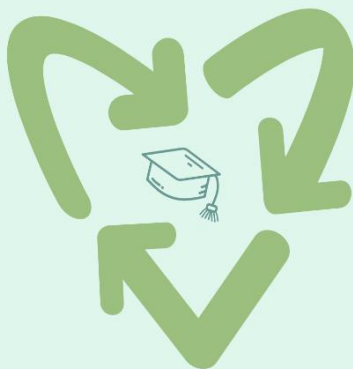




WARP PROJECT

WASTE AND RECYCLING PRACTICES FOR DUAL
TRANSITION IN VOCATIONAL EDUCATION

PROJECT NUMBER
101183410

Deliverable 5.2 – WARP Visual Identity



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1. Project Summary

The WARP project (Waste and Recycling Practices for Dual Transition in Vocational Education) addresses an urgent skills gap in Albania and Kosovo, as VET systems struggle to keep pace with growing plastic waste, low recycling rates, and limited training regarding modern sustainability demands. VET trainers need to develop green and digital competences, spanning circular-economy practice, data-driven optimisation, and the digitalisation of waste-management processes. These competences are essential in order to prepare learners for today's labour market. The rationale behind WARP's development is to modernise VET so it can transmit these competences systemically, reducing plastic pollution and enabling smarter, more sustainable recycling practices.

WARP's methodology is a multi-faceted capacity building pathway that is centred on trainers. It combines a Virtual Learning Environment with Open Educational Resources that support 16 new Training-of-Trainers programmes, modular designs for flexible learning, structured mentoring, twinning for international collaboration, and hands-on Training-of-Trainers (ToT) workshops. A Community of Practice sustains peer exchange and continuous professional growth, so as to ensure alignment with industry standards and market needs for the green-and-digital transition. The project will also validate targeted case studies, design an intervention programme, and set up continuous feedback mechanisms, so that content and delivery remain evidence-based and responsive.

The project's goals are threefold: (a) strengthen waste and recycling management training within VET, (b) open pathways to employment, especially for youth and women in the sector, through innovation in plastic waste recycling, and (c) equip all involved parties (trainers, institutions, and stakeholders) with the skills to implement new sustainable technologies. By promoting inter-institutional collaboration and technology transfer, WARP aligns educational practice with current and future environmental demands in the target countries.

Expected results of the project translate the aforementioned goals into concrete outputs. WARP will deliver a live Virtual Learning Space, publish Open Educational Resources (OERs) that underpin the 16 ToT programmes, and roll out a structured Twinning & Mentoring Programme alongside ToT workshops, mobility, and a final collaborative innovation report. Quality will be ensured through a dedicated QA structure and plan, continuous monitoring, and independent external review. For visibility and policy reach, the project will have an established, full visual identity and website, a Joint Dissemination & Sustainability Strategy, a Policy Influence Toolkit, a WARP Conference in Tirana, and a functioning Community of Practice that anchors long-term use and scaling. Together, these results modernise VET provision, build institutional capacity, and create practical routes for innovation and employability in sustainable plastic-waste management.

2. Executive Summary

Deliverable D5.2: WARP Visual Identity is produced under the project's WP5: Dissemination and Exploitation and is led by ReadLab. It is described as a community-engagement portfolio presented as a digital package in English, and it contains details about the project website, social media presence, and standardised design elements, such as logo, colour schemes, and typography guidelines, in order for all WARP communications and materials to follow a consistent brand. The deliverable's structure is as follows:

- **Portfolio (Logo, Colour Palette):** The portfolio section contains two essential pillars of the project's visual identity, the logo and the colour palette. The logo section documents the primary brand emblem that is required for consistent branding across WARP materials and channels, and the colour palette, presented alongside the logo, ensures visual consistency in all assets produced under D5.2. Both are parts of the standardised design elements of the project.
- **Templates (Word Template, PowerPoint Template, Brochure Template, Newsletter Template, Press Release Template):** The purpose of this section is to establish the project's requirement for consistent branding by aligning document production by all partners with the approved visual identity. The templates compiled here (including formats used internally such as Word/PowerPoint/brochure) are implementation tools to ensure that these items are produced in line with the rest of the standardised design elements.
- **Online Presence (Website, Social Media Accounts):** In this section, the document groups practical aspects of the project's online presence, focusing on the website (design, navigation, accessibility, development, analytics, and maintenance), as well as the social media accounts of WARP, to show how the identity and channels function together, as part of the project's Online Presence; among these, analytics is explicitly required by WP5 indicators, while other sub-topics are standard implementation details.
- **Conclusion and Future Plans:** The summary closes by situating D5.2 within WP5's broader framework and subsequent monitoring and assessment. D5.2 provides the means through which WP5 implements its strategy and tracks engagement via the indicators referenced, supporting the continuity of dissemination activities and stakeholder reach over the life of the WARP project.

