

**Twinning for Promoting Excellence, Ability and Knowledge to develop advanced waste gasification Solutions**

**Project No: 951308**



**TwinPeaks**

***Report on the TWIN-PEAKS website***

**WP 3 – Task 3.6 / D 3.3**

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Authors: Rita Mergner, WIP Renewable Energies, Germany  
Ingo Ball, WIP Renewable Energies, Germany  
Rainer Janssen, WIP Renewable Energies, Germany

Contact: Rita Mergner  
E-mail: [rita.mergner@wip-munich.de](mailto:rita.mergner@wip-munich.de), Tel: +49 89 720 12 731  
Sylvensteinstr. 2  
81369 Munich, Germany  
[www.wip-munich.de](http://www.wip-munich.de)



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TWIN-PEAKS website: [www.twinpeaks-h2020.eu](http://www.twinpeaks-h2020.eu)

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## 1 Introduction

A professional, attractive and user-friendly project website was developed and launched in March 2021. The website is accessed under [www.twinpeaks-h2020.eu](http://www.twinpeaks-h2020.eu). It is adapted to be also user friendly on smart phones and Tablets. The design is consistent with the style and colours of the logo and design elements.

In the starting phase, the website gives information about the scope and objectives of the project, the activities that will be implemented throughout the project duration and the partners involved.

The website will be updated continuously to include news and results and to inform about the progress of project activities. The different sections of the website are available in English. Various methods will be used to increase the visibility of the website by the project target groups and the general public, like links on the websites of the project partners and relevant projects, and by mentioning it in all relevant publications and articles and on the social media.

The website will be maintained up to three years after the project duration.

## 2 Website sections

The structure of the TWIN-PEAKS website was elaborated by WIP (the administrator) in collaboration with all project partners. The website is set up in a modern style, meaning that additionally to the buttons in the horizontal menu, the content is also displayed in bars. This design makes it easier to navigate the website in a mobile device which is considered to be very useful. Figure 1 shows the Homepage the website.

