



*H2020-NMBP-HUBS-2019*

# **FlexFunction2Sustain**

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

Starting date of the project: 01/04/2020

Duration: 48 months

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**= Deliverable D8.9 =**

**Project print media, brochure, leaflets available**

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Responsible WPL: Anastasia Grozdanova (AMI)

Responsible TL: Anastasia Grozdanova (AMI)

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<b>Dissemination level</b>		
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

The FlexFunction2Sustain project print media, brochure and leaflets have been created with the aim of promoting the FlexFunction2Sustain Horizon 2020 project, creating awareness for the whole OITB landscape in general and informing about the path towards establishing an Open Innovation Test Bed (OITB) for sustainable nano-functionalized flexible plastic and paper surfaces and membranes.

This report details the FlexFunction2Sustain promotional materials that will be used as dissemination tools to help convey the project messages and achieve its key objectives.

Deliverable 8.9 *“Project print media, brochure, leaflets available”* represents a public deliverable, and will therefore be available for download from the project website. The promotional materials will be printed and distributed at any event where the FlexFunction2Sustain project will be presented.

The promotional material described in this Deliverables will be complemented with commercial print media, brochures and leaflets soon after founding the OITB association and the single entry point (SEP) commercial company. The aim of that commercial promotional material will be to highlight the core competencies and unique products and services of the OITB-members, the OITB as a whole and the SEP company.

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## 1. Introduction

Deliverable 8.9 “*Project print media, brochure, leaflets available*” is listed as one of the outputs of the T8.3 “*Dissemination Activities and building the FF2S Identity and Brand*”. This document presents the promotional materials which are a dissemination tool to be used during the life of the project as identified in Deliverable D8.8 Project Dissemination and Communication Strategy.

The FlexFunction2Sustain promotional materials have been created by Amires, and they were shared and agreed with the coordinator.

The FlexFunction2Sustain project print media, brochure and leaflets (herein referred to as ‘print media’) will be used to support all FlexFunction2Sustain dissemination activities. They have been created with the aim of promoting the project itself, creating awareness for the whole OITB landscape in general and informing about the path towards establishing an OITB for sustainable nano-functionalized flexible plastic and paper surfaces and membranes.

The print media will be printed and distributed widely at various events where the FlexFunction2Sustain project will be presented at. The target audiences will include end-users/companies, regional development agencies, scientific community, policy makers, students, younger generations, general public and the media.

The promotional material described in this Deliverables will be complemented with commercial print media, brochures and leaflets soon after founding the OITB association and the single entry point (SEP) commercial company. The aim of that commercial promotional material will be to highlight the core competencies and unique products and services of the OITB-members, the OITB as a whole and the SEP company.

## 2. Print media, brochure, leaflets available for use as dissemination tools

Several types of dissemination materials will be prepared in order to inform the wide and various audiences on FlexFunction2Sustain project. The FlexFunction2Sustain printed media have been designed in the line with already existing dissemination elements and contain the following information:

- Visual identity – a logo and visual identity have been created to be used in all dissemination activities and tools to aid in branding and increasing the visibility and awareness of FlexFunction2Sustain project. The logo chosen as the best graphical representation of the project idea is shown on Figure 1. The logo is available in different variants (colour, black & white, high-contrast). The project logo will be complemented in a later stage with a family of commercial logos for the OITB, the SEP company and certain products/trademarks of the FlexFunction2Sustain OITB. The aim is to create a corporate identity and brand for the OITB.



Figure 1: FlexFunction2Sustain logo

- FlexFunction2Sustain project website <https://flexfunction2sustain.eu> – the main entry point to the project for all target groups. The website, which has a clean, simple design and is easy to navigate, provides a full range of essential information on the project's key objectives.

