



Deliverable D1.2

Dissemination

Material

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| ■ Document Version | : Final |
| ■ Document Preparation Date | : August 2015 |
| ■ Classification | : Public |
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| ■ File Name | : Deliverable_D1.2 |

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| ■ Project Ref. Number | : LIFE 11 ENV IT 103-HEO |
| ■ Project Start Date | : June 2012 |
| ■ Project Duration | : 36 Months |
| ■ Website | : www.highefficientoven.eu |



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1 Introduction

This deliverable gives details about the dissemination material prepared to present the HEO project's results to the stakeholders and general public.

2 Dissemination Material

This section depicted the dissemination materials prepared during the project and distributed during the Mid-Term and the Final conferences and other project events. Graphic, layout and texts, either for brochures as well as for flyers, posters and Life + Notice Board, have been accurately studied to maximize the effectiveness of the message transmitted and be immediate, direct and enjoyable to be read. To provide the best possible visibility, posters and Life + Notice Board are accurately positioned.

2.1 Brochures, Flyers and Posters

Brochures, flyers, posters and Life + Notice Board highlight the objective of the project to contribute to the main European environment policies, by addressing the issues of energy efficiency, GHG emission reduction, chemicals and waste.

The project's partners are described as well as the innovative content of the project to demonstrate the feasibility of a full pre-industrial pilot production line in the appliances industry which will bring to a significant reduction of energy consumption in the ovens' production process as well as in the ovens' utilization at households level.

To raise the awareness of stakeholders and general public about the EU initiatives in the field of sustainability and efficient use of the resources, information regarding the LIFE+ European financial instrument for the environment are clearly reported and opportunely indicated. Brochures, Flyers and Posters have been partially printed. The remaining part has been distributed electronically.



2.2 Life + Notice Board

1 Life + Notice Board is positioned at Whirlpool's facility located in Cassinetta of Biandronno-Varese (Italy) whilst another 1 at the School of Chemical Engineering and Analytical Science of the University of Manchester.



Figure 2.1 Life + Notice Board at Whirlpool Europe - Cassinetta di Biandronno (Varese)

2.3 HEO website <http://www.highefficientoven.eu/>.



Figure 2 HEO website



The HEO website is a useful tool to upload the relevant updates, news, events and results of the project. The website has been updated regularly with newsletters, forthcoming events and materials useful to clearly display the project’s progress either to stakeholders as well as to the general public. The website is provided with a useful tool for statistical analysis helpful to understand some information about use and usability of the HEO website. In particular, in the period January 2015-May 2015, the website has been visited 962 times, from around the world. The website has been visited mainly from United States, Italy, Brazil and China and Russia, but also from almost every country in Europe and many other states outside Europe, including Africa, as indicated in the Figure below.



Figure 3 HEO web site statistics

2.4 Newsletters

According to technical development of the project, 4 newsletters have been published on the website. Newsletters are addressed to the stakeholders, general public and to the most widest audience of interested in. The first number of the Newsletter (M8) discussed about the Preparatory actions and the technical progress in comparison to the state of the art; the second number of the Newsletter (M20) discussed about the Mid-term conference held in Varese at Ville Ponti, on 29 October 2013 and about the preliminary LCA analysis; the third number of the Newsletter (M26)



discussed about the changes due to amendment and about the Directive 2010/30/EU on energy label regulation of domestic ovens. The fourth number of the Newsletter (M32) discussed about the technical progress on prototypes realization and testing.

2.1 Layman's report

Layman's report prepared.

2.2 After Life + Communication plan

After Life + communication plan prepared.

3 Annex

Brochure.pdf

Leaflet.pdf