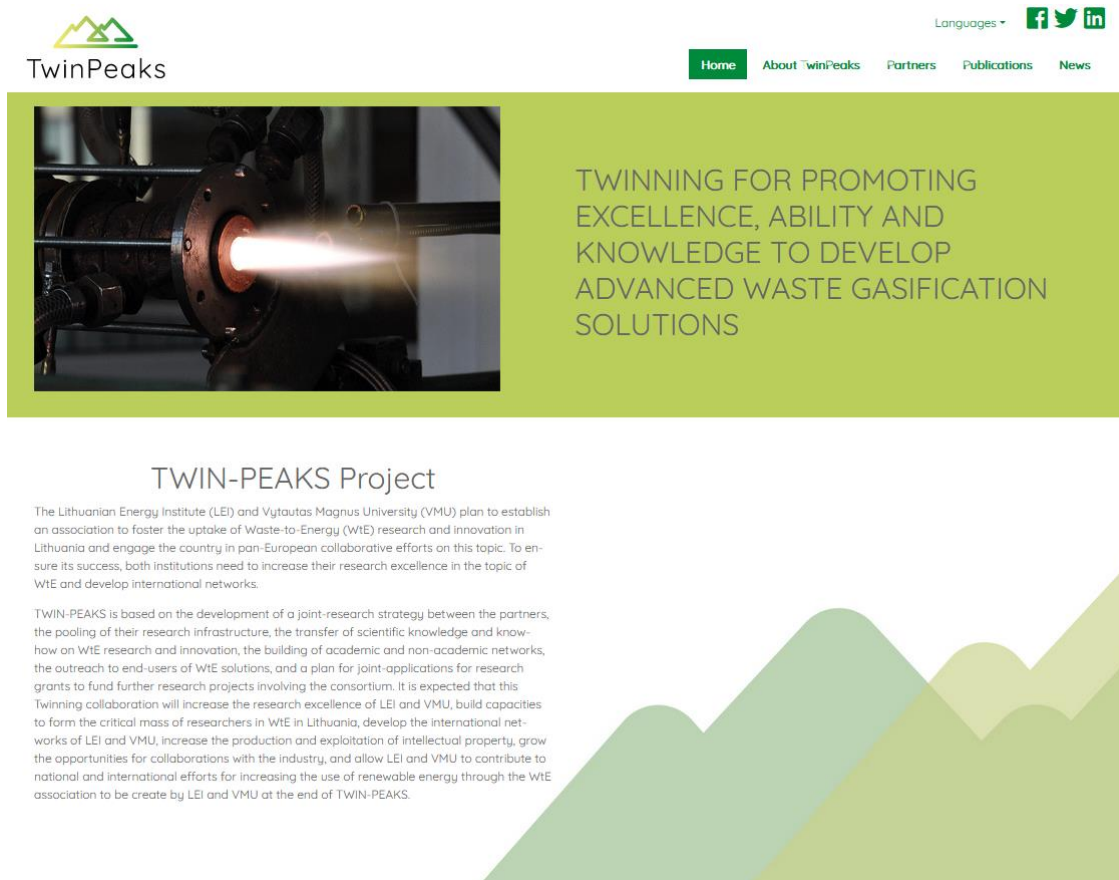


Figure 1: Homepage of the TWIN-PEAKS website

## 2.1 The horizontal menu

The horizontal menu contains the following sections:

- Home
- About TWIN-PEAKS
- Partners
- Publications
- News
- Links (will be created)
- Events (will be created)

The section **Home** describes the main idea of the project (Figure 1).

The section **About TWIN-PEAKS** informs about the background, specific activities and the expected outcomes (Figure 2).

Information about project partners with links to their respective organisation website is included in the dedicated **Project partners** section (Figure 3).

The section **Publications** will eventually contain all reports, publications, public deliverables of the project, and related publications and reports (Figure 4).

The section **News** informs the public about the news, results and progress of the project (Figure 5). **Events** section will contain the detailed information about relevant events. The **Links** section will contain links to other relevant websites.

**TwinPeaks**

Home About TWIN-PEAKS Partners Publications News

### BACKGROUND

Lithuania is slowly stepping forward towards economic, technological and sustainable development in the field of Waste-to-Energy (WtE) as well as Power-to-X (PtX), especially in processing of waste into alternative renewable fuels and hydrogen. This will be mostly done by sorting at Mechanical and Biological waste treatment plants and municipal solid waste incineration plants: Waste (municipal solid waste (MSW), refuse derived fuels (RDF), solid recovered fuels (SRF), various types of biomass), not suitable for recycling or recovering but still having energetic value, can be successfully utilised for energy, fuels or chemicals production via thermochemical pathway. So far, two MSW incineration plants have been in operation in Lithuania (in Kispėda and Kaunas). One more MSW incineration plant is under commissioning in Vilnius.

Therefore, some highly qualified specialists and engineers will be required to maintain their operation. Moreover, new more advanced thermochemical conversion technologies, e.g. plasma gasification, must be developed to manage waste in a more sustainable way instead of direct waste incineration.

Additionally, the PtX concept should be enhanced from the laboratory to industrial scale. This can only be ensured through the periodic trainings, skills development and knowledge exchange, which LEI researchers can provide.

### TWIN-PEAKS ACTIVITIES

The overall objective of the TWIN-PEAKS project is to establish a research and innovation collaboration between LEI, VMU, TUM, CTH and WIP to raise the scientific excellence, capacities and international reputation of LEI and VMU in advanced waste gasification.


- Develop a joint research strategy between the TWIN-PEAKS project partners
- Apply to research grant programmes together as TWIN-PEAKS project partners
- Transfer scientific and soft-skill knowledge and know-how between the TWIN-PEAKS project partners
- Build networks of international academic and non-academic partners
- Reach out to users and stakeholders to understand needs and co-design solutions
- Pool research infrastructure between the TWIN-PEAKS project partners
- Tackle gender equality issues at LEI and VMU • Improve research management and administration capacities of LEI

### INTERNATIONAL COOPERATION




TWIN PEAKS collaboration will increase the research excellence of LEI and VMU, build capacities to form the critical mass of researchers in WtE in Lithuania, develop the international networks of LEI and VMU, increase the production and exploitation of intellectual property, grow the opportunities for collaborations with the industry, and allow LEI and VMU to contribute to national and international efforts for increasing the use of renewable energy through the WtE association to be created by LEI and VMU at the end of TWIN-PEAKS. The following specific actions will be implemented:

- Short term staff exchanges
- On-site or virtual training
- Conference attendance
- Dissemination and outreach activities, including organisation of joint summer schools and conferences
- Joint application for grants
- Coaching to establish a new research management and administration unit Diversity initiatives to reach gender balance in research and research management roles.


