- This is the **incorrect** way to write treasure.
- This is the **incorrect** way to write Treasure.

Example:

“From one side, the TREASURE solution can assist both car parts suppliers and carmakers in assessing their design decisions in terms of circularity level, also considering the effects of their decisions on EoL processes”.




Figure 5 - Correct way to write TREASURE

Typeface



- The following fonts are acceptable for TREASURE’s brand imaging. Guidelines are provided for the use of each version.
- **Corporate identity:** Museo 700 is the font used in the logo.
- **Headings** are used in print and web materials. All headlines should be typeset in Rockwell.
- **Body Copy:** Use Calibri for body copy (blocks of text or paragraphs).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;’?(){}
Rockwell

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
123456789.,:;’?(){}
Calibri




Figure 6 - TREASURE’s Typeface

2.2.2. Payoff

A payoff or tagline is a one-sentence slogan, a variant of a branding slogan, typically used in marketing materials and advertising. The idea behind this concept is to create a memorable phrase that will sum up the tone and premise of a brand or product or to reinforce the audience's memory of a product.

The following tagline was also developed for the project:

“Supporting the transition of the automotive sector towards circular economy”

2.2.3. Key Message

The key message can be translated into other languages for local dissemination purposes.

Key message

TREASURE is a Research and Innovation Action co-funded by the European Commission under the H2020 programme willing to offer new opportunities for testing innovative technologies to make the automotive sector more circular.

TREASURE has four main objectives:

- 1) **Guaranteeing a sustainable use of raw materials in the automotive sector**, by reducing material supply risks
- 2) **Adopting in practice the circular economy paradigm in the automotive sector**, by acting as demonstrators for the manufacturing sector
- 3) **Offering better vehicle-related economic, environmental and social performances** to all the end users
- 4) **Creating new supply chains around End-of-Life Vehicles (ELVs)**, by focusing on a circular exploitation of raw materials embedded into cars.

In this way, TREASURE will concretely support companies in the automotive sector, by **demonstrating in practice the benefits obtainable from the adoption of the circular economy paradigm both from a business/supply chain and from a technological/sustainability point of view**, through the adoption of Industry 4.0 technologies in ELV management processes.

TREASURE is willing to reach three main results:

