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EMPOWERMET

Electric & Mechanical Power for Metal Manufacturing

D7.2 Project Public Website

Electric & Mechanical Power for Metal Manufacturing

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EMPOWERMET

Electric & Mechanical Power for Metal Manufacturing

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General Information

Project	
Title	Electric & Mechanical Power for Metal Manufacturing
Acronym	EMPowerMet
G.A. number	101294194
Topic	HORIZON-CL4-2025-01
Website address	https://empowermet.eu/
Start Date	1st June 2026

Deliverable	
Deliverable name	Project public website
Deliverable number	7.2
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Author	
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Executive Summary

This document outlines the structure and purpose of the public website developed for the EMPowerMet project. As a key dissemination tool, the website presents EMPowerMet to project stakeholders and the wider public by providing clear information about the consortium, objectives, and operational framework. It also includes links to the project's social media channels, supporting the timely sharing of news and updates.

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Introduction

EMPowerMet (Electric & Mechanical Power for Metal Manufacturing) addresses one of Europe's pressing industrial challenges: the dependence on imported titanium and the high environmental impact of conventional titanium production. The project introduces a fully circular and energy-efficient titanium value chain based exclusively on secondary resources, transforming titanium swarf and end-of-life components into high-value semi-finished products and industrial demonstrators. By replacing fossil-fuel-intensive and remelting-based processing routes with electrically and mechanically driven solid-state technologies, EMPowerMet aims to strengthen Europe's strategic autonomy in critical raw materials while significantly reducing energy consumption, greenhouse gas emissions, and material waste.

The project combines a set of advanced manufacturing technologies, including Field-Assisted Sintering Technology (FAST), CONFORM™ continuous extrusion, hot rolling, hot wire drawing, deep drawing, wire-arc Directed Energy Deposition (waDED), and local inductive heat treatments. These technologies enable the production of titanium sheets, plates, and wires with 100% recycled content, which are then integrated into hybrid manufacturing routes for demanding industrial applications. The effectiveness of the approach will be demonstrated through three TRL7 demonstrators: a fire protective helmet, space landing gear structures, and an aeroplane service port. Beyond the technological developments, EMPowerMet incorporates life-cycle assessment, circular business models, and a Digital Product Passport framework to ensure traceability, sustainability benchmarking, and future market uptake. Expected outcomes include energy savings exceeding 75% compared with conventional titanium production routes, a substantial reduction in CO_2 emissions, improved resource efficiency, and the establishment of a resilient European circular titanium ecosystem.

Branding

Establishing a robust project identity is crucial, as it ensures cohesive alignment across all developed materials. To achieve this, there was a focus on addressing three fundamental questions:

- What is the project about?
- What is the main aim of the project?
- What is the impact and innovation of the project?

All these inquiries will find their answers on the project webpage.

The public website is one of the most relevant dissemination and communication tools of the project, as it provides a platform to efficiently convey the most important

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information about project EMPowerMet. Through its interface, stakeholders and the wider public gain access to a comprehensive overview of the project's objectives, challenges, and proposed solutions. Thus, the website serves as a conduit for facilitating a nuanced understanding of the project's focal points, including its commitment to innovation, and technology.

Logo

The project logo, see Figure 1, features an isometric cube, serving as a metaphor for the "final product" of the project, the tangible result of the EMPowerMet value chain.

The Solid State: The cube represents the output of the FAST process, where loose titanium scrap is compacted under pressure and heat into a dense, solid block without fusion. The cube is not a static monolith; it is "built" by a series of structured, flowing lines. These represent the CONFORM™ extrusion paths, showing that the solid final form is a result of continuous mechanical and electrical force.

The Triple Arrow (Recycling motif): The lines are strategically engineered to form three stylised arrows that wrap around the cube's faces, creating a subtle reference to the universal recycling symbol, signifying that the solid product is born from a 100% circular loop.

