



DELIVERABLE 6.1

START-UP DISSEMINATION

ACTIONS

Project full title: RECYCLES: Recovering carbon from contaminated matrices by exploiting the nitrogen and sulphur cycles	
Project Acronym	RECYCLES
Grant agreement no	872053
Duration of the project	1 st January 2020 – 31 st December 2023 (48 months)
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Related Task(s)	T6.1 – Dissemination, communication and workshops
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ABSTRACT

The deliverable 6.1 – Start-up dissemination actions (website and leaflets) aims to schedule the dissemination and communication plan along the RECYCLES project, presenting the first outcomes such as the visual corporate identity (logo and templates), the creation of the official website, social media channels or the distribution of the project leaflets amongst others, and how this plan will be assessed during the duration of the project.



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v.01	22/05/2020	Daniel González	1 st draft
v.02	27/05/2020	Daniel González David Gabriel	Reviewed by David Gabriel
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Table of contents

EXECUTIVE SUMMARY	4
1. INTRODUCTION.....	6
2. AUDIENCE	7
3. CHANNELS OF DISSEMINATION AND COMMUNICATION.....	8
3.1. RECYCLES' CORPORATE VISUAL IDENTITY	9
3.1.1. RECYCLES logo.....	9
3.1.2. MS Word templates	9
3.1.3. MS Power Point template	10
3.2. THE WEBSITE.....	11
3.2.1. Website structure and contents.....	11
3.2.2. Website layout	13
3.2.3. Website managing and updating policy	14
3.2.4. Site hosting and maintenance	14
3.2.5. Data protection	15
3.2.6. Analytics.....	15
3.3. DIGITAL PRINT AND PRINTED MATERIALS.....	15
3.4. SOCIAL MEDIA.....	17
3.5. MEDIA RELATIONS	20
3.6. SCIENTIFIC PUBLICATIONS	21
3.7. CONFERENCES, WORKSHOPS AND OPEN DAYS.....	22
4. DISSEMINATION AND COMMUNICATION KPIS.....	24
5. CALENDAR.....	25
ANNEXES.....	28



EXECUTIVE SUMMARY

The deliverable 6.1 – Start-up dissemination actions (website and leaflets) aims to establish the dissemination and communication plan along the RECYCLES project, presenting the first outcomes such as the visual corporate identity (logo and templates), the creation of the official website, social media channels or the distribution of the project leaflets amongst others, and how this plan will be assessed during the duration of the project.

The RECYCLES project aims to reach both the general public and the specialized/professional waste and wastewater management community. In this sense, different dissemination and communication channels will be used along the RECYCLES project life, such as the development of a corporate visual identity, the creation of a website, the creation of promotional materials and the building-up of relations with media and stakeholders.

A corporate visual identity for the RECYCLES project has been created by developing a logo, which uses the acronym of the project and the letters C, N and S for carbon, nitrogen and sulphur as the backbone of the research to be performed. Moreover, different templates for official and internal documents as well as for their use in public presentations have been created to give uniformity to all the work done under the RECYCLES project.

The RECYCLES website, with registered URL www.recycles-h2020.eu, has been structured with an easy-going format to facilitate navigation through it and to easily find the information. The RECYCLES website presents different sections where the description of the project goals and expected results, the related news, the upcoming events or the information of the project partners can be found. This website has been created by the external company Contextmedia S. L., following the indications of design and content given by UNIBA. The RECYCLES website will be useful to promote the project as its whole, from giving an accurate vision of the aims and objectives to presenting the results and outcomes to be obtained.



Apart from the RECYCLES website, different social media channels (Twitter, Instagram, Facebook, LinkedIn and ResearchGate) have been created to disseminate and communicate the action and to enhance the impact of the RECYCLES project on general and specialized communities.

Another point covered in this deliverable is the creation and dissemination of promotional material such as leaflets (already created), roll-ups or promotional videos of the overall aim of the project and specific topics of it.

Finally, the publication of news, press releases as well as the publication of scientific articles in specialized journals have been considered. A calendar proposal has been set for non-specific media publications, dealing with different topics of the RECYCLES project, whereas a list of potential scientific journals is presented for the publication and dissemination of RECYCLES results.



1. INTRODUCTION

RECYCLES is a four-year project running from January 2020 to December 2023, funded by the European Commission within the framework of the HORIZON 2020 MSCA-RISE-2019 programme. The aim of the RECYCLES project is to exploit the integration of the carbon, nitrogen and sulphur cycles in bioreactors to design optimal treatment trains to recover added-value products out of liquid and gaseous effluents by:

- Investigating innovative unit processes based on nitrogen recycle, biosulphur recovery and carbon dioxide valorisation.
- Applying novel technologies such as moving bed bioreactors, membrane biofilm reactors or enzymatic bioreactors.
- Combining biological processes into innovative treatment trains for wastewater treatment and biogas upgrading.

One of the keys for the success of the RECYCLES project is to achieve maximum visibility and to raise awareness of as many relevant actors as possible on the project activities and results, which is foreseen in Work Package 6 – Training of ESR, dissemination, communication, experiment design, workshops and exploitation (WP6). Regarding that, different communication and dissemination actions such as the development of a RECYCLES' corporate visual identity, the design of promotional material, the creation of an official RECYCLES website or the use of different social media profiles, will be implemented to achieve the previously mentioned objectives.

UNIFI leads the RECYCLES Work Package 6, although all the Consortium partners will be highly involved in it. UNIBA is responsible of the first deliverable dealing with the start-up of the dissemination actions (D6.1).

2. AUDIENCE

RECYCLES' communication and dissemination material and activities will be addressed generally to a specialized and professional waste and wastewater management community. Moreover, one of the objectives of WP6 is to reach as much as possible attention from non-specialized and general public (citizens, mass media, etc), who may be interested in the research topic.

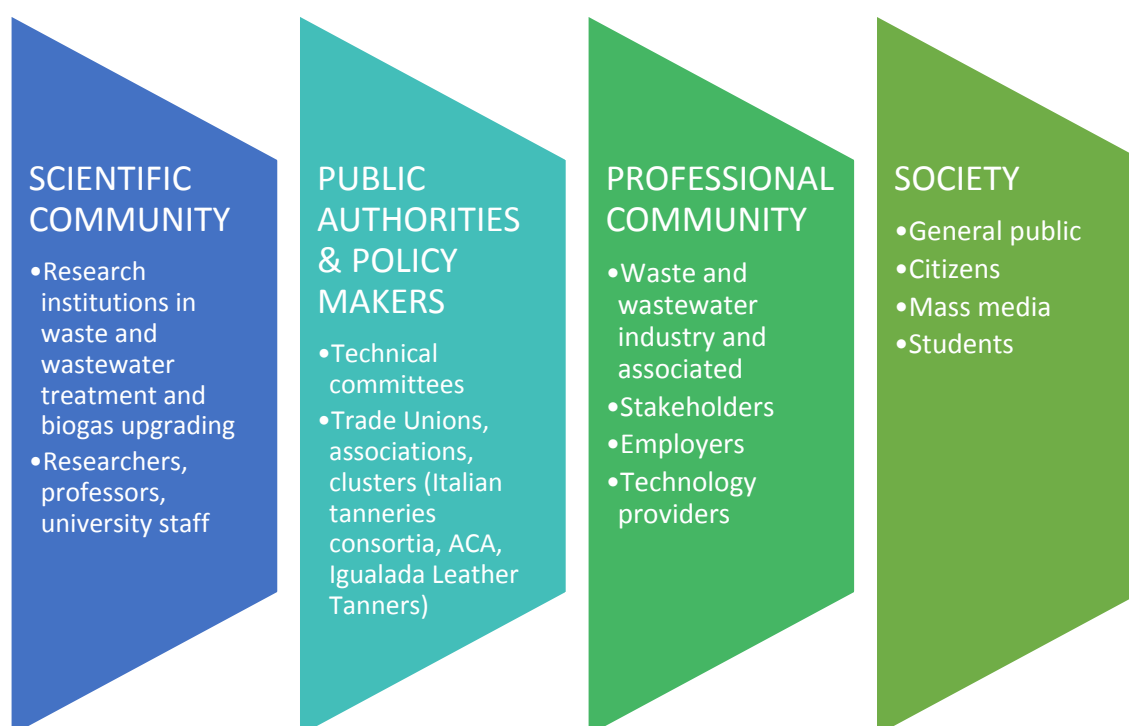


Figure 1. RECYCLES target audience

3. CHANNELS OF DISSEMINATION AND COMMUNICATION

A wide range of channels and actions will be used during the lifespan of the RECYCLES project to disseminate and communicate the different activities carried out, from promotional materials to media relations, the creation of a website, the development of a corporate visual identity and the build-up of a community of interested users around the project. Moreover, apart from the specific channels created for the RECYCLES project, all partners will make use of their own dissemination and communication channels (social media, websites, newsletters, etc) to promote the RECYCLES project and reach a broader audience.