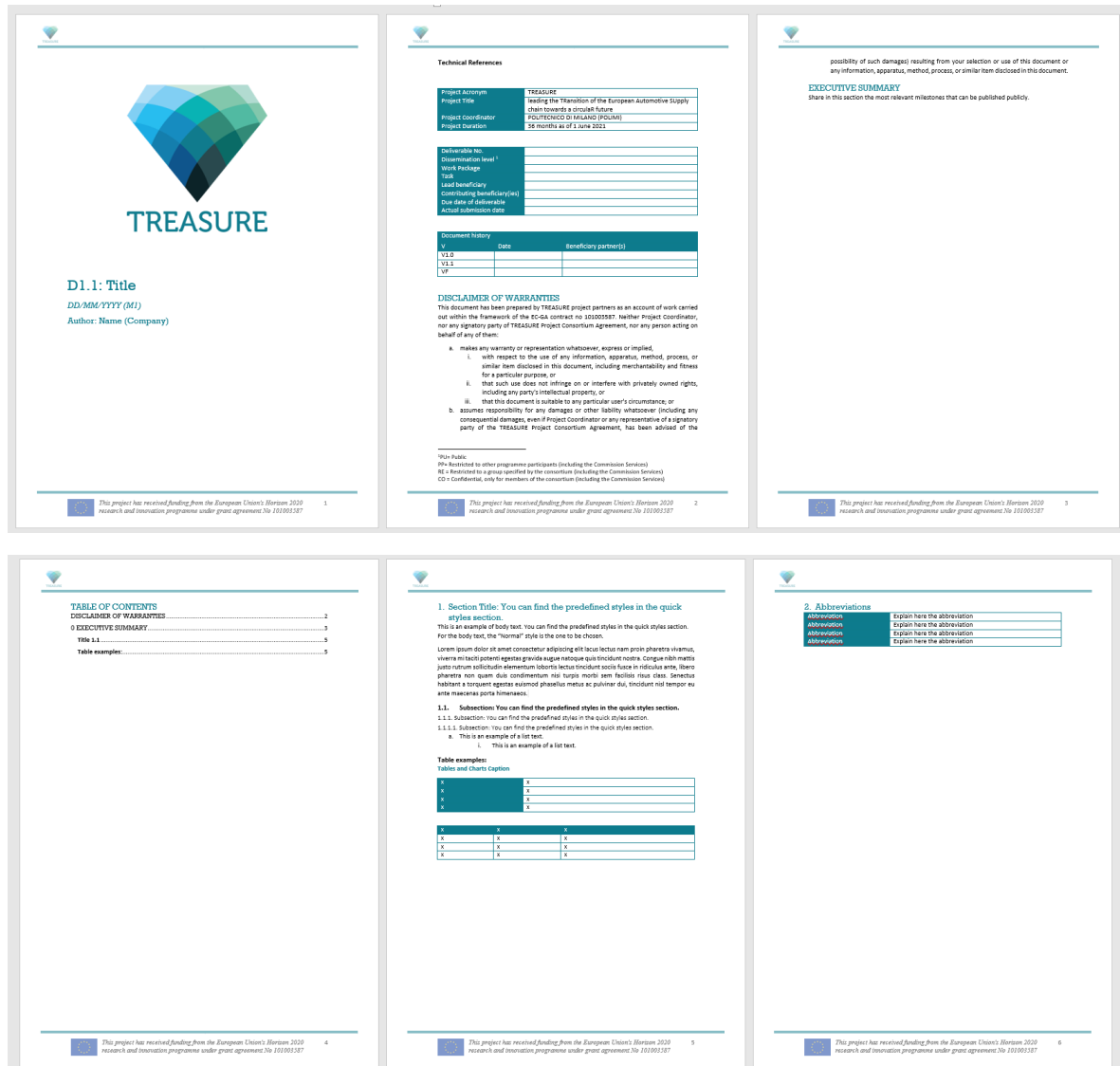
- 1) **Developing an AI-based scenario assessment tool** supporting the development of circular supply chains in the automotive sector
- 2) **Representing a set of success stories** in three key value chains of the automotive industry, as dismantlers/shredders, recyclers and manufacturers, by demonstrating the benefits coming from the adoption of CE principles in the automotive sector
- 3) **Integrating Key Enabling Technologies (KETs)** for the efficient design of car electronics and subsequent disassembly and materials recovery.

3. Templates for project documentation.

Word and PowerPoint templates have been designed to ensure that communications remain true to the common visual identity. Consistent visual and written style is important for ensuring project recognition and delivering a professional communications effort. The following templates have been distributed to project partners:

- Deliverable template (Figure 7)
- Dissemination form template (Figure 8)
- Agenda template (Figure 9)
- Minutes template (Figure 10)
- PowerPoint template (Figure 11)
- Poster template (Figure 12)

3.1. Deliverable template



Page 1: Title

D1.1: Title
DDMM/YYYY (M1)
Author: Name (Company)

Page 2: Technical References

Project Acronym	TREASURE
Project Title	Tackling the Transition of the European automotive Supply chain towards a circular future
Project Coordinator	EUROPEAN DIGITAL INSTITUTE
Project Duration	36 months as of 1 June 2021

Deliverable No.	
Dissemination level ¹	
Work Package	
Task	
Lead beneficiary	
Contributing beneficiary(ies)	
Due date of deliverable	
Actual submission date	

Doc. ID	Date	Beneficiary partner(s)
V1.0		
V1.1		
01		

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Page 4: TABLE OF CONTENTS

DISCLAIMER OF WARRANTIES 2
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 Table example 5


Page 5: 1. Section Title: You can find the predefined styles in the quick styles section.

