



LIFE HYPOBRICK

Towards hypocarbonic economy.

Development of non-fired building materials based on wastes

Action E1. Dissemination planning and execution



DE 1.3 – Design of dissemination materials (notice board, leaflet, roll-up, posters)

Final Version

Due date: 15.01.2020

Delivery Date: 28.02.2020

Author(s): Mr.J.J.Santos (RCS)

Editor: Mr.J.J.Santos (RCS)

Lead Beneficiary of Deliverable: RCS

Dissemination level: Public

Nature of the Deliverable: Report

Internal Reviewers: Ms. Maria Padilla (ITC), Ms. Lucia Murria (ITC), Ms. Celia Rodriguez (ITC), Ms. Monica Vicent (ITC)

VERSIONING (ONLY MAJOR VERSIONS)			
VERSION	DATE	NAME, ORGANISATION	DESCRIPTION OF THE NEW VERSION
V1	15/1/2020	RCS	First draft
Final	28/02/2020	RCS	Final

Remark: *The versioning is only for the word documents in the formation phase and should be kept internally. Please delete the versioning before creating the final pdf that goes to the Commission. It can be provided to the European Commission on request. Please document only major versions and such versions that indicate through the versioning, who (person and which partner) has contributed/was responsible for the different chapter, if this is feasible.*

Explanations for Front page

Author(s): Name(s) of the person(s) having generated the Foreground respectively having written the content of the report/document. In case the report is a summary of Foreground generated by other individuals, the latter have to be indicated by name and partner whose employees he/she is. List them alphabetically.

Editor: Only one. As formal editorial name only one main author as responsible quality manager in case of written reports: Name the person and the name of the partner whose employee the Editor is. For the avoidance of doubt, editing only does not qualify for generating Foreground; however, an individual may be an Author – if he has generated the Foreground - as well as an Editor – if he also edits the report on its own Foreground.

Lead Beneficiary of Deliverable: Only one. Identifies name of the partner that is responsible for the Deliverable according to the LIFE HYPOBRICK DOW. The lead beneficiary partner should be listed on the front page as Authors and Partner. If not, that would require an explanation.

Internal Reviewers: These should be a minimum of two persons. They should not belong to the authors. They should be any employees of the remaining partners of the consortium, not directly involved in that deliverable, but should be competent in reviewing the content of the deliverable. Typically, this review includes: Identifying typos, identifying syntax & other grammatical errors, altering content, Adding or deleting content.

LIFE HYPOBRICK Key Facts

Project title	Towards hypocarbonic economy. Development of non-fired building materials based on wastes.
Starting date	01/10/19
Duration in months	36 months
Call identifier (part)	LIFE18 CCM/ES/001114
Topic	Climate Change
Consortium	Spain and Germany

LIFE HYPOBRICK Consortium Partners

	Partner	Acronym	Country
1	ASOCIACIÓN DE INVESTIGACIÓN DE LAS INDUSTRIAS CERÁMICAS	ITC	Spain
2	LADRILLOS MORA, S.L.	MORA	Spain
3	RECYCLING, CONSULTING AND SERVICES, S.L.	RCS	Spain
4	SCHLAGMAN POROTON GMBH & Co.KG	SCH	Germany
5	TECHNISCHE HOCHSCHULE NUERNBERG GEORG SIMON OHM	THN	Germany

Disclaimer: LIFE HYPOBRICK is a project co-funded by the European Commission under the *** under Grand Agreement Number LIFE18 CCM/ES/001114.

The information and views set out in this publication are those of the author(s) and do not necessarily reflect the official opinion of the European Communities. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use, which may be made of the information contained therein.

© Copyright in this document remains vested with the LIFE HYPOBRICK Partners

Table of Contents

Explanations for Front page	2
LIFE HYPOBRICK Key Facts.....	3
LIFE HYPOBRICK Consortium Partners.....	3
Table of Contents	4
1. Introduction	Error! Bookmark not defined.
2. First Drafts.....	Error! Bookmark not defined.
3. Election of logotype.....	Error! Bookmark not defined.
4. Manual of Project Image	Error! Bookmark not defined.