The Mnemonic Monogram: Within these flow lines, the eye can also distinguish the letters E and M (Electric and Mechanical), embedding the project's technical DNA into the shape of the material.



Figure 1 – EMPowerMet primary logotype.

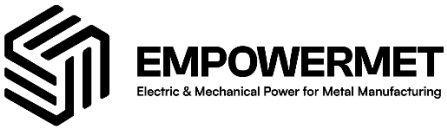
The logo is designed for use across a wide range of media, from website icons to large-format print materials.

Logo versions must always be selected according to the background to ensure sufficient contrast, legibility, and accessibility. Use full colour on light or neutral backgrounds, and white versions on dark or saturated backgrounds. It is important to avoid any application that compromises readability or visual balance.

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The colour version is the primary representation of the visual identity and should be used whenever possible.

It preserves the complete visual expression of the brand, ensuring maximum recognition, consistency, and impact across all communication materials. Below are shown the various formats of the logo:

		Main Logo	Secondary Logo
Colour	Horizontal		
	Vertical		
Monochrome Black	Horizontal		
	Vertical		

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Figure 2 – EMPowerMet logo versions.

The image of the website has the EMPowerMet project's logo as its main element. The EMPowerMet logo was developed in the early stages of project execution, with the goal of being simple, easily readable, and usable in different contexts, in its short or full versions. The EMPowerMet logo is always visible on the website, in the website's top menu bar.

Apart from the logo, the image of the website intends to show the connection of the project to metal manufacturing. It also uses elements related to the concept of industrial processing to further reinforce the project's scope and goals.

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Webpage

The public website of the EMPowerMet project was designed to serve as a user-friendly and informative platform, accessible through any standard web browser. Designed with simplicity in mind, it ensures ease of readability and navigation, facilitating the dissemination of current project information both during its lifespan and beyond. The aim was to deliver an optimal user experience, enabling seamless access to up-to-date project details.

It contains contact points for those who want to know more about EMPowerMet, allowing the promotion of the partner's involvement. The link to the project website (https://empowermet.eu/) will also be the link to all the services/resources EMPowerMet will provide. The website was constructed by EWF, with inputs from all the consortium members, and will be updated regularly.

The website layout was developed using Adobe Illustrator, a professional vector-based design and drawing program that allows users to create images and graphics for a wide range of digital and graphic applications; HTML, a markup language used to create and structure web pages; CSS, a style sheet language used to define the visual presentation of HTML pages and create a more appealing and user-friendly website; JavaScript, a scripting language used to create dynamic and interactive content for websites; and PHP, a server-side scripting language used to support the contact form functionality and enable messages to be sent via email.

Artificial Intelligence tools were also used as supporting resources during the development process, particularly to assist with the creation of repetitive HTML and CSS structures and components. This helped streamline the development workflow, reduce repetitive manual work, and improve overall productivity and efficiency. The AI-generated outputs were reviewed and adapted as necessary to ensure their correct integration into the website.

It was registered under the domain empowermet.eu, and it is hosted on the servers of EWF. The website is accessible and usable from any web browser and any platform, including mobile devices. The project website is simply an informative platform and provides links to the project's social media channel, LinkedIn, which is always visible at any time and updated. The social media platform will also be the channel used by the EMPowerMet consortium to provide news regarding the project and its progress.

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Structure and Contents

The project public website was designed as a “one-page” style website, composed of a main page, where the website lands when following the link, and 5 additional sections. The idea is to have a simple description of the project, services, materials and news, partners, and contacts. The structure of the website, as shown in the figure below, is divided into the following tabs:

1. Home
2. Overview
3. Consortium
4. Newsfeed
5. Resources
6. Contact

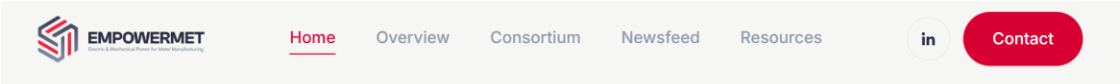


Figure 3 – EMPowerMet Webpage Sections.

