



# Communication & Dissemination

WP10 | General Assembly

21-22 June | Athens



The ZERO BRINE project ([www.zerobrine.eu](http://www.zerobrine.eu)) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730390.



# Agenda

1. Visual Identity
2. Intro Video
3. Website Launch
4. Communication Material
5. Templates + General Presentation
6. Newsletter
7. Social Media
8. Events
9. In the Media



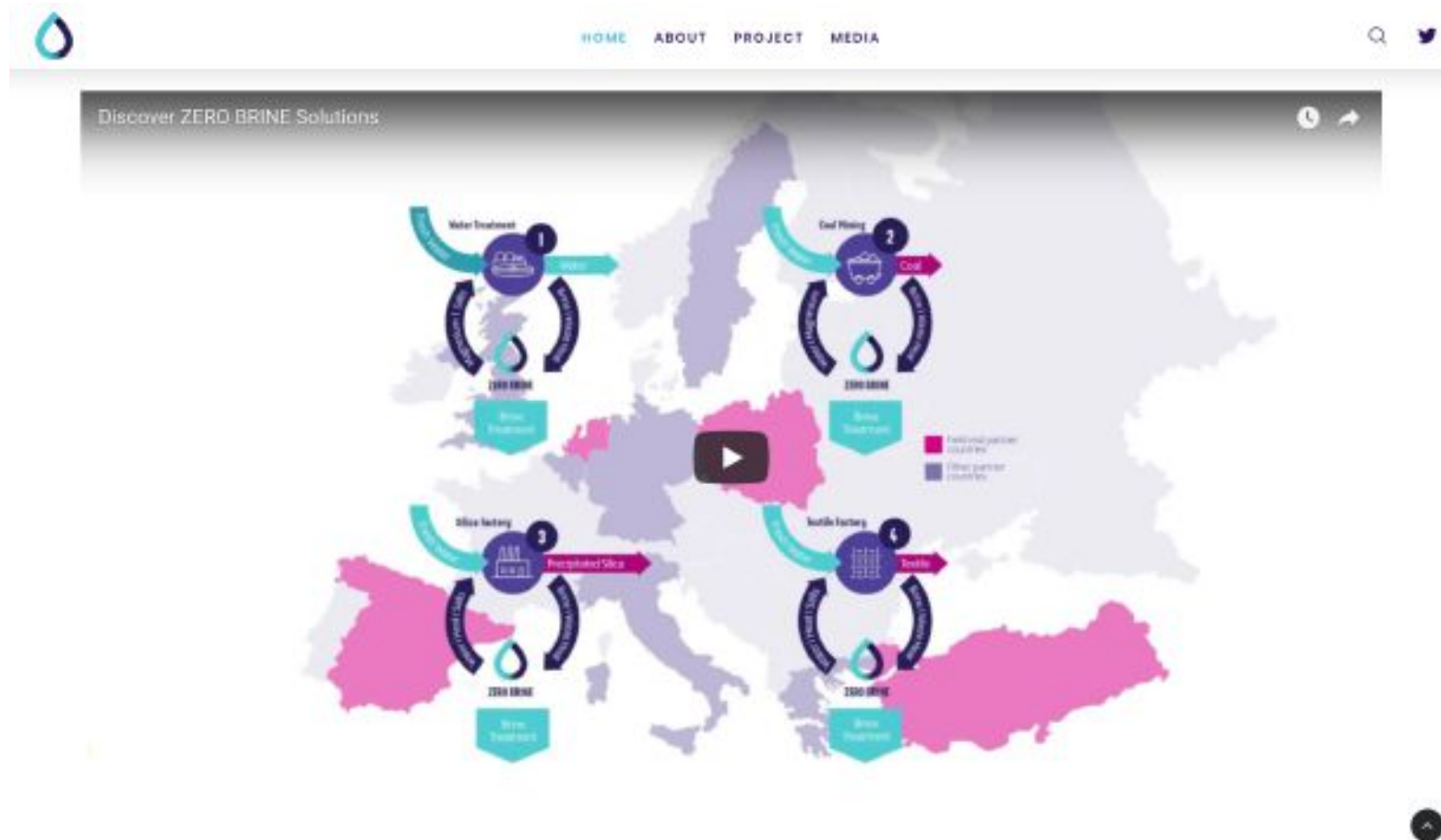
# Visual Identity



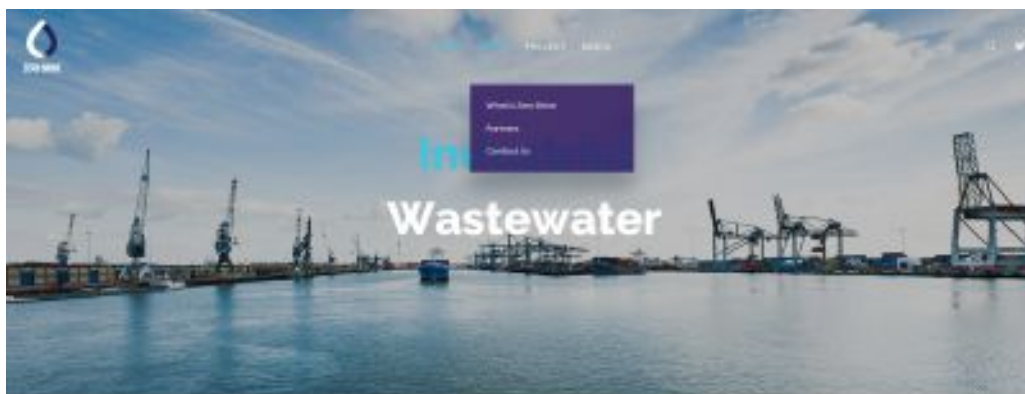
Industrial Wastewater ♦ Resource Recovery ♦ Circular Economy