3. Portfolio

The portfolio of the project's visual identity is integral to the communication strategy, as, through its unique elements, it differentiates and clarifies the project, enabling immediate recognition. A consistent, comprehensive identity is critical to highlighting the results that are being promoted through dissemination activities. Effective dissemination drives result recognition and reception, which in turn underpins project success and the long-term sustainability of outputs.

In WARP, the dissemination strategy rests on making the added value of outcomes available and on maximising their impact and integration, both within their original systems and in new contexts created. This Portfolio sets out the instructions, rules, and recommendations for WARP's visual elements, with the purpose of presenting a unified image of guiding members of the partnership in creating and using these assets, ensuring swift and reliable recognition from consortium level to the broader public.

3.1 Logo

The project logo is a central instrument of visual communication. It acts as the primary graphic element within the project that is used to identify it, at the same time highlighting its distinct character. As such, the logo anchors how the project is presented and recognised through its deliverables or through dissemination activities, providing a clear and consistent point of reference.

For the final selection of the project's logo, a structured procedure was followed, that included a series of consortium-wide delegations, the exchange of opinions, reviews and feedback on initial designs and a partnership vote. The form that was used for the final voting procedure can be accessed via this link: [WARP project logo](#).

Logo Ideas

1



2



3



4



5



Figure 1 - WARP logo ideas



Figure 2 - WARP logo

3.2 Colour Palette

The WARP project will employ a defined colour palette as one of the core components of its visual identity. This palette is intended to distinguish the project clearly and to act as the signal of the consortium's commitment to collaboration, progress, inclusivity, and educational development. Applied across materials and channels, it can reinforce recognition and align partners around a coherent message.



Hex Color Palette

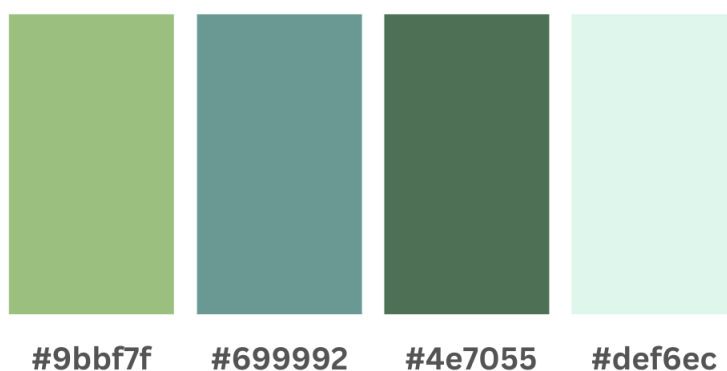


Figure 3 - WARP colour palette

3.3 Templates

3.3.1 Word Template

For all documents meant to be elaborated within the projects WPs and that are prepared in Microsoft Word, partners are requested to use the formatting modelled in this document, so as to preserve a uniform project image across all outputs. The standard type-faces are **Open Sans (size 11)** for body text and **Aptos Display (size 18)** for main titles, making sure that there is consistency in readability and hierarchy throughout project materials. The Word document template is available in all partner languages (ES, GR, AL).



WARP PROJECT
WASTE AND RECYCLING PRACTICES FOR DUAL
TRANSITION IN VOCATIONAL EDUCATION

PROJECT NUMBER
101183410

Deliverable Dx. & Name





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Deliverable card title and content

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Dissemination Level	
Type	
Authors	
Document Description	



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Figure 4 - WARP word template (first two pages)



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Deliverable card title and content

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Figure 5 - WARP word template (second two pages)

3.3.2 PowerPoint Template

For slide presentations, members of the partnership should prepare and deliver all presentations using the template as illustrated in the accompanying example, to maintain a coherent visual identity across channels. The template is available in all partner languages (ES,GR,AL).



Figure 6 - WARP PowerPoint template (opening slide)



Figure 7 - WARP PowerPoint template (closing slide)

3.3.3 Poster and Banner Template

ReadLab has also developed and provided poster and event-banner templates to ensure that WARP outreach at infodays, webinars, conferences, and public events presents a coherent and recognisable image. The template was submitted for review by the partnership, and ReadLab followed up on the feedback received for the template to reach finalisation. In line with Deliverable D5.2, these templates apply the project's standardised design elements, which include logo usage and the approved colour palette. In order for the materials produced across the consortium to be immediately identifiable and visually consistent, partners should prepare posters and banners using these templates. Both templates are available in all partner languages (ES, GR, AL).



