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HR-Recycler: Hybrid Human-Robot RECYcling plant for electriCal and eLEctRonic equipment

## D11.4 – Project Web presence

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The HR-Recycler Consortium consists of the following partners:

Participant No	Participant organisation name	Short Name	Type	Country
1	Centre for Research and Technology Hellas CERTH - ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH	RTO	GR
2	FUNDACIO INSTITUT DE BIOENGINYERIA DE CATALUNYA	IBEC	RTO	ES
3	TECHNISCHE UNIVERSITAET MUENCHEN	TUM	RTO	DE
4	COMAU SPA	COMAU	IND	IT
5	FUNDACION TECNALIA RESEARCH & INNOVATION	TEC	RTO	ES
6	ROBOTNIK AUTOMATION SLL	ROB	SME	ES
7	FUNDACION GAIKER	GAIKER	RTO	ES
8	SADAKO TECHNOLOGIES SL	SDK	SME	ES
9	DIGINEXT	DXT	IND	BE
10	VRIJE UNIVERSITEIT BRUSSEL	VUB	RTO	BE
11	INDUMETAL RECYCLING, S.A.	IND	SME	ES
12	INTERECYCLING - SOCIEDADE DE RECICLAGEM SA	INT	SME	PT
13	BIANATT ANAKYKLOSI AIIE ANONIMI BIOMICHANIKI EMPORIKI ETAIRIA	BNTT	IND	GR

## Document History

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0.2	26/05/2019	Draft	Alexis Papadimitriou (CERTH)	First Draft
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1.0	30/05/2019	Final	Alexis Papadimitriou (CERTH)	Final version

## Definitions, Acronyms and Abbreviations

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ACRONYMS / ABBREVIATIONS	DESCRIPTION
CMS	Content Management System
DMS	Document Management System

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## Executive Summary

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The goal of this deliverable is to describe the prepared dissemination material and project branding activities on the Web, mainly through three distinct axes, namely the project's website, its newsletter and its social media presence.

The public website, the newsletter and the social media channels constitute the part of the project's dissemination pack that is available through the web. The other part of dissemination pack comprises the printed material, namely the leaflet and the HR-Recycler poster. Description of the printed material is not within the scope of the current deliverable and will be analysed in the dissemination report. Obviously, the project logo appears in both printed and online material.

The website, available since M3 at the URL <https://www.hr-recycler.eu/>, is the main communication channel developed and used by the HR-Recycler consortium. Furthermore, the dedicated server hosting offered by CERTH to HR-Recycler project's website ensures flexibility to choose the most appropriate tools and technologies to support the website's evolving requirements.

From the website, the HR-Recycler newsletter can be subscribed and information about project progress and other news of interest, related to the topic, will be provided, contributing to publicly and widely disseminate the project goals and results towards the target groups of the project.

Finally, social media outlets provide another communication pathway to all interested stakeholders increasing the overall outreach of the project's material.

# 1 Introduction

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## 1.1 Overview

The aim of this deliverable is to describe the prepared dissemination material and project branding activities on the Web.

The dissemination material includes diverse information, such as i) description of the project aims and the benefits expected from the research activities carried on during the project lifetime; ii) general information about HR-Recycler consortium and the activities carried out during the development of the project itself as well; iii) updated news and events about related issues, such as WEEE recycling, robotics, etc.

## 1.2 Structure of the deliverable

The deliverable is structured as follows:

### Chapter 2

- Describes the HR-Recycler website structure.

### Chapter 3

- Describes the HR-Recycler newsletter.

### Chapter 4

- Describes the HR-Recycler's social media presence.



## 2 HR-Recycler Website Structure

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The HR-Recycler website is available in English.

The website front end has been developed with the CMS (Content Management System) Wordpress, that allows to easily managing and updating existing content and new pages.

The HR-Recycler project website is composed by seven main sections:

1. Home
2. About
3. Consortium
4. Deliverables
5. News
6. Contact
7. Member Area

The sections from 1 to 6 belong to the “Public area” of the website, thus all the contents and the functionalities available in these sections are accessible to all visitors.

Section 7, “Private Area”, links to a dedicated DMS (Document Management System) dedicated to project partners, advisory board members and EC officer. Such a repository has the aim of providing the project consortium of a common space allowing them to share documents and information.

All the sections and the subsection of the website can be accessed through the main navigation menu, shown in the following figure. The website header includes highly evocative images of the subject of the project’s main purpose and content.