Page 6: 2. Abbreviations

Abbreviation	Explain here the abbreviation
Abbreviation	Explain here the abbreviation
Abbreviation	Explain here the abbreviation

Figure 7 - Template to be used for TREASURE deliverables

3.2. Dissemination form template



TREASURE

Dissemination Form

DD/MM/YYYY (MI)

Author: Name (Company)

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0. INSTRUCTIONS

Please, read the following instructions before fill in the form.

0.1. How to fill in the event dissemination form?
The event dissemination form has two different sections: SECTION 1 and SECTION 2.

SECTION 1: BEFORE EVENT ATTENDANCE
This section of the form must be completed by the TREASURE partner before the partner attends the event. In this way, both the project coordinator and WP7 leader will know about the event. The information to be filled in this section is very general, but it will allow WP7 leader to disseminate it on the TREASURE website and on its social media. Thus, especially if the event is online, project partners or other interested people can sign up as audience.
Once completed, send the first part of the form. (0.2. How to send the form?)

SECTION 2: AFTER EVENT ATTENDANCE
Once the TREASURE partner has participated in the event, the partner will need to complete SECTION 2 of the form. As SECTION 1 has been previously submitted, SECTION 2 will have to be completed on the same document.
This second section is more specific, and a brief summary of the event will have to be written and photos and presentations will have to be attached. This information is what will be published on the TREASURE website, so please, the more complete it is, the better.
Once completed, send the second part of the form. (0.2. How to send the form?)

0.2. How to send the dissemination form?
Please fill in the form (SECTION 1 before attending to the event, and SECTION 2, afterwards) and sent it to the TREASURE Project Coordinator **Paolo Rosa** (paolo.rosa@polimi.it) and to TREASURE Dissemination email (communication@treasureproject.eu) with the subject: "Name of the partner_ Name of the event_date of the event (mm/dd/yy)"
Example: **UNIFRA_Milano/01/01/2020 Summer Course_21/09/20**
Please, name the document with the same structure]

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1. SECTION 1: BEFORE EVENT ATTENDANCE

Dates of the event:	
Name of the event:	
Name of event organizer:	
Type of event: (On-site/Online)	
Website link of the event:	
Type of audience: (Research, Higher Education, Industry, General Public, Policymakers, etc.)	
Countries addressed / represented:	
Partner responsible/involved:	
Name of the TREASURE attendee:	
Activities at the event: (oral presentation, poster presentation, booth)	
Title of presentation/paper: (if applicable)	

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2. SECTION 2: AFTER EVENT ATTENDANCE

SUMMARY OF THE EVENT (5-20 lines)

This is the information that will be included in TREASURE website

2.1. Multimedia material
This material will be included in TREASURE website. Please, mark with an X the material you attach in the email.

	Yes, I attach them in the email	No
Photos		
Videos		
Presentation/ papers (in pdf format)		
Other material		

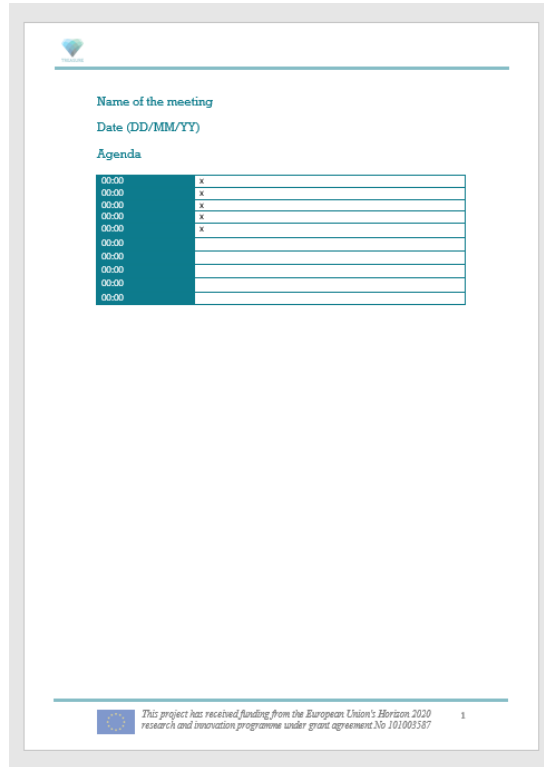
Does TREASURE presentation/paper appearance in any media? Complete the following table:

Category of media	Name of journal/portal/newsletter...	Country of multiplier	Internet (link to the piece of news)
e.g. journal, newsletter, blog, group, portal, ...			