The navigation is consistent across the website and provides access to the main project information, partner information, news and public dissemination materials.

The **Home** page provides an accessible introduction to the project, highlighting its main ambition of developing a circular and energy-efficient titanium value chain in Europe. It presents key project figures, the three industrial demonstrators and the main stages of the circular production process, enabling visitors to quickly understand the project's scope and expected outcomes.

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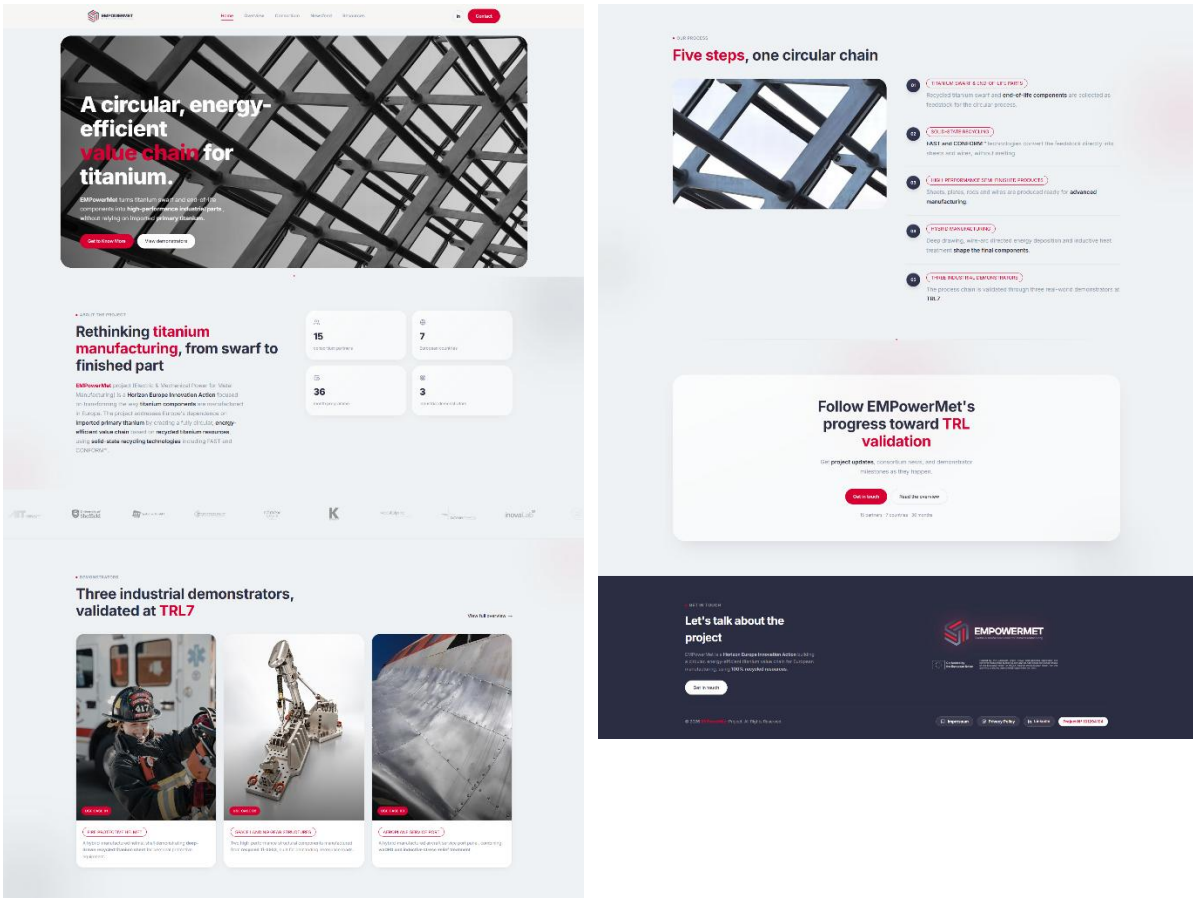


Figure 4 - EMPowerMet Main webpage.