Figure 9 - WARP poster



Figure 8 - WARP banner

3.3.4 Newsletter Template

A standardised newsletter template has also been prepared, to support and promote stakeholder engagement. The template will be used for periodic communications that summarise progress to date, share updates on project actions organised, and announce forthcoming WARP events. By combining the WARP visual identity with concise, reader-oriented content, the newsletter will be able to offer a consistent channel for keeping audiences informed and engaged throughout the implementation of WP activities.

3.3.5 Press Release Template

ReadLab has developed press-release templates to facilitate the publication of WARP's achievements to the general public. Press releases offer a clear, professional means for high-reach communications that are easily accessible to project stakeholders, as well as to general audiences. Standardising their format ensures all project announcements reflect a unified brand identity. The objective is to maximise media pickup and public visibility, in line with the dissemination strategy, strengthening awareness and credibility for WARP at both local and international levels.



Figure 10 - WARP newsletter template

PRESS RELEASE

ISSUE #1

PROJECT NUMBER 101183410



WARP PROJECT
WASTE AND RECYCLING PRACTICES FOR DUAL
TRANSITION IN VOCATIONAL EDUCATION

TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eget massa nulla. Aliquam iaculis malesuada leo, quis lacinia erat facilisis vel. Sed lobortis tortor eget vestibulum pulvinar. Integer pellentesque, enim interdum euismod congue, turpis odio tincidunt nisl, id congue tortor risus quis risus. tempor orem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eget massa nulla. Aliquam



TITLE



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eget massa nulla. Aliquam iaculis malesuada leo, quis lacinia erat facilisis vel. Sed lobortis tortor eget vestibulum pulvinar. Integer pellentesque, enim interdum euismod congue, turpis odio tincidunt nisl, id congue tortor risus quis risus. Duis vitae tempor neque. Cras vitae volutpat ligula. Quisque libero est, faucibus eget mauris nec, lobortis sollicitudin orci. Praesent tempor

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Figure 11 - WARP press release template

4. Online Presence

4.1 Website

4.1.1 Design

The project website was delivered by ReadLab using all of the project's standardised design elements, such as the logos and the colour scheme, so that all web pages and assets of the project follow a coherent brand identity. In order to develop the project's website final structure, ReadLab initially developed a mockup of the design and shared it with the consortium. After receiving comments and feedback from the partners, ReadLab went on to finalise the appearance and features of the WARP website and populated it with project-relevant content. The content is, and always will be, compliant with EU visibility rules, which require displaying the European emblem and funding statement, while also using factually accurate information together with the standard EU disclaimer for communication materials. The website acts as the main channel for the dissemination of all project results and partnership news.

