



**COMBINED TECHNOLOGIES FOR WATER, ENERGY AND SOLUTE RECOVERY  
FROM INDUSTRIAL PROCESS STREAMS**

## Deliverable 6.2

Communication toolkit and website

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<sup>1</sup> R=Document, report; DEM=Demonstrator, pilot, prototype; DEC=website, patent fillings, videos, etc.; DMP=Data Management Plan

<sup>2</sup> PU=Public, SEN=Sensitive

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## Executive Summary

The CORNERSTONE project, “Combined technologies for water, energy and, solute recovery from industrial process streams” is funded by the European Commission under the Horizon Europe Framework Programme. To support the communication and dissemination within CORNERSTONE, a communication toolkit as well as the CORNERSTONE website is developed within Work Package 6: Communication, Dissemination and Exploitation.

The CORNERSTONE communication toolkit provides a media kit for rapid way for media organisations to access all the main project information. Further communication resources include an annual e-Newsletter, press releases, project flyer, a CORNERSTONE business card, short videos or LinkedIn posts.

The general public and professionals will be informed about the CORNERSTONE project by a continually updated website. Basically, it will give an overview about the project and provide news, compiled press material and publications, public project results, reports on the latest events as well as schedule of future events. This website is located under [www.cornerstone-industrial-water.eu](http://www.cornerstone-industrial-water.eu).

The communication toolkit as well as the website will be updated continuously.

# 1. Introduction

The CORNERSTONE project, “Combined technologies for water, energy and, solute recovery from industrial process streams” is funded by the European Commission under the Horizon Europe Framework Programme. The overall aim of CORNERSTONE is to enable - via novel technological developments - up to 90% wastewater, energy and solute reuse by tapping the potential of currently difficult-to-treat wastewater streams and using waste heat for water recovery. These new developments, together with digital tools shall be easily deployed cross-sectorial and deliver long-lasting impacts to a sustainable European industrial water management approach.

Significant amounts of information of various kinds (e.g., pilot and demonstration results, flyers, presentations, etc.) will be generated during the progress of the project. To communicate and disseminate this information, a communication toolkit as well as the CORNERSTONE website has been developed according to Task 6.2.

The development of a CORNERSTONE Communication Toolkit has already begun. It includes a CORNERSTONE media kit with the project’s visual identity and general communication materials. Additionally, other CORNERSTONE communication resources will be accessible, such as an annual e-Newsletter, press releases, project flyers, business cards, short videos, and LinkedIn posts.

The CORNERSTONE website, accessible at [www.cornerstone-industrial-water.eu](http://www.cornerstone-industrial-water.eu), was launched in June 2024. It provides updated general information about the project, including the project’s objectives, actions, modules, case studies, partners, news, events, outcomes, related links, and more. The web platform will also be linked with existing European Technology Platforms and related projects. Furthermore, the project web link will be visible on the partners’ websites, expanding the possibilities of reaching more stakeholders interested in water-related topics.

This deliverable describes the current status of the communication toolkit and the CORNERSTONE website, as well as the planned activities.

## 2. Communication Toolkit

The CORNERSTONE communication toolkit includes various information materials and formats. The CORNERSTONE media kit provides the visual identity of CORNERSTONE along with general communication materials. Additionally, other CORNERSTONE communication resources will be accessible, such as an annual eNewsletter, press releases, project flyers, business cards, short videos, and LinkedIn posts.

### 2.1. Media kit

The CORNERSTONE Media Kit offers media organizations quick access to essential project information. It is available digitally on the website ([www.cornerstone-industrial-water.eu/Media/Media+Kits](http://www.cornerstone-industrial-water.eu/Media/Media+Kits)) and in paper format for distribution before and during physical events.

#### 2.1.1. Visual identity

To harmonize, standardize and brand the CORNERSTONE materials, a visual identity was set up for the project. This is the basis for communication and dissemination activities and materials.

