



# WP5-A1. OER and web graphic design and project's corporate image.



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Transilvania  
University  
of Brasov





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## 1. INTRODUCTION

This document presents the outcomes of activity WP5.A1: “Web graphic design, Open Educational Resources (OER), and the project’s corporate image”, which is part of Work Package 5 of the RockChain project.

The main goal of this activity is to give RockChain a clear public identity and an accessible online presence. This includes:

- A website that brings together key project information (overview, partner network, updates, and public deliverables).
- A structured access point to the Open Educational Resources (OER), combining freely available training materials with guided learning paths.
- A consistent visual and corporate identity (logo usage, visual language, and EU funding acknowledgment) applied across the website, OER platform, and communication materials.

Open Educational Resources (OER) are digital materials used for teaching, learning, or research that can be used, adapted, and shared by others with no or minimal restrictions. In RockChain, the OER strategy is designed to expand the project’s reach beyond the consortium, offering training content to professionals, vocational education and training (VET) providers, and stakeholders involved in the ornamental rock sector and its waste-management value chain.

The entire RockChain web ecosystem can be accessed through the official project website: <https://rockchain.eu/>

And through the learning platform linked in the OER section of the site: <https://class.rockchain.eu/>



## 2. RockChain WEBSITE

The RockChain project website was developed to communicate the project's identity to the public, especially to key stakeholders such as industry professionals, training centers, VET and higher education educators, and organizations involved in policy or the sector.

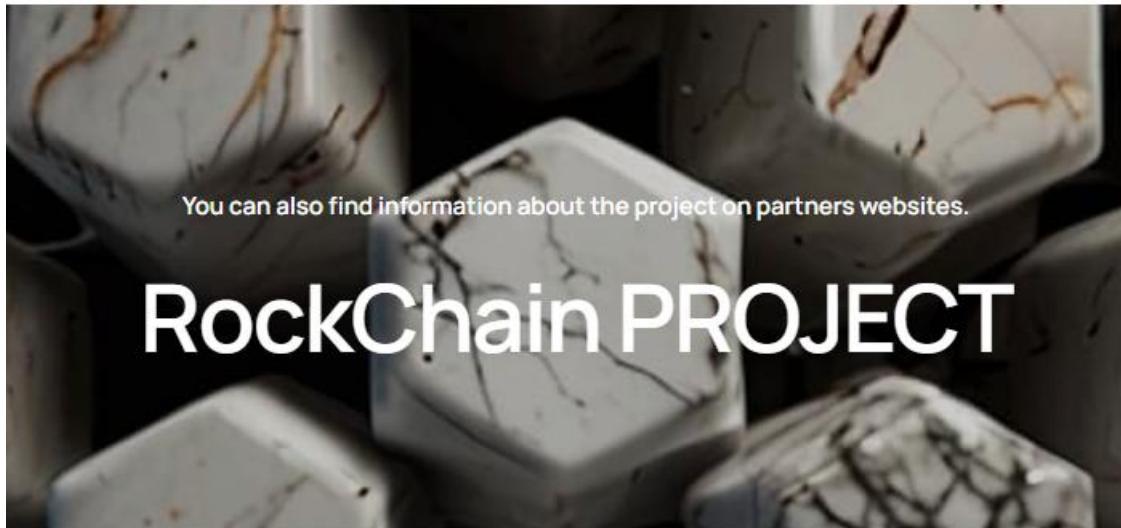
The site is designed to be user-friendly and straightforward, bringing together the project's core information and offering direct access to its results as they are published.

The website is organized into seven main sections:

- Home
- Project
- Reports
- OER
- Tool
- News
- Contact

### 2.1. HOME

<https://rockchain.eu/>



You can also find information about the project on partners websites.

# RockChain PROJECT

## Our Partners



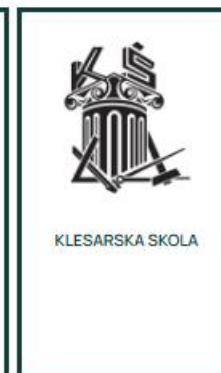
DEUTSCHER  
NATURWERKSTEIN-  
VERBAND E.V.