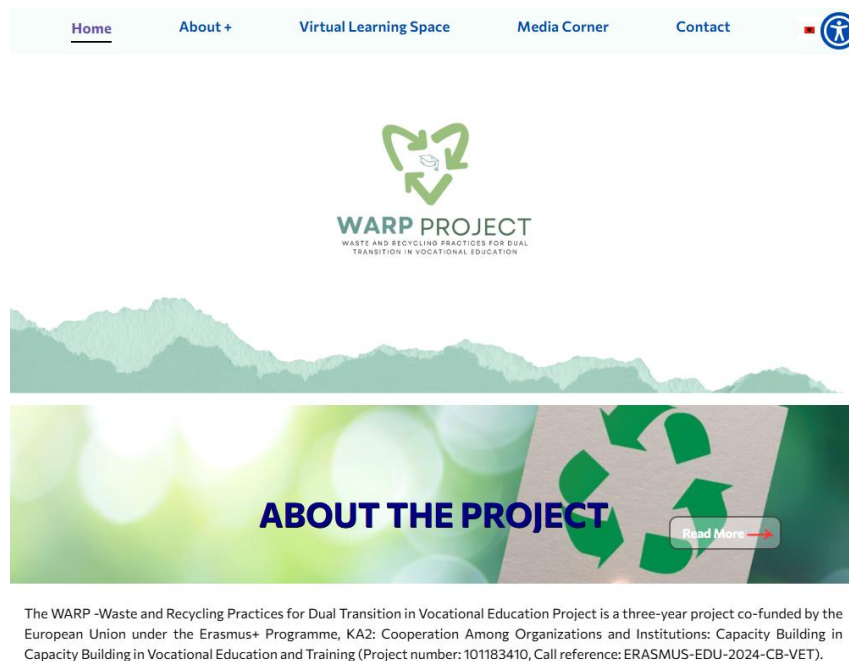


Figure 12 - WARP website, HOME page header

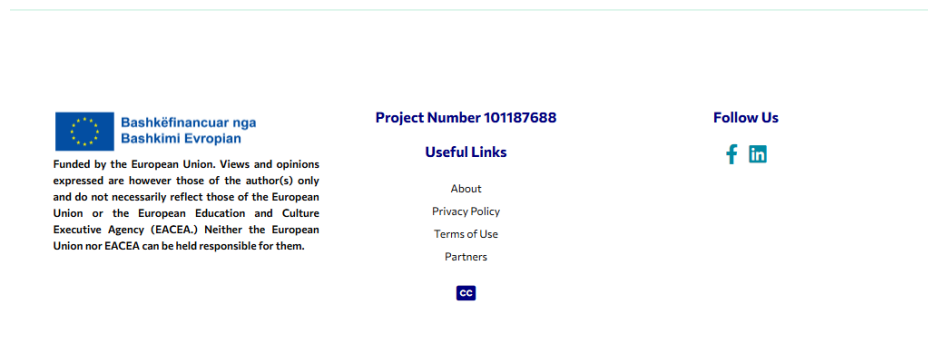


Figure 13 - WARP website, HOME page footer

4.1.2 Navigation

Navigation is structured with straightforward access to the project's core information and open results in mind, such as a project overview, its main objectives, the WARP partnership, and public deliverables, with frequent updates as part of the dissemination plan. Persistent elements, such as the footer placement of the EU emblem and the funding statement and disclaimer, ensure visibility obligations and are consistently met across pages.

The website is structured in the following way:

Home: the website's homepage, where the main information concerning the project is displayed, along with a preview of the project's latest news and links to the project consortium members.

About: the website section where more information about the project and its goals can be found. The *About* page has further subsections, that include the project's *Objectives*, *Partners*, *Results*, and a subsections where T1.1 surveys can be found, for easy access and dissemination.

Virtual Learning Space: the link that connects the webpage with the WARP project Virtual Learning Space, where access to its Open Educational Resources can be available in once they are finalized.

Media Corner: a part of the website dedicated to news and updates about the project, as well as a connection to WARP's social media.

Contact: contact information for the project's coordinator and partners, as well as the website's maintenance team.

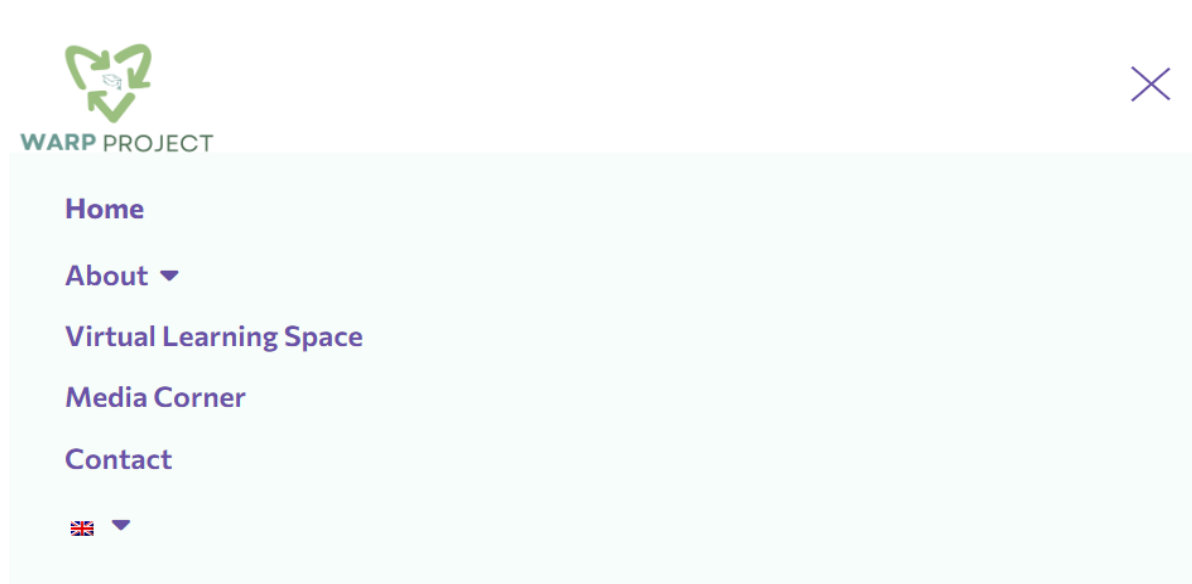


Figure 14 - WARP website, navigation menu

[Home](#)
[About +](#)
[Virtual Learning Space](#)
[Media Corner](#)
[Contact](#)