Figure 2. Dissemination and communication channels

3.1. RECYCLES' CORPORATE VISUAL IDENTITY

The RECYCLES corporate visual identity developed includes the RECYCLES logo (with all the different versions), different MS Word templates for deliverables, internal documents or project activities and a MS Power Point template for its use during presentations.

3.1.1. RECYCLES logo

To create the RECYCLES corporate visual identity, a defined logo was created by using the acronym of the project and the letters C, N and S for carbon, nitrogen and sulphur, respectively, in an open ring to give the idea of circularity between this compounds in the recycling process.



Figure 3. RECYCLES logo (a) full-colour (b) black and white

A manual with the technical description of the logo, the typographies used and some guiding principles for its correct use in different situations can be found in Annex A.

3.1.2. MS Word templates

Two different MS Word templates have been created by UNIBA as the D6.1 responsible, which have been all shared with the project partners. These templates will be used along the project to maintain a coherent and consistent image. One of the templates is aimed



for deliverables creation (Figure 4), whereas the other will be used for internal documentation, creation of meeting agendas, etc (Figure 5).

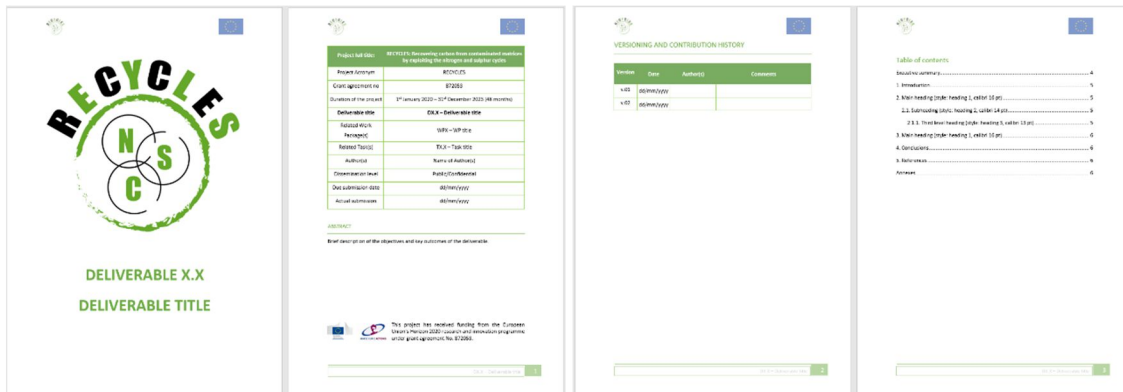


Figure 4. View of the deliverable template



Figure 5. View of the Agenda template

3.1.3. MS Power Point template

A MS Power Point template has been designed for its use in all project's internal and external presentations.

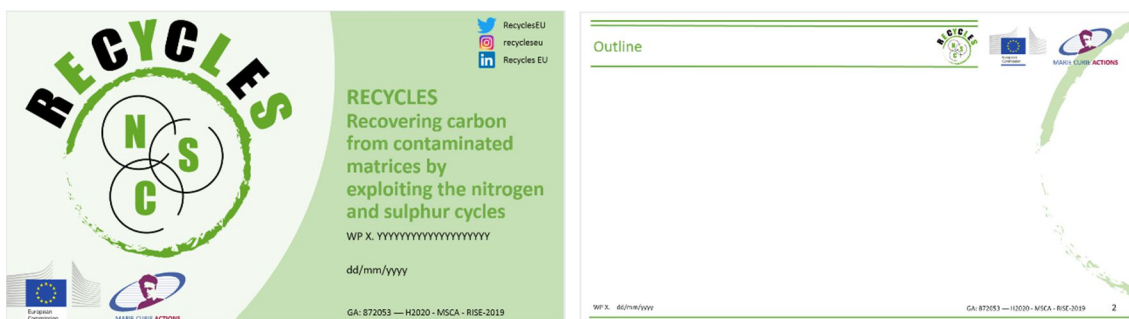


Figure 6. View of the MS Power Point template

3.2. THE WEBSITE

According to the workplan, the RECYCLES project website has been designed and implemented, and it will be launched by June 2020. The registered URL is www.recycles-h2020.eu.

3.2.1. Website structure and contents

The architecture adopted for the RECYCLES website is the following:

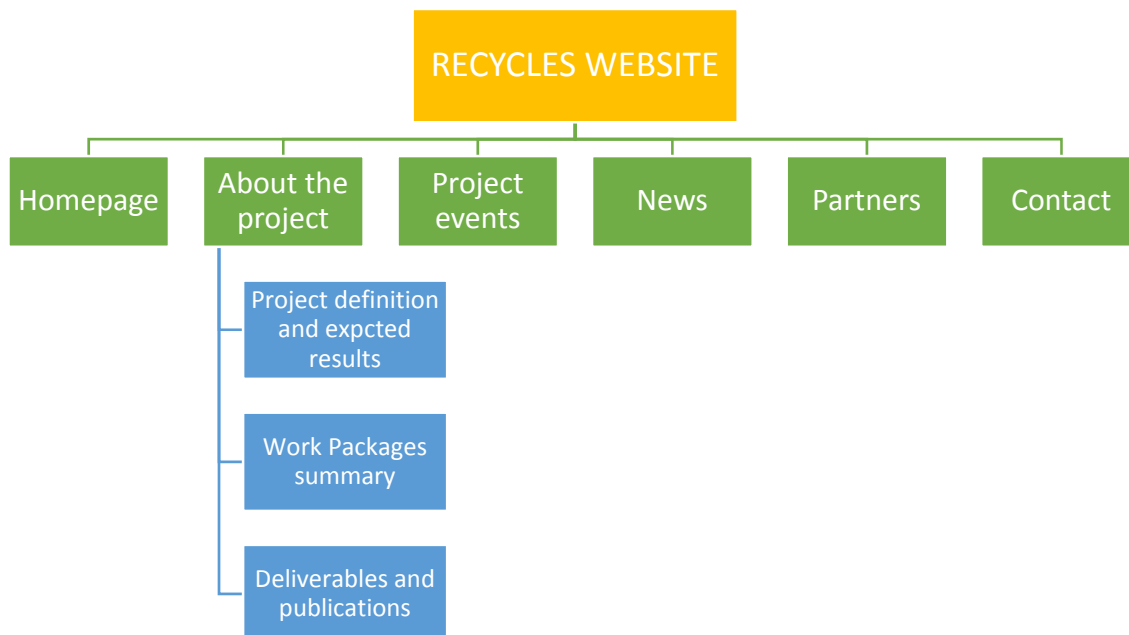


Figure 7. Structure of the RECYCLES website

3.2.1.1. Homepage

The homepage is presented as a slider, where different key objects of the website are shown.

First, the title of the RECYCLES project **“Recovering carbon from contaminated matrices by exploiting the nitrogen and sulphur cycles”** is shown, together with a **SEE MORE** button that links to the *About the project* section.

Scrolling down, the project key concepts are shown, together with a **READ MORE** button that links to the *Project definition and expected results* section.



Following that, it can be found a news and events board, where the newest articles, publications and upcoming events can be found, together with a Twitter Feed linked to the RECYCLES Twitter account.