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Figure 8 - Template to be used for TREASURE dissemination form

3.3. Agenda template



Name of the meeting
 Date (DD/MM/YY)
 Agenda

00:00	X
00:00	X
00:00	X
00:00	X
00:00	X
00:00	
00:00	
00:00	
00:00	
00:00	
00:00	
00:00	

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Figure 9 - Template to be used for TREASURE Agenda

3.4. Minutes template




TREASURE

WPx x: Title
Task x x: Title
 DD/MM/YYYY (Mx)
 Author: Name (Company)

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Meeting Minutes:

Name of the meeting	X
Date	X
Work Package	X
Task	X
Participants	X

Agenda:

00:00	X
00:00	X
00:00	X
00:00	X
00:00	X
00:00	
00:00	
00:00	
00:00	
00:00	
00:00	

Participants:

No.	Organization	Family name	First name
1			
2			
3			

Main decision points:

- First idea
- Second idea
 - 1.1. Idea

Following steps:

- First idea
- Second idea
 - 1.1. Idea

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Figure 10 - Template to be used for TREASURE Minutes

3.5. Power point template



Figure 11 - Template to be used for TREASURE Presentations

3.6. Poster template



Figure 12 - Template to be used for TREASURE Posters

4. Templates for project dissemination

4.1. TREASURE Press Release: The launch

An official TREASURE press release has been released on the occasion of the kick-off meeting, to summarise the projects' objectives and the main details (Figure 13).




TREASURE

Launch of the TREASURE project

The European project offering new opportunities to test innovative technologies to make the automotive sector more circular

On the 1st of June, the TREASURE project (leading the TRansition of the European Automotive SUpply chain towards a circulaR futurE), coordinated by Prof. Sergio Terzi and Paolo Rosa from the Department of Management, Economics and Industrial Engineering of Politecnico di Milano, has been officially started.

TREASURE is a Research and Innovation Action co-funded by the European Commission under the H2020 programme willing to offer new opportunities for testing innovative technologies to make the automotive sector more circular.

TREASURE has four main objectives:

- 1) *Guaranteeing a sustainable use of raw materials in the automotive sector, by reducing material supply risks*
- 2) *Adopting in practice the circular economy paradigm in the automotive sector, by acting as demonstrators for the manufacturing sector*
- 3) *Offering better vehicle-related economic, environmental and social performances to all the end users*
- 4) *Creating new supply chains around End-of-Life Vehicles (ELVs), by focusing on a circular exploitation of raw materials embedded into cars.*

In this way, TREASURE will concretely support companies in the automotive sector, by demonstrating in practice the benefits obtainable from the adoption of the circular economy paradigm both from a business/supply chain and from a technological/sustainability point of view, through the adoption of Industry 4.0 technologies in ELV management processes.

TREASURE is willing to reach three main results:

- 1) *Developing an AI-based scenario assessment tool supporting the development of circular supply chains in the automotive sector*
- 2) *Representing a set of success stories in three key value chains of the automotive industry, as dismantlers/shredders, recyclers and manufacturers, by demonstrating the benefits coming from the adoption of CE principles in the automotive sector*
- 3) *Integrating Key Enabling Technologies (KETs) for the efficient design of car electronics and subsequent disassembly and materials recovery.*

TREASURE kick-off meeting will take place online on June 29th. If you would like more information about TREASURE, you can follow us in our social media channels, or please contact: sergio.terzi@polimi.it or paolo1.rosa@polimi.it