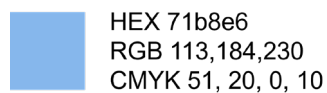
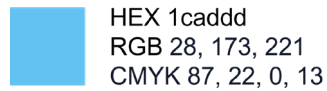
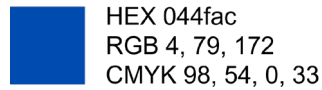
DECHEMA developed a logo for the CORNERSTONE project that is shown in Figure 1. It includes the main aspects that CORNERSTONE is aiming for:

- The gear wheel symbolizes technology,
- The arrows within the "O" represent circularity,
- The water drop symbolizes digital aspects.



Figure 1: CORNERSTONE Logo

Figure 2 shows the colour palette that CORNERSTONE is using for the communication materials.



*Figure 2: Colour palette in CORNERSTONE*

All external communication of the CORNERSTONE project must consistently display the CORNERSTONE logo as well as the EU disclaimer with funding acknowledgement (Figure 2). Both is available for and deployed by the entire CORNERSTONE consortium via different channels and languages. Next to communication, the CORNERSTONE visual identity will be applied in all dissemination and exploitation activities.



*Figure 3: Funding acknowledgement*

Templates for presentations, posters, and Microsoft Word documents have been developed for internal use within the project consortium. These templates are accessible via the internal SharePoint.

## 2.1.2. General communication materials

To support communication and dissemination efforts, dedicated materials for creating awareness and promoting project events will be developed. Currently, a CORNERSTONE Business Card has been created, featuring a direct link to the website (Figure 3).



Figure 4: CORNERSTONE Business card

Here is a concise summary of the planned materials for the CORNERSTONE project:

- Project Leaflet/Flyer: This material will provide an overview of the project.
- General CORNERSTONE Project Poster: A visual representation introducing the project.
- Short Presentation Slide Deck: A concise slide deck for project introductions.

Additional materials, such as factsheets for specific modules, will be determined as the project progresses.

## 2.2. Communication resources

In addition to the general communication materials, further resources are planned to support the communication and dissemination of the project developments and results. As the project unfolds, we will determine further materials to support CORNERSTONES' goals.

### 2.2.1. Press releases

Press releases (formal announcement to the national or specialised/technical press to present a short overview of the project to the public) will be published at strategic times when major achievements have been made. They will include information on interim achievements and milestones, as well as interviews with experts. All press releases will be also published on the project website.



The initial press release was issued in March 2024 following the Kick-off meeting in Aalborg, and it is now accessible on the CORNERSTONE website.

### 2.2.2. Newsletter and Blog

A periodic project eNewsletter will be issued every year (three main editions) to provide information on the project progress, news on relevant developments, training activities, etc. It will be made available on the project website, communicated via social media, and sent out to the database of stakeholders and the consortium partners for their own distribution to their communities.

Blog contributions are planned, including e.g. series like “Meet the Partners”, short reports on publications, events with CORNERSTONE participation (such as conferences and workshops), meeting outcomes, and interviews.

### 2.2.3. Project videos

The project aims to create English-language videos suitable for multi-channel distribution. These videos will present CORNERSTONE in an accessible manner (easy-to-understand way), using animations, simulations, and infographics to engage a broad audience, including potential adopters.

The first video is scheduled for release within the project’s initial year. Toward the end of the project, a second video will showcase outcomes and societal benefits, illustrating how CORNERSTONE results translate into marketable solutions.

These videos will be shared via social media, communication portals, and platforms, as well as used during project events to present the project.

### 2.2.4. LinkedIn Channel

Apart from the CORNERSTONE website, social media is a crucial and powerful tool for reaching a wider audience and disseminating project updates and important events in an easy and creative way. To this end, CORNERSTONE has already established a LinkedIn account (<https://www.linkedin.com/company/cornerstone-industrial-water/>) as it is the most widely used international professional network covering many different sectors. DECHEMA will be responsible for creating posts and obtaining the required input from project partners. In addition, already existing discussion groups and communities, including the partners’ social media channels, will be used to actively post news and topics for discussion.



Figure 5: Layout of CORNERSTONE's LinkedIn Channel

### 3. Website

DECHEMA has set up the CORNERSTONE website with the support by all partners. It can be found under the link [www.cornerstone-industrial-water.eu](http://www.cornerstone-industrial-water.eu). The website has been launched in June 2024.

