



Project Title:

***“Valorization of Glass for the Development of Building Materials”***

<b>Deliverable No</b>	D2.2	
<b>Deliverable Title</b>	Website (Page)	
<b>Work Package and Task Number</b>	Work Package 2	Task 2.2
<b>Participants</b>	<input checked="" type="checkbox"/> HO - STRATAGEM	

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## 1 Project Summary and Objectives

The general objective of GOAL project is to transform the glass generated in all municipalities from waste to secondary raw material for the production of innovative binders and hence, of marketable pre-casted building materials, with high compressive strength and application in the construction industry. Towards this end, the scope of the GOAL project will be to make all the necessary laboratory preliminary activities for producing innovative building materials from glass, based on the innovative technology of geopolymerisation. The geopolymerisation technology includes the mixing of an aluminosilicate raw material with an alkaline activator resulting to materials similar to cement based products.

The GOAL project will:

- Reduce resource consumption, by utilising secondary raw materials, and by substituting natural resources
- Reduce environmental impact, by reducing the land-footprint of a series of Municipalities in Cyprus, by eliminating a source of airborne dust, and by indirectly reducing a source of CO<sub>2</sub>, since concrete production can be substituted by a new geopolymer binder product
- Encourage the use of pre-casted building materials with high added value, by proposing new building materials that are known to have improved mechanical properties in contrast to Ordinary Portland Cement (OPC)

The above mentioned advantages will be efficiently combined in the production of additional products for the existing Cypriot and EU market. The management of Municipal Waste in Cyprus faces several challenges and appears to be underperforming, despite the fact that a comprehensive legislative framework concerning the management of waste is in place since 2011.

In Cyprus the seasonal variation of tourism flows during the summer period, has a direct impact on the volume of municipal waste (MSW). Based on research (Ministry for the Environment, Energy and Climate Change – Hellastat, September 2009), 3-9% of the total waste in several EU countries during high seasons comes from glass. The glass waste comes from bottles used (beer, beverages etc.) which at present has no way of being recycled (apart from some glass industries), in contrast to organic waste, for which composting is already a mature technology e.g. as applied in the Paralimni Municipality. Therefore, glass waste ends up in landfills. As a result, the recyclability of the glass waste is an important problem for most touristic Municipalities in Cyprus during high season.

The following activities will be carried out during the project in order to achieve the best results before the industrial investing and exploration:

- Glass characterization
- The development of lab scale geopolymers – building materials
- The evaluation of the materials in terms of mechanical and physical properties
- The technoeconomical evaluation of the project

## 2 Glossary of Terms

Acronym	Meaning
EC	European Commission
EU	European Union
OPC	Ordinary Portland Cement
MSW	Municipal Waste
HO	Host Organisation

### 2.1 Definitions

Words beginning with a capital letter shall have the meaning defined either herein or in the Rules or in the Grant Agreement related to the Project.

### 2.2 Additional Definitions

*Project* refers to the GOAL project funded from the Research Promotion Foundation Programmes For Research, Technological Development and Innovation – RESTART 2016 – 2020.

### **3 Description of Work**

#### **3.1 Purpose of the Website (Page)**

The purpose of this document is to present the GOAL website page and its detailed structure. The aim of the GOAL website page is to increase the visibility of the GOAL project to the public and provide them with a reference for receiving updates during the project activity period and beyond. The website page is also developed to decrease the amount of paper used during the dissemination process. It provides information on the reasons for undertaking the project, its objectives, background on the technology the project intends to utilize and expected outcomes.

The website page provides general information on the project objectives and the work to be performed. There will be a continuous update of the project website during the runtime of the project and in the future. The web address will be advertised and it is intended to be of interest to potential end-users.

#### **3.2 Target Audience**

GOAL Website page will assist in establishing contact with a range of stakeholders in order to engage them at an initial project stage and ensure a closely aligned technical development and future exploitation. The most relevant communities identified and the GOAL website page has been designed and will evolve during the duration of the project and after, in order to reach:

- Policy Makers and Industries
- Inventors and Consultation Groups
- Potential End Users and Customers
- Wider Public
- The European Commission

### **4 GOAL Website Page**

The aim of the GOAL website page is to increase the visibility of the GOAL project to the public and provide them with a reference for receiving updates during the project activity period and after the end of the project. The website page is also developed to decrease the amount of paper used during

the dissemination process. By just referring to a link and thanks to the wide use of internet, the public will easily understand and learn additional information related to the project which may not be described solely in a leaflet or a brochure. It provides information on the reasons for undertaking the project, its objectives, background on the technology the project intends to utilize and expected outcomes.

Since the HO's website page (STRATAGEM ENERGY LTD website page: <http://stratagem.com.cy/>) has already an established number of interacting audience (users and followers), it was decided instead of developing an exclusive website for GOAL project and attract audience from the beginning, to include the GOAL website page inside the HO's website, dedicating its own website page and assisting GOAL project to attract first audience easier. In the future and as the GOAL project will attract more followers, the project will evolve and the technology will be more mature, there will be an updated assessment, in order to judge if the GOAL innovative technology and research can have its own full website.

The design of the website page is developed upon the following criteria and takes into account suggestions given in the EU Project Websites – Best Practice Guidelines (EC, 2010) which offer better quality and user-friendliness to the project website, triggering higher popularity and provide better visibility for the project and the European Commission. Best practices include:

- a. Visual communication: use of photos and colours, web pages are easy to browse, information is kept short and links are included to websites and publications,
- b. Verbal communication: the website uses simple phrasing, no jargon is used in order to attract the widest possible audience, e-devices are user friendly.
- c. 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 the site and other sites, keywords to the web page metadata; use frequently used keyword search phrases both in the metadata and in the contents pages.
- d. Regular update of contents: the update of the current version of the webpage will be regularly performed by the HO. Moreover there are connection with the social networks that the GOAL project will have presence (LinkedIn, Facebook) with the addition of the relevant add-on button on the website page.

The GOAL website page provides general information on the project objectives and the work to be performed. There will be a continuous update of the project website during the runtime of the project and after its end. The web address will be widely advertised and it is intended to be of interest to potential end-users.

#### **4.1 GOAL website page structure**

In the beginning of the page, the logo of GOAL project is depicted (figure 1) addressing the perspective and the main goal of the project.



**Figure 1. GOAL project Logo**

The page presents all the aspects of the project GOLA at a glance including the Aim of the project, the Objectives and the Scope of the project. The website is in English where the most up-to-date details about project activity are included. The website page is included in the HO company website, under the tab Projects (<http://stratagem.com.cy/projects/>).

In the GOAL website page there is also reference to the funding by the Research Promotion Foundation - RESTART 2016 - 2020 PROGRAMMES (CONCEPT/0618/015) and the links to the social media pages of the GOAL project.

## **5 Conclusion**

The document presented the website for the GOAL project. The website and the social media will be updated constantly with news and documents, adding in the dissemination of the GOAL project and the exploitation of its outcomes.



**DISCLAIMER**

The Project GOAL CONCEPT /0618/015 is co-financed by the European Regional Development Fund and the Republic of Cyprus through the Research and Innovation Foundation.

