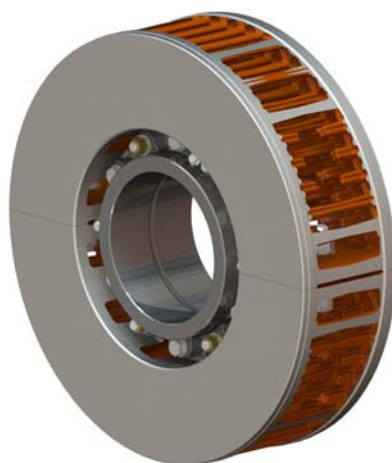




WORK PACKAGE 6 (WP6)
**Communication,
dissemination and exploitation**

PROJECT DELIVERABLE 6.1
**CORPORATE IDENTITY OF THE PROJECT,
WEBSITE AND FACEBOOK PROFILE OF THE
ACTION**



FUTUre RAil freight transport: cost-effective, safe, quiet and green! – FUTURA



The FUTURA project has received funding from the European Union`s Horizon 2020 research and innovation programme under grant agreement No.700985

May 2016

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1 INTRODUCTION

The scope of the present document is to report and present the creation of corporate identity for the Futura action.

2 MAIN OBJECTIVES

The main objectives of the corporate identity are to inform business partners, general and professional public, decision-makers and policy makers, knowledge and research institutions about the Futura action and results, to raise awareness on the impact on environment, health, the quality of life and safety in rail freight transport.

3 CREATION OF WEBSITE

Website of the Futura project was created to provide information about activities on the project, and to provide constant updates of the public about action activities.

After the website has been launched, contracted website designers and the project administrator will consistently work on website contents and design to communicate and update Project Futura research activities and deliver it to the project partners, interested parties and wider public.

This will be achieved by defined methodologies that will transform initial website stage to actively updated portal. We have defined different stages described below.

3.1 Stage 1 – Project definition

This stage involves defining the best solution for website contents within project team members. We have defined project graphical designer and web site creator and contracted them to carry out the work. A series of meetings were held to achieve the agreement on website design and contents.

3.2 Stage 2 – Website basics

In communication with team members and contractors, we have defined the website address, hosting provider, website functionality and which menu items are intended for editing from our project administrator.

Design team provided us a few logotype proposals, and after project team confirmed one, they have also prepared a few different website design proposals.

3.3 Stage 3 – Delivery of website

This stage included creation of the website in elected website design and fine-tuning the details with project administrator, contractor designer and programmer. Our project coordinating staff were trained to make changes and update website continuously.

4 WEBSITE CONTENT

Current content of the website includes tabs with the project description, project consortium, news, updates, and contact tab.

Project update site "News and update" will report all activities and events related to the project in purpose to inform business partners, general and professional public about the Futura actions and results.

Website is located on address: www.projectfutura.com.

4.1 Menu item "HOME"

This tab contains basic information about the project.

FUTURA

HOME PROJECT CONSORTIUM NEWS AND UPDATES CONTACT US

PROJECT FUTURA

The main objective of the proposed action is to improve the quality and safety of life of over 55 million EU citizens who live or work near train tracks

[MORE ABOUT THE PROJECT](#)

PROJECT BACKGROUND

The FUTURA action will improve the quality and safety of life of over 55 millions of EU citizens, who live or work near train tracks. The main objective of the action is to provide last development steps for market launch of DividedRail Freight Brake Disc (DFB disc). DFB disc is a revolutionary solution, influencing 3 key elements in the rail freight transport: 1) safety and security, 2) health and environment and 3) cost-effectiveness with strong horizontal and vertical "roll-over" effects and crucial social, economic and technical impacts.