The TREASURE consortium is constituted by 15 partners coming from six European nations plus an extra-EU nation:

- [POLITECNICO DI MILANO](#), Italy
- [NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO](#), Netherlands
- [INSTITUTO UNIVERSITARIO DE INVESTIGACIÓN MIXTO CIRCE-UNIVERSIDAD DE ZARAGOZA](#), Spain
- [SCUOLA UNIVERSITARIA PROFESSIONALE DELLA SVIZZERA ITALIANA](#), Switzerland
- [UNIVERSITA DEGLI STUDI DELL'AQUILA](#), Italy
- [Material Recycling and Sustainability \(MARAS\) B.V.](#), Netherlands
- [EDGERYDERS OU](#), Estonia
- [EUROLCDs SIA](#), Latvia
- [WALTER PAK SL](#), Spain
- [Pollini Lorenzo e Figli srl](#), Italy
- [SEAT SA](#), Spain
- [TXT E-SOLUTIONS SPA](#), Italy
- [INDUSTRIAS LOPEZ SORIANO SA](#), Spain
- [ENTE NAZIONALE ITALIANO DI UNIFICAZIONE-UNI](#), Italy
- [MOV'EO](#), France



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Figure 13 - TREASURE Press Release: The Launch

4.2. Newsletter

As part of the dissemination activities in the project, a newsletter sharing project advances, outcomes and news will be sent periodically every 6 months to the subscribers. The template for the newsletter keeps the visual identity of the project, highlighting its tagline (Figure 14).