The **Overview** section provides more detailed information on the project rationale, objectives, expected impacts, implementation and technological innovation. It also presents the project's Work Package structure and the three industrial demonstrators that will be used to validate the developed technologies at TRL7. This section is further organised into dedicated subsections covering the project overview, objectives, impact, implementation, innovation and demonstrators.

The **Consortium** section presents the 15 project partners from 7 European countries. Each organisation is introduced together with its type, country and specific contribution to the project. Links to the partners' institutional websites are also provided, supporting visibility of the European research and industrial ecosystem involved in EMPowerMet.

The **Newsfeed** serves as the project's dynamic communication area. It provides updates on project milestones, consortium activities, press releases, publications and events, thereby supporting continuous communication of project progress to external stakeholders.

The **Resources** section provides access to public dissemination materials produced throughout the project. These include press releases and, as they become available, project flyers, posters, roll-up materials and public deliverables. The section is designed to progressively expand as project outputs reach the appropriate dissemination stage.

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Finally, the **Contact** section provides a dedicated contact form for stakeholders interested in obtaining further information about EMPowerMet, its activities or dissemination materials.

The website incorporates a standardised footer that is displayed across the main sections of the platform. The footer complements the primary navigation and provides users with access to essential project, institutional and legal information. The footer includes the EMPowerMet project identity, ensuring consistent project branding throughout the website. It also contains the European Union funding acknowledgement, clearly identifying the project's relationship with the EU funding programme and ensuring compliance with the applicable communication and visibility requirements.

In addition, the footer provides links to relevant project navigation and contact information, offering users an alternative route to the main areas of the website and facilitating communication with the project team. Where applicable, legal and website-related information is also made available through the footer.

The footer therefore serves both a functional and communication purpose. Functionally, it provides persistent access to relevant information and navigation options; from a dissemination perspective, it reinforces the project's identity, EU funding visibility and institutional context across all pages of the website.

To ensure transparency and compliance, the footer also provides permanent access to the website's Impressum and Privacy Policy. The Impressum identifies the legal and editorial responsibility for the website, while the Privacy Policy explains how personal data submitted through the website, including via the contact form, are processed.

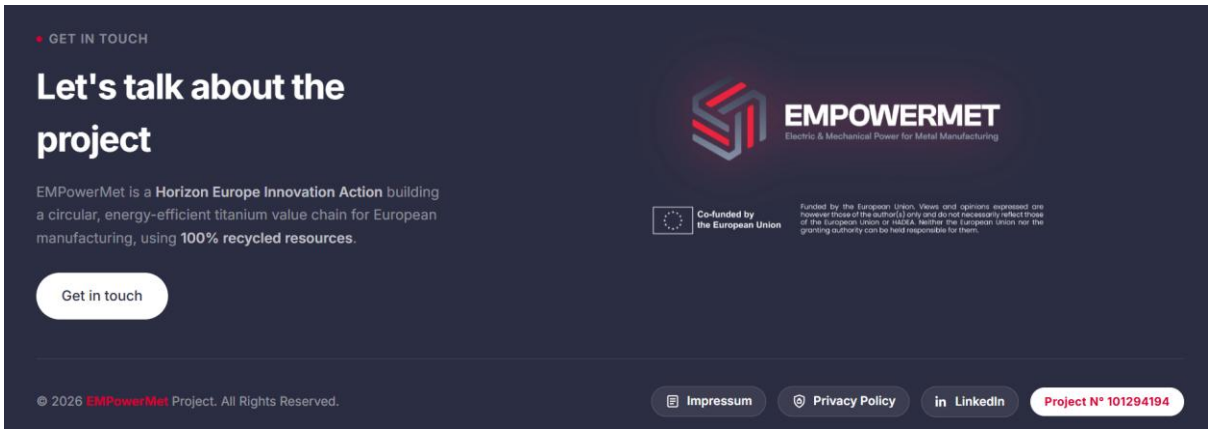


Figure 5 – Footer of the EMPowerMet webpage.