Figure 2: About TWIN-PEAKS section of the website



Home About TwinPeaks **Partners** Publications News


Languages   

## Project Coordinator




**Lithuanian Energy Institute, Lithuania**  
 Email: Andrius.Tamosiunas, Andrius.Tamosiunas@lei.lt  
 Email: Raminta.Skivordinskiene, raminta.skivordinskiene@lei.lt  
 Email: Nerijus.Striugas, nerijus.striugas@lei.lt  
 Website: www.lei.lt

## Project Partners




**VYTAUTAS  
MAGNUS  
UNIVERSITY**  
M C M X X I I


**Vytautas Magnus University, Lithuania**  
 Email: Austro.Pazeraitė, austro.pazeraitė@vdu.lt  
 Email: Dainius.Genys, dainius.genys@vdu.lt  
 Website: www.vdu.lt



**WIP Renewable Energies, Germany**  
 Email: Rita.Mergner, rita.mergner@wip-munich.de  
 Email: Ingo.Ball, ingo.ball@wip-munich.de  
 Email: Rainer.Janssen, rainer.janssen@wip-munich.de  
 Website: www.wip-munich.de



**Technical University of Munich, Germany**  
 Email: Sebastian.Fendt, sebastian.fendt@tum.de  
 Email: Sebastian.Basteik, sebastian.basteik@tum.de  
 Website: www.tum.de



**Chalmers University of Technology, Sweden**  
 Email: Martin.Seeman, martin.seeman@chalmers.se  
 Website: www.chalmers.se








Figure 3: Project partners section of the website



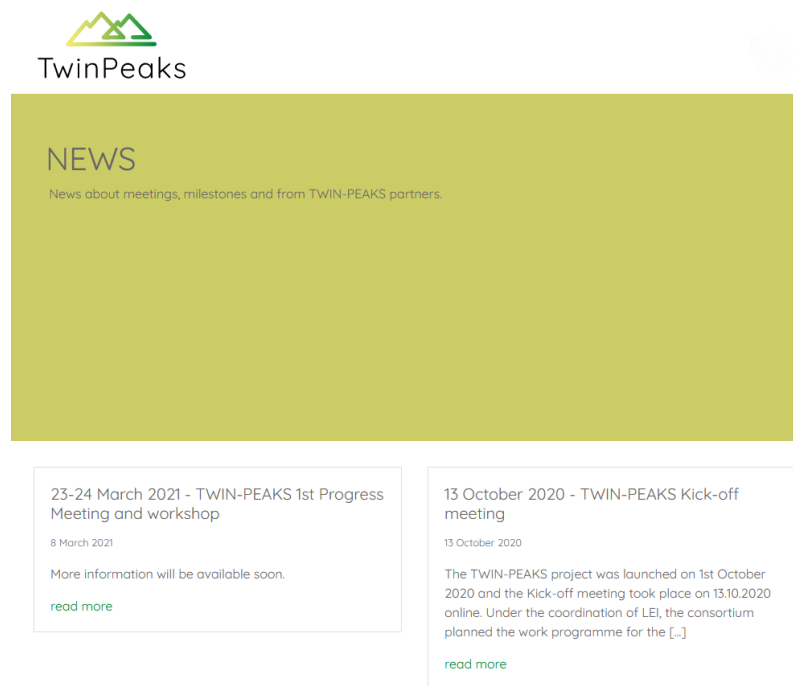
Home About TwinPeaks Partners **Publications** News

Languages   

## PUBLICATIONS & REPORTS

Year	Language	Author(s)	Type	Title (download)
2020	English	WIP	Flyer	Project flyer
2020	English	WIP	Poster	Project poster

Figure 4: The section Publications



**Figure 5: News section of the website**

## 2.2 Social media

Facebook, Twitter, LinkedIn are currently used by many people. Although the larger public is not the main target group of the TWIN-PEAKS project, it is important to disseminate the project activities to the broader public as well as attract visitors to the project website.

WIP created social media accounts in different social networks (Facebook, Twitter and LinkedIn) and the partners will promote the TWIN-PEAKS project as well as the outcomes among their own social networks.

The audience of the social media communication will be monitored and reported in the Dissemination, Communication and Exploitation report (WP3). The communication on social media will focus on attracting the audience to the TWIN-PEAKS website. The Twitter account for TWIN-PEAKS (*@TwinPeaksH2020*), will be used to increase the visibility of the project in general (Figure 6). The LinkedIn and Facebook groups (Figure 7, Figure 8) were set up to get in interaction with TWIN-PEAKS stakeholders via this platform. All communication measures will follow the dissemination plan. To maximise the impact on all targeted stakeholders, the TWIN-PEAKS social media activities will also exploit the already existing social networks managed by the consortium partners. Finally, all project partners will work together to promote the TWIN-PEAKS activities.