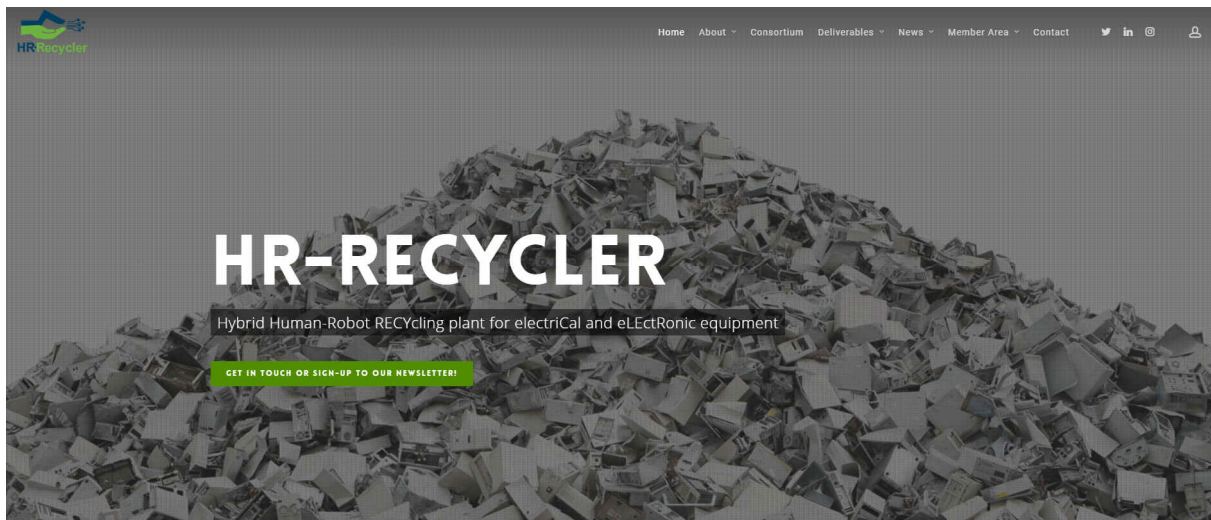


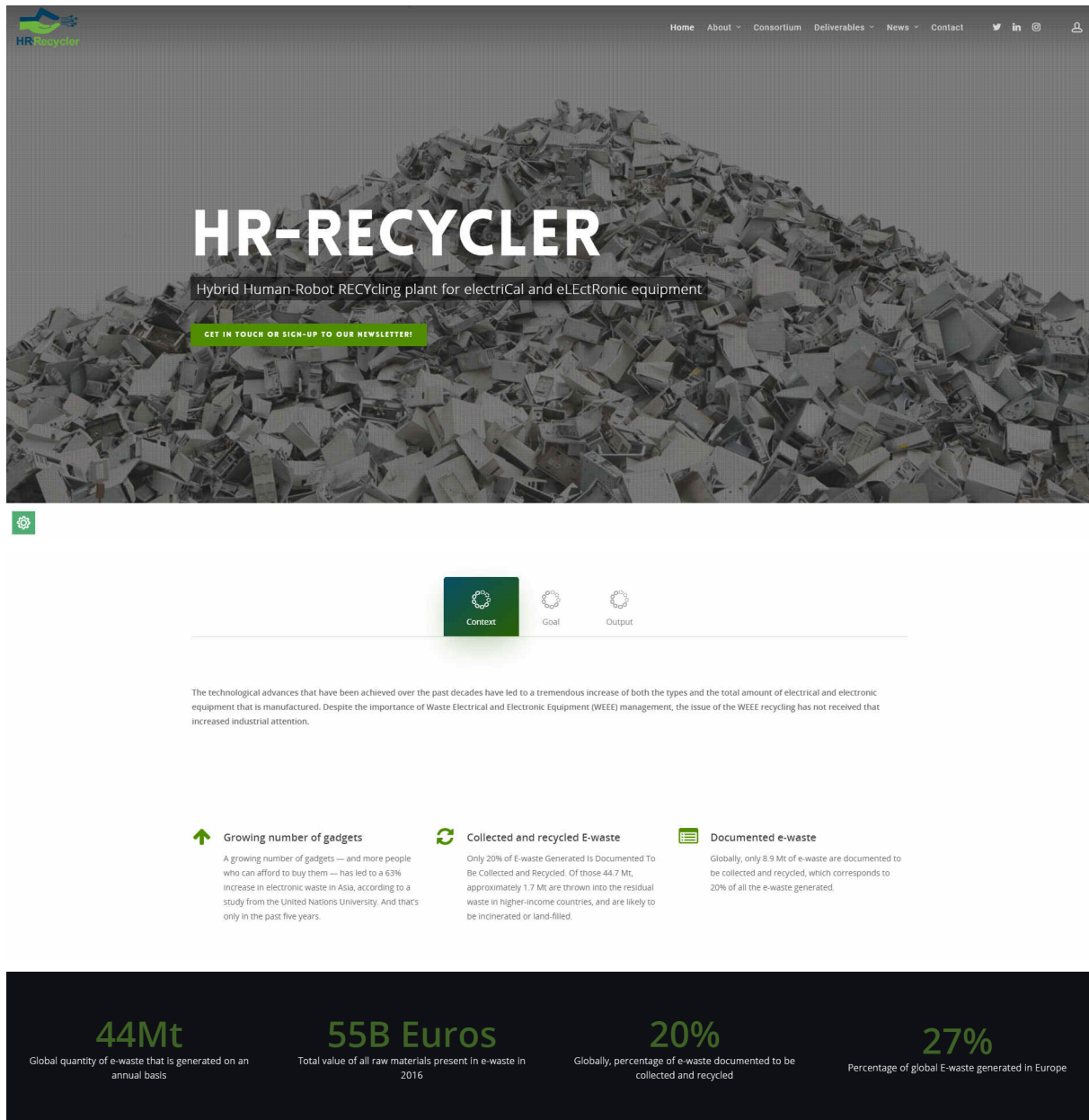
Figure 1: Header of the Home Page of the HR-Recycler website

### 2.1 Home page

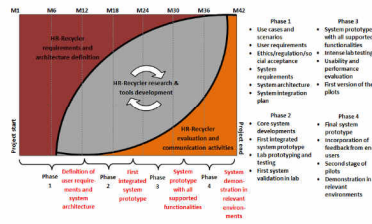
The Home Page clearly communicates the project’s aims and the website's purpose, and shows all major contents available on the website to the visitors. The home-page is the main landing page, thus its main purpose is to provide on one side a brief overview of the project, providing a clear statement to visitors about

the contents and results expected from the project itself; on the other side it provides a direct access to all the other, as well as to the subsections under the main sections.

