

# Deliverable D7.2

## Teasers and Promotion Materials

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<b>Acronym:</b>	MICA
<b>Grant Agreement:</b>	689468
<b>Funding Scheme:</b>	Horizon 2020
<b>Webpage:</b>	<a href="http://www.mica-project.eu">www.mica-project.eu</a>
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### PURPOSE

This document presents the teasers and promotion materials of MICA, produced after 6 months from the start of the project. The teasers and promotion materials serve as communication tools for facilitating the understanding of the project among different stakeholders and to keep them updated on the projects progress. In particular, tools such as social media are used to involve and engage MICA partners and stakeholders (such as policy makers, geo-data providers, public organisations, private sector, civil society organisations, etc.). All material is available on the MICA website free of charge for use by all MICA partners.

The main task is to make information available to consumers, employees, suppliers, partners and investors in the raw material domain.

This document is intended for both internal and external readers and is under the responsibility of Work Package 7 (WP7). The dissemination level is Public. Amendments, comments and suggestions should be sent to the WP7 leader, Claudia Delfini, [claudia.delfini@eurogeosurveys.org](mailto:claudia.delfini@eurogeosurveys.org).

### EXECUTIVE SUMMARY

The MICA teasers and promotion materials are used to promote our results and our project identity. They include brochures, leaflets, posters, website, articles, presentation slides and reports, all governed by a set of guidelines to maintain visual continuity and recognition.

Their main purpose is to keep our stakeholders updated during the entire life of the project. So, the materials listed below will be updated during the life time of the project in accordance with its main results and progress.

During the first 6 months of the project the following teasers and promotion materials have been produced:

- Poster
- Website
- Reports
- Articles
- Brochure
- Social Media

All the consortium partners of the MICA project are invited to use them for disseminating the project every time they interact with the various stakeholders.

## DELIVERABLE REPORT

### 1. Introduction

During this first period the promotional materials describe what the project is, its main objectives, the expected results, the reason why the project needs to be developed, who the main actors are in terms of direct and indirect beneficiaries and providers of geoscience data. The advantage of developing the promotional materials is that each single target can be reached using the most suitable tools.

### 2. Teasers and promotion materials

#### 2.1 Poster

So far a poster has been produced and has been used to present the project in the following events:

- 7th session of the UNECE Expert Group of Resource Classification (EGRC), held in Geneva 27-29 April 2016. The project was represented by Katalin Sári, researcher of the Geological and Geophysical Institute of Hungary (participating as a linked third party in the project).
- “Exchange of best practices on mining policies and technologies: challenges in the current state of the global economy” organized in the framework of EU-Advanced mining countries Raw Materials Diplomacy event 2016, held in Brussels 28-29 June. The poster was submitted by EuroGeoSurveys.