Finally, the logo of all the RECYCLES partners and the European Union emblem are shown, together with the contact information and social media links.

3.2.1.2. About the project

This section of the webpage includes the main information about the project, the main goals and the expected impact. The section is divided into the following sub-sections:

- Project summary
- Project definition and expected results
- Work Packages summary
- Deliverables and publication (it will include the download links for the public deliverables, related publications and promotional material such as leaflets or rollups)

3.2.1.3. Project events

In this section, all the upcoming events related to the project such as workshops, seminars or meeting will be announced, publishing the date, the location and a description of each event.

3.2.1.4. News

Every piece of news related to the RECYCLES project will be published in this section.

3.2.1.5. Partners

This section is devoted to each one of the partners involved in the RECYCLES project. The RECYCLES Consortium is comprised of two partners from Spain, three from Italy,

one from Chile, one from Thailand and one from Canada. The main information of each participant can be found in the *Partners* section, together with the websites of each institution and related research groups.

3.2.1.6. Contact

The last section shows a form for visitors to send comments and/or questions. This form includes the fields Name and surname, E-mail and Comment or message. Moreover, the postal and contact information of the RECYCLES coordination and management are presented here, together with the links to all the RECYCLES social media channels.

3.2.2. Website layout

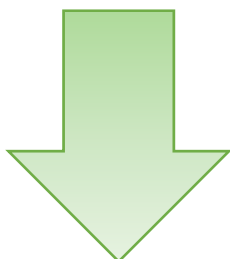
The website menu is available from all pages, allowing visitors to find the information that they are interested in in an efficient and easy way. The overall design of the website includes the following elements:

HEADER



- Coordination and project management contact
- Links to social media channels
- RECYCLES logo
- Navigation menu
- Search button

FOOTER



- RECYCLES logo and European Commission emblem
- Recognition to EU funding: “This project has received funding from the European’s Union Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 872053”.
- Contact information
- Links to social media channels



3.2.3. Website managing and updating policy

The website structure and appearance has been conceived by UNIBA, with inputs of all the RECYCLES partners. The creation, developing, updating and maintenance tasks have been (and will be) done by the external company Context Media S.L., which has been contracted for the mentioned purposes.

Pieces of news worth to be published in the RECYCLES website will be discussed by the Executive Board prior to their publication. Moreover, all partners are highly encouraged to participate and provide material for generating these pieces of news to be published in the website.

The upload policy regarding public dissemination level deliverables will be as follow:

1. Once the document is accepted by the RECYCLES Consortium after the internal peer review process, an executive summary will be made available.
2. Once the deliverable is approved by the European Commission, a PDF of the final document will be formally made public

3.2.4. Site hosting and maintenance

Context Media S.L. is responsible for setting up the website (domain purchase, hosting and Wordpress.org configuration). The designing of the sections and the creation of content is a responsibility of the RECYCLES Consortium. The RECYCLES website will ideally be updated once a week by Context Media S.L. with the material and content provided by UNIBA (previously accorded between the implicated partners of the RECYCLES Consortium).

UNIBA will be responsible for the maintenance and updating tasks of the website along the duration of the RECYCLES project. However, the creation and maintenance costs associated will be distributed in proportional parts between all the beneficiaries.



3.2.5. Data protection

RECYCLES Consortium will ensure that the website is compliant with all European requirements and standards regarding data protection. Consult Annex B for the website legal warning, privacy policy and cookies policy.

3.2.6. Analytics

The RECYCLES website will have Google Analytics installed in order to monitor all the traffic and to periodically obtain reports about the site's performance.

3.3. DIGITAL PRINT AND PRINTED MATERIALS

RECYCLES project will create communication, dissemination and promotional materials such as leaflets (already created) or a rollup (M10-M12). These materials will serve as the first project's business card and will be distributed as widely as possible among general and specialized public, in conferences, seminars, workshops and other side events. All these documents will be published online in the RECYCLES website and will be distributed among partners digitally. Partners will be responsible of distributing the printed versions among their circles in their area of action. Figure 8 shows the RECYCLES leaflet created and distributed.



RECYCLES:
Recovering carbon from contaminated matrices by exploiting the nitrogen and sulphur cycles

H2020-MSCA-RISE-2019
 Grant nº 872053



Our Goals

RECYCLES project aims to exploit the integration of the C, N and S cycles in bioreactors to design optimal treatment trains to recover added-value products out of liquid and gaseous effluents by:

- Investigating **innovative** unit processes based on N recycle, biosulfur recovery and CO₂ valorisation.
- Applying **novel** technologies (moving bed bioreactors, membrane biofilm reactors or enzymatic bioreactors).
- **Combining** biological processes into innovative treatment trains for **wastewater** treatment and **biogas** upgrading.

The RECYCLES consortium

Universitat Autònoma de Barcelona



Università degli studi di Firenze



Università di Pisa



Italprogetti Spa



Aeris Tecnologías Ambientales, S.L.



Prince of Songkla University



University of Manitoba



Pontificia Universidad Católica de Valparaíso

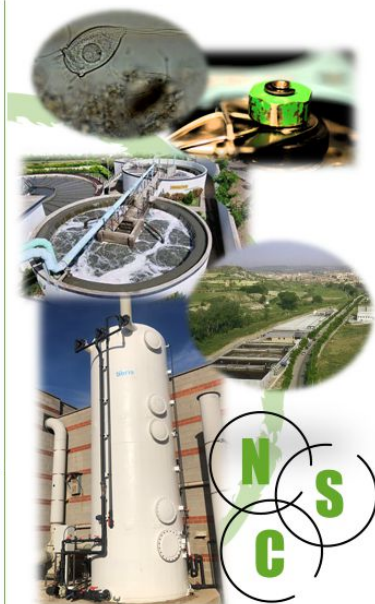
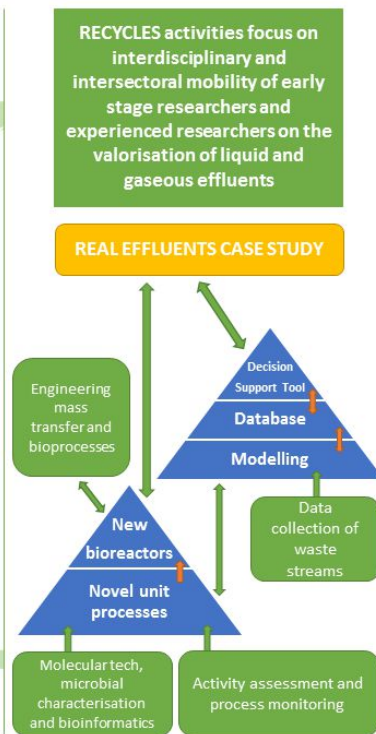


Coordination & Project management:
 david.gabriel@uab.cat
 daniel.gonzalez.ale@uab.cat

Work Packages distribution

RECYCLES project is divided into 8 different Work Packages (WPs).

- WP1:** Development of innovative bioreactors.
- WP2:** Application of monitoring and molecular biology tools.
- WP3:** Decision Support Tool (DST) development.
- WP4:** Analysis of treatment trains.
- WP5:** RECYCLES demonstration.
- WP6:** Training on early stage researchers, dissemination, communication, experiment design, workshops and exploitation.
- WP7:** Management.
- WP8:** Ethics requirements.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No. 872053

Figure 8. RECYCLES leaflet



Furthermore, to promote RECYCLES objectives and results, one animated video with motion graphics (M12-M17) and a video showing the pilot plant(s) (M36-M40) will be created, including interviews to some partners or collaborators if possible. These videos will be uploaded to the RECYCLES' website and YouTube channel.

A shared folder of RECYCLES project images is available in the RECYCLES OneDrive for its use by partners during dissemination and communication activities/actions. Moreover, partners can contribute with non-confidential and free-to-use images for internal and external dissemination and communication activities/actions.