The figure below shows the home page of HR-Recycler Web Portal with the header, the main menu and the information areas of the body of the page.



## Technical strategy



Phase 1 spans over the first 12 months of the project. It will include definition of the use cases and scenarios, elicit the user requirements, the ethics/regulatory/social acceptance and system requirements, model the dynamic assessment and define the system architecture and the system integration plan.

## Use Cases

### Emergency lamps

Emergency lamps are one of the most common WEEE materials that originate in principle from the construction sector, i.e. when renovating or demolishing old buildings. The main goal during the manual disassembly process is to remove the fluorescent lamps without causing any damage to it, since they are potentially hazardous elements to the human health and the environment.

### Microwave ovens

Microwave ovens constitute the type of domestic appliances with the most increased recycling rate, compared to other types of devices, mainly due to their smaller lifecycle, greater frequency of malfunction and lower repair capabilities. In terms of recycling needs, ovens present numerous potential cases (e.g. motors, glass and plastic components, metal integument, etc.).

### PC towers

The very large expansion of the use of Personal Computers (PCs) and their continuous need for upgrade results in a corresponding tremendous generation of WEEE material of this type. The critical characteristic about PC towers is that they include components that can be re-used to a great extent (e.g. motors, CPUs, batteries, plastic cases, etc.), while they also include significant quantities of rear materials (precious metals, high performance plastics, etc.).

### Displays/monitors

Both Flat Panel Displays (FPDs) and CRT monitors are considered. FPD is one of the most commonly met WEEE material types and it is generated in extremely high quantities. One of the fundamental goals of the respective recycling pipeline is the initial classification in LCD and LED monitor types. Regarding CRTs, although they are no longer commercialized, the number of screens reaching treatment plants is still enormous.

EUROPEAN UNION

DISCLAIMER

HR-Recycler is a project funded by the European Commission. This project has received funding from the European Union's Horizon 2020 Research and Innovation program under Grant Agreement n°820742.

RECENT POSTS

Consortium meeting in Portugal  
18/02/2019

Kick-off Meeting  
07/02/2019

CALENDAR

M	T	W	T	F	S	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

« Feb May 2019 »

NEWSLETTER SIGN-UP FORM

First Name

Last Name

Email address:

Your email address

GDPR Agreement\*

☐ I consent to my data being used to inform me in irregular intervals about news and events related to HR-Recycler EU project. I can revoke this consent at any time via email or telephone. For further information on how we handle data, please click anywhere on this disclaimer to visit our Privacy Policy page.

[Sign up](#)

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[Twitter](#) [LinkedIn](#) [Instagram](#)

## 2.2 Section “About”

The section “About” has the aim of providing information about the project’s work packages and related projects. In this section, a vertical menu allows the visitors to browse within this section. The next figures show the pages available in this section of HR-Recycler Web Portal.

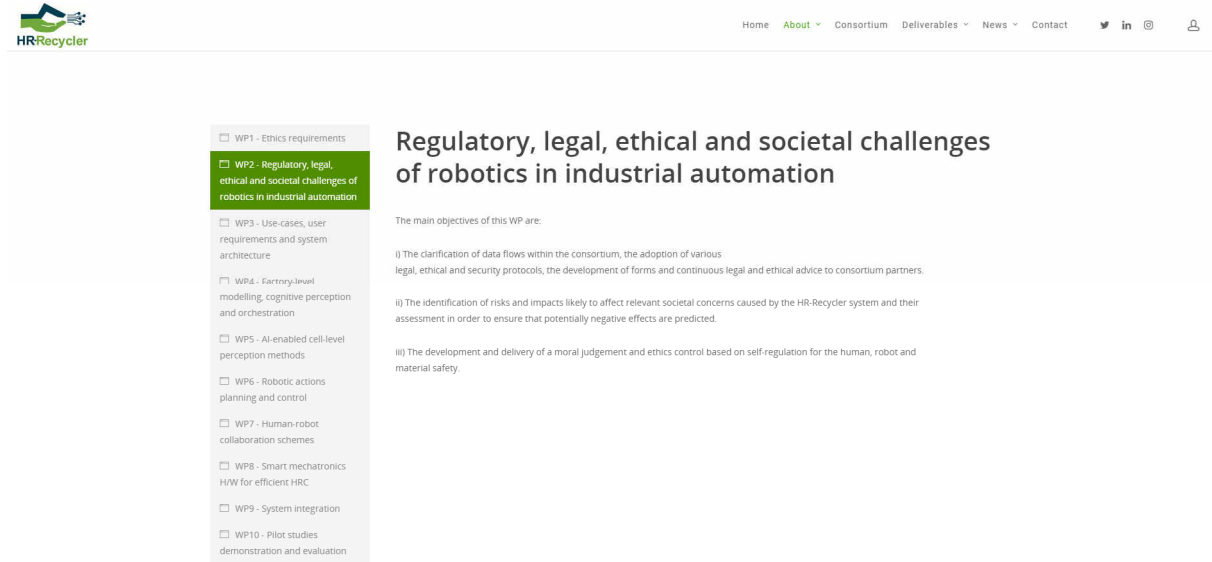


Figure 2: Content of “Work packages” page under the HR-Recycler website’s “About” section.