Today there are two competitive solutions: K-block and non-divided brake disc (the current state-of-the-art). Although non-divided brake disc is a superior solution (as it ensures higher safety, lower noise levels and less vibrations), it is used in practice in less than 10%, because it is too expensive. That is the problem that FUTURA action is solving. Our ambitious solution, DFB disc, was developed by 4 high impact companies in the field of development, production and testing components for freight rail vehicles. The specific objectives of FUTURA action are: 10-15 dB lower noise, 1% shorter braking distance, 14% less vibrations, 2% lower mass, 7% less accidents, 12% less damage of freight, 50% longer life cycle of wheels, 13% lower LCC of the disc. For an operator with 1000 6-axle wagons, the savings within a life-cycle would amount to 5,838,000 € in comparison with K-block and 9,840,000 € in comparison with non-divided brake disc.

DFB disc will contribute considerably toward increasing the transported freight volumes via rail, which is environmentally friendlier than alternative modes (by road and air). Total available market size for our innovation is around 12 billion € per year. Our key target markets are EU, USA, Canada, Russia, China, India and Brazil. The aim of commercialising the innovation is to capture 7% of the market share in the production of brakes for rail freight wagons on the global market.

 The FUTURA project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 700385

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Web development: [noviSplet.com](#)

Figure 1: Home page of the website

4.2 Menu item "PROJECT"

This tab contains information about work packages (WP).

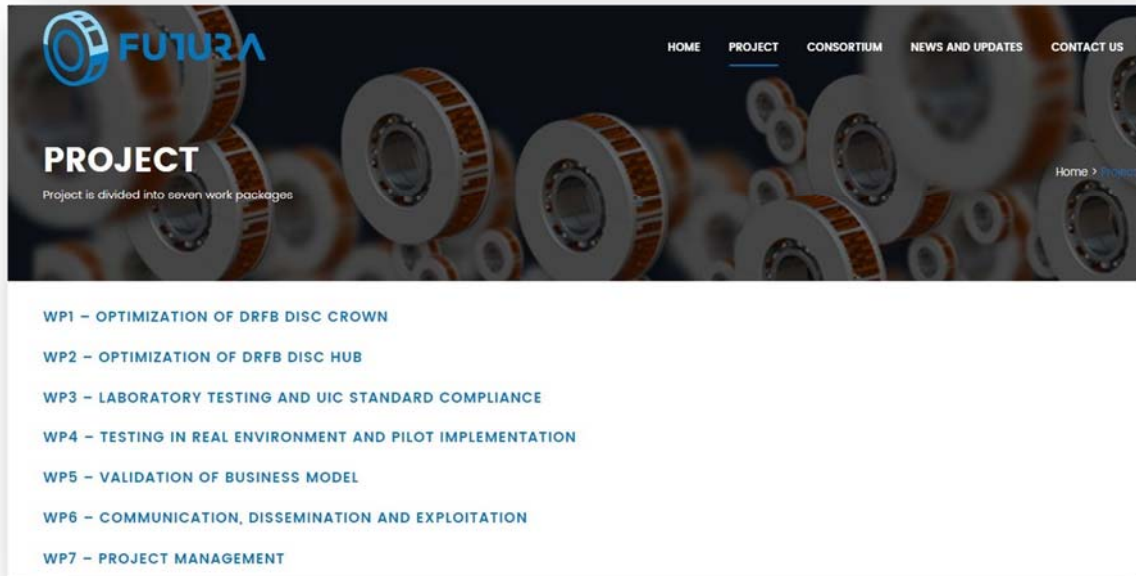


Figure 2: List of work packages

4.3 Menu item "CONSORTIUM"

This tab contains information about consortium partners.