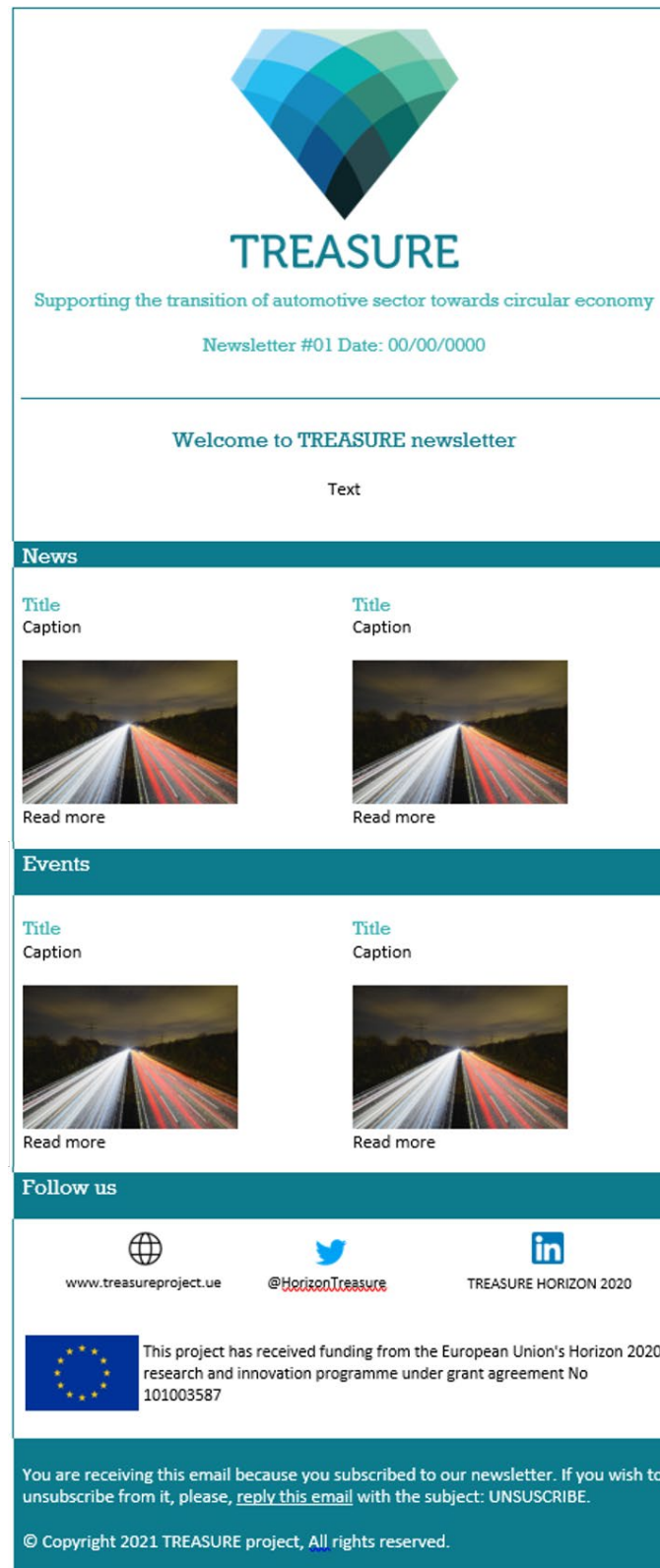
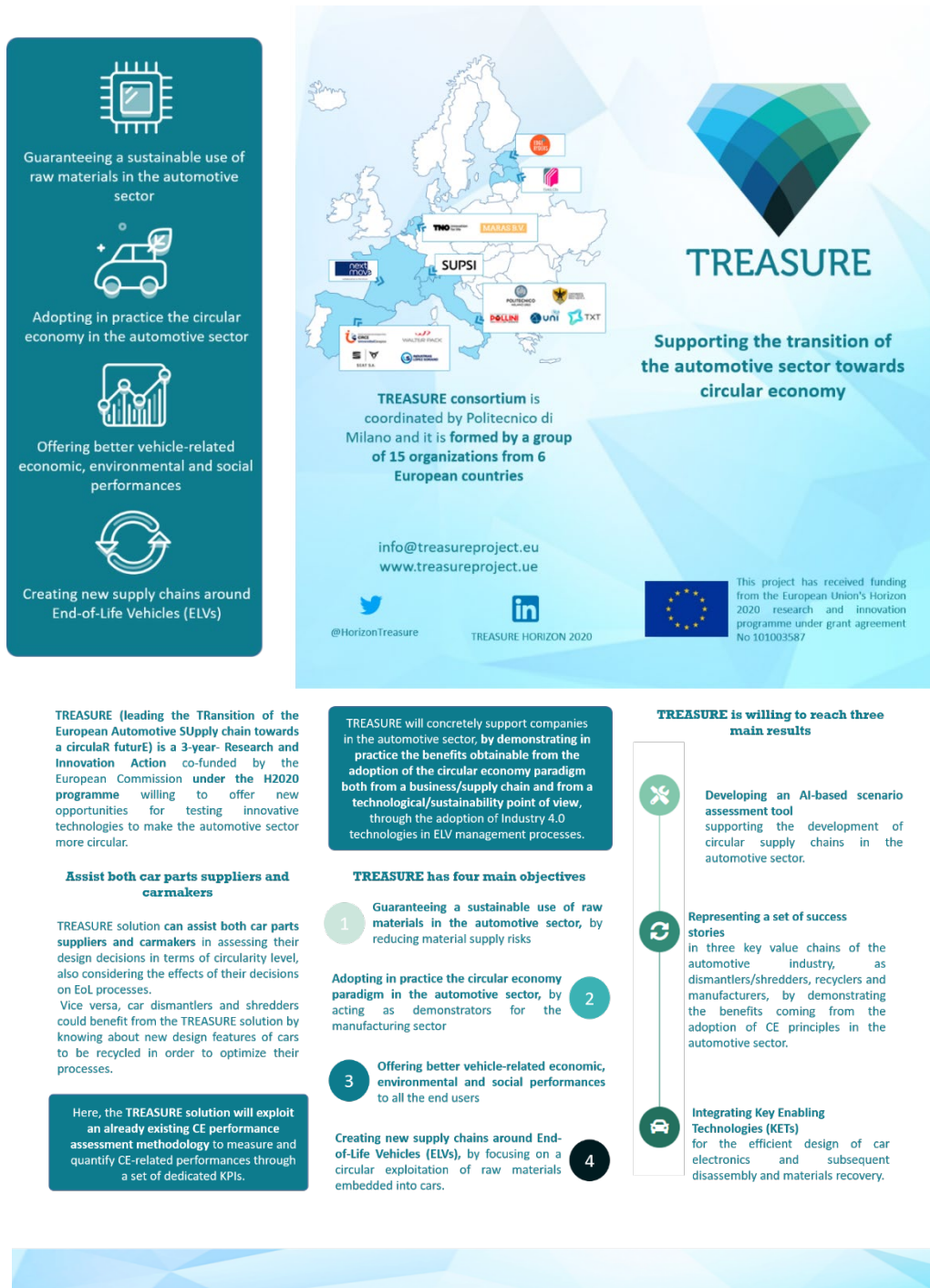


