



ZERO BRINE

D10.2 Website

March 2018



Deliverable 10.2	Website
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Deliverable lead	REVOLVE
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Website	www.zerobrine.eu

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¹ **R**=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent filings, videos, etc.; **OTHER**=other

² **PU**=Public, **CO**=Confidential, only for members of the consortium (including the Commission Services), **CI**=Classified

Modification Control

VERSION	DATE	DESCRIPTION AND COMMENTS	AUTHOR
0.1	06-03-2018	First version	Stuart Reigeluth Savina Cenuse Vanessa Wabitsch

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1. Introduction

The deliverable 10.2 demonstrates the project website. The aim of this document is to give an overview of its structure and main features visualized by some screenshots. REVOLVE has designed the website and coordinated the task, with inputs from all project partners.

The ZERO BRINE website provides a brief, catchy and clear description of the project and of its activities. It is a communication tool, promoting project goals and results to ZERO BRINE stakeholder groups enablers (e.g. authorities, policy makers, SMEs), leaders (e.g. industry, end-users) and multipliers (e.g. universities, associations, media). The key aims of the website is to become the primary point of contact and information for ZERO BRINE: To explain about the project's aims, provide the latest news and events updates, provide ZERO BRINE documents for download, demonstrate the project partners and link to social media activity related to the project.

All public deliverables, scientific reports and communication material (media kit, leaflets, pictures, videos, infographics, events, etc.) will be easy accessible on the website. The website will be a repository for all documentation generated during the project and will provide a clear and open discussion of the potential and limitations of the system and to allow exposure of the system to market for future commercial purposes.

The voice tone is simple, clear and straightforward explaining the ZERO BRINE project appropriately to stakeholders across the supply chain as well as the general public. The website is designed according to the ZERO BRINE visual identity guidelines making the project instantly and easily recognizable.

The ZERO BRINE website has been launched on February 6th, 2018 and it is available at the address <http://www.zerobrine.eu/>.

2. Project website

1.1 Description

The ZERO BRINE website provides access to information, data and materials about the projects, its partners, its pilot projects and activities. At least 6,000 users from relevant stakeholder groups will access the website exposed to the information provided on the website across Europe and beyond.

The content management platform WordPress is used for the website development. The website is built with a responsive web design (RWD) that is suitable for different browsers, screen sizes displaying a different and optimized interface depending on what device is used to access the site. The template is designed in a horizontal structure in the ZERO BRINE visual identity, integrating a mouseover menu, horizontal sliders, static banners (i.e. dedicated newsletter subscription), vertical thematic blocks and a footer containing the required disclaimer and the contact info where the audience can get easily in contact with the project via e-mail or via social networks. The domain name is 'zerobrine.eu' and it has been acquired and will be maintained for 5 years.

Currently, 5 main sections are composing the website: 1. Home, 2. About, 3. Project, 4. Resources 5. Media . The homepage offers a first overview about the project. The most important messages about the project are presented in a simple, catchy and clear style with links to other sections for further information.

The project partners contributed to the structure and contents of the website, and will moderate the content.

1.2 Website map

1. Homepage

- The head slider includes four slides with the ZERO BRINE lead images, photos and the tagline
- The main menu is on the header, as well as links to the social media channel: Twitter
- Short presentations of the main sections of the website is filling the main page content: About us, Newsletter signup, Partners, Pilot projects

2. About

- **What is ZERO BRINE?**
An overview presentation about the Zero Brine project and its objectives.

- **Partners**
 - **Map:** A dynamic map showing all the partners and when each icon on the map is clicked, it should display a short set of information about the partners (contact details).
 - **Partners:** A list of partners with their details and logos linking to a more detailed description about each partner demonstrating the companies as well as the people working on Zero Brine with a picture and bio.
- **Boards (to be published)**
- **Contact**

A map with the location, the mail address, phone numbers, contact persons and a contact form.

3. Project

- **Our Work (to be published)**

Information about the project's structure, its work packages and a 4 yr timeline with the main milestones described.
- **Pilot Projects**

This page should look similar or use the consortium – map and elements from the how desalination works page.
- **Brine Excellence Centres (to be published)**

This page should present a list of Brine Excellence centres with links to the respective pages and contact information.