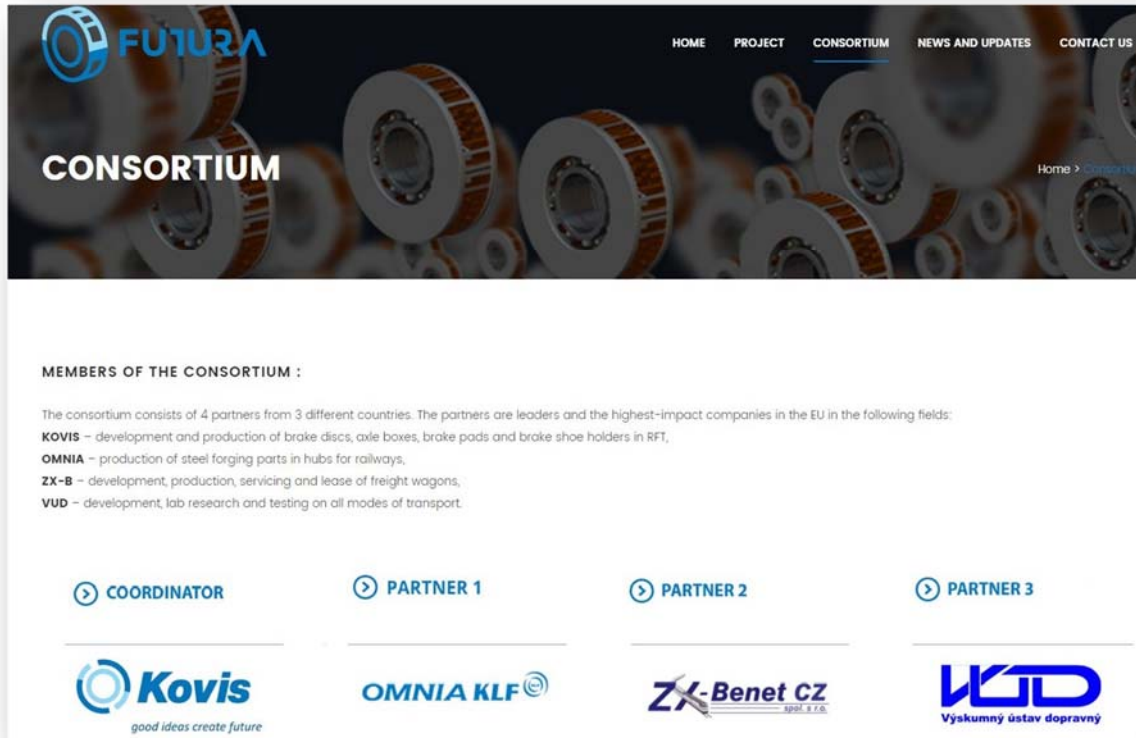


Figure 3: List of consortium partners

4.4 Menu item "NEWS AND UPDATES"

This tab contains information on news and updates about action activities.

