

D5.7

**WP 5: Exploitation & Awareness and Dissemination Plan
Final Version / 29-03-2018**

INNOVACONCRETE WEBSITE



**Innovative materials and techniques for the conservation of 20th century
concrete-based cultural heritage**

H2020-NMBP-2016-2017

Grant Agreement Number: 760858



Project Information

Project Ref No.	760858
Project Title	Innovative materials and techniques for the conservation of 20th century concrete-based cultural heritage
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Funding scheme	RIA
Start date of the project	January 1st, 2018
Duration	36 months
Project Coordinator	María J. MOSQUERA (UCA)
EC Project Officer	René Martins
Project Website	http://www.innovaconcrete.eu

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Authors	Sara Attanà (BEWG), Massimo Rinaldi (BEWG)
Contributors	/
Reviewers	María J. MOSQUERA (UCA)
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Dissemination Level

PU	Public	✓
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	



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Document Log

Version	Date	Author	Description of Change
1.0	15/03/2018	Sara Attanà (BEWG), Massimo Rinaldi (BEWG)	First Draft
2.0	29/03/2018	Sara Attanà (BEWG)	Second draft



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1 Executive Summary

Deliverable 5.7 is a report on INNOVA CONCRETE Project website, which can be considered as one of the most relevant dissemination tools to be used by the project consortium in order to reach a wide public and communicate project progress and results.

The website has also a direct link to a private collaboration area to which only project partners have access.

Therefore, the main content of this document is focused on the description of the project website in terms of design, structure and contents.

2 Introduction

The development of the website of INNOVA CONCRETE project is one of the activities related to WP5 dealing with the Exploitation, Awareness and Dissemination of the results of the project.

BEWG has been in charge of the development of the website with the assistance and the advice of the other project partners.

The website can be found in the following URL: <http://www.innovaconcrete.eu>

3 Main Objectives

Project websites are one of the main communication tools of projects funded under the EU H2020 Programme. To ensure maximum visibility to the INNOVA CONCRETE objectives and results we have set up a project website registered in the "eu" domain and with intuitive URLs to increase hit rates: <http://www.innovaconcrete.eu/>

The design of the website builds upon the following criteria and taking into account suggestions given in the EU Project Websites – Best Practice Guidelines (EC, 2010):

- I. Visual communication: use of colours and/or photos, web pages are easy to browse, information is kept short and links are included to websites, publications, and so on.
- II. Verbal communication: the website uses simple phrasing, no jargon is used in order to attract the widest possible audience, e-devices are user friendly.
- III. Visibility: maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of your site and other sites, add keywords to the web page metadata; use frequently used keyword search phrases both in the metadata and in the contents pages.
- IV. Regular update of contents: the website is maintained by BEWG and the update will be regularly done by the Webmaster upon inputs of the Project Dissemination Manager and of partners, the use of social media (e.g. blogs, social networks) has been considered.
- V. Monitoring and feedback tools: the website includes a counter of visitors or other statistical tools that will be used to measure the number of visits.





4 Description of work

4.1 Public Website

The public section of INNOVACONCRETE website provides:

- a brief overview of the project and further details about its objectives, contents and structure;
- the composition of the project consortium, the links to the partners' websites and the contacts of the people involved in the project;
- access to the project public deliverables and to the dissemination material prepared, e.g. leaflets, posters, press release and presentations;
- information about INNOVACONCRETE events, such as INNOVACONCRETE meetings and workshops, as well as conferences and external events where the project will have an active role (e.g. presentation of paper(s), organisation of sessions, stands with demos, etc.).

The public website has several sections and sub sections devoted to present the project to external visitors, all accessible from the home page and described into details in the following paragraphs.

In each section, at the bottom of the pages, you can find:

- ✓ the acknowledgement of the EU co-funding, also by the inclusion of the relevant logo claiming that " This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n. 760858";
- ✓ the logos of the clusters the project is part of ([ECHOES](#), [EMMC](#), [EMCC](#)) which are connected to their websites;
- ✓ Some INNOVACONCRETE project details;
- ✓ INNOVACONCRETE project social profiles.

4.1.1 Home

The home page of the website (see Figure 1) introduces INNOVACONCRETE project and gives relevant information about its objectives and its main challenges.

In the top part of the home page, the logo and the full name of the project can be seen.