4. Resources (currently hidden)

- **Scientific documents**
- **Policy Reports**
- **Fact Sheets**

5. Media

- **Visual Identity**

Presenting the visual identity guidelines, logos and related materials.
- **Events**

Demonstrating Zero Brine related events such as project events (stakeholder consultation events, field visits, capacity building workshops) and external events where Zero Brine is presented and that are relevant in the sector.
- **Newsletters (to be published)**

This page should present a form used to register to receive a newsletter and a list of sent newsletters.
- **Press Releases (to be published)**

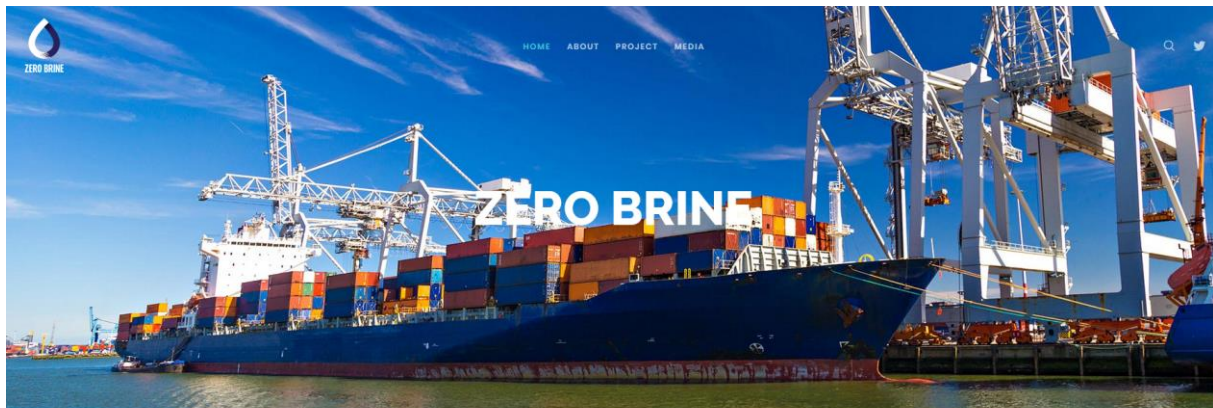
This page should present a form used to register to receive a press updates and a list of sent newsletters.
- **Picture Gallery**

This section includes photos of the pilot projects, events and project meetings.

- **Videos**

This section includes ZERO BRINE videos a general one and of the pilot projects.

1.3 Screenshots



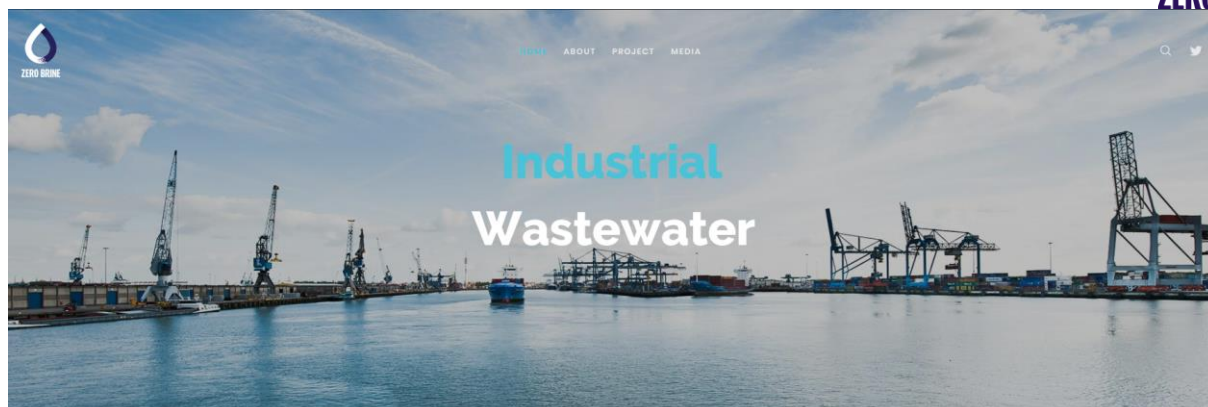
ABOUT ZERO BRINE

Coordinated by TU Delft, **ZERO BRINE** advances circular economy business model solutions to reduce industrial saline wastewater streams by recovering and reusing the minerals and water from the brine in other industries, thus 'closing the loop' and improving the environmental impacts of production. ZERO BRINE includes 22 partners from research institutes, SMEs, construction companies, and end-users from 10 countries. **ZERO**