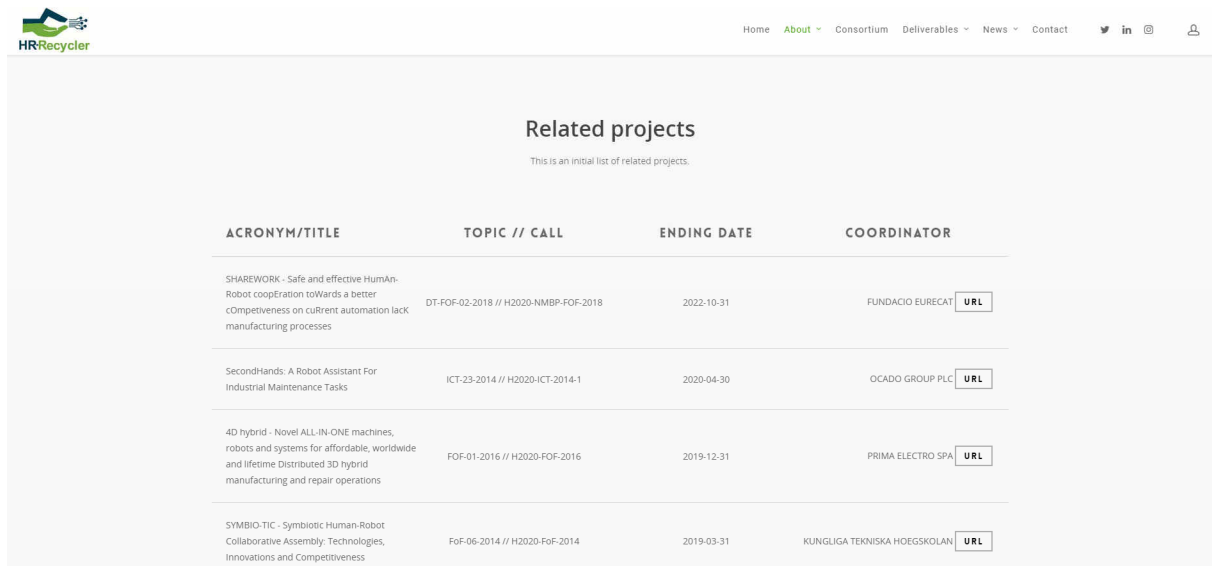


Figure 3: Content of “Related projects” page under the HR-Recycler website’s “About” section.

## 2.3 Section “Consortium”

In the section “Consortium” the information of the partners of the HR-Recycler project is reported. In the first level of the page, images, names and roles of the partners are reported while clicking on their image provides more details on that particular partner.

For each organization the following information is included:

- the name and the country of the organization;
- the role of the organization;
- a link to the website homepage of the partner and their social media accounts.

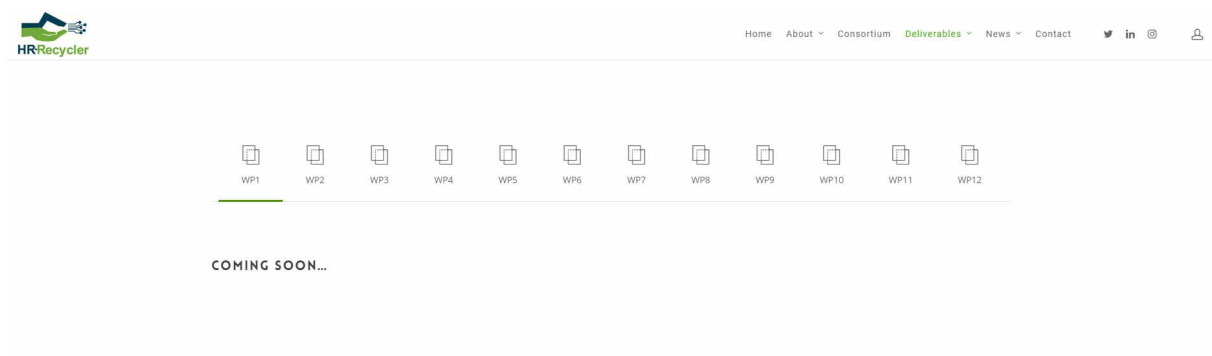
The next figure shows the HR-Recycler Partners page.



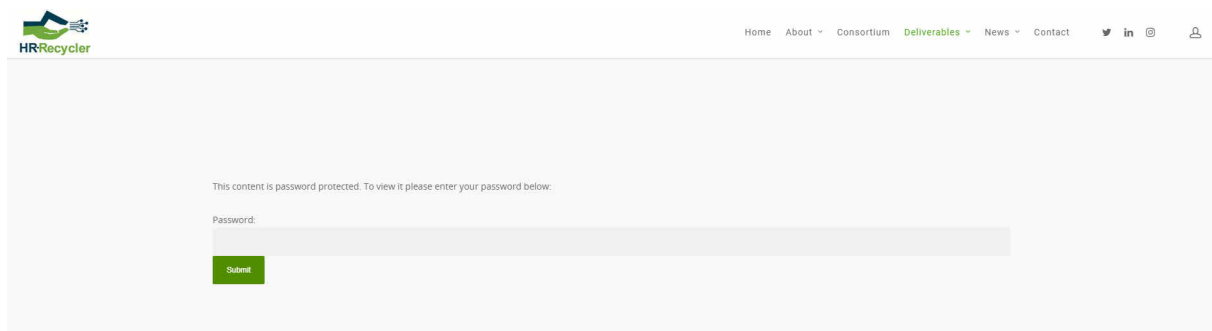
Figure 4: HR-Recycler partners.