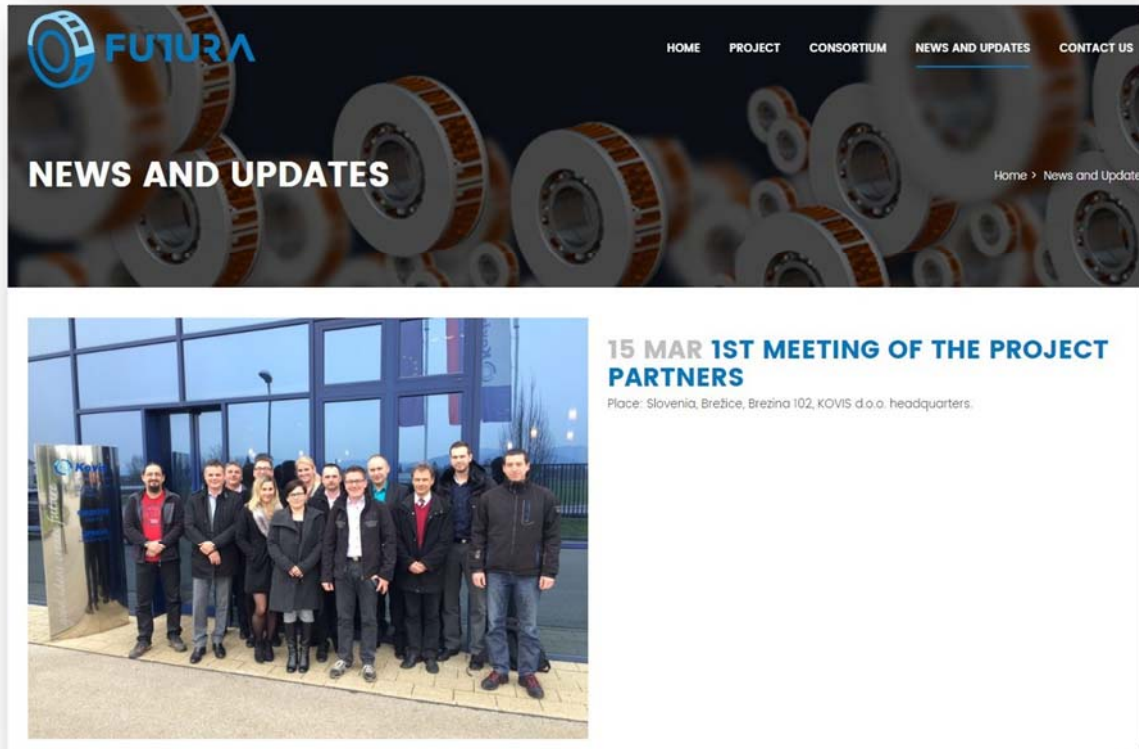


Figure 4: News and updates tab

4.5 Menu item "CONTACT US"

This tab contains e-mail contact and inquiry form for the action.

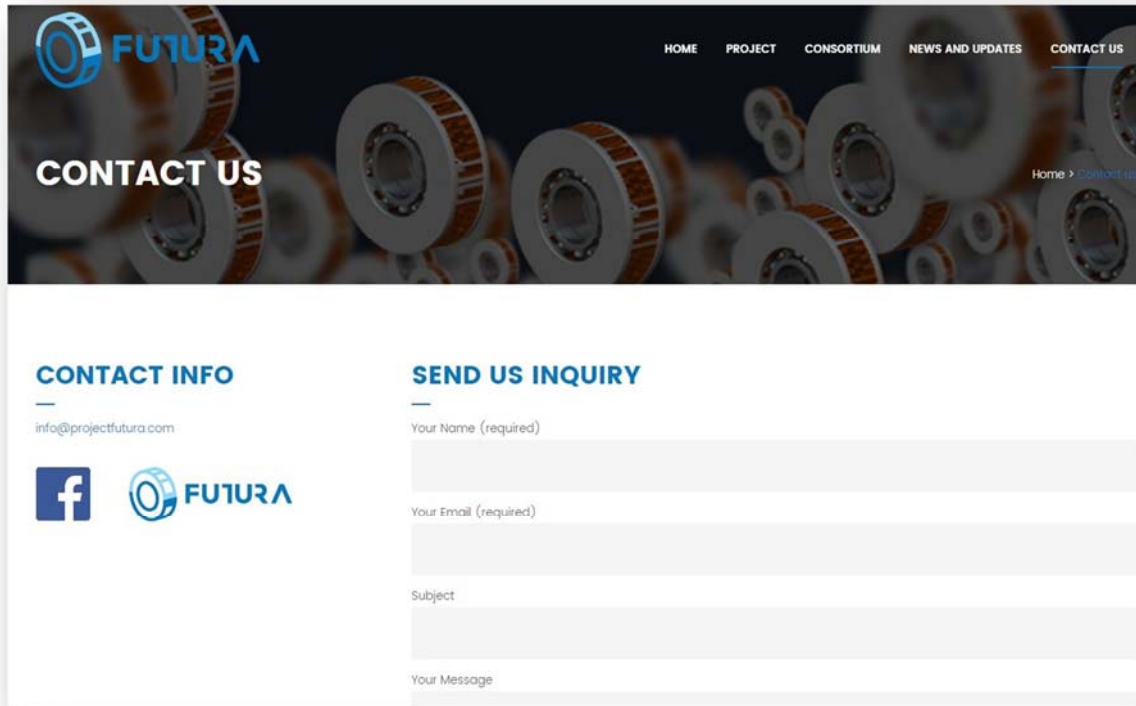


Figure 5: Contact of the action

5 CREATION OF LOGOTYPE

With the intention to raise awareness for the action among wider public, the logotype was created. It will serve as a corporate identity of the project.