Figure 1 Homepage I



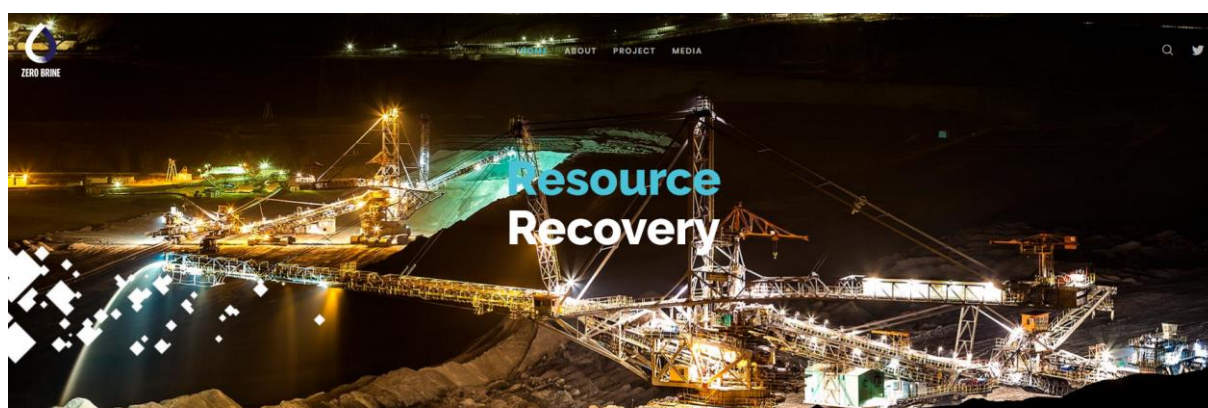
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Figure 2 Homepage II