Scroll down is evidenced the main numbers of the project: the total EU contribution, the number of partners and the duration of the project. Below this small section, the layout is divided into 4 columns that indicates the most important pages of the website:

- ✓ Project
- ✓ Partners
- ✓ Monuments
- ✓ Events

Every column is characterised by a round image that identify a specific content, a brief description and a button linked to the complete webpage.

In the middle of the home page (see Figure 2) you can find a section related to latest events with the possibility to sign up to INNOVACONCRETE newsletter to be updated on latest news.

Scroll down are presented all the partners involved in the project and the management team with their contacts (see Figure 3).





Communication Kit Dissemination Register

Home Project Partners Events News Contacts



6.894912,50
EU Contribution

29
Partners

36
Months Duration



PROJECT

InnovaConcrete is an innovative and ambitious project that aims at preserving concrete-based monuments.

[READ MORE](#)



PARTNERS

A significant participation of SMEs and LEs, including a multinational company leading the concrete technologies market, guarantee the effective market uptake.

[READ MORE](#)



MONUMENTS

Seven concrete-based monuments, a clear representation of European CH, have been chosen as case studies to validate the performance of the proposed solutions.

[READ MORE](#)



EVENTS

Discover all InnovaConcrete recent activities: events, conferences, workshops, and even more!

[READ MORE](#)

Figure 1 HOME-PAGE



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LATEST NEWS



PROJECT MEETINGS
KICK-OFF MEETING

[Read more](#)

0 Comments 2 March 2018

SIGN UP!

Sign up to be updated on latest news and events

Name *

E-Mail *

Submit

Figure 2 HOME-PAGE



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PROJECT DETAILS

GRANT AGREEMENT NUMBER: 760858

PROJECT FULL TITLE: Innovative materials and techniques for the conservation of 20th century concrete-based cultural heritage

PROJECT ACRONYM: InnovaConcrete

TYPE OF ACTION: RIA - Research and Innovation Action

WORK PROGRAMME: Nanotechnologies, Advanced Materials, Biotechnology and Advanced Manufacturing and Processing

TOPIC: Innovative Solutions for the Conservation of 20th century cultural heritage (NMBP-35-2017)

START DATE: January, 1, 2018

DURATION: 36 months



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INNOVA CONCRETE IS PARTNER OF:



Figure 3 HOME-PAGE



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4.1.2 Project

In this section (see Figure 4) the visitor can find a summary on the project main objectives and activities.

The Project page has 2 subsections called Expected Impacts and Monuments:

- The Expected Impacts page shows the main impacts and achievements of the project;
- The page called "Monuments" is linked to two different pages that show the business cases chosen to be studied inside the project (Business Case page) and InnovaConcrete 20 of the 20th, related to other 20 monuments selected around the European territory that reflect the different chronological periods in relation to concrete development and built heritage of the 20th Century;
- The Materials page is a summary of all the materials developed by the project partners and used in INNOVACONCRETE. The six materials presented on this page are linked to their own pages that provide a short description about the use of the materials, their main characteristics and some laboratory images.



[Communication Kit](#) | [Dissemination Register](#)

[Home](#) | [Project](#) | [Partners](#) | [Events](#) | [News](#) | [Contacts](#) | [Search](#)

INNOVACONCRETE IS A INNOVATIVE AND AMBITIOUS PROJECT THAT AIMS AT PRESERVING CONCRETE-BASED MONUMENTS, THE MOST SIGNIFICANT, TANGIBLE, CULTURAL HERITAGE (CH) IN THE 20TH CENTURY.

To achieve this goal:

INTERDISCIPLINARY TEAM

presenting a strong scientific background in simulation techniques and nanomaterials synthesis, combined with a wide knowledge of CH conservation from Social Sciences & Humanities disciplines and with a sound industrial perspective.

INNOVATIVE APPROACH

based on producing, by impregnation treatments, C-S-H gel, responsible for the engineering properties of cement paste in cracks of decayed concrete monuments, in situ.

NEW MULTIFUNCTIONAL MATERIALS

New products will be applied on concrete surfaces and cracks. Multifunctional materials & techniques will incorporate inorganic nanotubes, bioenzyme-assisted self-healing, and atmospheric plasma technologies.

[Find out more>>](#)

PRESERVING CONCRETE-BASED MONUMENTS

Technical interventions will be combined with activities to promote and achieve social awareness and value creation linked to monuments and representative buildings.