ASOCIACION  
EMPRESARIAL DE  
INVESTIGACION  
CENTRO  
TECNOLÓGICO DEL  
MARMOL Y LA PIEDRA



UNIVERSITATEA  
TRANSILVANIA DIN  
BRASOV



KLESARSKA SKOLA

Project code: 2023-1-DE02-KA220-ADU-000166863

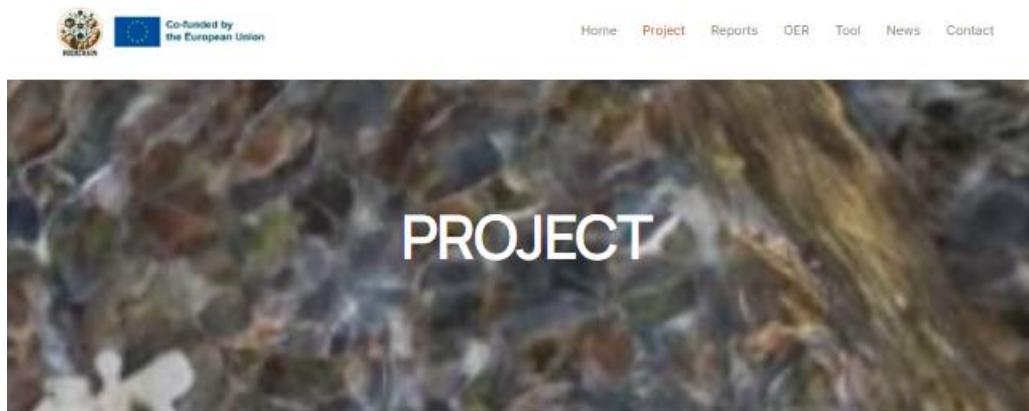


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## 2.2. PROJECT

<https://rockchain.eu/project/>



RockChain.

**Transversal technological skills for the ornamental rock industry focusing  
on the applicability of Blockchain in a Circular Economy.**

### PROJECT

The Treaty on the Functioning of the EU, Article 173, related to industry, promotes that the Union's action should be aimed at fostering better exploitation of the industrial potential of policies on innovation, research and technological development. According to the New Action Plan for the Circular Economy of the EU (Brussels, 11th March 2020), the current legislation on waste has brought improvements since its implementation, but it must be constantly modernised to adapt it to the circular economy and the digital era.

Currently, companies are immersed in a process of digital transformation, needing to hire profiles with knowledge of digital skills, but have difficulties in finding qualified workers.

According to the European Commission, 44% of the Union's population and 37% of the workforce lack digital skills.

The increase in waste generation rates is leading to problems in finding suitable destinations to manage waste properly. Introducing technological tools that help to obtain more data (IoT, Smart Sensors, etc.) does not ensure correct data handling. The massive growth of data requires credibility and security in the exchange of information between the agents involved. And this is where the role of Blockchain appears.

In the last years a lot of utilities are being finding in Blockchain technology. One of the most remarkable is its application in environmental sustainability, where it will play a very important role in strategic planning improvements, environmental planning, logistics or sustainable supply chain. Its involvement in the Circular Economy of cities will guarantee the security and reliability of the data obtained in the Smart Cities.

Digital technologies will be the fundamental basis for economic and social development in the 21st century. That is why we must take full advantage of the potential that these new technologies offer for the benefit of a more sustainable economy, both for society and for the environment.

The RockChain project was born under this concept: to create a basic training base for professionals over 45 years old and technicians in the stone and construction sector and waste managers, in which the potential use of combining a novel technology such as blockchain, the Internet of Things (IoT) and Big Data in the management of waste from the ornamental rock industry is promoted.

The funding of the RockChain Project is the necessary impulse to implement the necessary educational resources to address the digital transformation of the ornamental rock sector in terms of control for waste management, as this is a sector that is not very digitised, based on the extraction and exploitation of resources. The sector requires a training base, such as the one presented in the project, which encourages the reintroduction of waste into the value chain of the stone industry, thus putting an end to the linearity of this economy and favouring its circularity and environmental sustainability.



## 2.3. REPORTS

<https://rockchain.eu/reports/>



HERE YOU WILL FIND ALL DOCUMENTS AND REPORTS OF  
THE RockChain PROJECT

WP2 - European common curricular on Waste Management applying Blockchain technologies for Ornamental Rock Industry focused on professionals over 45 years old.