A dissemination and communication action that is in development process is the newsletter. The first step will be the collection of a mailing list from previous contacts with a potential interest for the RECYCLES project, as well as from the website visitors, always asking for their previous consent to receive the newsletter, as established by European General Data Protection Regulation (EU 2016/679). Then, the newsletter will be delivered once every six months to all subscribers that accepted the terms, from a general to a specialized public. The content of these newsletters will vary, focusing always in promoting the activities performed in the framework of the project, the objectives reached and the future events to come lead by the RECYCLES project or where the RECYCLES participate.

Finally, a poster template will be designed in the next months (M10-M12) for dissemination of results in conferences and/or seminars





3.4. SOCIAL MEDIA

Different social media channels (Twitter, Instagram, Facebook, LinkedIn, ResearchGate) have been created with the aim of reaching general as well as specialized public and to spread the word, communicate and disseminate the goals, activities and results from the RECYCLES project.

Moreover, all partners have been advised to contribute at least with their corporate accounts in the dissemination and communication of the project goals, activities and

results. In this sense, partners should notify any time they are doing a dissemination activity so the rest of the Consortium can promote it on their social media accounts. When sharing content on the different social media accounts (partners and RECYCLES), the use of the tags and hashtags presented in Table 1 is recommended.

Table 1. Tags and hashtags for social media posts

SOCIAL MEDIA	USERNAME	TAGS	
	@RecyclesEU	@MSCActions	#H2020
	@recycleseu	@EU_H2020	#HorizonEU
	Recycles	@REA_research	#MSCA
	Recycles EU	@EU_Commission	#MSCA_RISE
		@EUScienceInnov	#InvestEURresearch

All partners should record their posts related to the RECYCLES project on their social media channels on a dedicated MS Excel sheet for reporting purposes. The partner's social media accounts are shown in Table 2.

Table 2. Partner's social media channels

PARTNER				
Universitat Autònoma de Barcelona (UNIBA)	@UABBarcelona	@uabbarcelona	@uabbarcelona	@Universitat Autònoma de Barcelona
	@GENOCOV	NA	NA	NA
Università degli Studi di Firenze (UNIFI)	@UNI_FIRENZE	@unifirenze	@UNIFIOFFICIAL	@Università degli Studi di Firenze
Università di Pisa (UNIPI)	@Unipisa	@unipisa	@unipisaofficial	@Università di Pisa
AERIS Tecnologías Ambientales S.L. (AERIS)	@AerisTec	NA	NA	@AERIS Tecnologías Ambientales SL
Italprogetti SPA (ITALPRO)	@italprogetti	@italprogetti_spa	@italprogetti.tannery @italprogetti.environmental	@Italprogetti SpA
Prince of Songkla University (UNISO)	@PSUniversityTH	NA	NA	@Prince of Songkla University
Pontificia Universidad Católica de Valparaíso (UNIPO)	@pucv_cl	@pucv_cl	@pucv.cl	@Pontificia Universidad Católica de Valparaíso
University of Manitoba (UNIMA)	@umanitoba	@umanitoba	@umanitoba	@University of Manitoba

Finally, a YouTube channel will be created in the upcoming months to share all the audio-visual material such as promotional videos, interviews and/or presentations for

dissemination and communication purposes generated throughout the RECYCLES project.

3.5. MEDIA RELATIONS

News and press releases will be written and sent to both specialized and general media, focusing on the general idea and main aims of the RECYCLES project, the technologies developed along the project, the pilot plant(s), the attendance at specialized events and/or conferences related with the project and the results obtained.

All press releases will be distributed to all partners in English before its publication so everyone can provide feedback. Once reviewed, the press releases will be able to be adapted to the corporate language and circulate them through the corresponding communication channel(s).

An initial calendar for some press releases is shown in Table 3, which can be subjected to changes depending on the evolution of the activities of the RECYCLES project. Considering the exceptional situation given by the covid-19 pandemic, the calendar is scheduled with a delay of 6 months with respect to the initial date (January 2020).

Table 3. Calendar proposal for press releases

MONTH	TOPIC	LEADING PARTNER(S)
M9-M11	Start of the RECYCLES project	UNIBA
M30	Bioreactors and treatment trains developed by RECYCLES	UNIBA, UNIFI, AERIS
M40	Application and performance analysis of pilot-scale treatment trains in a real-scale facility	UNIFI, ITALPRO, AERIS
M52-M54	RECYCLES results and outcomes	UNIBA, UNIFI, AERIS, ITALPRO

3.6. SCIENTIFIC PUBLICATIONS

It is one of the objectives of the RECYCLES project to produce and publish different scientific articles to disseminate and communicate the technical outcomes of the project. Following the recommendations of the European Commission regarding open accessibility to the research performed under Horizon 2020 framework projects (“as open as possible, as closed as necessary”), each partner will ensure open access (free of charge, online access for any user) to all peer reviewed scientific publications submitted and published via a gold open access whenever available and/or green open access via an online repository (DDD.UAB) to ensure long-term preservation and availability of the publications.

Partners have preliminarily identified the following list of journals (Table 4) as relevant for the dissemination of the RECYCLES activities and results.

Table 4. List of scientific journals

JOURNAL	EMBARGO PERIOD FOR GREEN OPEN ACCESS
Journal of Cleaner Production	24 months
Chemical Engineering Journal	24 months
Journal of Hazardous Materials	24 months
Science of the Total Environment	24 months
Bioresource Technology	24 months
International Journal of Environmental Research and Public Health	Open access
Water Research	24 months
Water Science & Technology	12 months
Chemosphere	24 months
Journal of Environmental Management	24 months
Resources, Conservation & Recycling	24 months
Scientific Reports	Open access

Waste Management	24 months
Frontiers in Environmental Science	Open access
Water	Open access
International Biodeterioration and Biodegradation	24

Specifically, a special issue on Innovative Technologies for Resource Recovery from Solid, Liquid and Gaseous Wastes by the International Journal of Environmental Research and Public Health is open for manuscript submission until the 31st of March 2021, where guest editors are Prof. David Gabriel (RECYCLES coordinator, UNIBA), Dr. Giulio Munz (Principal Investigator from UNIFI in the RECYCLES Consortium) and Dr. Xavier Gamisans (member of the RECYCLES Advisory Board). The main aim of this special issue, which fits perfectly with the objectives of the RECYCLES project, is to promote peer-reviewed scientific publications dealing with the smart combination of advanced technologies based on the integration of the carbon, nitrogen and sulphur cycles that enables the treatment of waste gases and wastewater in a more energy-effective manner, considering as well resource recovery and obtention of a wide range of by-products. For sure, this special issue will be a good target for the dissemination and communication of part of the RECYCLES results.

3.7. CONFERENCES, WORKSHOPS AND OPEN DAYS

Participation in national and international conferences and general public events is essential in order to reach large scientific sectors and present the RECYCLES innovation and novel technologies.

RECYCLES partners have identified a list of relevant scientific events that will take part along the duration of the project and that can be target for the exhibition of the project aims, activities and results. The participation in these events can be used to raise the awareness about RECYCLES project goals and results among scientific and general public. Moreover, UNIBA is in contact with the water cluster in Catalonia, the Catalan Water Partnership, in order to schedule a Workshop between September and December

2020, where the main objective is to gather companies, universities and research centres and share experiences in the field of bioprocesses exploitation for the treatment of waste gas effluents and emissions from waste treatment industry and specifically, in wastewater treatment plants.

Table 5 shows a first list of potential events identified by the RECYCLES partners, which will be periodically updated.

Table 5. List of potential events

DATE	EVENT	LOCATION	WEBSITE
Sept-Dec 2020	WaterTalks by the Catalan Water Partnership	Universitat Autònoma de Barcelona (Spain)	http://www.cwp.cat/en/calendar/
2021	9 th International Conference on Biotechniques for Air Pollution Control & Bioenergy	Not confirmed yet	http://bioengingroup.es/biotechniques-2019/
June 29 th – July 2 nd 2021	SIDISA 2021 XI International Symposium on Environmental Engineering	Turin (Italy)	https://www.sidisa2020.it/

4. DISSEMINATION AND COMMUNICATION KPIS

An initial set of Key Performance Indicators (KPIs) for assessing the dissemination and communication activities is proposed in Table 6.