The optimization of the proposed solutions will be carried out by the use of theoretical tools (multi-scale modelling approaches) together with experimental tools (laboratory and in situ validation).

Seven concrete-based monuments, a clear representation of European CH, have been chosen as case studies to validate the performance of the proposed solutions. They have been selected according to scientific and humanistic criteria and because they will be used to study economic and societal effects of the proposals and to promote citizens' awareness of 20th Century European heritage. Thus, the selection includes monuments with significant numbers of visitors per year, such as the spectacular **Centennial Hall** building, included in the UNESCO world heritage list and **Chillida sculptures**. In addition, other buildings and sites that are hardly recognised by citizens as Cultural Heritage, such as **Concrete Shell Structures**, an important achievement of the post-war modernist movement, and **War Memorial Towers**, symbols of the collective identity of European citizens, have also selected. Finally, the **Torroja Building** has been chosen as a representative model of interdisciplinary collaboration between architecture and engineering during the 20th Century.

The activities required for the future commercialization of the innovaConcrete products, including **standardization, certification, and exploitation strategies, and a life cycle assessment**, will be carried out during innovaConcrete.

A significant participation of SMEs and LEs, including a multinational company leading the concrete technologies market in 100 different countries, guarantee the effective market uptake of the solutions developed in innovaConcrete.

Figure 4 PROJECT



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4.1.3 Partners

In this section it is possible to see the INNOVA CONCRETE's 29 partners.

For each partner the logo is given, with hyperlink to the reference site home page (see Figure 5). Below the logos, a table with the list of partners and their role in the project is given (see Figure 6).

