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Project communication toolkit

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Multi-Stakeholder Platform for a Secure Supply of Refractory Metals in Europe
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Summary

The MSP-REFRAM project developed a project communication toolkit in order to provide the tools needed by the project's partners to communicate. It also provides a single, coherent identity for the promotion of the project.

Approval

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1 Introduction

The MSP-REFRAM project developed a project communication toolkit in order to provide the tools needed by the project's partners to communicate. It also provides a single, coherent identity for the promotion of the project.

2 Tools

2.1 Logo

One of the first actions in the communication activities was to develop the project's identity. To build its *brand recognition*, a logo was designed in the first month of the project. It is and will be associated and included in all documentation (paper or electronic) and promotional material.

The logo guarantees the identity of the project. To achieve this, a number of logo versions were designed and examined, with the aim to represent as best as possible the project in the simplest and clearest way.



MSP-REFRAM logo

MSP-REFRAM gathers members of the PROMETIA Association who came together to build a consortium and submit a proposal to a Horizon 2020 call. Also, as the MSP-REFRAM website is integrated into the PROMETIA website it was decided from the start to keep the logo's design in line with the Association's.

The MSP-REFRAM logo reuses the same typography as PROMETIA's logo and the letter "P" with the arrow that symbolises the idea of recycling. The color green was chosen to illustrate the production of refractory materials from waste and end of life products and substitute materials and to evoke the concepts of sustainability and efficiency.

2.2 Website

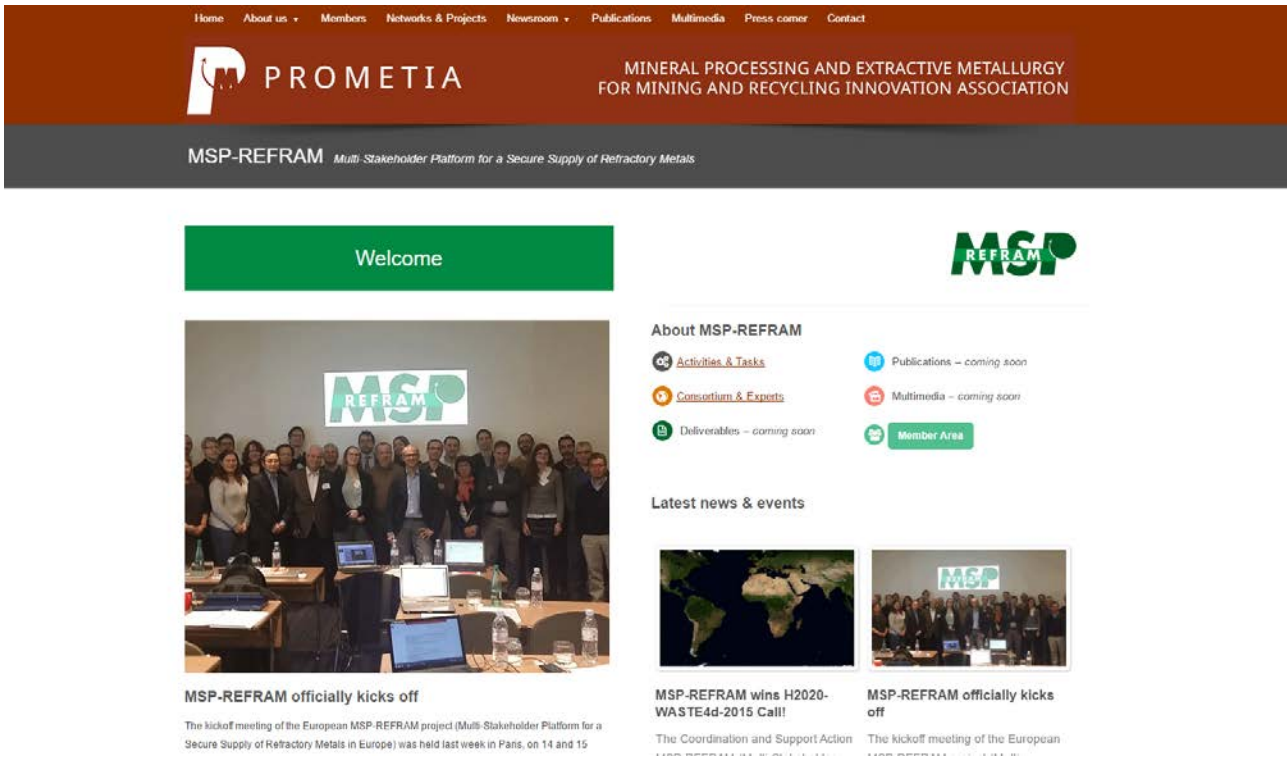
The public MSP-REFRAM website was officially launched in March 2016 at the following address:

<http://prometia.eu/msp-refram/>

It will be updated regularly and will promote the international visibility of the project by playing a key role as the main information point and delivery channel for results and the progress achieved. It will also disseminate the key messages to the target audiences, inform on events, publications or activities of interest to the MSP-REFRAM community and foster participation among the consortium members.

