



Povečanje predelave odpadkov v koristne izdelke
s pripravo okolja za krožno gospodarstvo v Sloveniji

Boosting waste recycling into useful products by preparing
the environment for a circular economy in Slovenia

SI:

Vzpostavljena spletna stran in družbeni mediji projekta Life IP Restart

EN:

Website and Social Media Channels ready



Izjava o omejitvi odgovornosti / Disclaimer

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Podatki o projektu / Project data

Program / <i>Programme</i>	LIFE ENVIRONMENT / LIFE OKOLJE
Naslov projekta / <i>Project title</i>	Boosting waste recycling into valuable products by setting the environment for a circular economy in Slovenia / Povečanje predelave odpadkov v koristne izdelke s pripravo okolja za krožno gospodarstvo v Sloveniji
Akronim / <i>Project Acronym</i>	LIFE IP RESTART
Št. projekta / <i>Project Number</i>	LIFE20 IP/SI/000021
Koordinator / <i>Project coordinator</i>	Ministry of the Environment, Climate and Energy, Republic of Slovenia (MECE) / Ministrstvo za okolje, podnebje in energijo Republike Slovenije (MOPE)
Skupni proračun / <i>Total budget</i>	17.235.300 EUR
Trajanje / <i>Time frame</i>	01.01.2022 - 31.12.2030

Podatki o dokumentu / izročku / Document / Deliverable details

Akcija / <i>Action</i>	E2 – Vzpostavitev in animacija spletne strani projekta in digitalnih platform / <i>Creation and Animation of the Project Website and Digital Platforms</i>
Naslov izročka / <i>Deliverable Title</i>	E.2.1 Vzpostavljena spletna stran in družbeni mediji projekta
Odgovorni upravičenec / <i>Responsible Beneficiary</i>	MOPE / <i>MECE</i>
Vključeni upravičenci / <i>Involved Beneficiaries</i>	Vsi partnerji / <i>All Beneficiaries</i>
Avtorji / <i>Authors</i>	Result, Sol.lex.sus, InHouse Marketing Agency, marketing agency, d.o.o., Mateja Simčič, Milena Janežič (MOPE/MECE)
Vrsta dokumenta / <i>Type of Document</i>	Poročilo / <i>Report</i>
Predvideni datum izročka / <i>Due date of Delivery</i>	30. 06. 2024
Dejanski datum izročka / <i>Actual Date of Delivery</i>	Initial 17.04.2022; final 18. 11. 2024
Jezik / <i>Language</i>	Slovenščina, Angleščina / <i>Slovenian, English</i>



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Raven razširjanja / *Dissemination level*

P - Javno / *Public*

RE - Omejeno na skupino, ki jo določi konzorcij, vključno s službami Evropske komisije / *Restricted to a group specified by the consortium (including European Commission Services)*

CO - Zaupno, samo za člane konzorcija, vključno s službami Evropske komisije / *Confidential, only for members of the consortium (including European Commission Services)*

Zgodovina izročka / *Document history*

Različica / Version	Datum/ Date	Partner/ Partner	Avtor / Author	Changes / Spremembe
V1	17.04. 2022	Sol.lex.sus, Result	Senko Pličanič, Boštjan Gomilšek	Basic website launched
V2	18.11.2024	MOPE, zunanji izvajalec/ <i>MECE</i> , <i>external contractor</i>	Milena Janežič, InHouse Agency	Upgraded website and two social media launched

Akronimi in okrajšave / *Acronyms and Abbreviations*

Akronim in okrajšava / Acronym and Abbreviation	Pomen / Meaning



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Deliverable short overview in English and Slovenian

Action E2 foresees the creation and animation of the LIFE IP Restart website and the project's digital channels (Facebook and LinkedIn).

The website (in Slovenian and English) is the main digital platform for communicating and disseminating information about the project, such as its objectives, key messages, actions, progress and results. It is aimed at different stakeholders/audience groups as well as the general public.

Digital channels (FB and LinkedIn) are key digital platforms for communication and dissemination of information.

Both the website and the digital channels follow the guidelines set out in the Communication and Dissemination Strategy and the visual identity of the project.

The digital channels are managed by MOPE, the project's lead partner. In cooperation with the project partners, MOPE ensures that the channels are continuously updated.

Akcija E2 predvideva vzpostavitev in animacijo spletne strani LIFE IP Restart ter digitalnih kanalov projekta (Facebook in LinkedIn).

Spletna stran (v slovenščini in angleščini) je glavna digitalna platforma za komuniciranje in širjenje informacij o projektu, kot so njegovi cilji, ključna sporočila, ukrepi, napredek in rezultati. Namenjena je različnim zainteresiranim stranem/ciljnim skupinam in splošni javnosti.