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Figure 3 Homepage III



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Figure 4 Homepage IV



WHAT IS ZERO BRINE

Industrial Wastewater Resource Recovery Circular Economy

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Figure 5 About Zero Brine

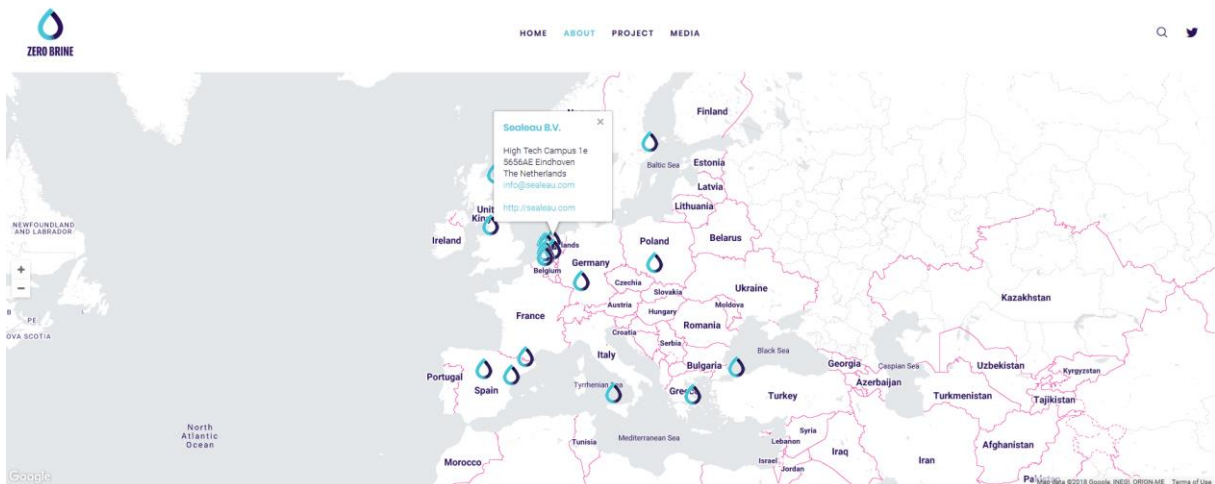


Figure 6 Partners - Interactive Map

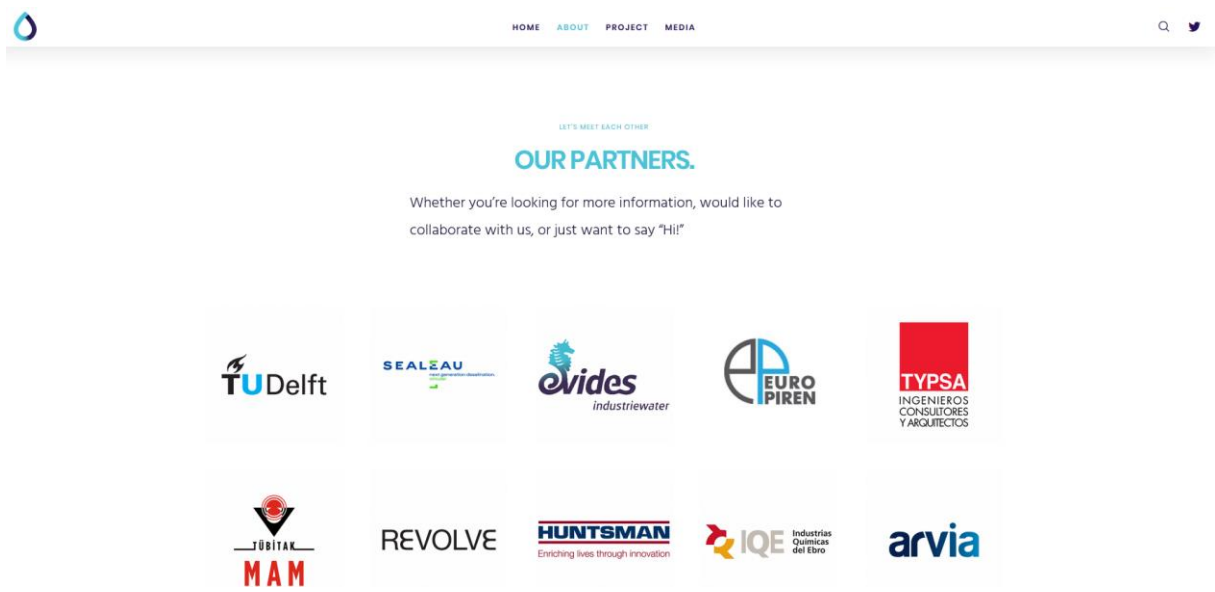


Figure 7 Partners – List

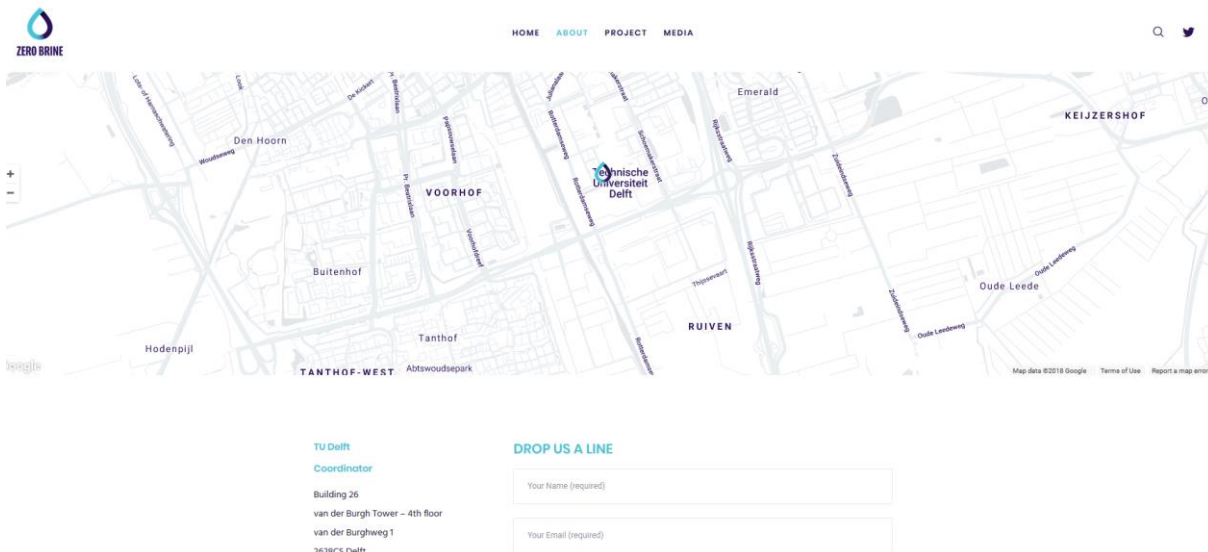


Figure 8 Contact page

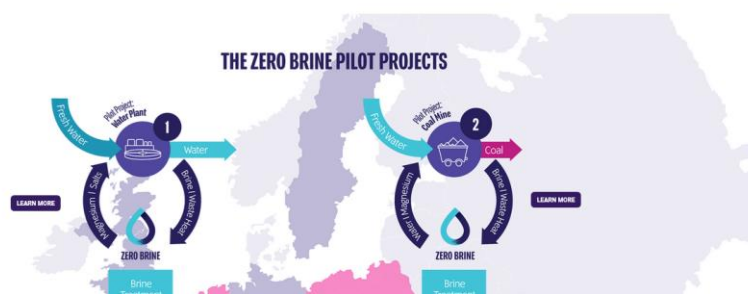
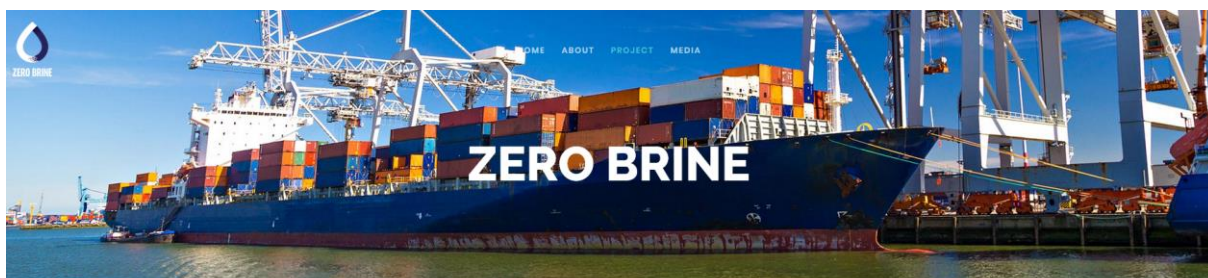


Figure 9 Pilot projects

VISUAL IDENTITY

by Stuart Reigeluth, Savina Cenuse, and Vanessa Wabitsch

Every project is unique in its purpose, planning and partners, and therefore requires a strong, evocative and memorable visual identity. We start by breaking down the concept of the project to its most basic elements to then build up layers of meaning around the logo for a story to emerge.