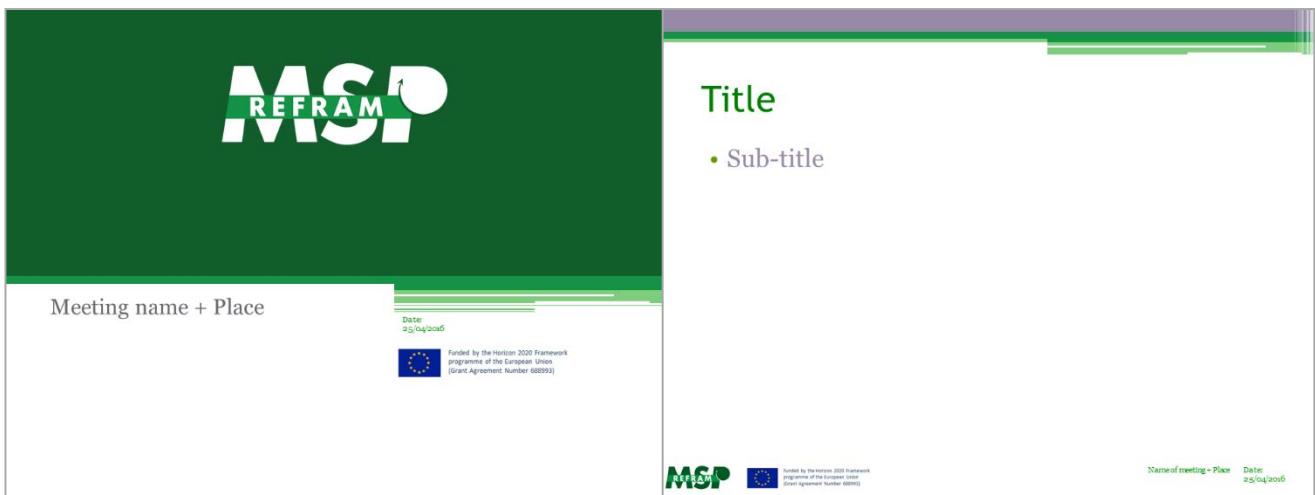
In order to make available useful and relevant information for visitors, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders or visitors, such as:

- What the project is about
- What the project is delivering, and why, including its vision
- Who the partners of the project are
- What the past and present related projects in the field are
- Where to find more information on the topic or related topics



2.3 Presentation template

A presentation template was designed and distributed in the first months of the project in order to continue building the “MSP-REFRAM brand”.