Summary

1.- Introduction

2.- Roll Up

3.- Merchandising

4.- Others

1.- Introduction

According to Action E.1 Dissemination planning and execution, the main objective is to reach as many people as possible in the different markets / sectors, where industrial project implementation and legal adaptation by authorised organisations could be a success in the near future.


Therefore, Life Hypobrick is setting the following dissemination channels

- *Logotype and corporate image design. See Deliverable 1.1*
- *Project website. See Deliverable 1.2*
- *Communication plan. See Deliverable 1.4*
- *Social networks included in Communication plan (Facebook, linkedin, Instagram).*
- *Project video. Pending in Deliverable 1.5. Deadline 09/2021*
- *Layman´s report. Pending in Deliverable 1.6. Deadline 07/2022*
- *Roll up*
- *Stationary merchandising*
- *Notice board*
- *Leaflets by teams*
- *Poster*


2.- Roll up

There have been discussing different formats, shapes and designs for the roll up. These are two selected examples among others:

OBJECTIVES AND SCOPE











Current brick manufacturing process









Alkaline activation process (AAP)

MÁS INFORMACIÓN






 @lifehypobrick
  Life Hypobrick
  Life Hypobrick
 www.lifehypobrick.eu
  info@lifehypobrick.eu




















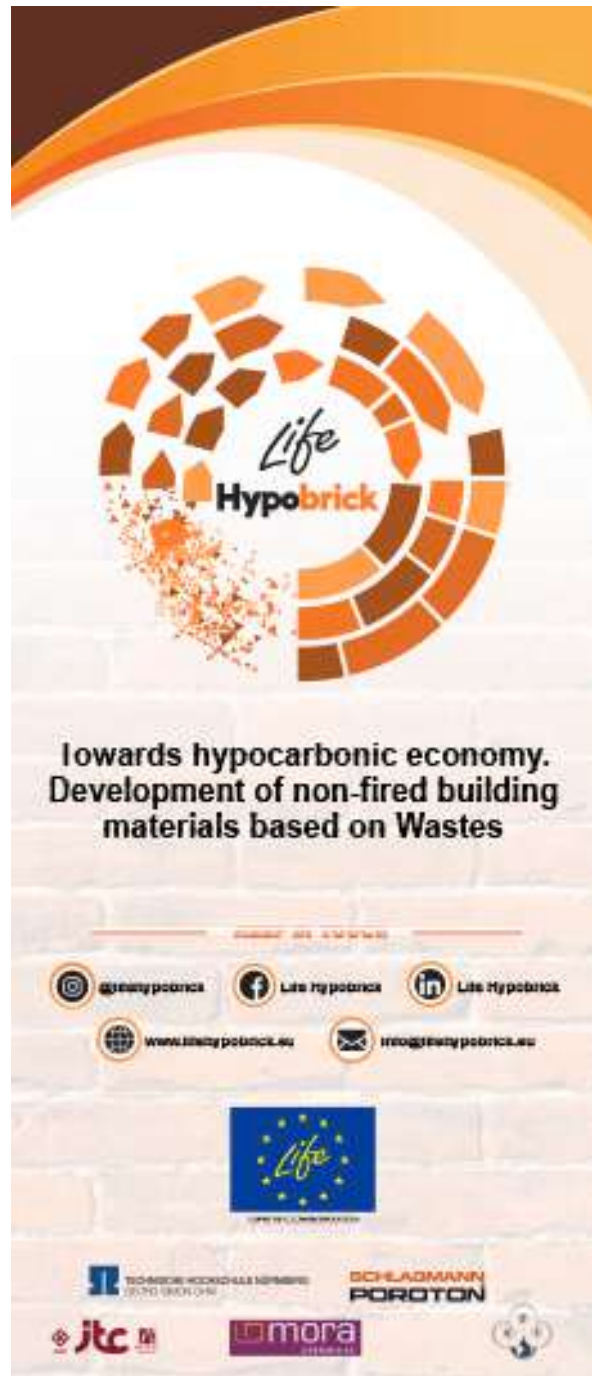
MÁS INFORMACIÓN

 @lifehypobrick
  Life Hypobrick
  Life Hypobrick
 www.lifehypobrick.eu
  info@lifehypobrick.eu