The CORNERSTONE website will serve as a focal point for all the project's communication activities, and targets both the general public and an expert audience. It is a public platform for visitors to learn about the added value of CORNERSTONE, and to support dissemination and exploitation activities by providing the full range of information related to CORNERSTONE. The Website is sharing news, public project results, reports on the latest events, or the schedule of future events. It is linked with existing European Technology Platforms and related projects. The link to the project web will also be visible in the partners' websites, multiplying this way the possibilities of reaching more stakeholders with interest in water related topics.

The website will be continuously updated with input from all partners and will raise public awareness about developments within the projects.

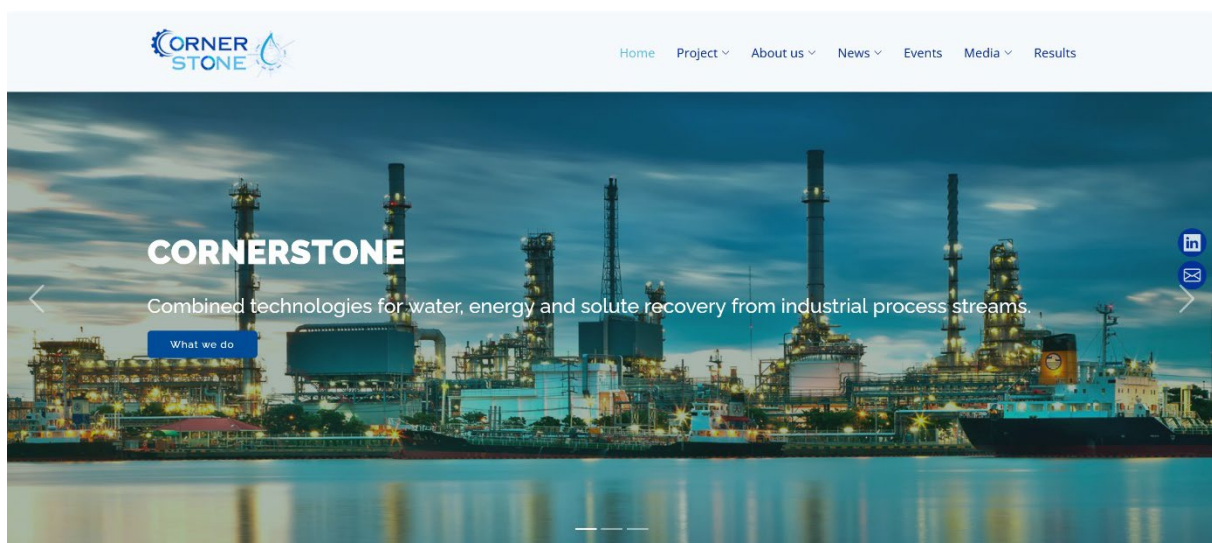


Figure 6: Home page of the CORNERSTONE Website

For the CORNERSTONE website the following structure was developed and set up:

### **Section “Home”**

The landing page of the website features key information, including sections on “About the Project,” “Objectives,” and “News and Events.” The dynamic slider with eye-catching images provides direct links to relevant topics such as project objectives, modules, and recent news. Additionally, visitors can use the contact form to reach out to the project team directly:

[www.cornerstone-industrial-water.eu](http://www.cornerstone-industrial-water.eu)

### **Section “Project”**

In this section information on the project's scope, the work packages, modules, and case studies are provided.