## 2.4 Section “Deliverables”

Section “Deliverables” contains all public and private deliverables that are produced throughout the duration of the project. Public deliverables are freely available to public while the private deliverables are only accessed by inserting a secret numerical code. The next two figures depict the two sub-sections.



**Figure 5: Public deliverables subsection of HR-Recycler website.**



**Figure 6: Private deliverables subsection of HR-Recycler website.**



## 2.5 Section “News”

The section “News” contains an archive of blog entries, events and social media posts related to the HR-Recycler scope. The content will be produced from the consortium or from external sources of information, such as related projects and other relevant information in this sector. The next figures show the pages available in this section of HR-Recycler Web Portal.

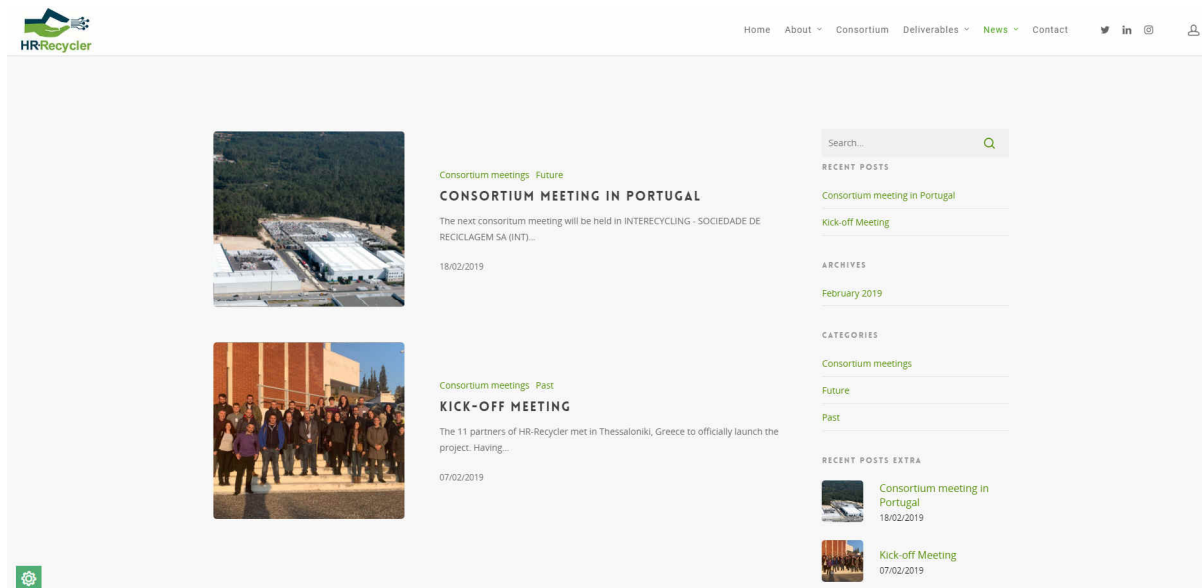


Figure 7: Blog posts available at the HR-Recycler portal.

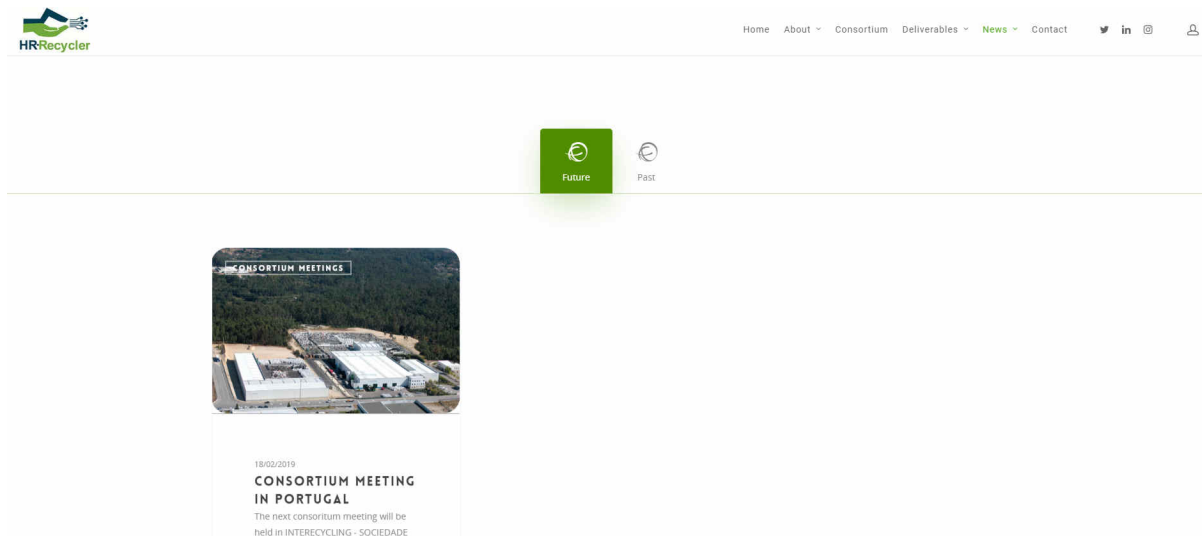


Figure 8: Past and future events relating to HR-Recycler’s progress.