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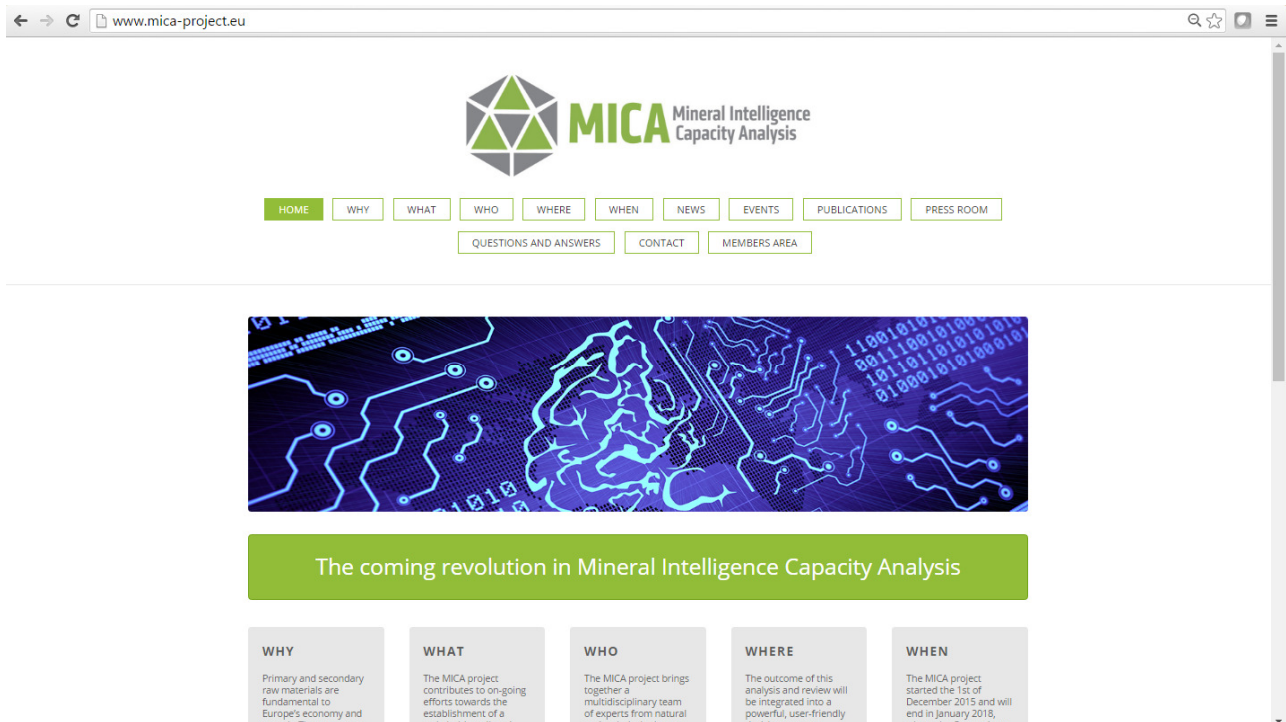


### 2.2 Website

The website is available at the following link: [www.mica-project.eu](http://www.mica-project.eu)

The website is composed of the MICA logo, of a banner with the aim to attract the attention of the public and shows the main purpose of the project, supported by the payoff located under the banner, and of 5 boxes that provide you a quick overview of the project. The website hosts also an intranet section, reserved to the consortium partners and linked third parties to exchange ongoing documents.

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### 2.3 Reports

A number of reports for both internal and external use have been published. Their main purpose is to share the progress of each work package with the entire consortium, to monitor the progress of the overall project, to keep the consortium involved, and to provide information in order to develop communication and dissemination activities, but also for the deliverables to the EC.

## Deliverable Dx.x

### Deliverable title

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<b>Reviewed by:</b>	
<b>Approved by:</b>	

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### 2.4 Article

During the first 6 months of the project 3 press releases have been published for promoting the following events:

#### I- MICA Kick-off meeting held in Copenhagen 2-4 February 2016

 MICA Mineral Intelligence  
Capacity Analysis

4 February

PRESS RELEASE

RAW MATERIALS INTELLIGENCE TO SERVE STAKEHOLDERS NEEDS

Primary and secondary Raw Materials are essential to Europe's economy and growth. The Minerals Intelligence Capacity Analysis (MICA) Project responds to the need to build a **Raw Materials Knowledge Base at EU level**, contributing to past and ongoing efforts by several EU projects and as part of the transitional phase towards this goal. The MICA Partners gathered together for the first time at the **Project kick-off meeting** held in Copenhagen on the 2-4 February 2016.

The overall objective of MICA is to provide stakeholders with the best possible information, in a seamless and flexible way using an ontology-based platform, the European Union Raw Materials Intelligence Capacity Platform (EU-RMCP). To reach this ambitious goal, MICA brings together a multidisciplinary team of experts, from natural and technical to social sciences, to ensure that the **raw materials intelligence** is collected, stored and made accessible **according to stakeholders needs**.

The kick-off meeting, including Work-package Workshops, aimed at presenting all the Work Packages that will carry out the activities and it introduced all the partners involved. The EU representatives presented the policy frameworks and their expectations about the project. In particular, Mr Slavko Solar from the European Commission DG GROW, said that it is expected that MICA will contribute to shape the EU policy on Raw Materials and will foster the cooperation among past, current and future projects tackling the same issues. The cooperation with the industry, the KIC Raw Materials and the United States Geological Survey (USGS) is also considered as essential during the project lifetime. Indeed, representatives of those parties is a part of the Advisory Board of the MICA Project.

