

ORIENTING

D5.7

Project leaflet, notice board & roll up

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01	01/22/2021	First integrated draft	LAV
02	01/27/2021	Comments from partners integrated	ALL
03	01/29/2021	Final version	LAV

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1. Executive Summary

ORIENTING (Operational Life Cycle Sustainability Assessment Methodology Supporting Decisions Towards a Circular Economy) takes up the challenge of developing a holistic Life Cycle Sustainability Assessment (LCSA) methodology that overcomes the key deficiencies of existing schemes to assess complex production-consumption systems, including product circularity. The methodology is supported by selected methods and tools that enable a successful application of the LCSA in practice and facilitate the communication of sustainability information. ORIENTING contributes towards the development of a future Product Sustainability Footprint (PSF) at European level and provides guidance for the development of Product Sustainability Footprint Category Rules (PSFCR). These latter should enable a fit-for-purpose, yet comparable and verifiable, reporting of the sustainability performance of products.

This report comprises the deliverable “D5.7: Project leaflet, notice board & roll-up”. Its purpose focuses on external dissemination of the brand and slogan already created for the project.

2. Communication actions

All Communication actions worked in Work Package 5 follow the same design style conceived during the first month of the project with the graphical identity presentation document.

2.1. Project leaflet

A leaflet is designed for promotion purposes at relevant events, fairs, workshops and conferences across Europe, as well as for local promotion in the cities. Once the cancellation of in-person activities caused by Covid-19 has been reversed, the intention is that these materials will be produced in volumes corresponding to the quantity of events and the origin of the potential attendees until 2,000 issues.

The leaflet is a folded 42x42 cm paper square that shows 4 bodies of content.

Leaflet design focus on the white of the paper to reveal a clear and sharp image of the project. It is worked with two colours, a solid black and a highlighted yellow, and avoided big inked areas in order to reduce the impact in the future printing process. The design is made to encourage the user change its point of view depending on what is reading by playing with the orientation as a sort of map.

Figure 1: Leaflet folding scheme

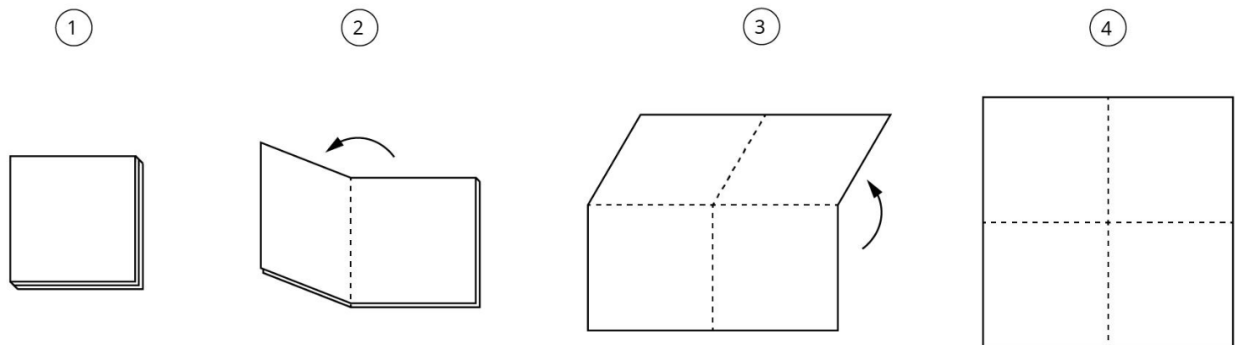
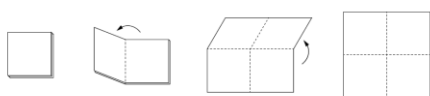


Figure 2: Leaflet covers (21x21cm)