**FlexFunction2Sustain**

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

**APPLICATION AREA I**  
SUSTAINABLE SMART PACKAGING

**APPLICATION AREA II**  
PLASTIC AND PAPER ELECTRONICS

**APPLICATION AREA III**  
SURFACES & MEMBRANES IN BIO APPLICATION

**APPLICATION AREA IV**  
OPTICAL FILMS FOR SECURITY AND DESIGN

**PROJECT**  
FlexFunction2Sustain project aims at creating an Open Innovation Test Bed (OITB) for nano-functionalisation technologies that enable sustainable and smart plastics and paper based

**USE CASES**  
Six industrial use cases in 4 relevant industrial environments will validate and demonstrate the performance of novel nano-functionalised plastic, paper and membrane surfaces and

**OFFERING**  
The FlexFunction2Sustain OITB will create a holistic integrated service portfolio to support its customers in material and product design, in process and product development. in

Figure 2: Screenshot of the FlexFunction2Sustain website home page

Detailed description of the project's website can be found in *D8.7 Project website launched, public and partner restricted part*.

- Acknowledgement – all print media will contain the acknowledgment of the EU funding displaying the EU emblem, together with the sentence " This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°862156, project FlexFunction2Sustain".

### 2.1. Leaflet

This format of print media is a valuable support for dissemination at exhibitions and shows. Basic information about the project title, application area, consortium partners and contact details are included. This fundamental information about the FlexFunction2Sustain project should be meaningful for the full possible audience at any exhibition and event.

The leaflet of FlexFunction2Sustain is represented in Figure 3.



Figure 3: FlexFunction2Sustain leaflet

## 2.2. Brochure

The brochure provides a detailed answer on “What is an Open Innovation Test Bed?” and “What is the added value of the ecosystem?”. The Brochure contains sections which give a clear picture of what the project is about: project description informing about the path towards establishing an OITB for sustainable nano-functionalized flexible plastic and paper surfaces and membranes.

The project description is concentrated on the most important aspects of the project and of its objectives and opportunities for SMEs to be the first to benefit from the unique advantages of the OITB. This is followed by an overview of the technical facilities upgrades that will be performed at the very beginning of the project implementation. In addition, the key targeted applications areas are highlighted by listing the industrial Use Cases that will validate and demonstrate the performance of novel nano-functionalised plastic, paper and membrane surfaces and processes. In addition, an information on the Open Calls for “Pilot Case Studies” is included along with the project workplan.

Also, the list of the consortium partner is included on the back side of the brochure.

**WHAT IS AN OPEN INNOVATION TEST BED ?**

An Open Innovation Test Bed (OITB) is a set of entities providing common access to physical facilities, capabilities and services required for the development, testing and upscaling of nanotechnology and advanced materials in industrial environments. The objective of the OITB is to bring nanotechnologies and advanced materials within the reach of companies and users in order to advance from validation in a laboratory to prototypes in industrial environments. This ecosystem shall provide users an easy access to holistic innovation boosting services through a Single Entry Point company. Through this company, the customer can gain access to services from partners in more than 10 different EU countries in either its native language or English. Integrating services to a complete offer will substantially reduce the time and cost to progress from an idea to a successful product.

**PROJECT WORKPLAN**

- 2024:** Sustainable FlexFunction2Sustain OITB Operation
- December 2021 and 2022:** Competitive Calls for pre-commercial pilot projects
- 2022:** Pilot lines upgraded for biodegradable plastics and increased productivity and reliability
- Early 2021:** Single Entry Point company operational and FlexFunction2Sustain Consortium Member
- 2020:** OITB Member Pilot Facilities accessible for Customers (direct contracts)

**PARTNERSHIP**

Partners include: i3, 24IP, LAW GROUP, amcor, Fraunhofer FEP, Fraunhofer IZP, Fraunhofer IAP, Capri-Sun, Fraunhofer IPA, HOPE-A, JOANNEUM RESEARCH MATERIALS, Itfn, CRF, P&G, INL, Fraunhofer IPT, voet, FLEXION PARTNER SUPPORT, SOMAEMC.

**AMIRÉS**

FlexFunction2Sustain will establish an Open Innovation Test Bed (OITB) for nano-functionalised flexible plastic and paper surfaces and membranes. Such an OITB will support innovative SMEs and industries by drastically reducing time and effort for proceeding through the innovation chain from a product idea to market success. The OITB will provide holistic technical and business services including material and process design, development, upscaling, pilot production, application verification and access to networks, finance, markets and clients.