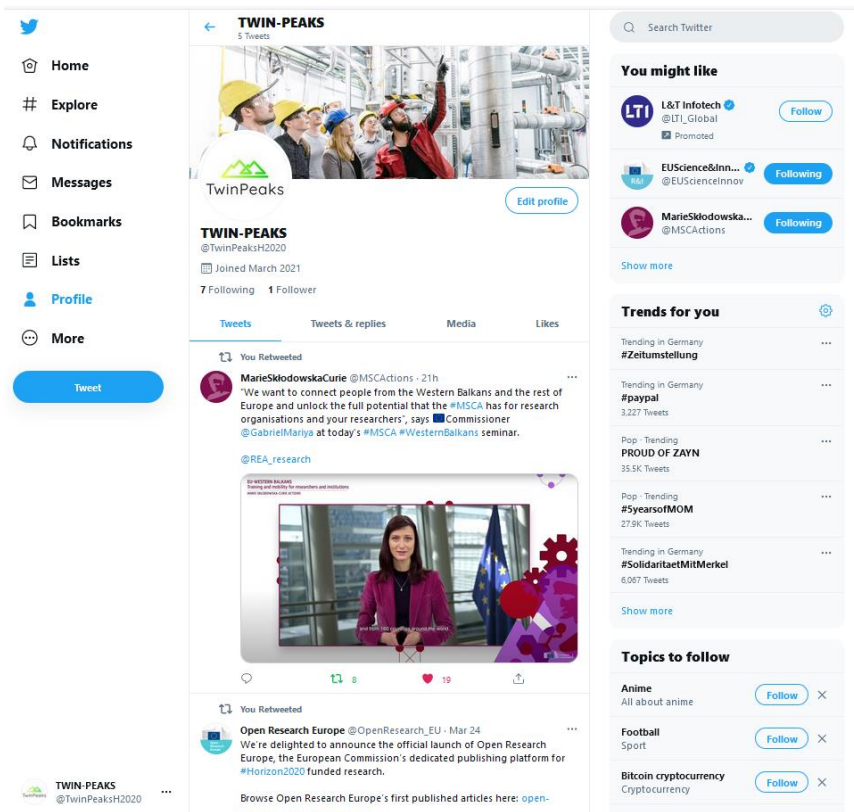


Figure 6: Screenshot of TWIN-PEAKS Twitter account

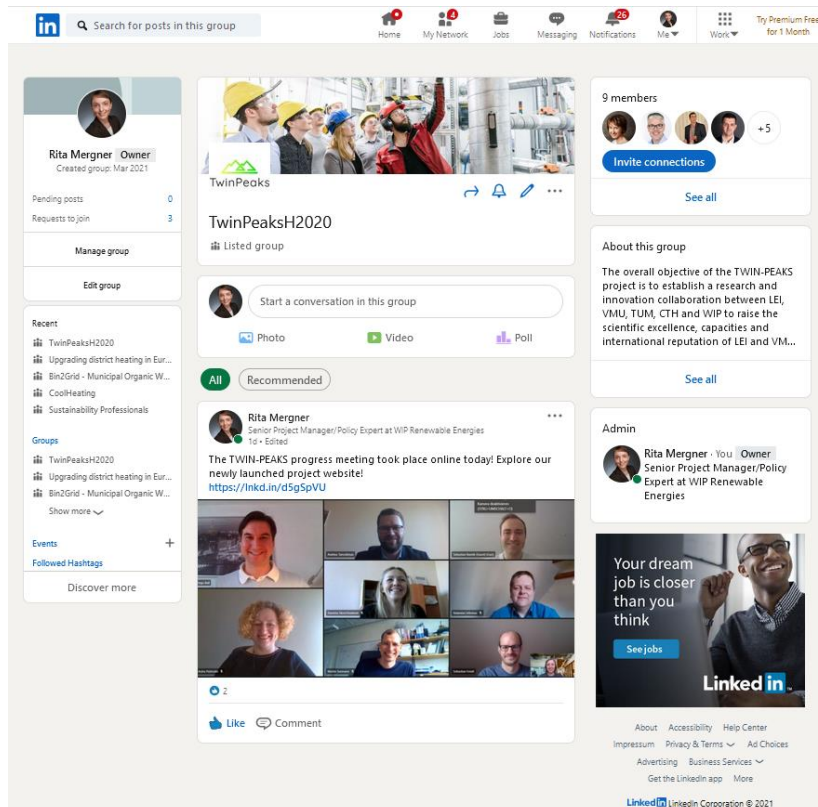


Figure 7: Screenshot of TWIN-PEAKS LinkedIn account



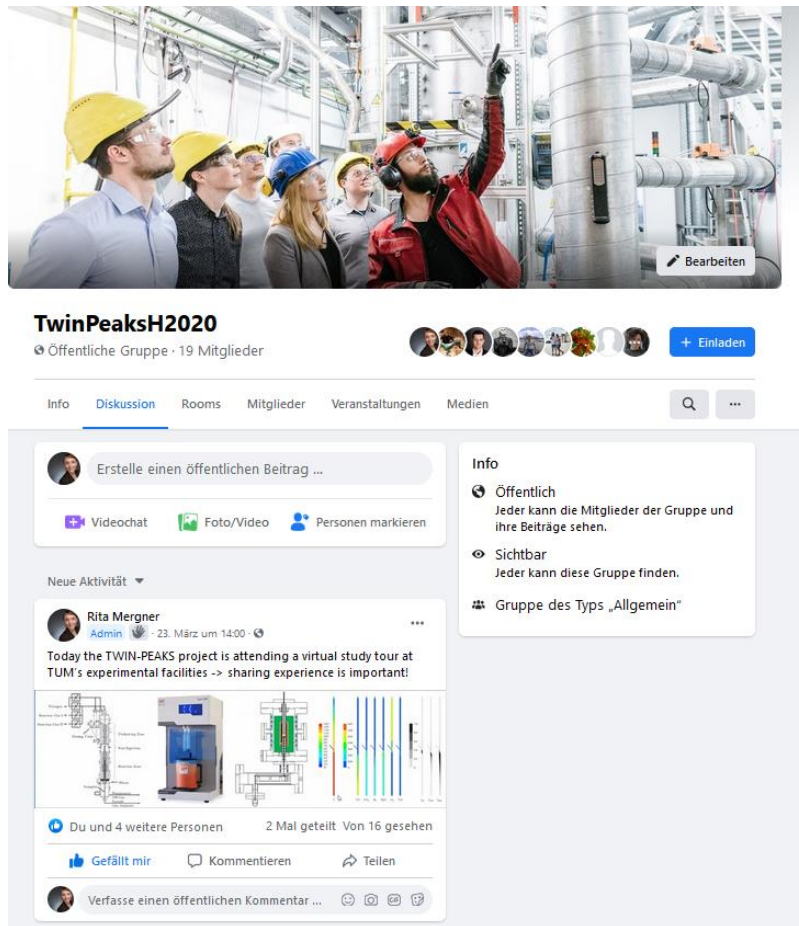


Figure 8: Screenshot of TWIN-PEAKS Facebook account

### 2.3 Website bottom section

All accessed sections of the TWIN-PEAKS website have in common