ABOUT THE PROJECT

The Waste and Recycling Practices for Dual Transition in Vocational Education (WARP) project is an initiative designed to enhance vocational education within the Western Balkans. It focuses on empowering VET trainers with essential digital and green competencies to manage plastic waste sustainably and innovate in recycling practices. The project is driven by a consortium comprising 9 partners from 4 countries: Albania, Kosovo, Greece, and Spain.

The WARP project envisions a systematic, holistic, and innovative advancement in the Vocational Education and Training landscape of the target countries, impacting society at large. Its goal is to cultivate awareness and innovation in Sustainable Waste and Recycling Management practices and methodologies by improving the capacity of VET providers. This involves educating trainers and relevant societal, governmental, and professional stakeholders on implementing effective solutions to the urgent environmental challenge of plastic pollution.



WARP'S SELF-SUSTAINABLE METHODOLOGY


1. Capacity Building Bundle

- Modular curricula for autonomous, flexible learning
- Self-paced courses via a Virtual Learning Environment (VLE)
- Open Educational Resources (OERs)


2. Mentoring & Case Studies

- Foster individual growth through real-world challenges
- Encourage reflective learning and practical application


3. Twinning & Mobility

- Cultivates hands-on skills aligned with market and environmental needs
- Project-based learning to apply knowledge in practical contexts


4. Training of Trainers (ToT)



Figure 15 - WARP website, About page



In Albania and Kosovo, the plastic waste management system is confronted with significant challenges, including inefficient handling of increasing volumes of plastic waste and a lack of robust recycling infrastructure.

The WARP Project is dedicated to transforming sustainable waste management and recycling education in Albania and Kosovo by empowering the Vocational Education and Training (VET) sector through a forward-thinking, self-sustaining approach.

WARP OBJECTIVES


1. Build Capacity Through Research

- Conduct in-depth analysis of current policies and practices in waste management.
- Identify gaps and best practices to inform evidence-based, high-impact interventions.


2. Strengthen VET Systems

- Upskill trainers and educators to drive innovation in recycling and green practices.
- Enhance VET programs with modern content and training focused on sustainability.

Figure 16 - WARP website, About – Objectives

PARTNERS



IES Ribeira do Louro

IES Ribeira do Louro is a public VET school, which deliver a comprehensive range of courses, including different levels of school education, tertiary and non-tertiary VET and also adult education, based in the Spain structure for the VET Education. It has around 700 students and 80 teachers. The institution is running EU projects since 1996, both in mobility projects and in projects devoted to the production of learning tools, as current Erasmus+ KA2 projects. Many of them were aimed at developing learning resources, such as videogames, animations, curriculums, guides, handbooks, multimedia learning material, etc. Usually, these materials were produced based in a deep analysis carried out to highlight the exact situation in a particular area: natural stone placing or production, construction, health and safety at work, impact of climate change in a particular area, etc. In many of them IES Ribeira do Louro played the role of coordinator, and also frequently, carry out the coordination role in projects submitted under the Head Office for VET Education in the Galician Regional Government.

Figure 17 - WARP website, About – Partners



WARP RESULTS



The WARP project aspires to successfully develop and implement an innovative professional development framework for VET teachers in Albania and Kosovo, focused on sustainable plastic waste management. Through a detailed needs analysis and the validation of case studies, the project will identify key skills gaps and respond with a modular intervention programme integrating green and digital competencies, pedagogical innovation, and flexible learning methods. Central to this approach will be the creation of a Virtual Learning Environment (VLE), a self-paced course with 16 targeted learning units, and a suite of Open Educational Resources (OERs). The project will also introduce a Continuous Development and Feedback Framework, ensuring adaptability to evolving labour market needs and educational standards.

Figure 18 - WARP website, About – Results

SURVEY

As part of **Task 1.1 – Design and Validate Case Studies**, the project aims to create six detailed case studies that reflect real-world challenges in the fields of waste management and recycling, with a strong focus on the needs of the VET sector. These case studies are intended to address skills gaps and offer VET trainers practical, relevant teaching tools aligned with current labor market demands.