Visible logo



Title turned 90° left



The black frame with the arrow tells the reader the way to open it

EU information and legal specs



Partners

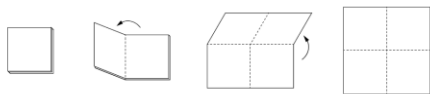


Contact and social media



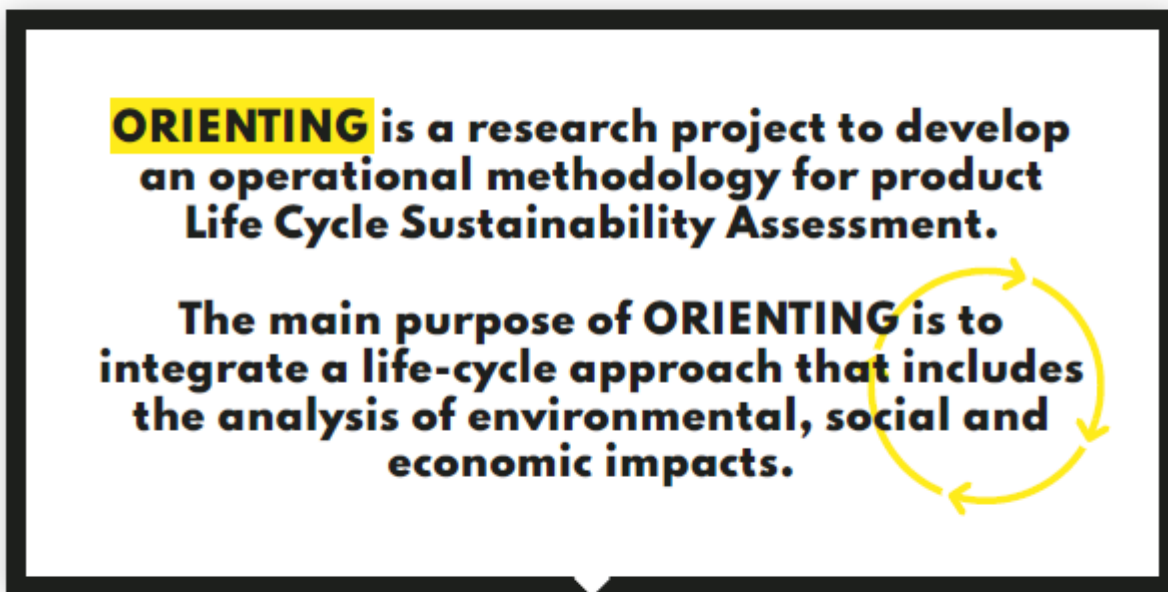
Environmental impact of the printing

Figure 3: Leaflet part 2 (42x21cm)



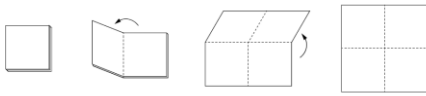
Using yellow
to emphasize

The typography
is big enough
to create a
catchy and eye
appealing text
easy-to-read



Again this arrow
tells the way
it unfolds to the
third body

Figure 4: Leaflet part 3 (42x42cm)



- ① Asymmetric composition highlighting typography and infographics
- ② Black frame and arrows subtly remind of a map or navigational chart that can be pointing any way
- ③ Small infographic about the different organizations that conform Orienting. Its position encourages the reader to turn the leaflet
- ④ Big infographic that shows the methodology and the different areas and stages of the process
- ⑤ Three blocks of information turned 90° left

This methodology assesses goods produced under linear as well as circular business models, allowing practitioners to understand and manage possible trade-offs and supporting a societal shift towards a sustainable and circular economy.

ORIENTING is made up of a consortium of organizations around Europe. Participants cover the entire value chain from production to consumption and excellence in key areas.

ORIENTING is funded under the CE-NIMBP-42-2020 call of the European Union's Horizon 2020 Framework Programme, one of the biggest EU Research and Innovation programmes ever.

The project started on November 1st 2020 and will run for 36 months with an overall budget of 5,997,339€.

Project stages:

1. Stakeholders' Engagement
2. Concept and Specification
3. Methodology Development
4. Operationalisation
5. Exploitation

Life Cycle Sustainability Assessment

Methodology Development: Social Life Cycle Assessment, Environmental Life Cycle Assessment, Life Cycle Costing

Operationalisation: Standardisation, Finance & Incentives

Exploitation: Public Demonstration, Industry & SMEs, Policy Makers

Stakeholders' Engagement: Academia, SMEs, 2 Universities, 3 Start-ups, 3 SMEs, 4 Companies, 4 Companies

2.2. Notice board

A notice board announcing the project is made accessible to all partners so they can show its participation to ORIENTING project to their public on all project beneficiary premises.

Figure 5: Notice board

ORIENTING

ORIENTING is a research project to develop an operational methodology for product Life Cycle Sustainability Assessment.

The main purpose of ORIENTING is to **integrate a life cycle approach** that includes the analysis of environmental, social and economic impacts.

ORIENTING is composed by a consortium of **17** organizations based in **8** different countries around Europe.

 **Horizon 2020**
European Union Funding for Research & Innovation

The project started on the 1st November 2020 and will run for 36 months with an overall budget of 5,997,339€.

ORIENTING has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 958231.

orienting.eu @orientingEU  

 **Aclima**
Asociación Española de Empresas de Medio Ambiente de Castilla

 **Anthesis Lavola**

 **BASF**
We create chemistry

 **ecoinnovazione**
s.p.a.

 **ecovest**

 **ecopreneur.eu**

 **eifer**

 **Fraunhofer**

 **UNIVERSITEIT GENT**

 **storienso**

 **PRé**

 **SOLANA**
Asociación Española de I+D+i

 **tecnalia**

 **TERNUA GROUP**

 **LIC FI**
University of Applied Sciences Arts

 **VTT**

2.3. Roll-up

The roll-up will be used to enhance the visibility of the project at European conferences and events, thus also attracting visitors who are interested in more in-depth information regarding the project website. Once the cancellation of in-person activities caused by Covid-19 has been reversed, the intention is that these materials will be produced in volumes corresponding to the quantity of events and the origin of the potential attendees.