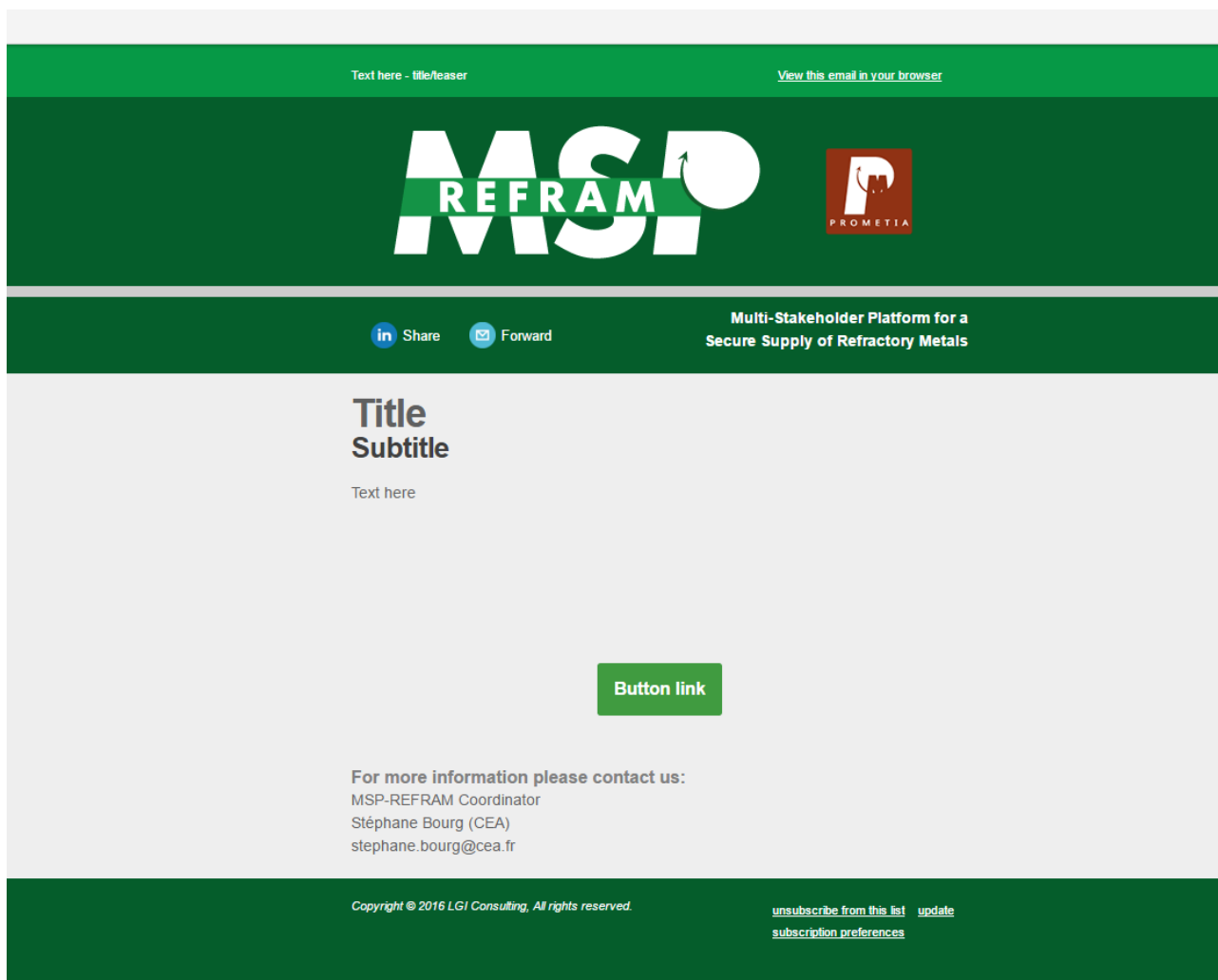


MSP-REFRAM presentation template

2.4 Electronic communication template

Two electronic communications using the template were issued in March 2016 to announce the release of the MSP-REFRAM website and the first workshop organised by the project.

A total of four electronic newsletters will use this template and will be distributed after each workshop organised by the project at Month 7, 11, 13 and one following the final conference at Month 15.



2.5 Rollup

A rollup was designed in order to reflect the mission and expected outcomes of the project. The rollup includes the main messages, keywords and the consortium members.

It will be used in events organised by MSP-REFRAM or it will be displayed during poster sessions at events, thus raising awareness on the project's aims and topics.

It is planned to be displayed at MSP-REFRAM's first workshop on 30-31 May 2016 in Barcelona.



Multi-Stakeholder Platform for a Secure Supply of Refractory Metals

CONTEXT

A secure access to refractory metals is highly strategic for Europe. Their resistance to extremely high temperatures, corrosion and wear in addition to several other unique characteristics make them extremely beneficial for various manufacturing applications.

Today with the exception of rhenium produced in Poland (15% of the world's production), and tungsten produced in Austria, Spain and Portugal (2.7% of the world's production), these metals are mainly imported from China, Brazil, Chile, the USA and Canada.

Although primary refractory metal resources are limited in Europe, they can be found in secondary resources (industrial waste and urban mines) and are already being recycled from super alloys to some extent. The supply value chain in the coming years could be improved if industry develops a better use of these secondary resources, optimises the use of external resources such as energy and water and at the same time reduces the amount and the toxicity of the waste.

In this context, members of the PROMETIA association, whose expertise cover the whole refractory metals value chain, gathered to address this challenge by setting up the MSP-REFRAM project.

Niobium Nb 41	Molybdenum Mo 42	
Tantalum Ta 73	Tungsten W 74	Rhenium Re 75

OBJECTIVES

MSP-REFRAM aims to establish a durable multi-stakeholder network that will carry out a comprehensive study of the entire value chain of key refractory metals including mining, processing, recycling and final applications (and potential substitution opportunities), and taking account of crosscutting aspects: policy/society, technology and market.

MSP-REFRAM WILL CONTRIBUTE TO IMPROVING THE REFRACTORY METALS SUPPLY CHAIN BY IDENTIFYING:

Primary and secondary resources of refractory metals available in Europe

New technologies that could be developed for the production of refractory metals with a focus on secondary resources

Substitution strategies, trends and pathways related to these metals

New markets and business models

Regulations and standards to be changed or established to facilitate the emergence of new markets



All of the knowledge and results generated in the project will be shared widely with stakeholders to lift barriers and boost the creation of new markets in Europe.

CONSORTIUM

The MSP-REFRAM consortium includes industry, SMEs, research and technology centres, academia, a public authority and the PROMETIA association.



EXPERTS COMMITTEE

Three External Expert Committees on Society/Policy, Technology and Market will bring together experts from different organisations.

They will participate actively in the three works hops and the final conference organised by MSP-REFRAM and will help to identify the necessary knowledge, and discuss and validate the results of the project.



MSP-REFRAM has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654935.

2.6 Other materials

Additional communication tools can be produced to promote the project if considered necessary.