Table 6. Dissemination and communication KPIs

STRATEGY	INDICATOR	VERIFICATION	TARGET BY THE END OF THE PROJECT
Media	Nº of press releases	Proof of publication	≥ 3
Website	Nº of visits	Google Analytics	≥ 3000
	Nº pages viewed		≥ 6000
	Nº page/session		≥ 1
	Nº users		≥ 1000
	Average session time		≥ 1 min
Videos	Nº of project videos	Proof of publication	≥ 2
Scientific publications	Nº of scientific publications	Proof of publication	≥ 2
Events attended	Nº of events (conferences, workshops, etc) attended by project partners	Proof of participation	≥ 3
Social media channels	Total views in YouTube	YouTube analytics	≥ 200
	Nº of posts	Monthly follow up	≥ 8
	Nº of likes		≥ 15
	Nº of shares/retweets		≥ 8



5. CALENDAR

ACTION	M3			M6							M13					M18						
	March 2020	M4	M5	June 2020	M7	M8	M9	M10	M11	M12	Jan 2021	M14	M15	M16	M17	June 2021	M19	M20	M21	M22	M23	M24
Project's Visual Corporate Identity	X																					
Word and PowerPoint template	X																					
Creation of social media channels	X																					
Website creation	X																					
Website release				X																		
Website update					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Leaflets				X																		
Press release (start of the project)*				X																		



D6.1 – Start-up dissemination actions				X																
Rollup										X										
Animated promo video													X							
Creation of a YouTube channel													X							
WaterTalks by the Catalan Water Partnership										X										
9 th Int Conference on Biotechniques for Air Pollution Control & Bioenergy																			X	
SIDISA 2021 XI International Symposium on Environmental Engineering																			X	

*Press releases, scientific publications and promotional videos can have a delay of minimum 6 months due to the exceptional situation caused by the covid-19 pandemic.



ACTION	M25					M30							M37					M42						
	Jan	M26	M27	M28	M29	June	M31	M32	M33	M34	M35	M36	Jan	M38	M39	M40	M41	June	M43	M44	M45	M46	M47	M48
	2022					2022							2023					2023						
Website update	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Press release (bioreactors...)*	X																							
Press release (performance analysis...)*										X														
Leaflet update													X											
Rollup update													X											
Video (pilot plant(s) and interviews) *														X										
YouTube channel update*														X										
Press release (project results)*																							X	
Scientific publications *																								X
D6.2 – Dissemination material																								X

*Press releases, scientific publications and promotional videos can have a delay of minimum 6 months due to the exceptional situation caused by the covid-19 pandemic.



ANNEXES

Annex A shows the manual of use of the RECYCLES logo.

Annex B presents the RECYCLES website legal warning, privacy policy and cookies policy.



ANNEX A

Manual with the technical description of the logo, the typographies used and some guiding principles for its correct use in different situations.

RECYCLES



**BASIC
MANUAL for
VISUAL
IDENTIFICATION
of RECYCLES**

Barcelona, march 2020

Index >>

Basic Elements

Use of the brand	3
Basic Identification	4
Sizing.....	5
Safety area.....	6
Typos.....	7
Corporate colours	8
Harmonization with other logos.....	9
Use over colours	11

Uses

Web and printing.....	12
Stationery.....	13

» Basic Elements

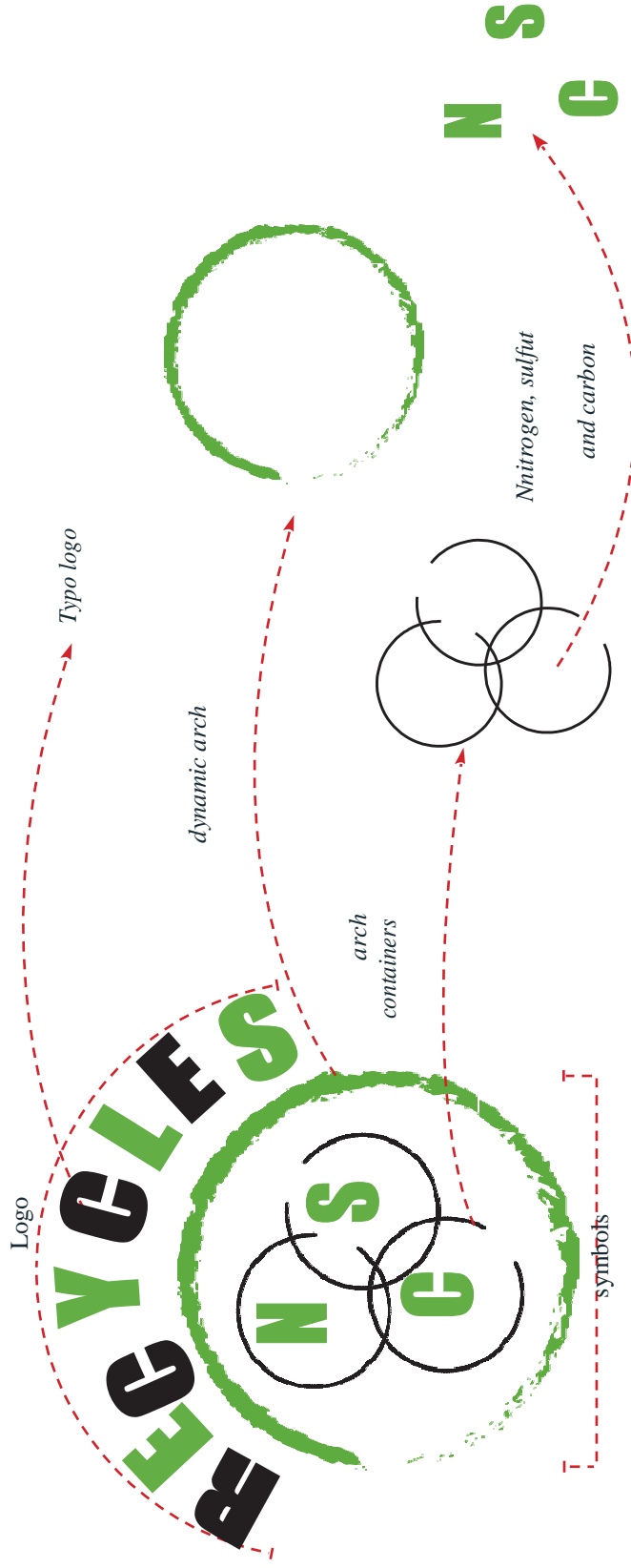
Use of the Brand

- » This manual brings together the different aspects for the correct use of the **RECYCLES** brand in all its expressions. Thus seeking to strengthen, articulate, communicate and apply the Brand in its fields.
- » The elements cannot be separated and used alone as a Brand, except for the dynamic ring that can be applied in specific situations and with a decorative character and in corporate colors.
- » To reproduce the **RECYCLES** brand, the versions contained in the digital media provided for this purpose will always be used.

>> Basic Elements

Basic Identification

>> A dry stick typeface has been used as a starting point, because it transmits balance associated with modernity. The basic identification is formed by the typographic logo of the English word **RECYCLES** that identifies the project. It is a traced text. Vertical scale 85% and horizontal 100%, with a track of 70. As complementary elements: the outline of a green and dynamic circle supporting the letters and, at the same time, giving a sensation rotation. The chemical symbols N (nitrogen), S (sulfur) and C (carbon) are key in the **RECYCLES** process, they are positioned inside because they are directly involved. Each one, located inside its own open ring, gives the idea of entry and exit in the recycling process.



» Basic Elements

Sizing

- » The measurements of the original logo are 294 mm x 261 mm (100%).
- » In the printed application, for the logo to retain its visual effect, it is recommended not to exceed the measurements by 120%.
- » For a larger application, the logo must be created for the new purpose.



- » The maximum possible reduction will be 7%.

