

# DISSEMINATION & COMMUNICATION PORTFOLIO



## **EUROPEAN PROJECTS** Focus

LCE owns **extensive and relevant experience** in participating in European and International projects (i.e. H2020, LIFE, INCO, CRAFT, INTERREG, and GROWTH) and is currently involved in several Horizon 2020 as well as LIFE+ projects.





## EUROPEAN PROJECTS Focus - LIFE



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## **EUROPEAN PROJECTS** Focus – HORIZON 2020









## **INSTRUCTIONS FOR USE** List of Contents

This document contains some **examples of the dissemination and communication** materials we developed in the European Projects.













# **VISUAL IDENTITY** Logo

The **visual identity** defines the "**look and feel**" of the project and, therefore, of all the communication and dissemination materials. The first step is surely the **creation of the project logo**.













## **VISUAL IDENTITY** Templates

The visual identity includes, besides the project logo, **different templates suitable for project presentations**, deliverables, letterhead and potential communication materials.





# **NOTICE BOARDS**

Notice boards are documents that effectively display and underline the most **important points of a project** such as its aim, objectives and benefits. Being addressed to a general audience, they are usually easyto-read and visually catchy.





# BROCHURES

Brochures are **versatile documents** useful to promote, inform and update different type of people on the project. To make the communication effective we use **graphic to grab attention** on the contents and we prefer concise and easy texts.









# Posters and roll-ups are useful to summarize or explain particular aspects of a project, especially complex ones. For example, we developed:







# **TECHNICAL FACTSHEETS**

A technical factsheet is a poster focusing its information on the **technical aspects of the project** and therefore it addresses **scientific professionals** or representatives. Clearness, from both a graphic and textual point of view, is the watchword.



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ECONOMICK	
INTERMITTENT KILN	
SHORT DESCRIPTION	
The LIFE ECONOMICK project launched in July 2016 and led by Italian company SETE	Ch

company SE.TE.C, has the ambitious goal of developing a shuttle kiln for firing ceramic pieces, with a level of specific fuel consumption similar to those of a tunnel kiln.

The ECONOMICK kiln is addressed to about half of the ceramic market, including sanitaryware tableware, refractories and minor sectors like ceramic art and terracotta floors. Through the LIFE ECONOMICK project, the Consortium aims to reduce the fuel consumption of shuttle kilns by 45%, bringing significant economic and environmental benefits

### PROCESS SCHEME







FACTSHEET

### ADDED VALUE

In the ECONOMICK kiln, the Consortium focuses on the critical aspects of shuttle kilns, namely heat recovery and insulation

Heat recovery and air/fuel ratios are optimised using a dedicated software package developed by SE.TE.C.

The insulation was chosen as the best possible compromise between weight and thermal conductivity. This results in lower consumption, faster cycles (2 a day) and greater comfort for personnel working close to the kiln.

### INNOVATIVE FEATURES

- INTEGRAL REUSE OF THE HEAT FROM FLUE GASES An Ipeg patented technology is used to recover heat from flue gases to pre-heat combustion air. Significantly, this technology does not use flues or additional pipes and above all does not
- alter the fluid dynamics of the flue gases in any way, which therefore remain identical to those of a traditional shuttle kiln. This advantage, together with the possibility of adjusting the flame speed, is vitally important

as it optimises the flue gas/ piece thermal exchange and does not affect either uniformity of firing or energy savings at low temperatures.

### INNOVATIVE BURNERS

This patented technology allows to use preheated combustion air and to reduce max temperature in the burner body, adjusting flame speed.

## NEW AIR/GAS SETTING SYSTEM

SE.TE.C. software allows to maintain a preselected air/gas ratio and to use different values in function of the firing cycle

### NEW KILN INSULATION

The study, based on a dedicated software package, allowed for a careful selection of the refractory materials, resulting in a lining that minimises thermal inertia and at the same time has a cool wall temperature of below 60°C.

### PARTNERS

SETEC GROUP LIFE CYCLE ENGINEERING KERASAN

I www.setecsrl.it I www.lcengineering.eu l www.kerasan.it

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### PROJECT DESCRIPTION

ECONOMICK project will develop an innovative shuttle kiln for ceramic production, which consumes about 45% less energy than actually existing ones and, consequently, allows the industry to reduce costs, CO<sub>2</sub>, NOx, HF, SOx and dust emissions, and raw materials.

Intermittent (or shuttle) kilns are used in about 50% of the ceramic sectors, excluding only tiles industry. Producers of sanitary and table ware, refractory or artistic ceramics use a shuttle kiln for refining ceramic artefacts with some defects, while smaller factories use such a kiln also for first firing, alternatively to a tunnel kiln that requires high production levels.

Thanks to a computerized management of air and gas flow, the almost complete reuse of warm air from cooling and advanced materials for thermal insulation, the ECONOMICK kiln will ensure a specific consumption of 1300-1400 kcal/kg of firing product, comparable to the performance of a good tunnel kiln.

By substituting their tunnel kilns with ECONOMICK kiln. European industries - in particular SMEs - will drastically reduce their costs. This will strongly boost their capacity o maintain or improve their market share, especially in he high-end market.

### www.economick.eu

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LIFE CYCLE ENGINEERING KERASAN





A website is **the most complete repository** of all the projects' information. It contains all the relevant data and documents, therefore a **clear and logic structure is key** to allow an easy and fluid navigation. Our websites are built according to this approach and texts and graphics are well balanced to **effectively deliver all the messages**.







We concentrate on motion graphic videos as they allow a **direct, easy and quick explanation of the project** to the general audience. They also help to describe the use of particular functions developed during the project.





# **PRESS KITS**

A press kit is a **pre-packaged set of promotional materials** providing information about the project which is distributed to members of the media for promotional use. Our press kits usually contain materials such as **infographics, FAQs, press releases and claims for the social media.** We consider them a keyelement to summarize all the most relevant information in just one document.





# LAYMAN'S REPORTS

The layman's report is a **document draft at the end of LIFE projects** aimed at interested journalists, organisations or individuals keen to learn about the project in a **brief and easy-to-read text**. It includes basic information about the project, its background, objectives, actions and achievements.





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