**Background**

The MICA Project will be coordinated by the **Geological Survey of Denmark and Greenland (GEUS)**. The consortium includes Geological Surveys (GEUS, BGS, BRGM, BGR, GTK, GeoZS), Research Institutions (F-ISI & JRC), Universities (UL-CML, UJF-LIG, NTNU, UCL ISR), Professional Associations (EFG, EGS) and two SME (MinPol, LPRC). Moreover a group of 15 European Geological Surveys is contributing to the work of the MICA project as third parties.

To learn more about the Project please contact

EuroGeoSurveys -	Web: <a href="http://www.eurogeosurveys.org/">www.eurogeosurveys.org/</a> Email: <a href="mailto:claudia.delfini@eurogeosurveys.org">claudia.delfini@eurogeosurveys.org</a> <a href="mailto:francesca.siciliano@eurogeosurveys.org">francesca.siciliano@eurogeosurveys.org</a> Phone: +32 2 888 75 53
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### 2- The European Innovation Partnership (EIP) on Raw Materials Operational Groups held in Brussels 14 April 2016.



Brussels, Monday, April 18<sup>th</sup>

#### European Innovation Partnership on Raw Materials

##### Meeting of Operational Groups

On Thursday 14th April the European Innovation Partnership (EIP) on Raw Materials Operational Groups meeting took place at the Plaza Hotel in Brussels. During this one day-meeting, several projects and initiatives have been presented during plenary and parallel sessions, including the MICA project introduction followed by a round table debate.

The **Mineral Intelligence Capacity Analysis (MICA)** project was introduced by Lorenz Erdmann, Coordinator at the Fraunhofer Institute for Systems and Innovation Research and leader of the MICA WP2 “Stakeholder needs”, at the Operational Group **Knowledge Base**. As highlighted, the projects main goal is to provide stakeholders with the best possible information, in a seamless and flexible way using an ontology-based platform European Union Raw Materials Intelligence Capacity Platform (EU-RMIPC). The platform will be able to respond to the specific raw material knowledge needs of stakeholders. MICA will last 26 months involving 16 partners and 15 linked third parties (all Geological Surveys).

Most importantly, MICA's contribution was introduced to the EIP Strategic Implementation Plan: MICA will combine the available data and knowledge on raw material sources (including recycling) and make them easily accessible. Intelligence is a first requirement in order to reduce import dependency, diversify raw material sourcing, to find alternatives for (critical) raw materials and to put Europe at the forefront in the raw materials sector. Therefore MICA represents an important step to fulfil one of the Strategic Implementation Plan's (SIP's) targets: “European raw materials knowledge base with information, flows and dynamic modelling system for primary and secondary raw materials”.

Several potential areas of cooperation between MICA and other projects (MIN-guide, MINLEX, MINATURA2020, JRC RMIS) were also presented to ensure that the projects complement one another. Questions such “Can one project be so inclusive to cover all intelligence parts?” and “How do you feed this database in the long-term?” and cooperation needs to create synergies with ongoing initiatives were discussed. The maintenance issue of EU-RMIPC was another aspect that was debated. MICA is a Horizon 2020 funded project, with a focus on a specific target. However, the project has a long term perspective, as it is expected to feed into the ERA-NET on Geosciences that will cover three main areas: mineral resources, energy and water resources.

Links [www.mica.eurogeosurveys.org](http://www.mica.eurogeosurveys.org)

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### 3- 7<sup>th</sup> session of the UNECE Expert Group of Resource Classification (EGRC), held in Geneva 27-29 April 2016



Brussels, Monday, May 13<sup>rd</sup>

#### **MICA at the UNECE Expert Group of Resource Classification (EGRC), share a common ground**

The MICA project was presented by a poster at the 7th session of the UNECE Expert Group of Resource Classification (EGRC), held in Geneva 27-29 April 2016. The project was represented by Katalin Sári, researcher of the Geological and Geophysical Institute of Hungary (participating as a linked third party in the project).