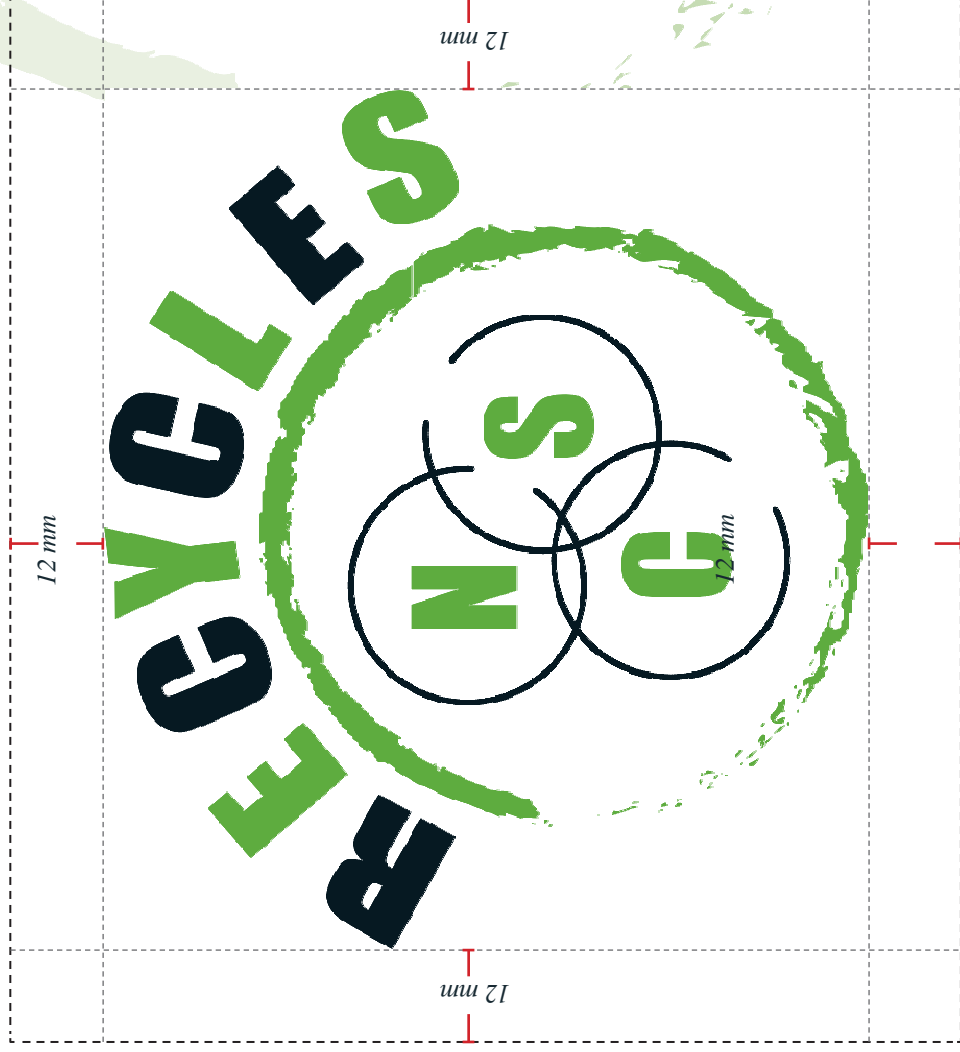
20 mm



» Basic Elements

Safety area

- » This area is the minimum space of protection that must exist around the logo to that it maintains its graphic and visual integrity. This space must be respected when you are alone and must not be invaded by adjacent elements, be they texts, images, etc..
- » When it coexists with other Brands, the distance will be 3 mm (see section Harmonization with other logos, page 10).



>> Basic Elements

Typography Main

- >> The use of the 95% black Gotham font family is recommended for logo placement in print publications.

Typography Secondary

- >> And, for the web, Roboto as a secondary or alternative typeface that is compatible with different operating systems and the web.

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (Italic)
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz12
3456789 (.,:;?ı' '* @ & € ® -)

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz (Italic)
abcdefghijklmnopqrstuvwxyz12
3456789 (.,:;?ı' '* @ & € ® -)

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz (Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 (.,:;?ı' '* @ & € ® -)

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz (Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 (.,:;?ı' '* @ & € ® -)

Gotham Medium

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
HIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz (Italic)
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789 (.,:;?ı' '* @ & € ® -)

Gotham Bold

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz (Italic)
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789 (.,:;?ı' '* @ & € ® -)

Gotham Black

» Basic Elements

Corporate Colours

- » To avoid undesired results in the implementation of the **RECYCLES** brand, the correct use of corporate colors, which are Pantone P 140-6C green, must be respected together with the black for the process color.
- » The chromatic application will be in RGB for the web and Pantone P 140-6C in paper printing, but when conditions do not allow it, it can be four-color printing.

Pantone P 140-6C

Plain ink: Green = R101 V168 A42

Black = R0 V0 A0



Process color: Green = C63 M0 Y100 K10

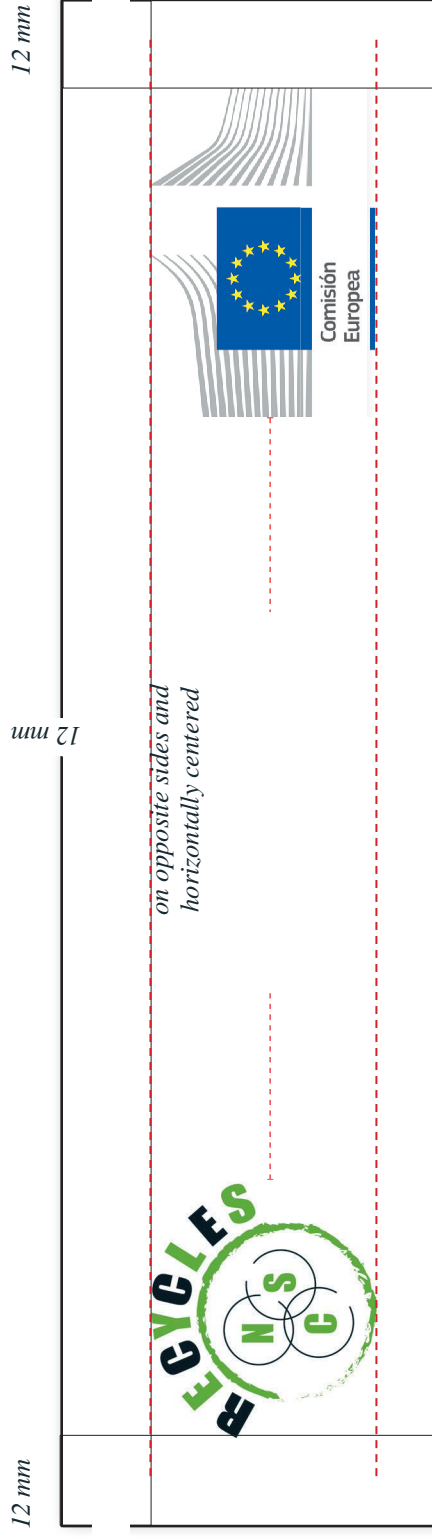
Black = C30 M0 Y0 K100



» Basic Elements

Harmonization with other logos

- » In the application of 2 logos in the same situation it is recommended:
 - » Horizontal harmonization in letter with 2 equal logos on the top and bottom:



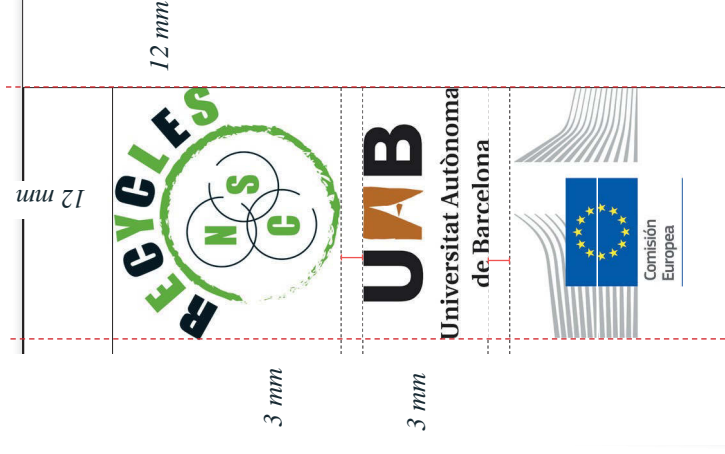
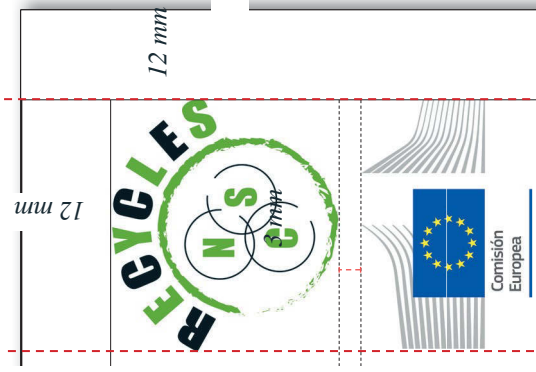
- » Horizontal harmonization in letter with 3 logos equal in the upper part and in the lower part:



>> Basic Elements

Harmonization with other logos

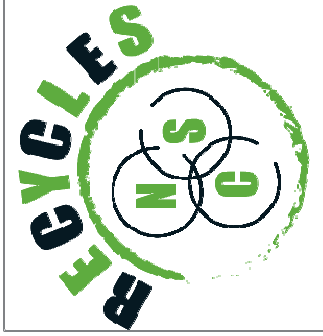
- > Vertical harmonization on chart with 2 logos top or bottom left or right:
- > Vertical harmonization in letter with 3 logos top or bottom left or right:



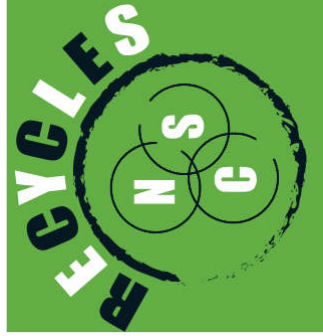
» Uses

Use over colours

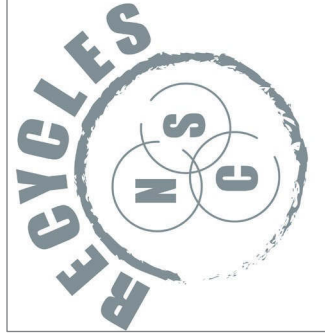
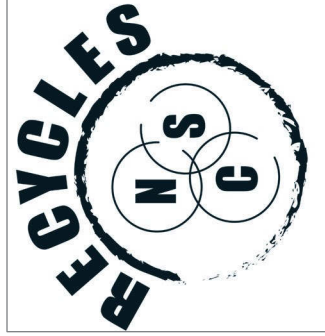
» Use on white and hatched background.



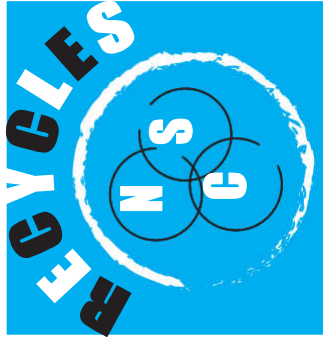
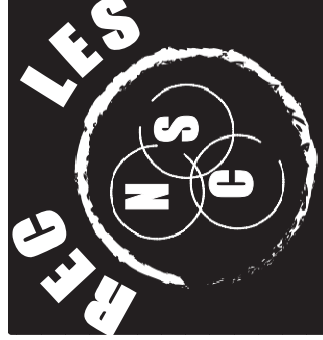
» Use on corporate color and dark colors.



» Feathers and hatches (50 %).



» Negative.



» **Uses**

Web and printing

» Web application in RGB, optimal formats: png and jpg.

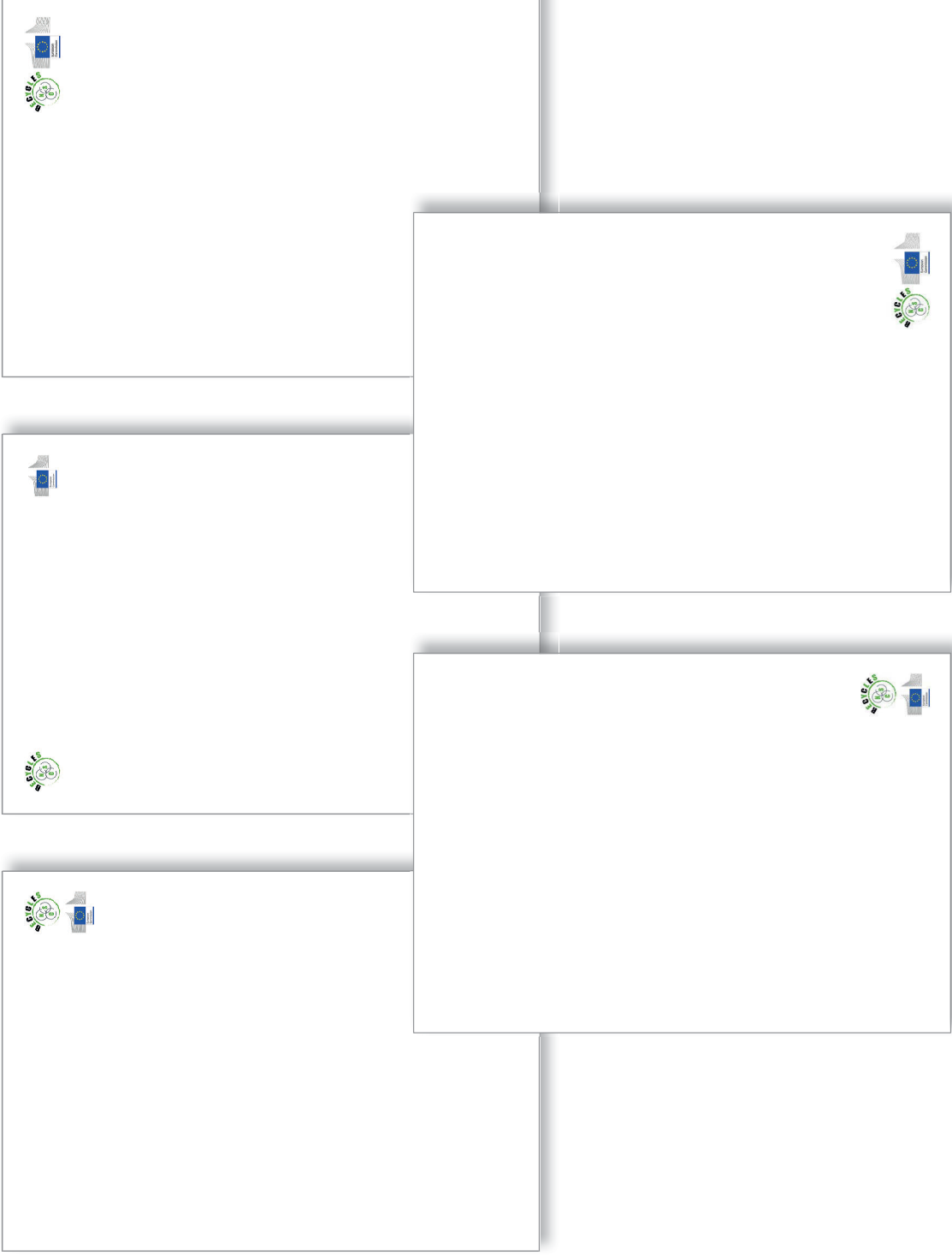
» Application for printing on paper to CMYK, formats: eps, tiff, jpg and pdf.



» Uses

Stationery

- » These models of harmonization with two Letter Marks are recommended, depending on the use:





ANNEX B

ANNEX B.1. LEGAL WARNING

In compliance with Law 34/2002 of 11 July on Information Society and Electronic Commerce Services, the User is informed that the owner of the website <https://www.recycles-h2020.eu> is Universitat Autònoma de Barcelona, whose identification information is as follows:

- **Registered office:** Campus de la UAB
- **Post code:** 08193
- **Town/City:** Bellaterra (Cerdanyola del Vallès)
- **Province:** Barcelona
- **CIF:** Q0818002H
- **E-mail:** informacio@uab.cat

1. Access to the Website:

This legal notice regulates the access and use of the website by users and aims to inform about the services and products of the entity and allow general access for all Internet users.