Figure 6: Action logotype

6 CREATION OF FACEBOOK PROFILE

Facebook profile of the project was created for purpose to provide information about activities on the project, and to provide constant updates of the public about action activities.

We present project on Facebook address: <https://www.facebook.com/projectfutura/>.

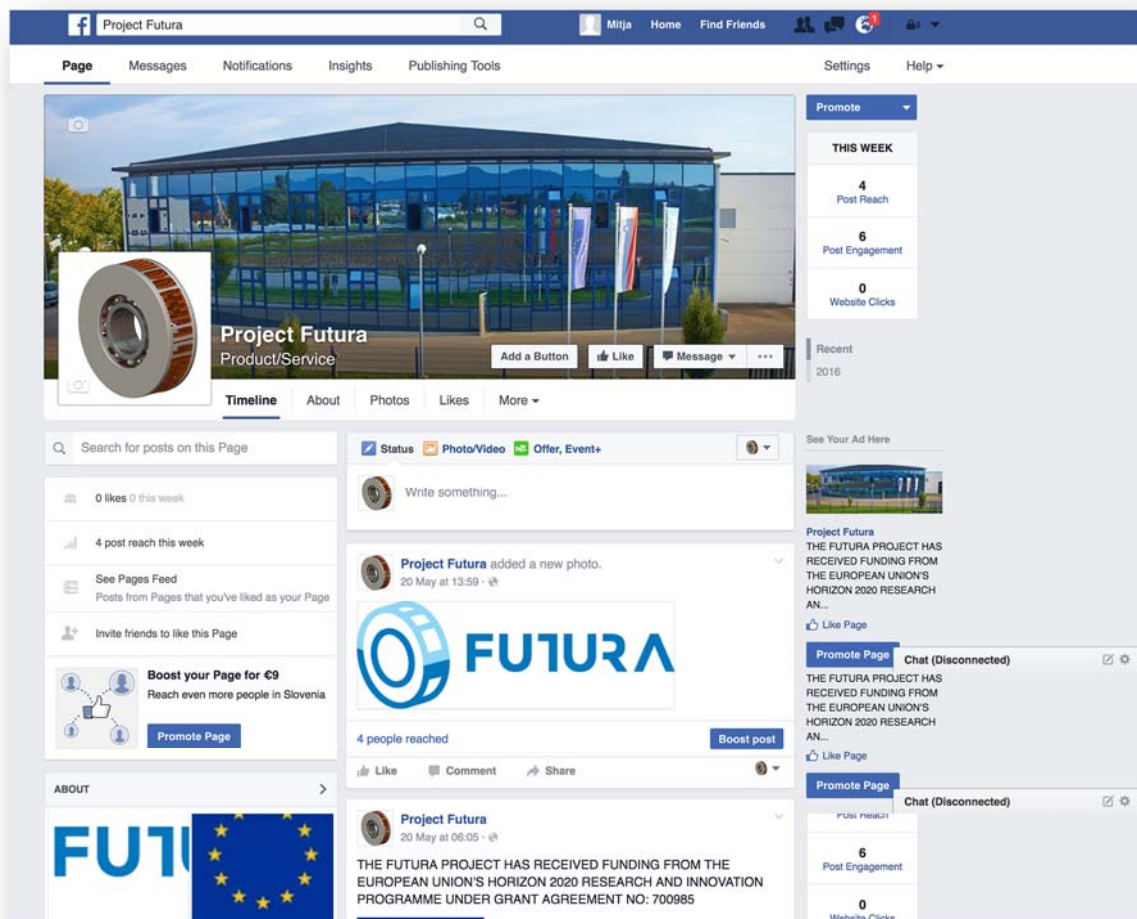


Figure 7: Facebook profile