To ensure the accuracy, relevance, and pedagogical value of these case studies, a set of targeted questionnaires has been developed. These questionnaires are designed to collect input from three key stakeholder groups: **VET trainers, industry experts, and stakeholders**. Their insights will directly inform the case study design, helping validate their content.

We invite you to contribute by completing the relevant questionnaire and playing an active role in shaping the project's training resources.

1. WARP Validation Questionnaire for Stakeholders in:

Waste Management and Recycling

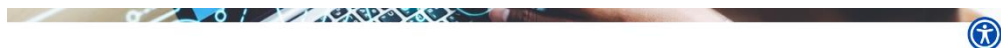
2. WARP Validation Questionnaire for VET Trainers:

Case Studies in Waste Management and Recycling

3. WARP Validation Questionnaire for Industry Experts:

Case Studies in Waste Management and Recycling

Figure 19 - WARP website, About – Survey



Virtual Learning Space

A user-friendly online platform that supports collaboration and training for VET educators and trainers. It offers access to educational resources, including OERs linked to 16 learning units, and features interactive tools like simulations and discussion forums. Designed for inclusivity, it enables remote learning, knowledge sharing, and continuous professional development.



WARP Open Educational Resources (OERs)

A comprehensive set of free, high-quality learning materials supporting the 16 WARP curriculum units. Designed to enhance teaching and learning in sustainable waste management and digital transformation, the OERs include text, videos, case studies, simulations, and assessments. These resources promote self-paced learning for VET trainers and students and are accessible via the WARP online platform for broad use and adaptation across the region.

Figure 20 - WARP website, Virtual Learning Space

LATEST NEWS



Figure 21 - WARP website, Media Corner

Contact Us

We'd love to hear from you

* Name
Name

* Email
Email

* Message
Message

Success!

Submit

Figure 22 - WARP website, Contact

4.1.3 Accesibility

The website is publicly available and designed for broad access to project information and results, by providing separate options for users facing accessibility challenges, offering various accessibility settings (such as high-contrast settings, readable fonts, alignment

settings, etc.)

