



H2020-NMBP-HUBS-2019

FlexFunction2Sustain

**Open Innovation Ecosystem for Sustainable Nano-functionalized
Flexible Plastic and Paper Surfaces and Membranes**

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Duration: 48 months

= Deliverable D8.7 =

Project website launched, public and partner restricted part

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Dissemination level		
PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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Executive Summary

FlexFunction2Sustain website <https://flexfunction2sustain.eu/> has been set up in order to increase public awareness of the project. A provisional webpage with basic information on the project (i.e. project facts, the publishable abstract, list of partners and contacts) has been operational since April 2020. The whole content of the webpage is public and complete project information is on-line since July 2020. The FlexFunction2Sustain website will be actively maintained and updated during the whole course of the project.



Table of Contents

1. INTRODUCTION.....	5
2. FLEXFUNCTION2SUSTAIN WEBSITE.....	6
2.1. MAIN PAGE.....	6
2.2. PROJECT.....	7
2.2.1. WHO WE ARE	7
2.2.2. OUR AMBITION	8
2.3. APPLICATIONS AND INDUSTRIAL USE CASES.....	8
2.3.1. OFFERING	8
2.3.2. TECHNICAL FACILITIES.....	9
2.3.3. USE CASES.....	9
2.4. OPEN CALLS.....	10
2.5. OPEN INNOVATION ECOSYSTEM.....	10
2.6. NEWSROOM.....	10
2.7. CONTACT US.....	10
3. FURTHER DEVELOPMENT OF THE FLEXFUNCTION2SUSTAIN WEBSITE	11
4. CONCLUSIONS	11
5. DEGREE OF PROGRESS	11
6. DISSEMINATION LEVEL.....	11

1. Introduction

The *Deliverable 8.7 Project website launched, public and partner restricted part* is associated with task *T8.3 Dissemination Activities and building the FF2S Identity and Brand*. The objective of this task is to ensure that the results of the project will be disseminated to the European research and industrial community. It will ensure an on-going communication between the general public, experts, technicians etc. on one side and partners of the project on the other. One particular aim of the project website is to keep the potential interested parties (future customers) informed about the FlexFunction2Sustain by providing a general overview on the project progress along with a good knowledgebase about the sustainable plastic and paper technology but on the other hand, to inform about the process of establishing an Open Innovation Test Bed.

The task includes the creation of a comprehensive website dedicated for the project. This will be developed at the beginning of the project and will be set up for public access. The website will be actively maintained during the project period. Moreover, the website will be used as a management tool: a private area (in combination with the ownCloud platform) will be used to provide centralised access to all documents, deliverables, etc. generated during the execution of the project.

The FlexFunction2Sustain website has been operational since April 2020 in a provisional version and from July 2020 in the final design.

2. FlexFunction2Sustain website

The domain <https://flexfunction2sustain.eu/> has been procured for use by the project FlexFunction2Sustain. The website has been created in Open Source Software called WordPress. WordPress started as a blogging system but has evolved to be used as a full content management system that is completely customisable and can be used for almost anything within the field of web design. It allows fast and reliable customisation and has a user-friendly back-office environment, which will simplify the requirement for regular updates and file uploads.

All individual pages of the FlexFunction2Sustain website include:

- a project logo
- a navigation menu allowing for quick access to any part of the website
- a footer including the project details, along with an acknowledgment of EU funding “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 862156” including an image of the EU flag.

The content of the individual sections of the Navigation menu is described in the following chapters.

2.1. Main page

As shown in the executive summary of this deliverable, the main page/landing page of FlexFunction2Sustain website contains basic information about the project. The Homepage is a simple but an attractive welcoming to FlexFunction2Sustain. The aim is to convey the basic messages of the project in a visually attractive way.

Visitors of the website can find in the home page the FlexFunction2Sustain logo and project title. A short overview of the offering is presented with a picture in the central area. On the right area of the website, four project applications have dedicated sections, along with a link to the relevant page.