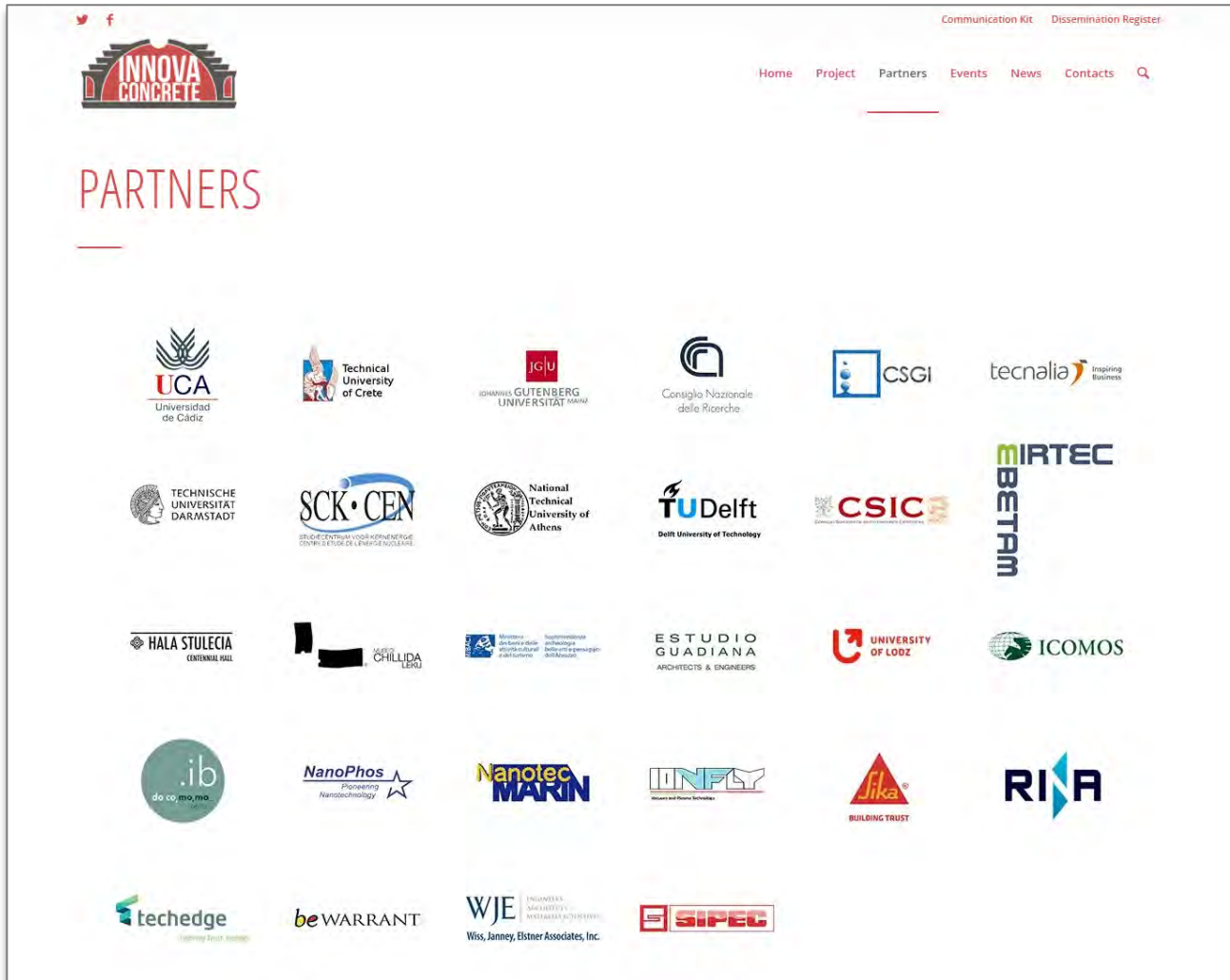


Figure 5 PARTNERS



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PARTNER	COUNTRY	MAIN ROLE IN THE PROJECT
University of Cadiz (UCA)	Spain	Synthesis and validation of products and techniques Analysis of societal-economic impact
Technical University of Crete (TUC)	Greece	Synthesis and validation of products and techniques
Johannes Gutenberg-Universität Mainz (JUG)	Germany	Synthesis and validation of products and techniques
Consiglio Nazionale delle Ricerche (CNR)	Italy	Synthesis and validation of products and techniques
Consorzio Interuniversitario CS3i (CS3i)	Italy	Synthesis and validation of products and techniques
Fundación Tecnalia (TECNALIA)	Spain	Optimization of products by multi-scale modelling
Technische Universität Darmstadt (TUDA)	Germany	Optimization of products by multi-scale modelling
Studie Centrum voor Kernenergie (SCK-CEN)	Belgium	Optimization of products by multi-scale modelling
National Technical University Athens (NTUA)	Greece	Optimization of products by multi-scale modelling
Technische Universiteit Delft (DELFT)	The Netherlands	Optimization of products by multi-scale modelling
CSIC-Instituto de Ciencias de la Construcción Eduardo Torroja (IETCC)	Spain	Validation of products at laboratory scale & certification
MIRTEC S.A. (MIRTEC)	Greece	Validation at laboratory scale & certification
Wrocławskie Przedsiębiorstwo Hala Ludowa Spółka z ograniczoną odpowiedzialnością (E-ENTENNA.L)	Poland	Promotion of citizen awareness of 20th Century Monuments Analysis of societal-economic impact
Fundación Eduardo Chillida Foundation-Pilar Belzunce (ICHILLIDA)	Spain	Owner of Chillida sculptures. Validation in-situ Promotion of citizen awareness of 20th Century Monuments Analysis of societal-economic impact
MIBACT-Soprintendenza archeologia belle arti e paesaggio dell'Abruzzo (MIBACT)	Italy	Owner of War Memorial Towers. Validation in-situ Promotion of citizen awareness of 20th Century Monuments Analysis of societal-economic impact
INES (ingenieros) (INES)	Spain	Promotion of citizen awareness of 20th Century Monuments Analysis of societal-economic impact
Estudio Guadiana SLP (GUADIANA)	Spain	Promotion of citizen awareness of 20th Century Monuments Analysis of societal-economic impact
Uniwersytet Łódzki (LODZ)	Poland	Promotion of citizen awareness of 20th Century Monuments Analysis of societal-economic impact
ICOMOS-International Scientific Committee of 20th Heritage (ICOMOS)	France	Promotion of citizen awareness of 20th Century Monuments Analysis of societal-economic impact
Fundación DOCOMOMO (DOCOMOMO)	Spain	Promotion of citizen awareness of 20th Century Monuments Analysis of societal-economic impact
NANOPHOS S.A. (NANOPHOS)	Greece	Scale-up, exploitation strategies & pre-normative research
NanotecMARI GmbH (NTM)	Germany	Scale-up, exploitation strategies & pre-normative research
IONFLY Vacuum and Plasma Tech SRL (ION)	Italy	Scale-up, exploitation strategies & pre-normative research
SIKA S.A. (SIKA)	Switzerland	Scale up, exploitation strategies & pre-normative research
RINA Consulting (RINA)	Italy	Life cycle assess., standardization & pre-normative research
TECHEDGE Group (TECH)	Germany	Integration of data into an open cloud platform
beWarrans (BeWarrans)	Belgium	Analysis of societal-economic impact Dissemination and Communication tasks
Wes. Janney, Ebner Associates INC. (WJE)	USA	Promotion of citizen awareness of 20th Century Monuments Dissemination and Communication tasks
SIPEC restauraciones (SIPEC)	Argentina	Promotion of citizen awareness of 20th Century Monuments Dissemination and Communication tasks