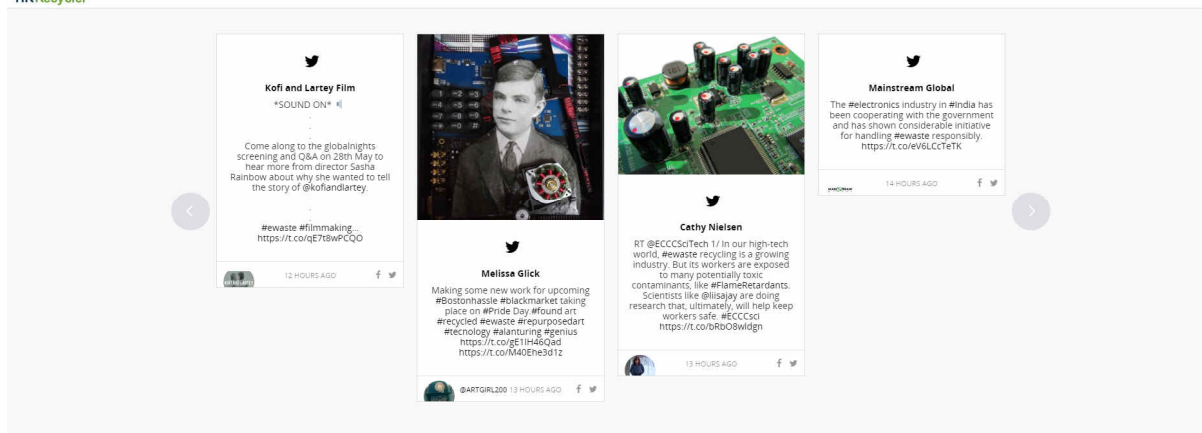


Figure 9: Social media (twitter) content relating to WEEE recycling.



## 2.6 Section “Contact”

The “Contact” section includes two simple forms where basic information is required. The data inserted in the contact form will be received by the consortium as an email to **alex@iti.gr** account. The data inserted in the second form will be used to register the user to the project’s newsletter. An image of this particular section can be seen below.

The screenshot shows the HR-Recycler website's contact page. On the left is a map of Greece with a red dot indicating the location of the project. The right side of the page contains two forms. The 'CONTACT FORM' has fields for 'First Name', 'Last Name', 'Email address', and 'Comment or Message'. Below these fields is a 'GDPR Agreement' section with a checkbox and text stating: 'I consent to my data being used to inform me in irregular intervals about news and events related to HR-Recycler EU project. I can revoke this consent at any time via email or telephone. For further information on how we handle data, please click anywhere on this disclaimer to visit our Privacy Policy page.' A green 'Submit' button is at the bottom of this form. The 'NEWSLETTER SIGN-UP FORM' has fields for 'First Name', 'Last Name', and 'Email address'. Below these fields is a 'GDPR Agreement' section with a checkbox and text stating: 'I consent to my data being used to inform me in irregular intervals about news and events related to HR-Recycler EU project. I can revoke this consent at any time via email or telephone. For further information on how we handle data, please click anywhere on this disclaimer to visit our Privacy Policy page.' A green 'Sign up' button is at the bottom of this form. The top of the page features a navigation bar with links: Home, About, Consortium, Deliverables, News, and Contact. Social media icons for Twitter, LinkedIn, and Instagram are also present.

Figure 10: HR-Recycler’s contact page.

## 2.7 Member area

The Private Area is accessible only to HR-Recycler partners, advisory board and EC Officer to share documents and information. It consists of a web repository made available by the HR-Recycler project coordinator and is only accessible when a user has logged in to the portal using his/her own personal credentials.