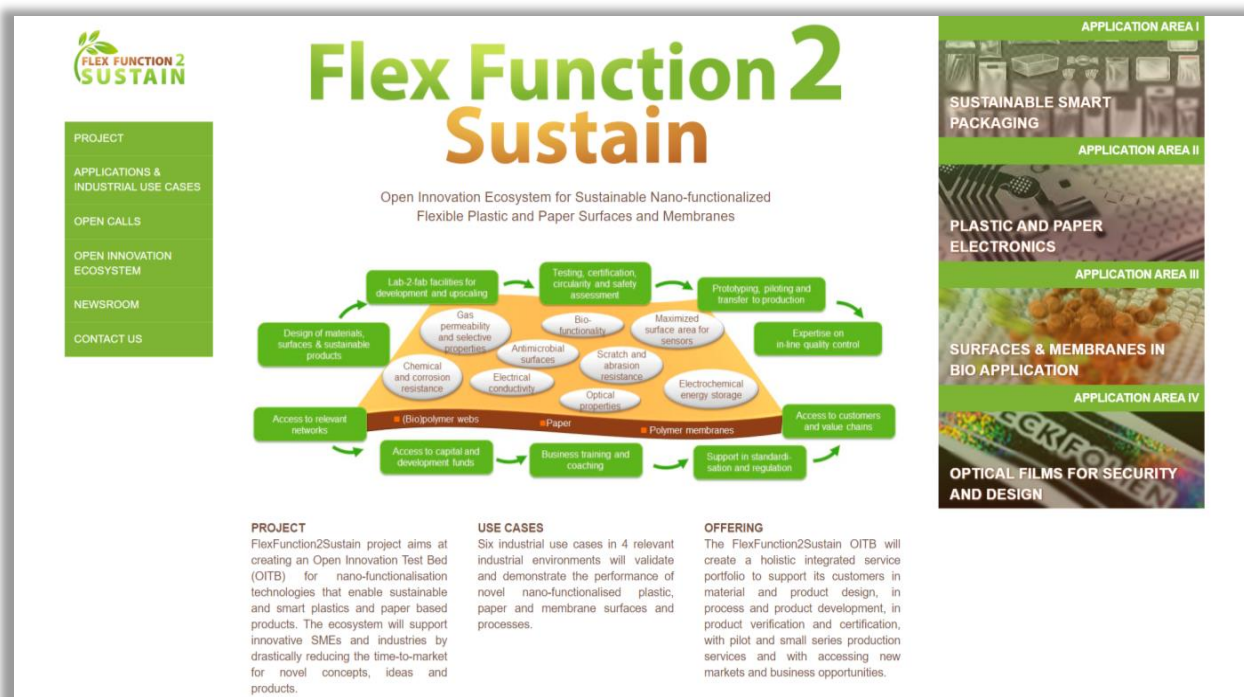


Figure 1: FlexFunction2Sustain homepage

The FlexFunction2Sustain homepage provides some basic information on the project in the bottom frame “Project Details” (i.e. including call identifier, type of action, starting date, duration of the project, as well as Grant Agreement number), along with Contact information. There is also the acknowledgment of the EU funding “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 862156” including an image of the EU flag. The bottom page’s visualisation remains constant on all pages.



Figure 2: FlexFunction2Sustain Project Details section

A dedicated secured private area (Partners’ area) of the website which serve as a management tool is also foreseen. Access is provided to all consortium partners with different levels of access and security for public and confidential data. Partners with special access rights are also able to upload files, create a new folder/sub-folder, rename, copy, move or delete a file.

Each partner is provided with a username and password to allow access to the Partners area. Currently, the secured private area is provided through the AMIRES owncloud, which stores working documents, legal documents and deliverables.

2.2. Project

This section includes a general description of the FlexFunction2Sustain project, presenting the team as well as the project’s objectives.