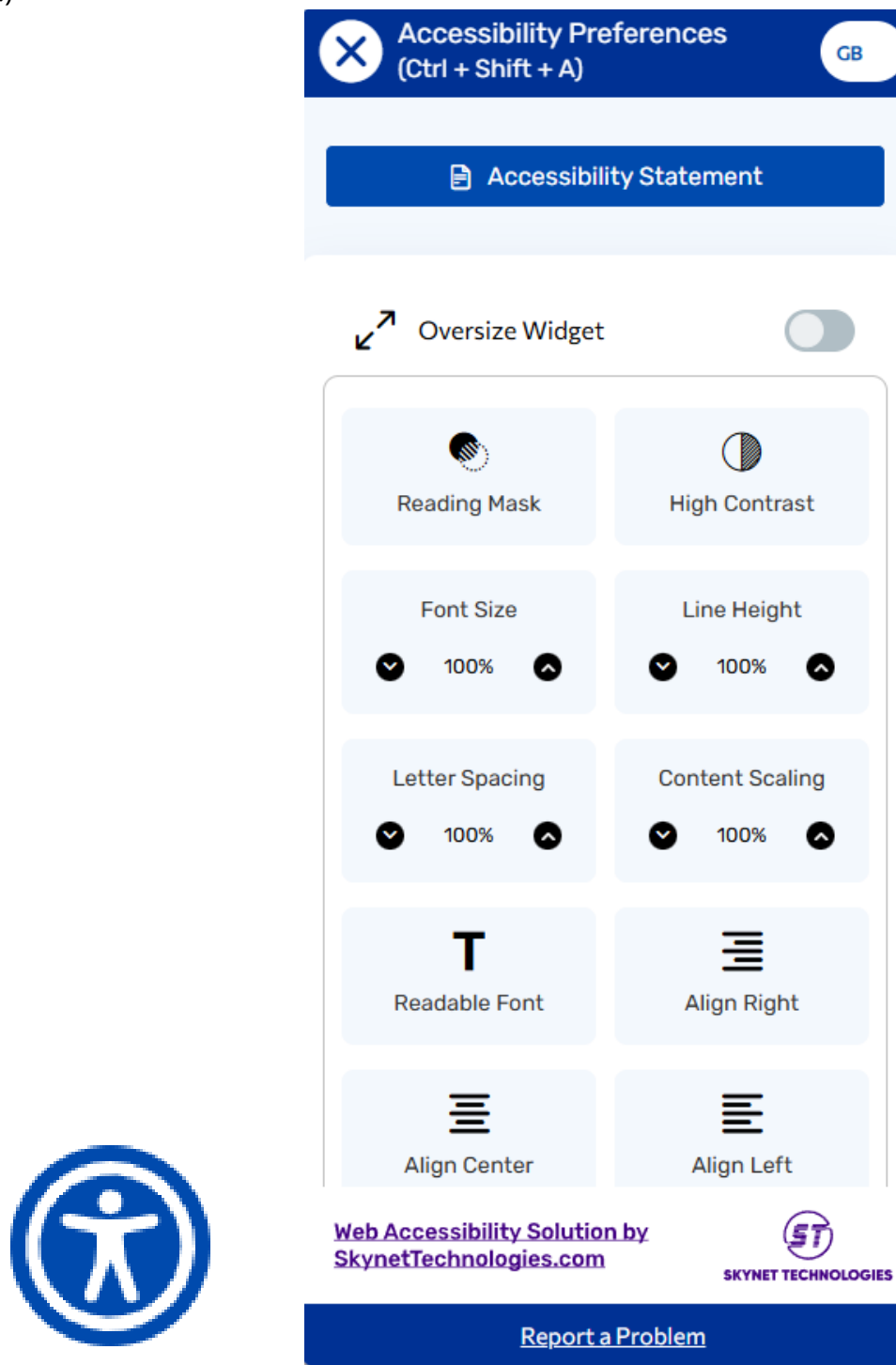


Figure 23 - WARP website, Accessibility panel

4.1.4 Development

Website creation is part of D5.2 and falls under Task T5.2, which charges the consortium with “creating and promoting the WARP visual identity, website, social media posts and press releases,” with ReadLab responsible. In order to implement the task, ReadLab has initially created a mock-up of the website’s structure and design and received feedback

from the partnership, then proceeding to setting up the website in its final format. The website was created with advanced web technologies and incorporates a range of modern features, that include a) a fully responsive layout that adjusts seamlessly to both desktop and mobile devices, b) compliance with WCAG 2.0 (Level AA) accessibility standards, c) dynamic rendering for flexible content presentation, and d) multilingual capability with SEO/SEF support. To broaden access and engagement with the project's target groups, the site has been translated into all partnership languages (ES,GR,AL), which ensures inclusivity and wider dissemination.

The next step in this process was the population of WARP's official website with content that included information on the partnership, a breakdown of the project and its goals, as well as the latest news concerning WARP. New content will continue to be added as the project's lifetime progresses. All content is written under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported Public license. This license allows others to remix, tweak, and build upon all work non-commercially, as long as they credit the creators and license their new creations under identical terms. In essence, both licenses allow third parties to freely download, reuse and modify the licensed items, citing the source.

Technologies: The website was created with advanced web technologies and incorporates a range of modern features, that include a) a fully responsive layout that adjusts seamlessly to both desktop and mobile devices, b) compliance with WCAG 2.0 (Level AA) accessibility standards, c) dynamic rendering for flexible content presentation, and d) multilingual capability with SEO/SEF support. To broaden access and engagement with the project's target groups, the site has been translated into all partnership languages (ES, GR, AL), which ensures inclusivity and wider dissemination.

To ensure maximum performance, the WARP website is supported by a solid backend and frontend infrastructure. The backend is developed with PHP 8.1.x in combination with MariaDB 10.x / MySQL 5.x for reliable database management, while the frontend is based on the latest WordPress release (6.8), reinforced with jQuery 3.x for interactive functionality and dynamic updates, as Bootstrap 5 is used for responsive design and modern interface components.

Web hosting: The WARP website has been online, functional, and fully accessible since the end of May at: <https://warp-project.eu/>. ReadLab has secured the domain name to provide a distinctive and memorable address. The site is hosted on a Linux server with Ubuntu 22.04.5 LTS, equipped with high-performance processors, 99.99% guaranteed uptime, SSH access, continuous monitoring, and daily backups. ReadLab guarantees to maintain and support the platform for at least three (3) years following the contractual period.

4.1.5 Analytics

Monitoring of dissemination includes tracking the website's analytics, alongside newsletter subscription rates, social-media engagement metrics, and press-release distributions, in order to keep track of project result reach. Target values include 2,000 website visits by Month 24 and 4,000 by Month 36. These indicators showcase how website traffic and

engagement will be measured and reported periodically.