REPORTS	DOWNLOAD OPTIONS
WP2-A1 Roadmap of the Methodology.	Available soon!
WP2-A2 Awareness of needs surveys to identify specific learning difficulties.	Available soon!
WP2-A3 Report of data analysis and conclusions.	Available soon!
WP2-A4 Handbook for an educational approach for people with different skills focused on transversal capacities in stone sector.	Available soon!
WP2-A5 Report on the results of First International Seminar in Split (Croatia).	Available soon!
WP2-A6 RockChain Curriculum: Production of a rock ornamental waste management curriculum using blockchain technology.	Available soon!
WP2-A8 First International Seminar in Pucisca (Croatia).	Available soon!

WP3 - Learning materials for interdisciplinary Blockchain-Rock Ornamental Waste Management.

REPORTS	DOWNLOAD OPTIONS
Comparative study of Rock Ornamental Waste management regulations in each country.	Available soon!
Comparative study of information technologies applied to waste management at international level in stone sector.	Available soon!
Develop of training Material for e-Handbook based on the curricula.	Available soon!
eHandbook of Circular Economy strategies applied to Rock Ornamental Waste Management using Blockchain technologies.	Available soon!
Participation in a congress to disseminate the results of WP3.	Available soon!
Second International Seminar in Brasov (Romania).	Available soon!



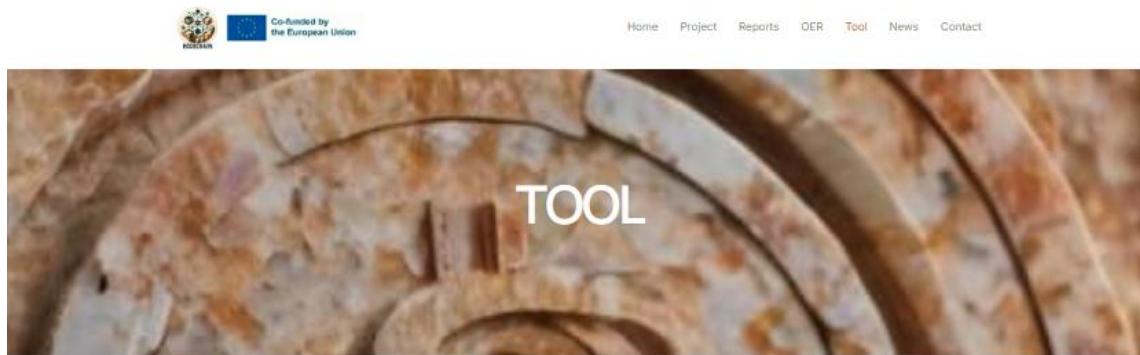
## 2.4. OER

<https://rockchain.eu/oer/>



## 2.5. TOOL

<https://rockchain.eu/tool/>



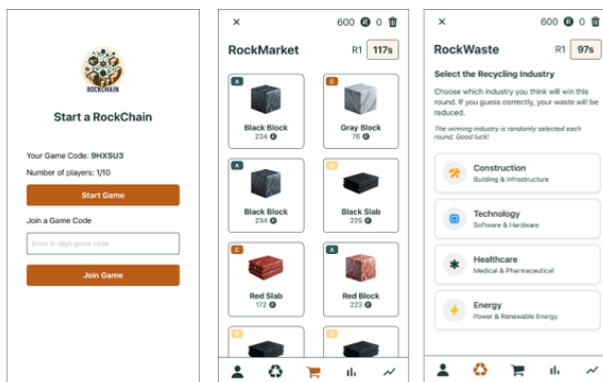
The RockChain Tool is a mobile, multiplayer serious-game that turns the course content into practice: learners make decisions about markets, materials, waste generation, circular-economy actions and traceability in a controlled training session. This interactive experience is the practical counterpart of the RockChain OER and supports classroom and workshop delivery.

### Access to the App (APK)

The pilot version of the RockChain Tool is provided as an Android APK package. Use the link below to download and install it on your device.

