



*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**

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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**DISCLAIMER**

*Any dissemination of results reflects only the authors' view and the European Commission Horizon 2020 is not responsible for any use that may be made of the information Deliverable D8.9 contains.*

## 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.

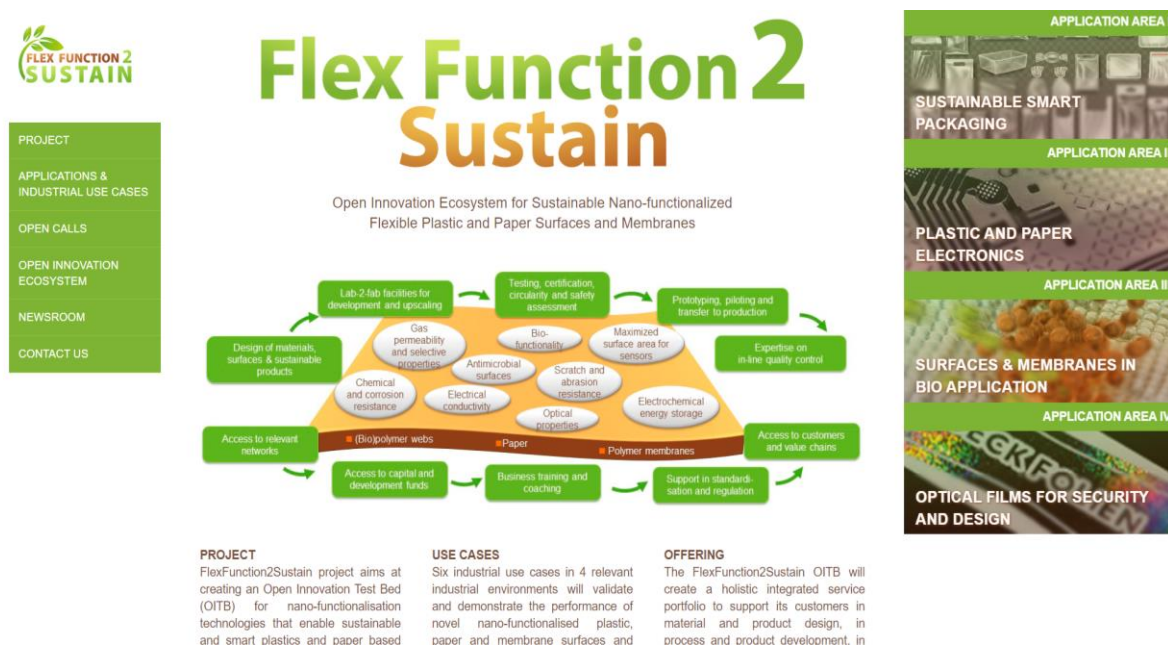


Figure 2: Screenshot of the FlexFunction2Sustain website home page

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 in 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.



Figure 4: FlexFunction2Sustain brochure (cover page)





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.