The roll-up is a standard 85x205 cm format with a bamboo structure. In design terms, the roll-up follows the graphical image proposed in the leaflet. A white background is used as the foundation for pristine, clear and direct content.

Figure 6: Roll-up design

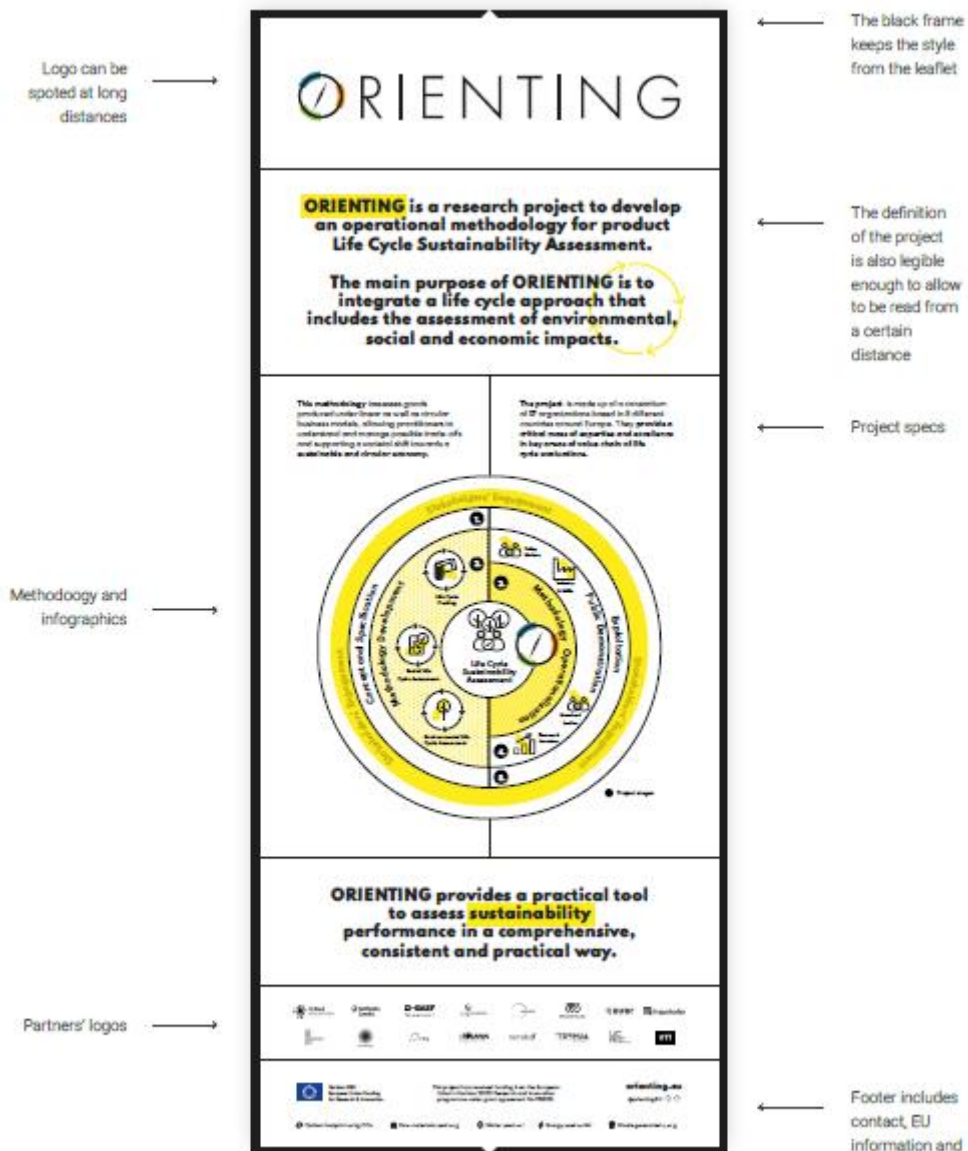


Figure 7: Roll-up mockup



3. Conclusions

The corporate identity which identifies the materials presented in this Work Package 5, also characterises the remaining communication elements, documentation and identification materials for the ORIENTING project. All ORIENTING partners are encouraged to use them for each communication and dissemination actions. The communication elements presented have been presented to the Consortium and approved by all the partners.