**PROJECT COORDINATOR**  
Dr. John Fahlteich  
Fraunhofer FEP  
John.Fahlteich@fep.fraunhofer.de

**PROJECT MANAGER**  
Anastasia Grozdanova  
AMIRÉS s.r.o.  
grozdanova@amires.eu

**WWW.FLEXFUNCTION2SUSTAIN.EU**

**OPEN INNOVATION ECOSYSTEM SUSTAINABLE NANO-FUNCTIONALIZED PLASTIC & PAPER SURFACES & MEMBRANES**

**Application Areas:**  
SUSTAINABLE SMART PACKAGING  
PLASTIC AND PAPER ELECTRONICS  
SURFACES AND MEMBRANES IN BIO APPLICATION  
OPTICAL FILMS FOR SECURITY AND DESIGN

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 101017566, project FlexFunction2Sustain.

Figure 4: FlexFunction2Sustain brochure (cover page)





**FLEX FUNCTION 2 SUSTAIN**

### UPGRADE OF TECHNICAL FACILITIES

FlexFunction2Sustain will upgrade its facilities to provide access to each individual nanosurface /membrane processing technique at all four relevant TRL (4-7) levels. This allows us to offer services for advancing new surface and membrane functionalities from laboratory validation (TRL4) to validation in an operational/ industrial environment (TRL7).



The FlexFunction2Sustain project aims at creating an Open Innovation Test Bed for nano-functionalisation technologies that enable sustainable and smart plastics and paper based products. The ecosystem will support innovative SMEs and industries by drastically reducing the time-to-market for novel concepts, ideas and products.

### INDUSTRIAL VALIDATION

- Relevant industrial use cases will validate and demonstrate the performance of the novel nano-functionalised plastic, paper and membrane surfaces and processes:
- Marine-degradable shampoo sachets
- Paper-based fresh food packaging
- Biodegradable security label
- Recyclable mono-polymer drink pouches
- Innovative plastic surfaces in cars
- Selective and switchable water filter membranes

### PRE-COMMERCIAL BUSINESS CASES

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 (pilot cases) will be selected.

The FlexFunction2Sustain OITB will create a holistic integrated service portfolio to support its customers in material and product design, in process and product development, in product verification and certification, with pilot and small series production services and with accessing new markets and business opportunities.



WWW.FLEXFUNCTION2SUSTAIN.EU

Figure 5: FlexFunction2Sustain brochure (back page)

Further, a Handbook of nano-functionalized flexible surfaces with prototype specifications and indicating main values comparing with other technologies will be prepared (deliverable D8.10, due M12). This project handbook will serve as an advanced promotional material describing the main capabilities and offers of the OITB.

### 2.3. Roll-up

The roll-up banner is a valuable support for dissemination at exhibitions and shows the content in one image. The roll-up banner is designed to be presented at trade-fair booths and other dissemination events. The project roll-up can have different objectives and targets: to catch the attention with visual contents during exhibitions and workshops with stakeholders (also stimulating questions and requests of more details).

FlexFunction2Sustain roll-up includes fundamental information about the project, which should be meaningful for the full possible audience at any exhibition – project title and logo, application area and webpage link. The roll-up banner of FlexFunction2Sustain is represented in Figure 6.



Figure 6: FlexFunction2Sustain roll-up

### 3. Conclusions

FlexFunction2Sustain Project print media, brochure, leaflets have been created in accordance with requirements defined in the T8.3 “Dissemination Activities and building the FF2S Identity and Brand”. In this report, we have detailed the comprehensive range of print media, brochure and leaflets available for use as dissemination tools to help convey FlexFunction2Sustain messages and achieve the project’s goals of establishing a sustainable Open Innovation Test Bed for Nano-functionalized Flexible Plastic and Paper Surfaces and Membranes. As part of the publicity material, the aim of the print media is to increase public awareness of FlexFunction2Sustain project and it is addressed to general public, scientific community, end-users/companies, policy makers, stakeholders and the media.

### 4. Degree of progress

Project print media, brochure, leaflets represents the final output of Work Package 8, and is therefore 100% fulfilled.

### 5. Dissemination level

The Deliverable *D8.9 Project print media, brochure, leaflets available* is public and will, therefore, be available for download from the project’s website and will be distributed at different events.