Digitalni kanali (FB in LinkedIn) so ključne digitalne platforme za komuniciranje in širjenje informacij.

Spletna stran in digitalni kanali sledijo smernicam, določenim v strategiji komuniciranja in širjenja informacij ter vizualni identiteti projekta.

Digitalne kanale upravlja MOPE, vodilni partner projekta. V sodelovanju s projektnimi partnerji MOPE zagotavlja, da so kanali nenehno posodobljeni.

Description of the deliverable

The dedicated website URL: <https://life-restart.si/> is first major dissemination tool developed and is enabling direct access for anyone to get basic information about the project (objectives, partners, activities/actions, events, PR news and contacts). The initial website was developed by partner SOL.LEX.SUS, the domain was registered on 17/04/2022 and website was launched in June 2022 (within first 6 months of the project duration).

In 2004 MECE, as the responsible for the Action, started the activities for upgrading the website, as the current website did not meet all the expectations from the project. Along with the upgrade of the website with the same URL address the social networks have been set up too.



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The upgraded project website was launched and published in November 2024. At the same time Facebook (<https://www.facebook.com/LifeIPRestart>) and LinkedIn (<https://www.linkedin.com/company/lifeiprestart/>) platforms were published too.

The following tasks have been carried out in order to approach the expected project results:

- transfer of the website to the Ministry's IT infrastructure; MECE has gained administration rights of the project website.
- statistic notes have been produced to analyze the number of visitors, of members, of clicks per sections
- redesigning the visual image of the website in line with the project's unified visual identity,
- upgrading the website with additional technical elements
- elaboration of an manual for managing and editing the website and social networks .

The contracted work with InHouse Marketing Agency external contractor includes also maintenance and technical support for the management of the upgraded website and social networks, and assistance with content editing.

The upgraded website and social media is following the European Commission's rules and recommendations for the communication of the LIFE Programme, available at Communication and GDPR rules - European Commission (europa.eu).

PROJECT WEBSITE

The project website has been updated in line with the Communication and Dissemination Strategy and the visual identity of the project (CGP Project Integrated Graphic Design Manual).

It contains the following information:

- A central tab "Restart" - key brief information about the project, 5 main facts about the LIFE IP Restart project, logos of all project partners, current news and events, pilot actions, studies & good practices, possibility to subscribe to newsletters, link to FB and LinkedIn and a colophon,
- »Project« tab - a short description of the LIFE IP Restart project, a "Focus on" section (a short description of the topics the project focuses on), the main and specific objectives of the project and a "Did you know" section (short interesting facts from the project area);
- the "Activities" tab - all project actions are listed and described, with particular emphasis on the pilot/demonstration actions; the tab also contains the Document Repository
- the "News & Events" tab - contains up-to-date announcements of events of the project partners and current news;





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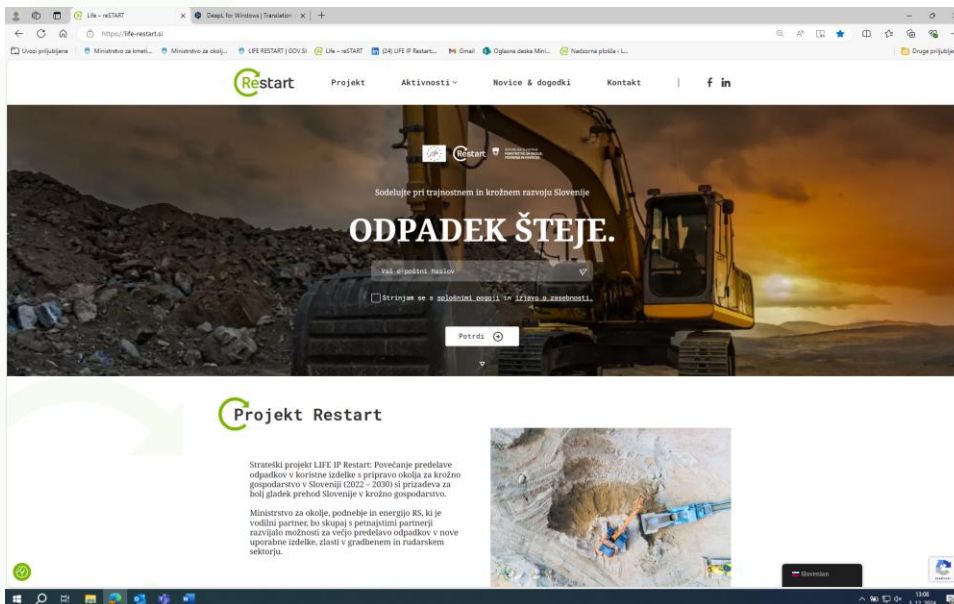
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- the "Contact" tab - contains an application for possible questions and a link to the project website life-restart.mope@gov.si and the possibility to subscribe to the newsletter.