APK download: [Rockchain.apk](#)

For device requirements, installation steps and the recommended classroom workflow, consult the [Guideline Notes \(WP4-A4\)](#)



### Where to find the key learning content

All RockChain learning units, slides and course resources are organised in the **OER** section:  
<https://rockchain.eu/oer/>

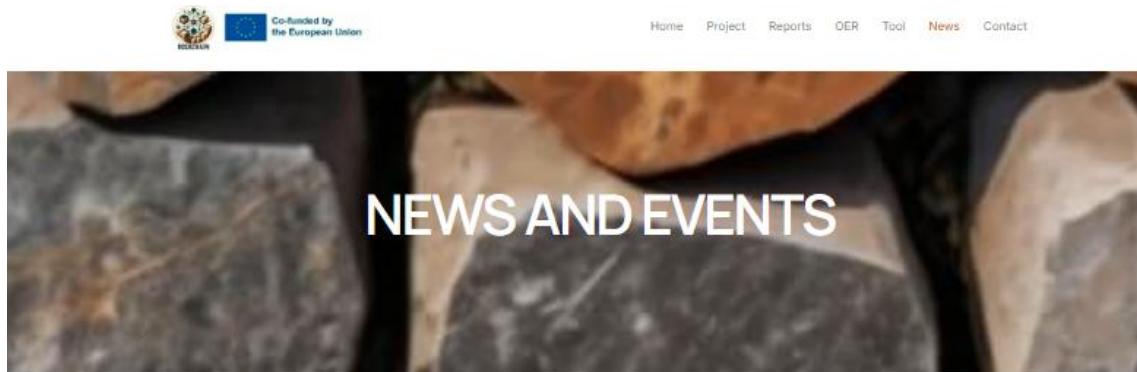
### Our Partners





## 2.6. NEWS

<https://rockchain.eu/news/>



24/11/2024 El CTM organiza la primera reunión transnacional del proyecto RockChain.

[Read more](#)

## Our Partners



Project code: 2023-1-DE02-KA220-ADU-000166863



## 2.7. CONTACT

<https://rockchain.eu/contact/>



### Let's get in touch

Your name \*



Your email \*

DEUTSCHER NATURWERKSTEIN-VERBAND E.V.  
(DNV)

Subject

Sanderstraße 4  
D-97070 Würzburg  
Telefon: +49 931 12061  
Telefax: +49 931 14549  
E-Mail: [info@natursteinverband.de](mailto:info@natursteinverband.de)

Message

Send

### Our Partners





### 3. RockChain OPEN EDUCATIONAL RESOURCE (OER)

RockChain's OER approach combines public access to training resources with a course-based learning environment for guided learning paths. The OER is designed to ensure that project outputs can be used and reused by training centres and professionals, supporting both self-learning and instructor-led scenarios.

The OER access is organised through:

#### 3.1. Public access (Training materials)

Main entry point: <https://rockchain.eu/oer/>

From this page, "Training materials" currently direct users to the project's public deliverables repository: <https://rockchain.eu/reports/>

This provides a transparent, WP-structured overview of the documents and learning-related outputs published within the project.

Home Project Reports OER Tool News Contact

OER

TRAINING MATERIALS

COURSE ACCESS



### 3.2. Course access (Learning environment)

The structured RockChain course environment is hosted at: <https://class.rockchain.eu/>

Users can request/obtain access to the course environment through the registration form:

<https://docs.google.com/forms/d/e/1FAIpQLSfN5Rcu-HV0boWFnvFEzdworaQ3yuFC8Yap6HusHyM9j23Drw/viewform?usp=header>

The course platform provides a guided learning route aligned with the project curriculum, enabling learners to navigate the materials in a pedagogically coherent sequence and supporting future updates and course editions.



## 4. RockChain CORPORATE IMAGE

For the creation of the project's logo, the main objective was to clearly and effectively reflect the project's identity and core values. In this sense, we chose to integrate the project's acronym, "RockChain", into the logo design, seeking to convey its purpose and vision in a visually striking and coherent way. This acronym was not only to be the central focus of the logo, but also a graphic representation of the link between the natural stone industry and blockchain technology, two essential aspects of the project.

From the beginning of the design process, the main objective was to create a strong visual identity that could be easily associated with both natural stone extraction and the advanced technological solutions offered by the blockchain-based platform. The idea was that the logo could communicate, intuitively and directly, these two fields.

After a series of design proposals, in which various graphic elements were combined and adjusted, the final version of the logo was selected for its ability to effectively convey the project's identity. The final version of the logo features a harmonious composition in which the acronym "RockChain" occupies the lower part and at the top are graphic elements representing both the world of natural stone quarries and the block structure characteristic of blockchain.