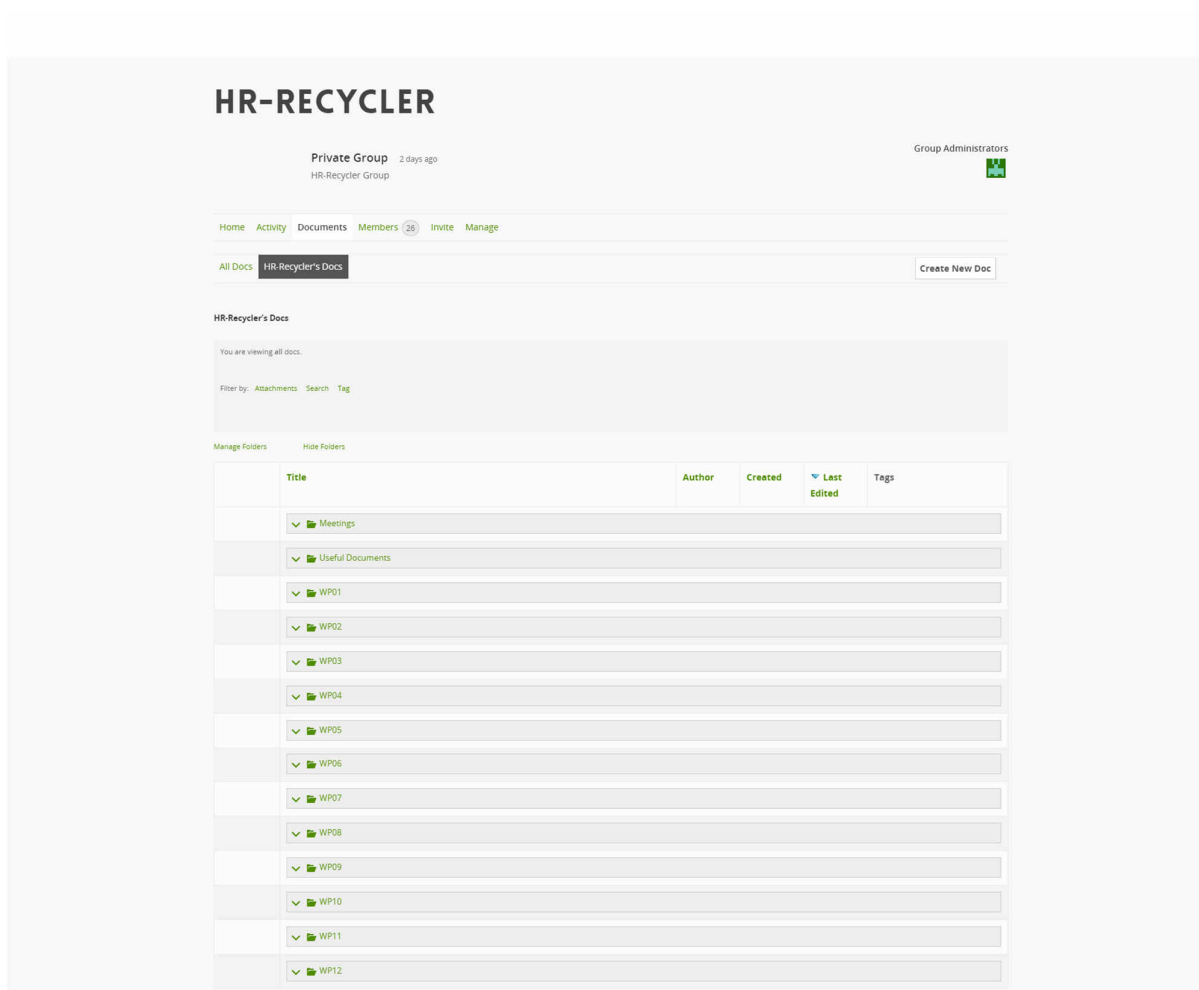


Figure 11: HR-Recycler's document management system.

## 3 HR-Recycler Newsletter

### 3.1 HR-Recycler newsletter

From the website, the HR-Recycler newsletter can be subscribed to and information about project progress and other news of interest, related to the topic, will be provided, contributing to publicly and widely disseminating the project goals and results towards the project's targeted audience. An interested stakeholder may register for the newsletter either by filling in the form placed at the portal's footer or the one found under the "Contact" page. The two forms are shown in the image below.

The screenshot shows the footer area of the HR-Recycler website. It features a dark background with white text and images. On the left, there is a section titled "EUROPEAN UNION" with the European Union flag and a "DISCLAIMER" section. In the center, there is a "RECENT POSTS" section with two entries: "Consortium meeting in Portugal 18/02/2019" and "Kick-off Meeting 07/02/2019". To the right of the recent posts is a "CALENDAR" section showing a monthly view for February and May 2019. On the far right, there is a "NEWSLETTER SIGN-UP FORM" with fields for "First Name", "Last Name", and "Email address", a "GDPR Agreement" checkbox, and a "Sign up" button.

Figure 12: Newsletter registration form at HR-Recycler's footer area.

The screenshot shows the contact page of the HR-Recycler website. It features a dark background with white text and images. On the left, there is a map of the project area. In the center, there is a "CONTACT FORM" with fields for "First Name", "Last Name", "Email address", "Comment or Message", and a "GDPR Agreement" checkbox. On the right, there is a "NEWSLETTER SIGN-UP FORM" with fields for "First Name", "Last Name", and "Email address", a "GDPR Agreement" checkbox, and a "Sign up" button.

Figure 13: Newsletter registration form at HR-Recycler's contact page.

## 4 Social Media Presence

HR-Recycler will also exhibit regular social media activity to complement its communication outlets. Social media accounts have been created for Twitter, Instagram and LinkedIn. Images from all three social media accounts are shown in the next sections.

### 4.1 Twitter

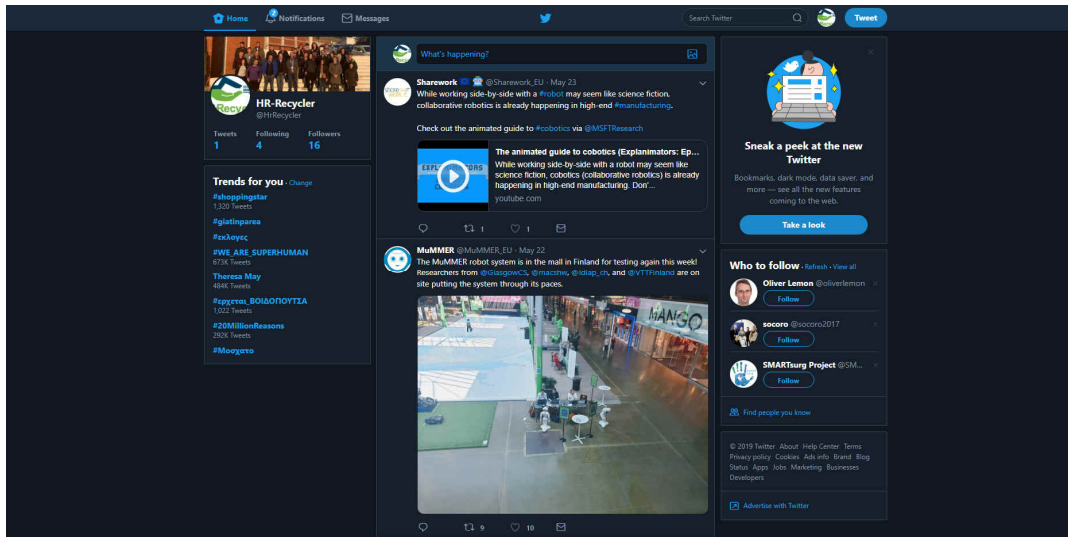


Figure 14: The Twitter page of HR-Recycler.