Any person who accesses or uses the Website is considered a user and accepts, without reservations of any kind, each and every one of these general conditions, as well as of other special conditions that, if applicable, govern the use of the Portal or the services linked to it.

The user must carefully read the Legal Notice and the Privacy and Cookies Policies when they intend to use the Website, since Universitat Autònoma de Barcelona reserves the right to make, at any time and without prior notice, any modification or update of the contents and services, of the present provisions for access and use and, in general, of all the elements that comprise the design and configuration of this Website. If you do not



accept the conditions of access and use, please refrain from using the Website and its content.

2. Use of the Website:

The user undertakes to make diligent use of the Website, as well as the information relating to its services and/or activities, in full compliance with the applicable regulations, ethics and generally accepted good practices and law and order, the conditions of access and use and any other conditions established on the Website.

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Universitat Autònoma de Barcelona will not be liable for any damage to the hardware and/or software of the user that may arise from access and use of the Website. Likewise, it will be not liable for damages or losses that may be caused by accessing and/or using the information on the Website, and specifically those that may occur in computer



systems or those caused by computer viruses/attacks, crashes, interruptions, absence or defects in connectivity and/or the Internet.

The user will be liable for the damages and/or losses that Universitat Autònoma de Barcelona may suffer as a result of the breach of any of the obligations to which they are subject to through this Legal Notice, applicable regulations and the Privacy and Cookies Policies.

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Third parties who intend to include a link to this website must comply with current legislation and may not host content that is inappropriate, illegal, pornographic, violent, etc.

Universitat Autònoma de Barcelona will in no case be liable for the content of that Website, nor promote, guarantee, supervise or recommend the content therein.

If the linking Website fails to comply with any of the above aspects, it will be obliged to delete the link immediately.

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This Website may include links to third-party websites that allow the user to access them. Nonetheless, Universitat Autònoma de Barcelona is not liable for the content of these linked websites, but rather the user will be responsible for accepting and verifying access each time they connect.

These links or mentions have a use that does not imply the support, approval, commercialization or any relationship of this website and the persons or entities that own the site where they are located.

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7. Applicable legislation:

The Legal Notice will be governed and interpreted in accordance with Spanish legislation.

Any conflict that may arise from accessing the website will be submitted to the relevant courts or tribunals for resolution in accordance with consumer and user regulations.

8. Contact:

For any questions or comments on this Legal Notice you can contact us at informacio@uab.cat.

ANNEX B.2. COOKIES POLICY

1. Informational banner:

This website uses cookies to collect statistical information on user browsing and improve its services with their preferences generated from their browsing patterns.

Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy.



2. What are cookies and why do we use them on the website?

A cookie is a small text file that is created in the user's device when accessing certain websites to store and retrieve any kind of information. Usually cookies store information related to the browsing that is carried out from your device.

Some cookies are strictly necessary for the operation of the webpage while some others are used for other purposes. Some cookies are placed by this website, while some others are placed by third party services like social media providers. Also, depending on the time they remain in your device, can be divided into session or permanent cookies.

We can store on your device those cookies that are strictly necessary for the operation of this site. For all other types of cookies, we need your consent.

3. What type of cookies does the website use?

This website only uses NECESSARY, STATISTICS and SOCIAL MEDIA cookies.

Necessary cookies make this website usable by enabling basic functions like page navigation and access to secure areas of the website. This website cannot work properly without necessary cookies.

Statistics cookies help us to understand how visitors interact with websites by collecting and reporting information anonymously. We use statistics cookies provided by the open-source analytics platform Google Analytics, stored in our own servers.

Social Media cookies help show the widget with recent tweets.

More details about the cookies we use:

COOKIE	DESCRIPTION	DURATION	TYPE
cookielawinfo-checkbox-necessary	This cookie is set by GDPR Cookie Consent plugin. The cookies are used to store the user consent for the cookies in the category “Necessary”.	1 hour	Necessary
cookielawinfo-checkbox-non-necessary	This cookie is set by GDPR Cookie Consent plugin. The cookies are used to store the user consent for the cookies in the category “Non-necessary”.	1 year	Necessary
_ga	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site’s analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	2 years	Analytics
_gid	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	1 day	Analytics
_gat_gtag_UA_167095579_1	Google uses this cookie to distinguish users.	1 minute	Analytics

4. How can the user disable the browser cookies?

You can configure your browser to not accept the use of cookies, in which case the personalization of the experience will not work as well as some parts of the website. Browsing experience may be less efficient but still possible.

The user can configure their browser to not accept the use of cookies, in which case the personalization of the experience would not apply. If this configuration is selected, it may not be possible to access certain parts of the website, as it may cause less efficient browsing.



Most browsers currently allow the user to configure whether they want to accept cookies and which ones. These parameters are usually found in the “parameters” or “preferences” of the browser’s menu.

Here the instructions for configuring cookies in the main browsers:

- Chrome: Settings -> Show advanced settings -> Privacy -> Content settings. For more information, you can check Google support or the browser’s Help.
- Firefox: Tools -> Options -> Privacy -> History -> Custom Settings. For more information, you can check Mozilla support or the browser’s Help.
- Internet Explorer: Tools -> Internet Options -> Privacy -> Settings. For more information, you can check Microsoft support or the browser’s Help.
- Safari: Preferences -> Security. For more information, you can check Apple support or the browser’s Help.

5. Additional information

For more information on the use of cookies and how to block them, go to www.allaboutcookies.org, www.youronlinechoices.eu.

ANNEX B.3. PRIVACY POLICY

1. Who is the data controller for your personal data?

Data controller: UNIVERSITAT AUTÒNOMA DE BARCELONA

Tax ID number: Q0818002H

Address: Campus de la Universitat Autònoma de Barcelona, 08193 Bellaterra (Cerdanyola del Vallès).

Telephone: +34 93 581 27 74

Data protection delegate contact: proteccio.dades@uab.cat



2. For what purpose will be processed your personal data?

In accordance with the provisions of article 13 of the General Data Protection Regulation (GDPR), we would like to inform you that the personal data included in this form will be processed, with your consent, for the purpose of managing your comment/question/suggestion.

3. Is it mandatory to provide all the information requested in the forms on the website?

The user must complete the fields marked as “required”. Failure to complete the required personal information or to partially do so may mean that Universitat Autònoma de Barcelona cannot meet your requests and, consequently, Universitat Autònoma de Barcelona will be exempt from any liability for the non-provision or incomplete provision of the requested services.

The personal data provided by the user to Universitat Autònoma de Barcelona must be up to date so that the information in our records is current and without errors. The user will be liable for the veracity of the data provided.

4. How long will your personal data be retained for?

Personal data will be retained for the duration of the purpose for which it was collected and while its erasure is not requested, and consent is not revoked.

5. What is the lawful basis for us to process your personal data?

The lawful basis for the processing of user’s data is the consent provided through acceptance of the data processing clause.

6. What recipients will your data be shared with?

The entity responsible for the processing of this data, which is the Universitat Autònoma de Barcelona, with domicile in Barcelona (Cerdanyola del Vallès), 08193, will not release user’s data to third parties or any other addressee, except in cases which are legally contemplated or when they are for performance of duty, and neither will this data be



the object of international transfer. Should this case arise, authorisation will be sought first from the concerned parties.

7. What are your rights regarding your personal data?

In accordance with the prevailing legislation on the protection of personal data, users may revoke their consent at any time and exercise their right to access, rectification, suppression, or limitation of its processing and portability by making a written request to the Secretary General of the UAB (sec.general@uab.cat), with headquarters at the Rectorat building, Plaça Acadèmica, 08193, Bellaterra (Cerdanyola del Vallès).

Should the user not receive a satisfactory response and should they wish to make a complaint or obtain more information on any of these rights, they may contact the Spanish Data Protection Agency (www.agpd.es - C/ Jorge Juan, 6, Madrid).