



PURity improv**E**ment of **SCRAP** metal

Deliverable 7.2

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1.1			
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Table of Content

Abstract	6
1 Introduction.....	7
1.1 Summary of task 7.2	7
2 The webpage content	7
2.1 About PURESCRAP	8
2.2 News & Information	9
2.3 Contact.....	9
3 Branding	9
4 Access.....	10
5 Conclusion	10

List of Figures

Figure 1. Screen shot of the Home screen (21.08.2023).....	8
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Abstract

A brief presentation of the structure of the PURESCRAP webpage is given. During the first year, it will contain mainly basic information but will evolve as results are obtained and the need to communicate to the public increases. The webpage is administrated by Swerim.

1 Introduction

This Deliverable report D7.2 is a result of the task 7.2. It describes the layout and purpose of the project webpage <https://www.purescrap.eu/>.

The PURESCRAP webpage provides information about the project, which can be communicated to the public. It serves as a reference for further reading when the project is presented at various platforms (social media, conferences, etc.). At the beginning of the project, the webpage contains only the basic information, and as the project evolves it will continuously be updated with more information.

1.1 Summary of task 7.2

Task 7.2 – Communication Activities – is to ensure the public gets awareness of the project. The task aims at providing communication material and coordinating communication activities.

2 The webpage content

The webpage contains information about the project and public results. The information is public, and the publication follows the dissemination rules as set in the Consortium Agreement and the publication rules agreed by the PURESCRAP Steering Committee.

During the first year when the project is still in the startup phase (before the scrap processing campaigns are started), only the basic information is presented in the two sections “About PURESCRAP” and “News and Information”. Later on, further sections (or subsections) can easily be added as it sees fit. The Home screen displays short overview, as seen in Figure 1.

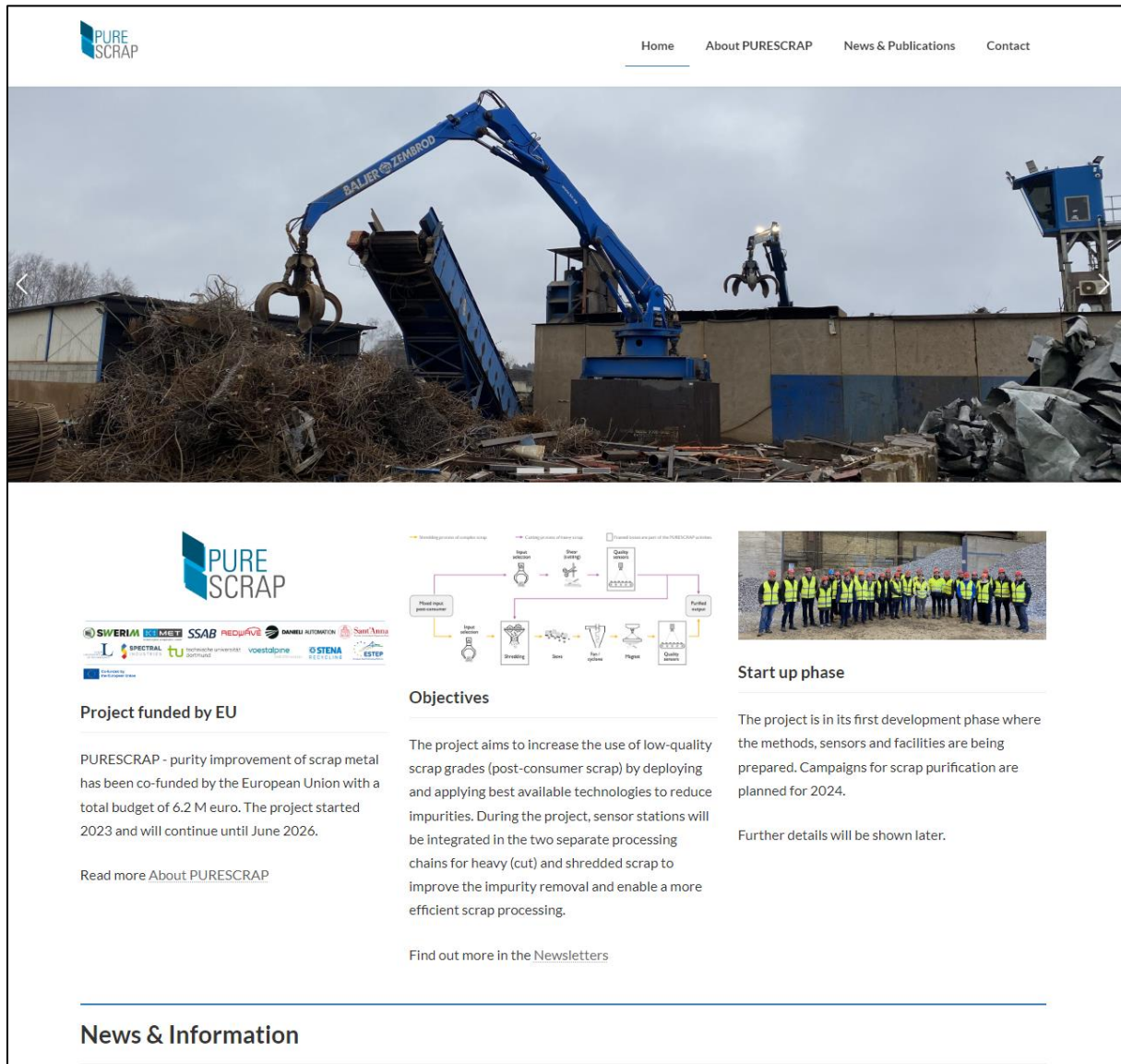


Figure 1. Screen shot of the Home screen (21.08.2023).

2.1 About PURESCRAP

This section contains the basic information of the project:

- Project objectives
- Funding
- Partners

Separate sub-pages for introducing each partner will soon be added. More details about the methodology and results will be shown in a separate section in the following years, as the project evolves.

2.2 News & Information

The News & Information section contains both the public reports as well as short news updates. These can be found in the different categories:

- Events
- News (general)
- Newsletters
- Public deliverables

The newsletters and public deliverables will be available as soon as they are completed.

2.3 Contact

The contact page refers to the LinkedIn page¹ and also the project e-mail info@purescrap.eu. The e-mail is accessed by Swerim and K1-MET.

3 Branding

The webpage follows the visual appearance as provided in the PURESCRAP Dissemination and Communication plan (D7.1) such that the viewer easily recognises the PURESCRAP style from other communication material. It also follows the EU branding guidelines with the EU emblem visible.²

¹ <https://www.linkedin.com/company/purescrap/>

² https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf

4 Access

The webpage is managed by Swerim and made using WordPress. Permission to make updates is also given to K1-MET being responsible for the monitoring of dissemination, exploitation, and communication (DEC) activities. It can be considered whether more partners should have this right as well.

5 Conclusion

The PURESCRAP webpage provides information about the project and serves as a reference for further reading in other communication (such as social media posts and presentations). It will be updated regularly to include more detailed information about the project activities and results as they can be made publicly available.