

Information for the start of the work

1. Logo and branding information.

The logo is being revised, it will look something like this:

- a. All of the available assets. We will make adjustments to fit into the different parts of the website.
- b. Stock and/or photos, videos or related youtube videos
- c. Branding colors
- d. Slogan

Future Availability of Secondary Raw Materials (FutuRaM)

- e. Should the website be minimalist (cewaste.eu) or more playful (circthread.com)

Templates discussed.

2. Social Media links if they exist

<https://twitter.com/FuturamProject>

<https://www.linkedin.com/company/futuram-project/>

3. Full name of the organization/business

The project is called: Future Availability of Secondary Raw Materials (FutuRaM). WEEE Forum is the Coordinator of the project, so is the lead organisation.

4. Project information

- a. The project goal

FutuRaM will develop the Secondary Raw Materials knowledge base on the availability and recoverability of secondary raw materials (SRMs) within the European Union (EU), with a special focus on critical raw materials (CRMs). The project research will enable fact-based decision making for the recovery and use of SRMs within and outside the EU, and disseminate the data generated via an accessible knowledge base developed in the project.

- b. The project scope

FutuRaM will establish a methodology, reporting structure, and guidance to improve the raw materials knowledge base up to 2050. It will integrate SRM and CRM data to model their current stocks and flows, and consider economic, technological, geopolitical, regulatory, social and environmental factors to further develop, demonstrate and align SRM recovery projects with the United Nations Framework Classification for Resources (UNFC), a tool that enables a better understanding of the viability of raw material projects. This will enable the commercial exploitation of SRMs and CRMs by manufacturers, recyclers, and investors, and the knowledge base developed in the project will support policy makers and governmental authorities.

FutuRaM will focus on six waste streams: batteries; electrical and electronic equipment; vehicles; mining; slags and ashes; and construction and demolition. These waste streams represent an important source of CRMs. For instance, in the manufacture of current electrical and electronic

equipment, vehicles and batteries, 60% of global demand for gallium comes from optoelectronics and integrated circuits, 56% of indium from flat panel displays, 36% of tantalum from capacitors, 46% of cobalt, 32% of lithium and 8% of nickel from batteries, and 30% of rare earth elements from magnets.

The project will be delivered by a consortium of 28 partners from 11 countries across Europe. Leading universities and research institutes will combine their expertise with industry and industry associations to implement FutuRaM, working closely with the European Commission and other relevant policy makers.

c. The project deadline / timeline

FutuRaM commenced on June 1st 2022 and will run for 4 years, finishing at the end of May 2026.

d. The target audience/industry

- Secondary raw material industry - processors of waste, recyclers, smelters
- Investors - i.e. money lenders. Organisations that will lend money to or invest in secondary raw materials reprocessing projects.
- Policy makers - EU and Member State Level - who can influence the adoption of the project's results
- Environment sector - those interested in secondary raw materials and circular economy.
- Research peers - other researchers interested in the subject areas
- General public - we have to communicate with the general public, these will use the site less than the other stakeholders I think.

e. The list of challenges and/or objectives with 2-3 sentences of description

These would be better described as 'Background' we don't really have a list of challenges formulated at present. These two paragraphs summarise the general challenge:

Access to raw materials drives the global economy. It thus determines the competitive position and resilience of industry, and our ability to transition toward a decarbonised world. CRMs are economically and strategically important for the European economy but have a high-risk associated with their supply. In many instances, CRM primary extraction is limited to few locations outside of Europe, and there are no viable substitutes for these materials with current technologies. To achieve a transition toward a decarbonised world, SRMs need to play an increasing role, which not only diversifies supply sources of CRMs, but also enables a move towards a circular economy.

The effective management of raw material supply and demand requires reliable, coherent, and complete information and foresight on SRM stocks and flows regarding products through their lifecycles. Furthermore, the feasibility of SRM recovery also depends on economic, technical and technological, geopolitical, regulatory, social, and environmental factors. Much of the data required to understand these factors is available, but scattered amongst a variety of institutions, including government agencies, universities, think tanks, and industry, and need to be harmonised to be fit for use in SRM availability assessment.

f. The process / infographic / visual assets which we can use

We don't have anything yet.

g. Photos / related graphics

See DB folder:

We've agreed that whatever you will send us will be ok. Please create a Dropbox or Google Drive

folder where you can upload all assets - we will be using those. As for the type of the website we've established, the first one should be a mix of both minimalism and playfulness, second should be more minimalistic and the last one can be more playful. The slogan is "Future of availability of RAW materials"

Information for later phases of the project

5. Footer content (footer should include a very simple contact form)
6. Privacy policy/cookies are needed? (they will be needed)
7. Is any type of analytics/data collecting required? (yes, Google Analytics will be required)
8. Detailed information on the EU funding (waiting for the confirmation what info needs to be included)
 - a. Do we need a separate page which will describe the funding in detail?
 - b. The EU funding program name / donation number
 - c. The total cost of the project and funding
9. Contact information for the website owner (no map will be required)
 - a. Few paragraphs about the organization/company
 - b. The full legal name of the organization/company, non-profit status, VAT ID number if applicable
 - c. Completed address
 - d. Working hours
 - e. Contact email / phone number
 - f. The email address which should receive emails from the website contact forms
 - g. Do we want to include a map on the contact page?
 - h. Do we want to have a contact form?
10. Library (there will be a few categories and the same file can be found in multiple categories, waiting for more info. No video will be uploaded, only YouTube links)
 - a. Information about the kind of files which will be published
 - b. Number of different categories (?)
11. About
 - a. Information about the organization goal/project goal, and how those will be achieved
 - b. List of all subpages that need to be included
 - c. Few bullet points about each subject
 - d. 2-3 paragraphs of text with related images/stock assets
 - e. Numbers/statistics related to the subject if applicable
 - f. Gallery images if applicable
12. Partners (each of the partner should have their website linked)
 - a. Good quality logo images, without background, would be greatly appreciated. At least 500 pixels wide.
 - b. Full name of the partner
 - c. The country/address of the partner to locate on the interactive map
 - d. 3-4 paragraphs about the partner and their role in the project, background, achievements etc
13. Advisory Board (each of the advisor should have their own subpage)
 - a. Good quality profile pictures, without background, would be greatly appreciated. At least 500x500 pixels.
 - b. Full name of the person
 - c. The name of the organization/position
 - d. 3-4 paragraphs about the Advisory Board and their role in the project, background, achievements etc
14. Get involved (as for registration we would like to use some sort of ready made solution to help you collect the data and prepare statistics)
 - a. A few paragraphs why would someone want to take part in the project
 - b. List of required fields for registration to the newsletter for Campaign Monitor
 - c. Content for the confirmation email after registration
 - d. What are the benefits of joining?
15. Legal
 - a. Terms and Conditions
 - b. Privacy Policy
 - c. Cookies Policy

16. List of all additional pages that were not part of the estimation
17. What is the deadline for you and for the client? (The deadline for the client is the end of September, however please note that any delay in providing the assets may prolong our work. Ideally we would like to have the assets by the beginning of September the latest)

We've discussed the accessibility issue, we would have to evaluate this task once we will know what are the client's needs.