Figure 6 PARTNERS



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4.1.4 Events

This section is composed by the latest events of the project. On this page, there's the possibility to look at the complete list of events the project participated to, but also to filter them by type of event: technical meeting, public event or workshop (see Figure 7).

Clicking on each event, it is possible to find further information about the main themes addressed by it and its main results.

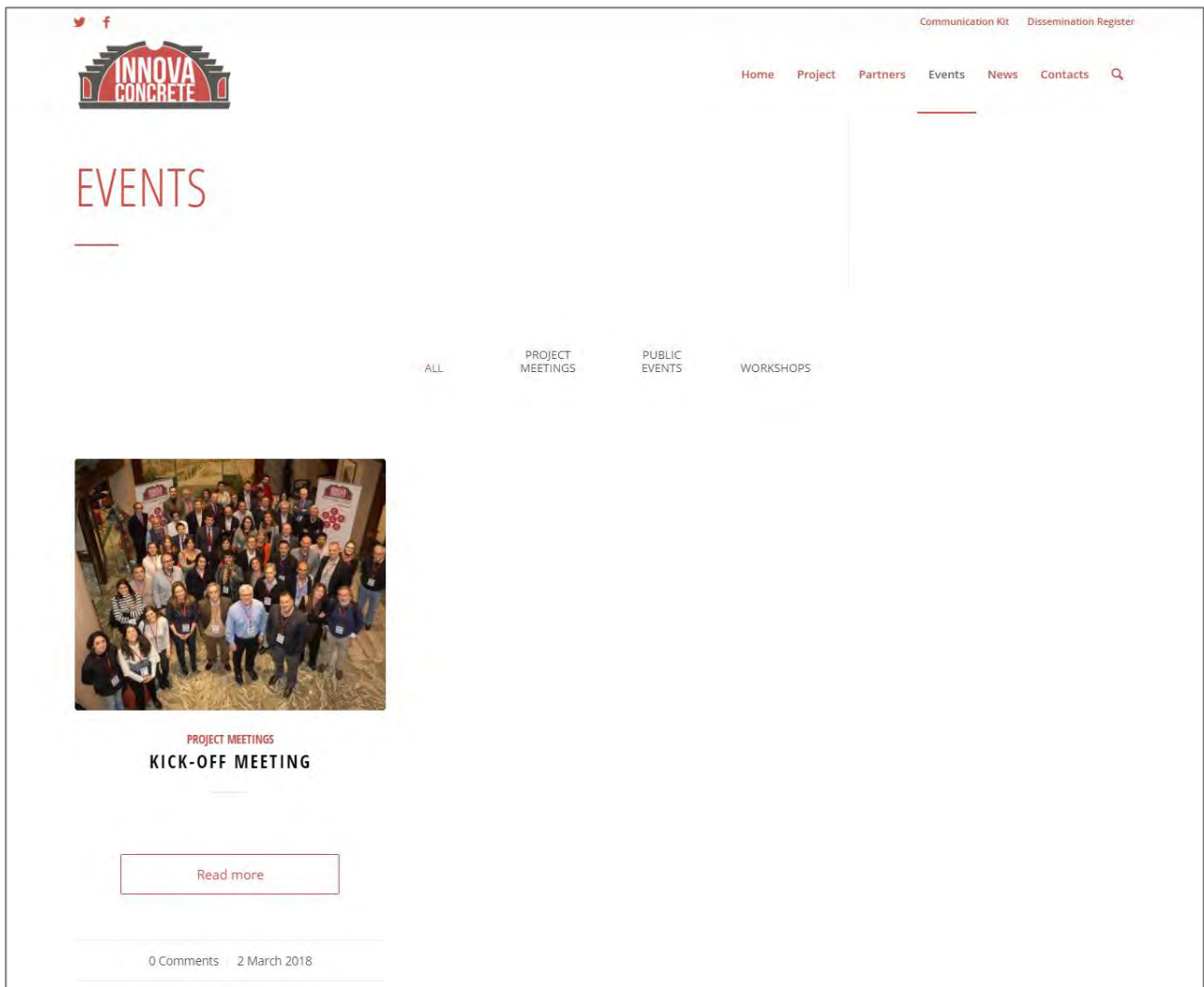


Figure 7 EVENTS





4.1.5 News

This section (see Figure 8) contains all the news about the project, the indication on the forthcoming events and a mailing form to be always updated.