The EGRC is responsible for the promotion and further development of the United Nations Framework Classification for Fossil Energy and Mineral Reserves and Resources 2009 (UNFC-2009). The Expert Group meets once a year at the Palais des Nations in Geneva to present the latest achievements on the UNFC-2009 and its Specifications and to discuss the subsequent tasks. The sessions are attended by experts from numerous countries around the world, international organizations, non-governmental organizations and private sector.

In the 7th session many European stakeholders took part such as representatives of the EC, ministries, authorities, research institutes, industry, academia etc., who are data providers and users in terms of the MICA project. The comprehensive identification of stakeholders in mineral sector, which is of central importance in the project, is properly implemented in the case of UNECE EGRC. Furthermore, this forum aims to develop a common ground, which is a key tool and goal of mineral intelligence.

The experience gained at the meeting will significantly contribute to the implementation of the MICA project.

Links [www.mica.eurogeosurveys.org](http://www.mica.eurogeosurveys.org)

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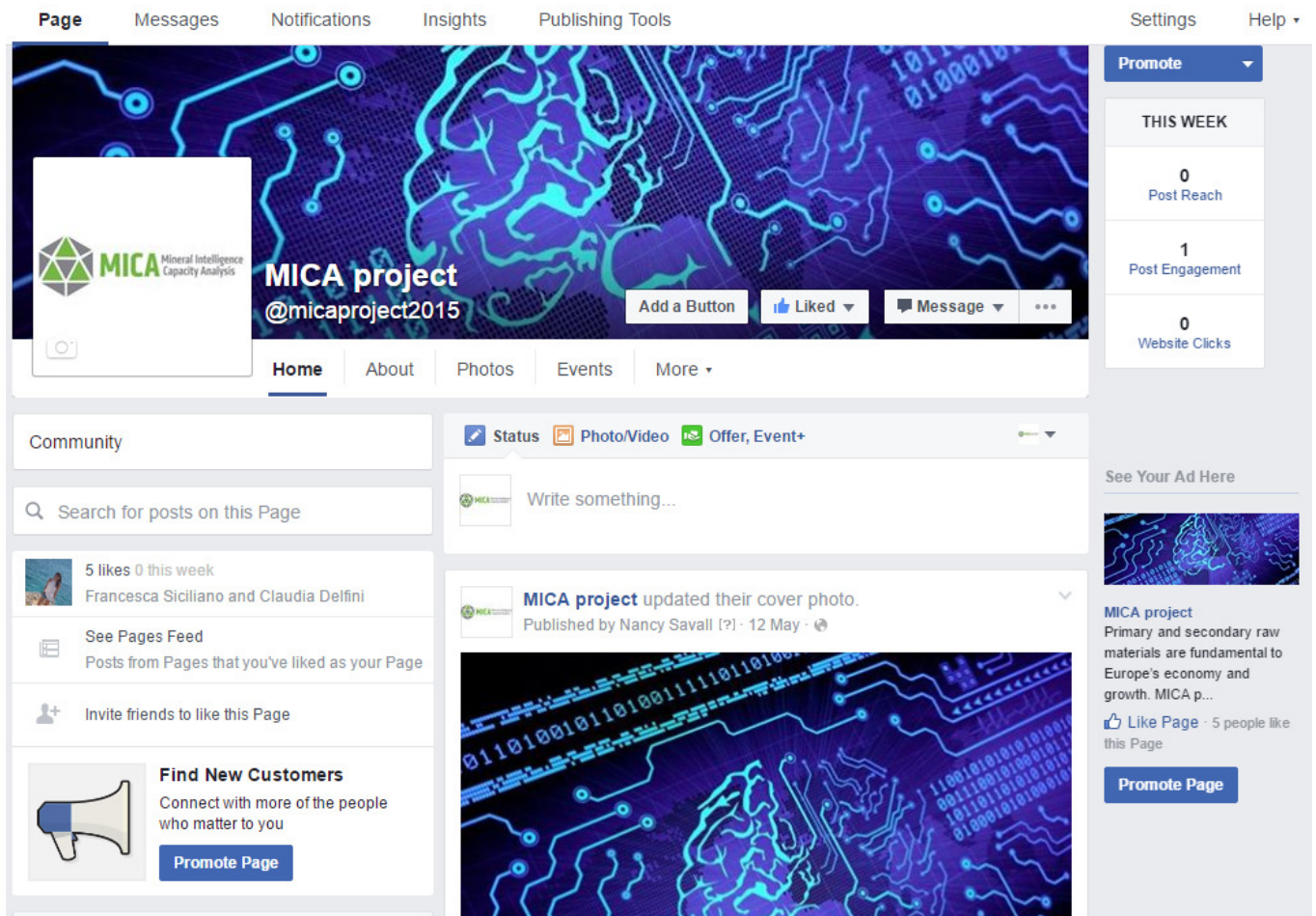