The website is available in Slovene and English versions.

The digital tools are managed by MECE, the project's lead partner. In cooperation with the project partners, MECE ensures that the channels are continuously updated.

Picture 1: Print Screen Homepage of the project website LIFE RESTART



DIGITAL CHANNELS - FACEBOOK AND LINKEDIN

The LIFE IP Restart project has set up digital channels - Facebook and LinkedIn - in line with the Communication and Dissemination Strategy and the visual identity of the project (CGP Integrated Graphic Design Manual).

The digital channels are also key for the communication and dissemination of information, objectives, results of the project. They also encourage the participation of project partners in terms of sharing, liking, commenting posts.

The digital tools are managed by MECE, the project's lead partner. In cooperation with the project partners, MECE ensures that the channels are continuously updated.



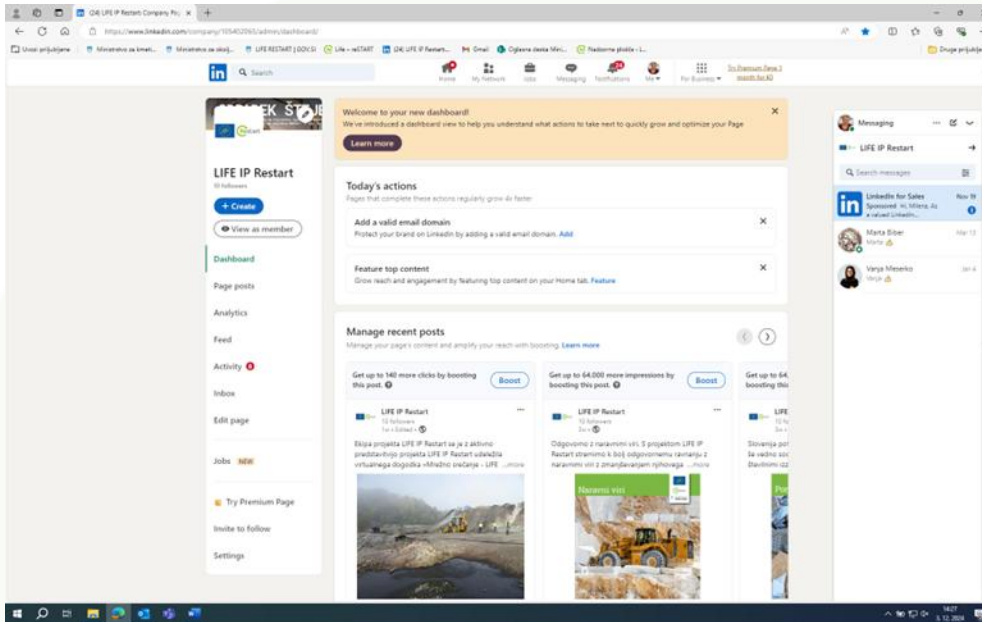
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Picture 2: Print screen of LinkedIn LIFE RESTART



Picture 3: Print Screen of Facebook LIFE RESTART



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ODPADEK ŠTEJE.
Postavite si zahtevne cilje za trajnostni razvoj in izkoristite podporo, znanje ter izkušnje partnerjev projekta Restart na poti do uspeha.
www.life-restart.si | www.gov.si

LIFE IP Restart
9 vsehov • sledilci: 11

Predstavitev
Projekt LIFE IP Restart se osredotoča na premagovanje ovir pri doseganju ciljev EU na področju recikliranja in doseganje celovitega izvajanja Programa ravnjanja z odpadki in preprečevanja nastajanja odpadkov Republike Slovenije.

Stran - Vladna organizacija
Langusova ulica 4, Ljubljana, Slovenia
(01) 478 73 59
life-restart.si
Ni še ocenjeno (mnenja: 0)

Fotografije Prikaži vse fotografije

LIFE IP Restart
30. oktober
Odgovorno z naravnimi viri.
S projektom LIFE IP Restart stremimo k bolj odgovornemu ravnanju z naravnimi viri z zmanjševanjem njihovega izkoriščanja ter s spodbujanjem njihove regeneracije. Za nas je ključno: odpadki niso zgolj odvečni material, temveč priložnost za ponovno uporabo in recikliranje, kar zmanjšuje pritisk na naravo in njene vire.
Ravnajmo odgovorno z naravnimi viri! #LIFEIPRestart #OdpadekŠteje

Naravni viri



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**Annex 1: Technical report of the external contractor inHouse marketing Agency
(18.11.2024)**



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