Figure 14 - TREASURE Newsletter

4.3. Brochure

A brochure has been designed to promote the Project information so that partners can distribute them when attending to in-person events. Additionally, partners can have them available at their headquarters for when they receive visitors (Figure 15). The brochure follows the project's visual identity and will have two different versions along the project. For this first stage of the project, the aim of the brochure is to communicate the project's objectives, and key messages, as detailed in section 2.2.3.



The brochure is divided into several sections:

- Left Panel (Teal background):**
 - Icon of a microchip: **Guaranteeing a sustainable use of raw materials in the automotive sector**
 - Icon of a car with a leaf: **Adopting in practice the circular economy in the automotive sector**
 - Icon of a bar chart: **Offering better vehicle-related economic, environmental and social performances**
 - Icon of a circular arrow: **Creating new supply chains around End-of-Life Vehicles (ELVs)**
- Map of Europe:** Shows the consortium's reach across Europe with logos of member organizations like SUPSI, TNO, and others.
- Right Panel (Light Blue background):**
 - TREASURE logo and tagline: **Supporting the transition of the automotive sector towards circular economy**
 - Text: **TREASURE consortium is coordinated by Politecnico di Milano and it is formed by a group of 15 organizations from 6 European countries**
 - Contact info: info@treasureproject.eu, www.treasureproject.eu
 - Logos for Twitter (@HorizonTreasure), LinkedIn (TREASURE HORIZON 2020), and the European Union flag.
 - Funding note: **This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003587**

Additional Content from Brochure:

- TREASURE (leading the TTransition of the European Automotive SUpply chain towards a circulaR futureE) is a 3-year- Research and Innovation Action co-funded by the European Commission under the H2020 programme willing to offer new opportunities for testing innovative technologies to make the automotive sector more circular.**
- Assist both car parts suppliers and carmakers**
TREASURE solution can assist both car parts suppliers and carmakers in assessing their design decisions in terms of circularity level, also considering the effects of their decisions on EoL processes. Vice versa, car dismantlers and shredders could benefit from the TREASURE solution by knowing about new design features of cars to be recycled in order to optimize their processes.
Here, the TREASURE solution will exploit an already existing CE performance assessment methodology to measure and quantify CE-related performances through a set of dedicated KPIs.
- TREASURE will concretely support companies in the automotive sector, by demonstrating in practice the benefits obtainable from the adoption of the circular economy paradigm both from a business/supply chain and from a technological/sustainability point of view, through the adoption of Industry 4.0 technologies in ELV management processes.**
- TREASURE has four main objectives**
 - 1** **Guaranteeing a sustainable use of raw materials in the automotive sector, by reducing material supply risks**
 - 2** **Adopting in practice the circular economy paradigm in the automotive sector, by acting as demonstrators for the manufacturing sector**
 - 3** **Offering better vehicle-related economic, environmental and social performances to all the end users**
 - 4** **Creating new supply chains around End-of-Life Vehicles (ELVs), by focusing on a circular exploitation of raw materials embedded into cars.**
- TREASURE is willing to reach three main results**
 - 1** **Developing an AI-based scenario assessment tool supporting the development of circular supply chains in the automotive sector.**
 - 2** **Representing a set of success stories in three key value chains of the automotive industry, as dismantlers/shredders, recyclers and manufacturers, by demonstrating the benefits coming from the adoption of CE principles in the automotive sector.**
 - 3** **Integrating Key Enabling Technologies (KETs) for the efficient design of car electronics and subsequent disassembly and materials recovery.**