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### 2.6 Social Media

The presence in social media aims to engage the consortium partners and the stakeholders.

#### Facebook



The screenshot shows the Facebook page for the MICA project. The page header includes navigation tabs: Page, Messages, Notifications, Insights, Publishing Tools, Settings, and Help. The cover photo features a blue and purple circuit board design with the text "MICA project @micaproject2015". Below the cover photo, there are buttons for "Add a Button", "Liked", "Message", and a menu icon. The left sidebar contains a "Community" section with a search bar, a post from Francesca Siciliano and Claudia Delfini with 5 likes, and a "Find New Customers" section. The main feed shows a post from the MICA project stating "MICA project updated their cover photo." published by Nancy Savall on May 12. The right sidebar displays a "Promote" section with statistics for "THIS WEEK": 0 Post Reach, 1 Post Engagement, and 0 Website Clicks. Below this is an advertisement for the MICA project, describing it as "Primary and secondary raw materials are fundamental to Europe's economy and growth." with a "Promote Page" button.



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### Twitter



The screenshot shows the Twitter profile of the MICA project (@micaproject2015). The profile header includes the MICA logo and a bio stating: "Primary and secondary raw materials are fundamental to Europe's economy and growth. MICA provides Raw Materials Information responding to stakeholder needs." The location is listed as Brussels, Belgium, and the website is mica.eurogeosurveys.org. The profile was joined in May 2016. The stats show 2 tweets, 86 following, 46 followers, and 41 likes. The profile is marked as "Following".

The main content area displays two tweets. The first tweet, from EuroGeo Surveys (@EuroGeoSurveys) dated Jun 3, is a retweet of a tweet from Mica project (@micaproject2015) dated Jun 3. The tweet text is: "The @EuroGeoSurveys #Mineral Resources Group is meeting in Athens at the Greek Geological Survey! © @greenminerals". The tweet includes a photo of a group of people in a meeting room.