Mobile version

Internet users are increasingly surfing and interacting with the Web on their smartphones and other mobile devices. The “web design” approach focuses on crafting websites that provide an optimal viewing experience across a wide range of devices, from mobile phones to desktop computer monitors. This ensures that the EMPowerMet audience will not miss any content, image, or interactive features when they visit the project site, no matter what interface they are using. Some screenshots of the mobile display are presented below.

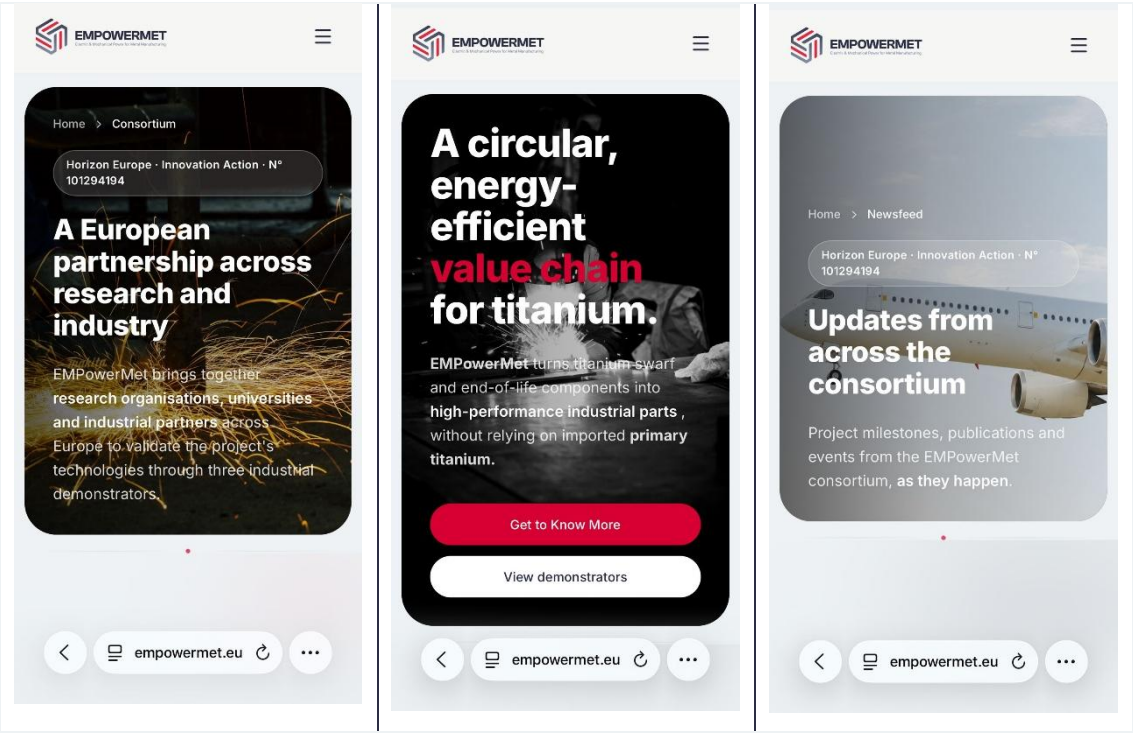


Figure 6 – Screenshots from the EMPowerMet webpage on a mobile device.

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Google Analytics

It is also possible to evaluate the impact of the website in a detailed way using Google Analytics.



Figure 7 - Google Analytics logo.

The information that will be tracked along the project duration is the number of sessions on the days of the months the website has been live, dividing it by New or Returning visitors and by country. Regarding the page views, it will be possible to conclude which tab is the most important to the users, considering the time spent on each one.

Information about the gender and country of visit is also possible by using the above-mentioned tool.

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