Under “Scope” the background of the projects is described as well as its main focus:

[www.cornerstone-industrial-water.eu/Project/Scope](http://www.cornerstone-industrial-water.eu/Project/Scope)

In this sub-section a short definition of each work package and the partner leading it are mentioned. This sub-section will also include link to the deliverables related to each work package:

[www.cornerstone-industrial-water.eu/Project/Work+Packages](http://www.cornerstone-industrial-water.eu/Project/Work+Packages)

The modules/technologies are allocated to different subject areas: Energy Recovery, Water Recovery, and Solute recovery. For each module there is a short description as well as a picture (if available):

[www.cornerstone-industrial-water.eu/Project/Modules](http://www.cornerstone-industrial-water.eu/Project/Modules)

For each Case Studies (Case Study 1: Steel Industry; Case Study 2: Pulp and Paper Industry; Case Study 3: Chemical Industry) information is indicated about the operator, the modules combined, and its focus (recovery of water, energy, solutes ...). Following a short introduction text, the aim within CORNERSTONE and the added value for society is provided as well as a suitable picture:

[www.cornerstone-industrial-water.eu/Project/Case+studies](http://www.cornerstone-industrial-water.eu/Project/Case+studies)

### **Section “About us”**

In this section, you'll find information about the project partners as well as related projects.

Each project partner is accompanied by a brief description of their organization, their role in the project, and a link to their organization's website:

[www.cornerstone-industrial-water.eu/About+us/Partners](http://www.cornerstone-industrial-water.eu/About+us/Partners)

Here you can find links to related projects and platforms are available. So far the links to the websites of so-called ‘sister projects’, i.e. projects funded under the same topic as the CORNERSTONE project (HORIZON-CL4-2023-TWIN-TRANSITION-01-40), have been added to the website to promote synergies among these projects. Also links to the P4Planet and Hubs4Circularity platforms on our website:

[www.cornerstone-industrial-water.eu/About+us/Related+projects](http://www.cornerstone-industrial-water.eu/About+us/Related+projects)

### **Section “News”**

The News section will show all information related to news generated, such as press releases, a blog and the newsletter.

Blog contributions are planned, including e.g. series like “Meet the Partners”, short reports on publications, events with CORNERSTONE participation (such as conferences and workshops), meeting outcomes, and interviews:

[www.cornerstone-industrial-water.eu/News/Blog](http://www.cornerstone-industrial-water.eu/News/Blog)

All Press releases about CORNERSTONE will be provided here:

[www.cornerstone-industrial-water.eu/News/Press](http://www.cornerstone-industrial-water.eu/News/Press)

For the eNewsletter the opportunity for subscription is already available. Annual newsletters are planned:

[www.cornerstone-industrial-water.eu/News/Newsletter](http://www.cornerstone-industrial-water.eu/News/Newsletter)

### **Section “Events”**

The section “events” will show all events related to the CORNERSTONE project community. It will give information about dissemination activities, i.e. organised events such as stakeholder consultations or workshops, and/or external events (conferences, seminars etc.) where CORNERSTONE will be present and that are relevant to the sector. Upcoming and past events with CORNERSTONE contribution are shown here:

[www.cornerstone-industrial-water.eu/Events](http://www.cornerstone-industrial-water.eu/Events)

### **Section “Media”**

The section “Media Kits” provides a rapid way for media organisations to access all the main project information (e.g., business card, flyer, logo pack, communication material):

[www.cornerstone-industrial-water.eu/Media/Media+Kits](http://www.cornerstone-industrial-water.eu/Media/Media+Kits)

### **Section “Results”:**

This section offers the possibility to download project results (e.g., public deliverables and reports, scientific paper etc):

[www.cornerstone-industrial-water.eu/Results](http://www.cornerstone-industrial-water.eu/Results)

For high visibility and dissemination, the website link will be included in all communication materials.

## 4. Conclusion

The CORNERSTONE deliverable D6.2. describes the actual status and planned activities for the CORNERSTONE communication toolkit and the CORNERSTONE website.

For the CORNERSTONE communication toolkit, a media kit was developed, including the visual identity of the project and first communication materials and resources like the business card or the press release. Further materials and resources will be developed e.g., the annual e-Newsletter, project flyer, or short videos. This communication toolkit provides a quick access to essential project information and support the CORNERSTONE communication and dissemination.

A website was successfully built up for the CORNERSTONE project ([www.cornerstone-industrial-water.eu](http://www.cornerstone-industrial-water.eu)). This tool is an important platform for dissemination of the project. It gives information for the general public and sector professionals. The website describes the actual status of CORNERSTONE and will be continuously updated throughout the complete project period.