## 4.2 Instagram

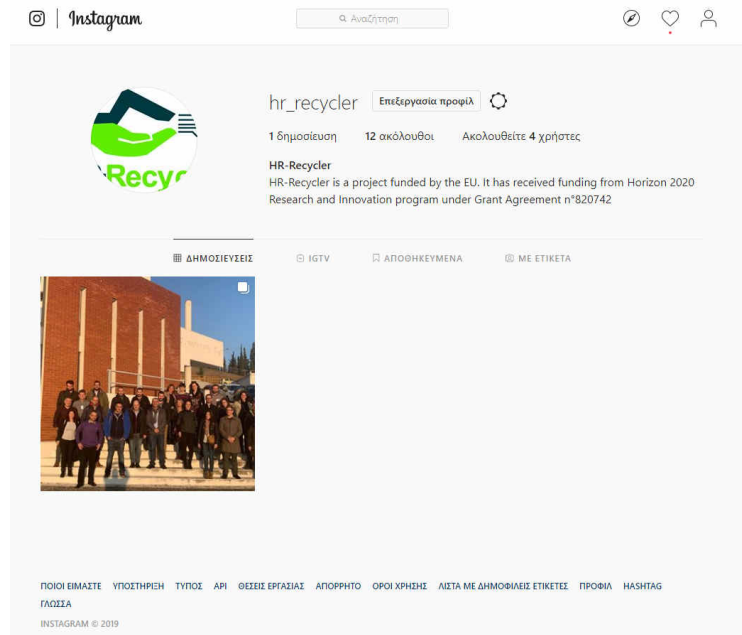


Figure 15: The Instagram page of HR-Recycler.

## 4.3 LinkedIn

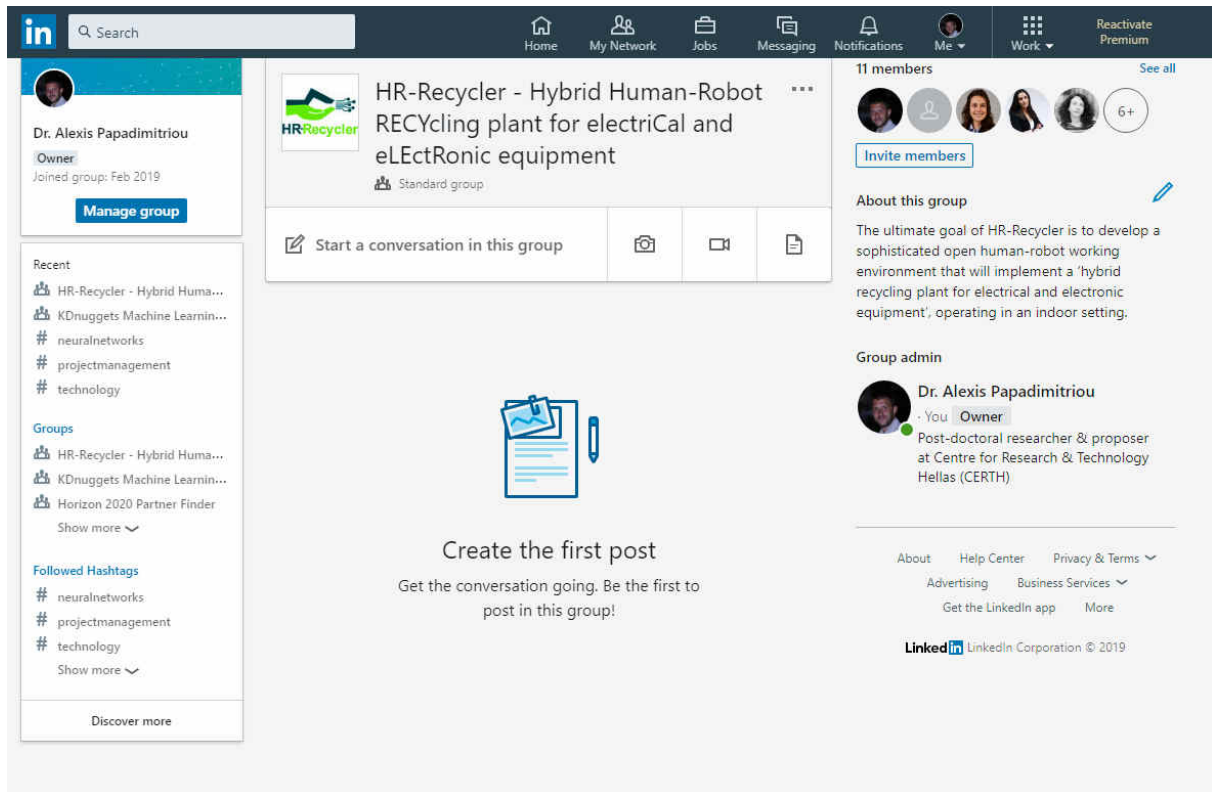


Figure 16: The LinkedIn page of HR-Recycler.

## 5 References

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- [1] Project Contract GA 820742 and Annex II (General Conditions)
- [2] Project Contract GA 820742 - Annex 1 "Description of the Work" (DoW)
- [3] HR-Recycler Consortium Agreement (CA)