a so-called “footer” (Figure 9) that provides the contact information of the coordinator and the information about the funding from the European Union’s H2020 research and innovation programme. The bottom section is completed by the legal information (imprint/disclaimer and GDPR information).

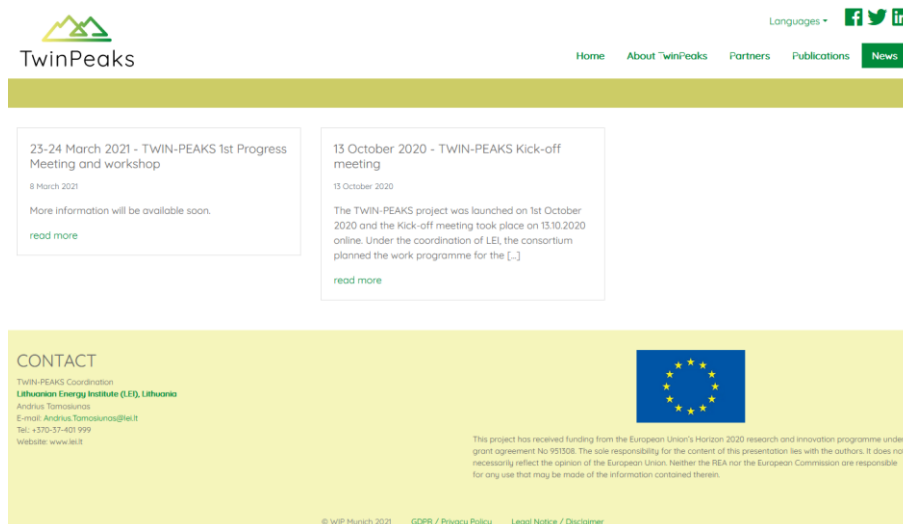


Figure 9: TWIN-PEAKS website – bottom section