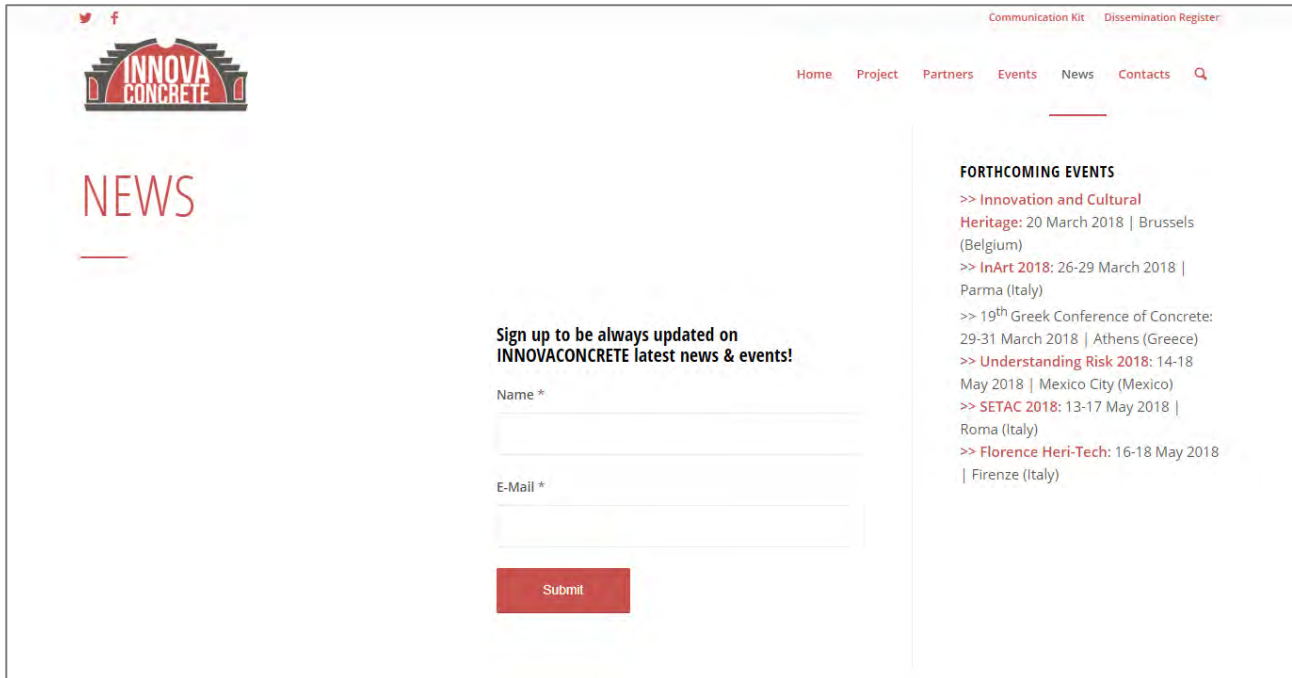


Figure 8 NEWS





4.1.6 Contacts

This section (Figure 9) enables people to get in touch easily with relevant contact people of the project consortium, of which membership organizations, roles, email addresses are provided.

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Figure 9 CONTACTS





4.1.7 Communication Kit

On the top of the website, in the secondary menu, there's a link called "Communication Kit". Clicking here, it is possible to download press material, leaflet and posters.

4.1.8 Dissemination Register

On INNOVACONCRETE website homepage, in the secondary menu, there is a link called "Dissemination Register" allowing to access a collaborative platform developed by TECHEDGE and used for partners' internal communication. This collaborative space is private and a password is mandatory to gain access to it.

The Dissemination Register supports the following activities:

- Contact list of all the members of the Consortium;
- Official Document repository;
- Sharing of Dissemination and Communication materials.