# Intro Video



# Website



## ABOUT ZERO BRINE

Coordinated by TU Delft, ZERO BRINE – Re-designing the value and supply chain of water and minerals: A circular economy approach for the recovery of resources from brine generated by process industries’ advances circular economy business model solutions to reduce industrial saline wastewater stream by recovering and reusing the minerals and water from the brine in other industries, thus ‘closing the loop’ and

## Website launch to June 2018

Users: 916

Pageviews: 6210

Pages / Session: 3,7

Session duration: 4 minutes

**High  
interest\***

\*Average numbers:

Pages / Session: 2

Session duration: 2 minutes

# Communication material

Promotional roll-up  
@Investor workshop in  
European Commission



Find all the communication material [here!](#)

Didactic roll-up



Didactic poster



Generic poster







# Communication material

Who is using it?

Zero Brine leaflet @ International Water Summit 2018



Animated banners in various sizes



Banners in various sizes



E-signature



Industrial Wastewater ♦ Resource Recovery ♦ Circular Economy

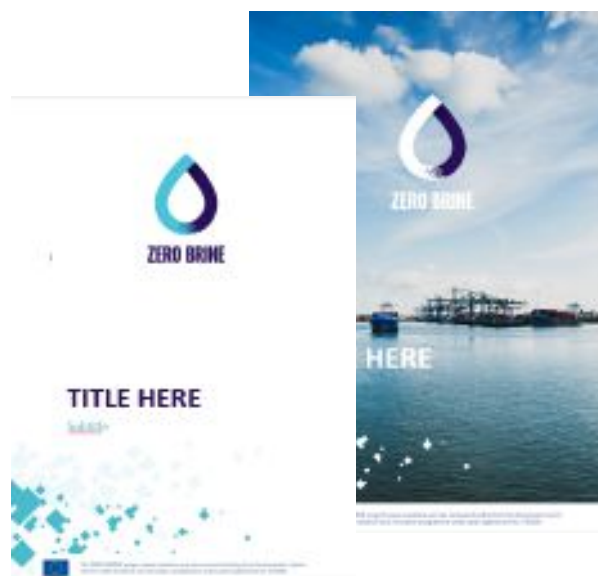


# Templates

## PowerPoint



## Reports



## Word template



## Letterhead





# ZERO BRINE General Presentation



## Why reuse brine?

Brine = complex saline impaired effluents from industries

### Economical Challenge

Process industries = major source of chloride releases

- Chemical industry: 11.5 mio tons/year

### Environmental Challenge

"Brine discharges is the major threat to the aquatic environment."

United Nations Environment Programme

Industry accounts 22% of the global water demand.

Industrial Wastewater • Resource Recovery • Circular Economy



INDUSTRIAL WASTEWATER • RESOURCE RECOVERY • CIRCULAR ECONOMY

# Newsletter



Stakeholder group	Opening rate	Click rate
Consortium Partners	51.7%	22.5%
Media & Press	20.2%	2.3%
Innovative SMEs & Investors	44.4%	11.1%
Policy makers	12.5%	4.2%
Environmental Organizations	18.9%	1.1%
Authorities & Standardization organization	17.6%	5.9%
Process industries	22.2%	2.2%
Mineral producers	18.6%	2.3%
European Technology Platforms	35.7%	0%
Universities	24.1%	6.3%
Engineering companies	29.7%	13.5%
End users	19.8%	6.6%

# Social Media

- Followers: 173
- Tweet Impressions (last month): 15k

## Policy maker



## Media



## Thought leaders







# Zero Brine Events: TU Delft (Video)

**1<sup>st</sup> Stakeholder Consultation**

**Zero Brine Co-design Workshop, 12 March 2018**



# External Events



## EIP Water 2017

27-28  
September,  
Porto/  
Portugal

SEALEAU,  
REVOLVE



## Ecomondo – Global water expo

8 November  
2017,  
Rimini/Italy

UNIPA, REVOLVE



## International Water Summit

15-18 January,  
2018, Abu  
Dhabi/UAE

REVOLVE



## Global Water Summit

15-17 April  
2018, Paris /  
France

SEALEAU,  
REVOLVE



## Promoting Water innovations – investor Café (EASME)

12 June 2018,  
Brussels/Belgium

SEALEAU,  
REVOLVE, FACSA,  
ISPT



## Water Innovation Europe (WsstP)

14 June 2018  
Brussels/Belgium  
WsstP, REVOLVE



## AINIA Tecnologia Circular economy workshop

14 June,  
Madrid/Spain  
FACSA

# In the media

Article in JIQ magazine by Dimitris Xevgenos,  
May 2018



Promo page in REVOLVE Magazine in 4 issues



UPCOMING:

SPIRE 2017 brochure | Water Technology Magazine | GWI Magazine | EASME 2018 flyer



# Thank you for your attention!

Feel free to contact us for communication support of your activities:

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[www.zerobrine.eu](http://www.zerobrine.eu)

#ZeroBrine



[@zero\\_brine\\_](https://twitter.com/zero_brine_)

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