Figure 15 - TREASURE Brochure

4.4. Roll-up

The roll-up is designed to provide TREASURE’s stakeholders with a concise overview of the project. It is made to be used during partner’s events (Figure 16).



Figure 16 - TREASURE Roll up

4.5. Video Conference Background

The Video Conference Background is designed to provide TREASURE's partners a corporate background to be used during online meetings and conferences (Figure 17).

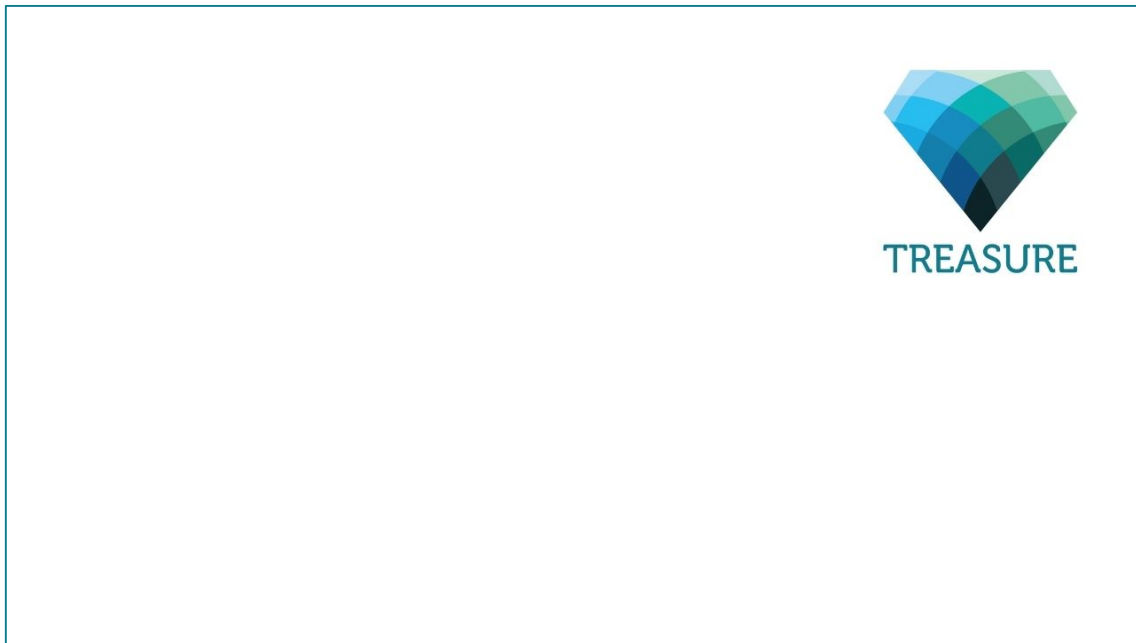


Figure 17 - TREASURE Video Conference Background

5. Conclusions

An effective communication and engagement strategy must reach and involve all parties as early as possible and not just at the end of a project, when the main results are expected.

The intensity of your communication, as well as your messages may change over time according to progress:

1. At the beginning of the project: explain what the project is about and its main purpose, highlighting the most unique ideas; this will be the focus of the first project year.
2. In the course of this project: communicate its progress and possible research results on a regular basis.
3. Towards the end of the project: show the results achieved by the project and its potential future applications.

The present deliverable focuses on the 1st stage. All the communication materials produced so far have been approved by the coordinator and provided to the TREASURE partners. Further communication materials will be designed and provided all over the project to meet the needs of all partners and reach a wider audience.