4.1.6 Maintenance

The plan foresees website development and maintenance services to support continuous operation over the project's lifetime. Dissemination activities are monitored on an ongoing basis (e.g., via a dissemination log) to adjust the channel mix and content emphasis as needed, ensuring the website remains current and effective from M6–M36.

ReadLab is responsible for ensuring that all website pages are consistently functional and all information presented on the website are up-to-date and relevant.

4.2 Social Media Accounts

WARP uses social media as a core dissemination channel, including Facebook and LinkedIn for news updates, project results, and consortium activities, complementing the website and newsletter. Under Task T5.2, ReadLab has created both accounts, as well as the accompanying visual elements (banner, cover pages). Read Lab is responsible for the update and maintenance of the project's social media accounts, while social media posts are to be developed by all members of the partnership, with each member being responsible for a month at a time, according to a social media calendar, also maintained by ReadLab.



Figure 24 - WARP Facebook page

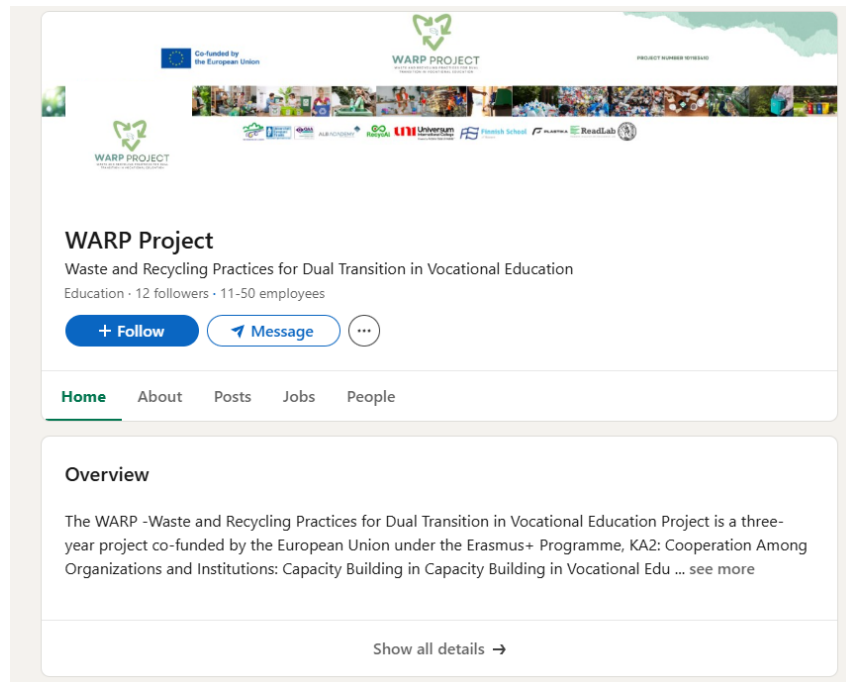


Figure 25 - WARP LinkedIn page

5. Conclusion and Future Plans

Deliverable D5.2 establishes WARP's public identity into a single, digital portfolio, bringing together the website, the standardised design elements (logo, colour schemes, typography), and the core communication tools (six e-newsletters issued twice per year, social media posts, and press releases). Led by ReadLab under WP5 and due in Month 8, this portfolio provides the visual and editorial basis for a coherent and recognisable way of communication across all channels.

Going forward, these assets will be applied within the WP5 dissemination framework to promote the action in a strategic, coherent and effective manner. Use of the website, newsletter and social media will be constant and target-driven, with participation by all members of the partnership, as all partners will contribute to the online presence of WARP. Performance will be monitored through agreed indicators, among them website visits (2,000 by M24; 4,000 by M36) and social metrics for Facebook and LinkedIn, supporting continuous improvement as it comes to engagement and stakeholder reach. A dissemination log is already maintained, so as to track progress and refocus effort where needed.

The portfolio's implementation will remain fully aligned with the Grant Agreement's visibility and quality-of-information requirements: all communication must be factually accurate, acknowledge EU support with the European emblem and funding statement, also including the standard disclaimer where appropriate. Beneficiaries must also present the project on their institutional websites or social media accounts whenever possible, in order to maximise reach and engagement. These obligations ensure consistent recognition, traceability, and compliance across the consortium's communication outputs, as long as alignment in the dissemination efforts of the entire consortium.