2.2.1. Who we are

The FlexFunction2Sustain consortium consists of 19 partners with complementary backgrounds that will help to achieve challenging goals of the project. The aim of this page is to provide high visibility to the project partners. Therefore, each partner is presented by its logo and a link to its homepage.



Figure 3: “Who we are” subsection

2.2.2. Our ambition

This section describes the basic objectives of the project as well as project workplan. In addition, there is a quotation of the Project coordinator Dr. John Fahlteich, Fraunhofer FEP, explaining the unique potential of the FlexFunction2Sustain Open Innovation Ecosystem.

OUR AMBITION

WE CAN DO IT!

Many innovations come from the urgent need to reduce plastic waste in the world addressing novel polymer formulations (bio-based, bio-degradable) and novel product designs. However, high access barriers to pre-commercial material development, testing and certification facilities and pilot-production capabilities in Europe prevent StartUps, SMEs and Industries from commercially exploiting novel ideas in nanotechnology and advanced materials. Investors, although willing to support innovative solutions, lack the technical knowledge and the institutional capabilities for evaluating new ideas, products, and business models of StartUps.

The EU-funded initiative FlexFunction2Sustain aims at overcoming these limitations by creating an Open Innovation Test Bed (OITB) for nano-functionalisation technologies that enable sustainable and smart plastics and paper based products.

The objectives of FlexFunction2Sustain project are:

- Establish a self-sustainable Open Innovation Test Bed as an open platform for evaluation and maximisation of the innovation potential of novel ideas, technologies, and products
- Prepare technical facilities for bio- and recyclable polymers and increased reliability & cost-effectiveness
- Validate upgraded facilities in industrial use scenarios
- Define holistic innovation service portfolio aligned to SME/industrial needs and test it with early adopters
- Set up a profit company as Single Entry Point to provide common access and offer complete and transparent information about the facilities, capabilities and services provided by the Open Innovation Test Bed

Project coordinator Dr. John Fahlteich, Fraunhofer Institute for Organic Electronics, Electron Beam and Plasma Technology FEP, explains the unique potential of the ecosystem: *"The strength of the FlexFunction2Sustain OITB is the unique cooperation between the research, technology and business development partners to set-up a combined offer of complementary facilities and services for boosting innovation. Through a separate Single Entry Point legal entity, SME will gain access to pan European network without the need to speak multiple languages or to understand the law of multiple countries. This model allows the most appropriate technology selections and shaping out the whole technological portfolio available in the EU. This ensures that the users can expect optimum cost, time-to-market, reliability and performance".*

Figure 4: "Our ambition" subsection

2.3. Applications and Industrial Use Cases

The section "Application and Industrial Use Cases" is used to attract potential customer and other visitors in the main targeted application fields of FlexFunction2Sustain. The section will be continuously updated with key results from the use case validation runs. In particular achievable performances will be highlighted to demonstrate the potential of FlexFunction2Sustain technical facilities.

2.3.1. Offering

Based on the experience of the partners and the validation of the Use cases companies, the offering of the FlexFunction2Sustain OITB is outlined here. This section will also include information of the core competencies both of the Single Entry Point company and all members of the OITB. Forthcoming updates will be taking place in this section.



Figure 5: "Offering" subsection

2.3.2. Technical facilities

This section provides an overview on the technical facility clusters covered by FlexFunction2Sustain members. Potential customers visiting the website can see what facilities for nano-surface modification of plastic and paper surfaces will be used by the consortium partners. This part of the website will be continuously updated with information material (flyers, etc.) about the facilities and their technical specifications performances (such as web with etc.)



Figure 6: “Technical facilities” subsection

2.3.3. Use Cases

This section contains basic information about the industrial use cases that will validate and demonstrate the performance of the novel nano-functionalised plastic, paper and membrane surfaces and processes and will ensure competitiveness of the facilities. These serve mainly as a teaser of the OITB’s capabilities and a reference for its potential future clients. Therefore, the information for the Use Cases is presented in a more attractive visual way with logos of the companies involved and a picture of the outcome that they are pursuing.