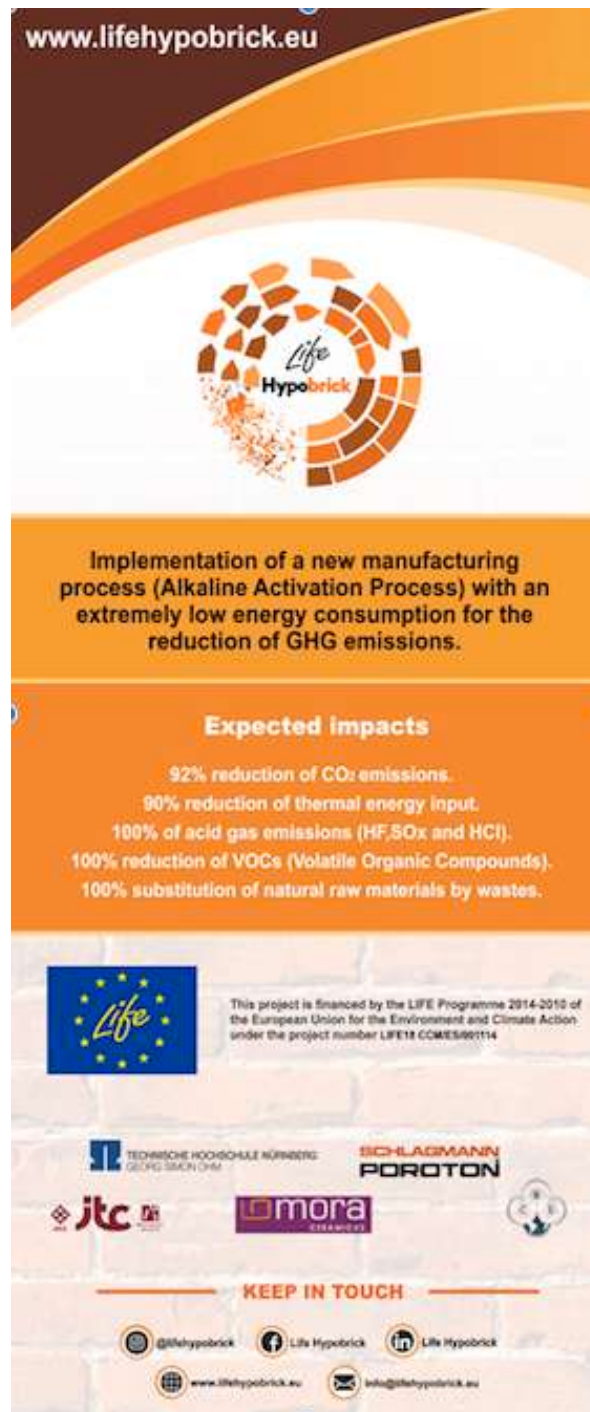



Afterwards, more versions were considered



Then, final version selected for the first roll up is the following:



There will be designed a second version of roll up, when the project has already got some progress with results.

3.- Merchandising

Among different options, and taking account what it was mentioned in the proposal, finally they have been designed and edited the following merchandising items:

Pens “425” units



Folders “500” units



Notebooks “1.000” units



Visit Cards 1.000 units



4.- Others

Notice Board will describe the objectives of the project and displayed at strategic places in the headquarters of the partners involved in Life Hypobrick. The notice board will be designed when the project has developed the first steps and results.

Leaflets by teams containing outstanding information will be distributed during the workshops, trade fairs, etc, focussed on the potential users of the final product.

Poster to be placed at the partners facilities and other information points and events. The poster will be designed when the project has developed the first steps and results.