The ZERO BRINE project is about recovering the wastewater (known as brine) from industrial production processes to reuse the minerals, salts, water and other components in other industries, thus closing the figurative loop and contributing concretely to the [circular economy in Europe](#).

THE BASIC ELEMENTS

We began looking at design forms that would symbolize and show the circularity and continuity of the 'closing the loop' concept. As a point of departure, we looked at the infinity sign for inspiration: known as lemniscate in Greek, lemniscus means "ribbon" or "band".

When giving the lemniscus a third dimension, we discovered the famous Mobius Strip that is created by taking a strip of paper, giving it a half-twist and then joining the ends to form a loop. Embedded in a three-dimensional Euclidean space, the Mobius strip inspired M.C. Escher in the

Figure 10 Visual Identity

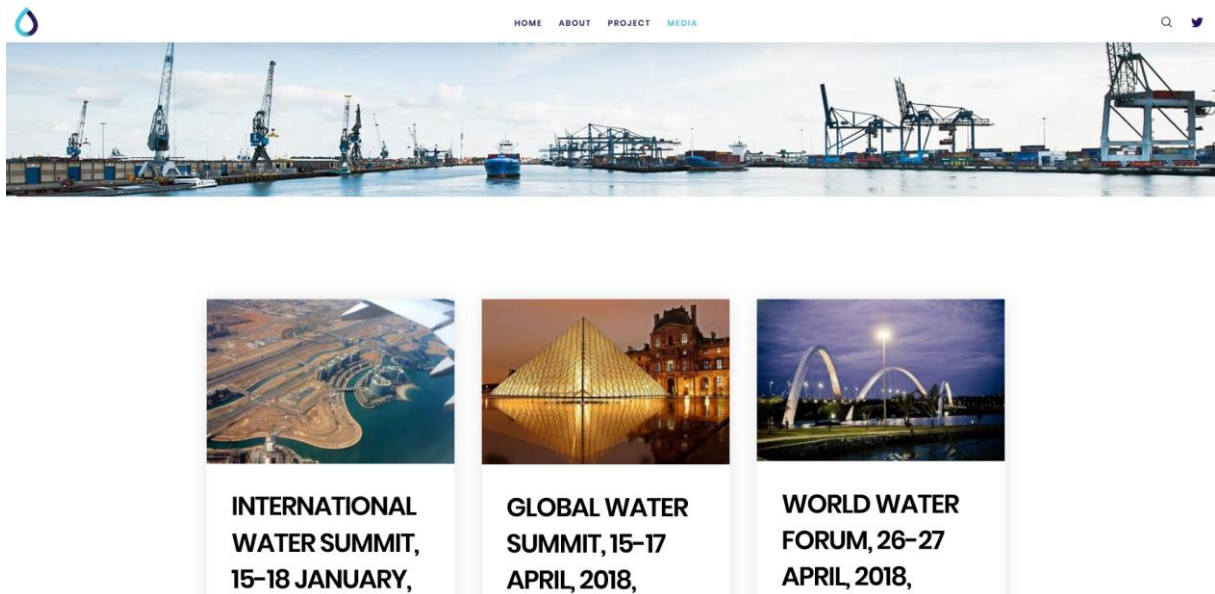


Figure 11 Events page