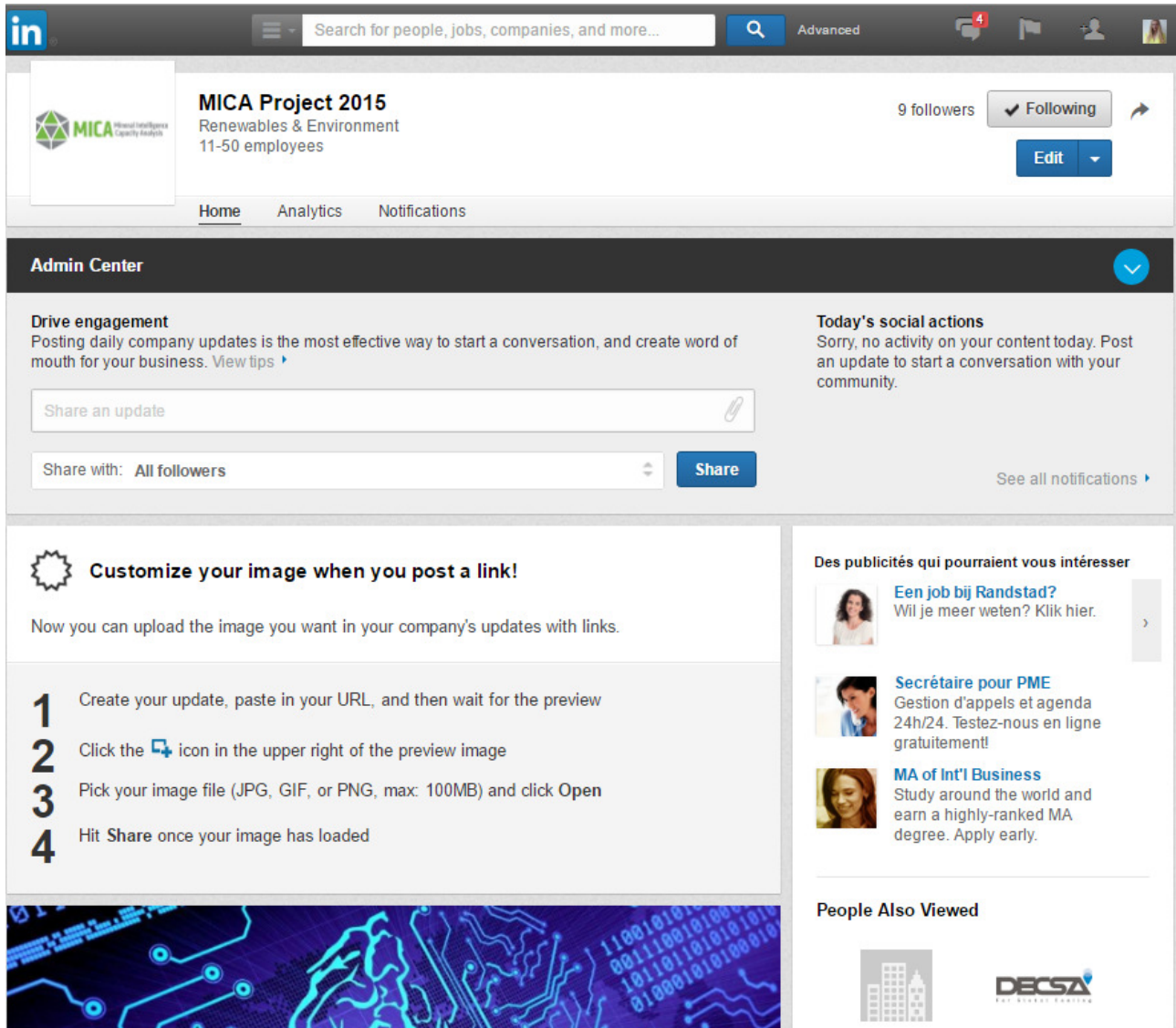
The second tweet, from Mica project (@micaproject2015) dated May 10, is: "The @UNECE Expert Group of Resource Classification (#EGRC), held in Geneva 27-29 April 2016. #MICAproject". The tweet includes a photo of three people in front of a presentation board titled "The coming revolution in Mineral Intelligence Capacity Analysis".

On the right side of the profile, there is a "Who to follow" section with three suggestions: VT Grad School (@VTGradC...), VT CNRE (@vt\_cnre), and LISA (@LISA\_VT). Below this is a "Belgium Trends" section with a list of trending topics and their tweet counts.

At the bottom of the page, there is a copyright notice: "© 2016 Twitter. About Help Terms Privacy Cookies Ads Info".

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### LinkedIn



**MICA Project 2015**  
Renewables & Environment  
11-50 employees

9 followers **Following** [Edit](#)

[Home](#) [Analytics](#) [Notifications](#)

**Admin Center**

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- 2 Click the [🔗](#) icon in the upper right of the preview image
- 3 Pick your image file (JPG, GIF, or PNG, max: 100MB) and click **Open**
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### 3. Conclusion

The teasers and promotion materials are the most suitable tools to inform our consortium partners and our stakeholders on the progress of the project. At the same time, they represent a valid support to our consortium partners to present the project's results during the events, conferences, etc. giving a shared overview.

The products will be updated during the lifetime of the project in accordance with the deliverables achieved.