Figure 7: “Use cases” subsection

2.4. Open Calls

The “Open Calls” section will serve as a platform to advertise the competitive calls that will be published during the project to provide an opportunity for external companies to be selected as “pilot cases”. The page invites viewers to sign up to receive first-hand information about the Open Call once that becomes public.

FLEX FUNCTION 2 SUSTAIN

OPEN CALLS

GET READY, GET INVOLVED

In order to accelerate the uptake of the FlexFunction2Sustain OITB services, two open calls will be organized for the interested external companies. Following a competitive selection process, up to 20 pre-commercial business cases will be selected. The calls will aim at the provision of a subsidized support to the selected pilot cases.

The open calls will be announced in January 2022 and January 2023. In the meantime, you can sign up with your e-mail address on the homepage to make sure you receive the latest information as soon as it's published.

SIGN UP FOR MORE INFORMATION

Name * Company name * Email Address *

Figure 8: “Open Calls” section

2.5. Open Innovation Ecosystem

This section will provide information in detail on the ecosystem itself by explaining what the idea behind the Open Innovation Test Bed (OITB) is and also by providing references to other existing and relevant OITBs. The section will be continuously developed and updated.

2.6. Newsroom

The goal of the Newsroom is to present the project’s latest news. The subsections will contain details of the dissemination activities, press releases, and events as well as announcements of FlexFunction2Sustain meetings and other initiatives able to promote the project at wide level. The 1st Press Release on the launch of FlexFunction2Sustain is reported as well as the overview presentation for the project.

2.7. Contact us

The contacts section provides information for the Project Coordinator and Project Manager. Anyone interested to know more about the FlexFunction2Sustain project can inquire about related activities through a contact form, which will require them to provide basic information about their profile (i.e. name, company and email) in order to receive ad hoc explanations and targeted answer.

3. Further development of the FlexFunction2Sustain website

FlexFunction2Sustain website will be regularly maintained and updated during the entire project lifecycle according to the project needs. In particular, the section News and Publications will be constantly updated with the latest information.

Later in the project course and after project conclusion, the FlexFunction2Sustain project website will act as knowledge base with useful data, whitepapers, and links about:

- the OITB ecosystem (including all other OITBs launched)
- circular economy of plastics clearing up misunderstandings in the society
- public info technologies for nano-functionalisation of plastics
- application case studies, required certificates for application, etc.

It is planned to complement the FlexFunction2Sustain project website with a commercial site (created and owned by the single entry point limited liability company) that is dedicated to present the service offer to customers.

Beyond the periodic updates two other activities need to run in parallel. Firstly, constant security checking and control is needed to protect all sensitive data uploaded onto the server of the Czech provider Active24 (<http://www.active24.cz>). This will be assured by generation of secure login details and by continuous adaptation of WP plugins and add-ons in order to avoid any sensitive data leakage. Special attention will be given to random search engines crawlers, which download any accessible documents and retain them for long periods in their cache system (even erased documents). This activity will last for the project duration and beyond. Secondly, further optimisation of the website will ensure its positioning among first search results for relevant keywords.

4. Conclusions

The FlexFunction2Sustain project website <https://flexfunction2sustain.eu/> meets the requirements which were set for the website in the respective *Task 8.3 Dissemination Activities and building the FF2S Identity and Brand*. The project website has been set up in order to increase public awareness of FlexFunction2Sustain and to disseminate the project's results. Basic information on the project can be found on the webpage. It will serve both public and the consortium partners.

5. Degree of progress

The deliverable is 100% fulfilled. The maintenance of the website will be carried out during the whole course of the project.

6. Dissemination level

The Deliverable D8.7 "Project website launched, public and partner restricted part" is public and therefore it will be available to download on the project's website on demand.