

WP5-A1. OER, web grafički dizajn i korporativni identitet projekta.



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1. UVOD

Ovaj dokument predstavlja rezultate aktivnosti WP5.A1: "Web grafički dizajn, otvoreni obrazovni resursi (OER) i korporativni imidž projekta", koja je dio Radnog paketa 5 projekta RockChain.

Glavni cilj ove aktivnosti je dati RockChainu jasno javno lice i pristupačnu online prisutnost. To uključuje:

Web-stranica koja objedinjuje ključne informacije o projektu (pregled, partnerska mreža, novosti i javni ishodi).

- Strukturirano pristupno mjesto za otvorene obrazovne resurse (OER), koje kombinira slobodno dostupne materijale za obuku s vođenim putanjama učenja.
- Dosljedan vizualni i korporativni identitet (uporaba logotipa, vizualni jezik i napomena o financiranju iz EU) primijenjen na web-stranici, OER platformi i komunikacijskim materijalima.

Otvoreni obrazovni resursi (OER) su digitalni materijali koji se koriste za podučavanje, učenje ili istraživanje, a koje drugi mogu koristiti, prilagođavati i dijeliti bez ili uz minimalna ograničenja. U RockChainu je strategija OER-a osmišljena kako bi se doseg projekta proširio izvan konzorcija, nudeći sadržaj za obuku stručnjacima, pružateljima strukovnog obrazovanja i osposobljavanja (VET) te dionicima uključenima u sektor ukrasnog kamenja i njegov lanac vrijednosti upravljanja otpadom.

Cijeli RockChain web ekosustav dostupan je putem službene web-stranice projekta:
<https://rockchain.eu/>

I putem platforme za učenje povezane u OER odjeljku stranice:
<https://class.rockchain.eu/>

2. RockChain WEB-STRANICA

Web-stranica projekta RockChain razvijena je kako bi se javnosti, a osobito ključnim dionicima kao što su stručnjaci iz industrije, centri za osposobljavanje, nastavnici u strukovnom obrazovanju i visokom obrazovanju te organizacije uključene u kreiranje politika ili samog sektora, prenio identitet projekta.

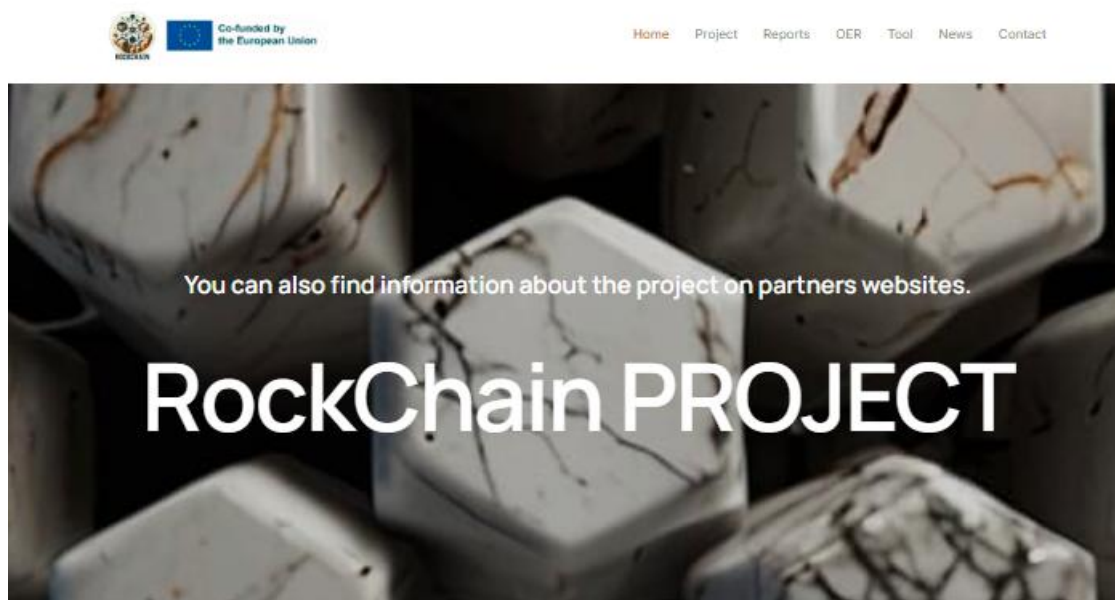
Stranica je osmišljena da bude jednostavna za korištenje i pregledna, okupljajući ključne informacije o projektu i nudeći izravan pristup njegovim rezultatima kako budu objavljeni.

Web-stranica je organizirana u sedam glavnih odjeljaka:

- Početna stranica
- Projekt
- Izveštaji
- OER
- Alat
- Vijesti
- Kontakt

2.1. POČETNA STRANICA

<https://rockchain.eu/>



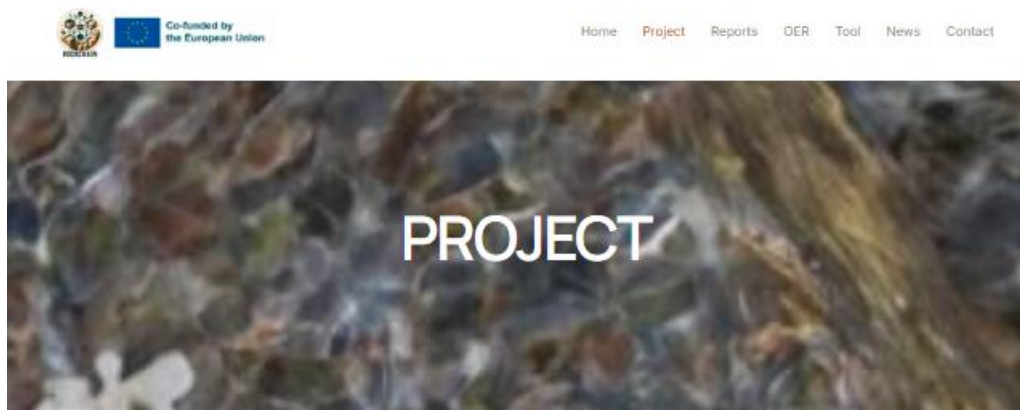
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2.2. PROJEKT

<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. IZVJEŠTAJI

<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.

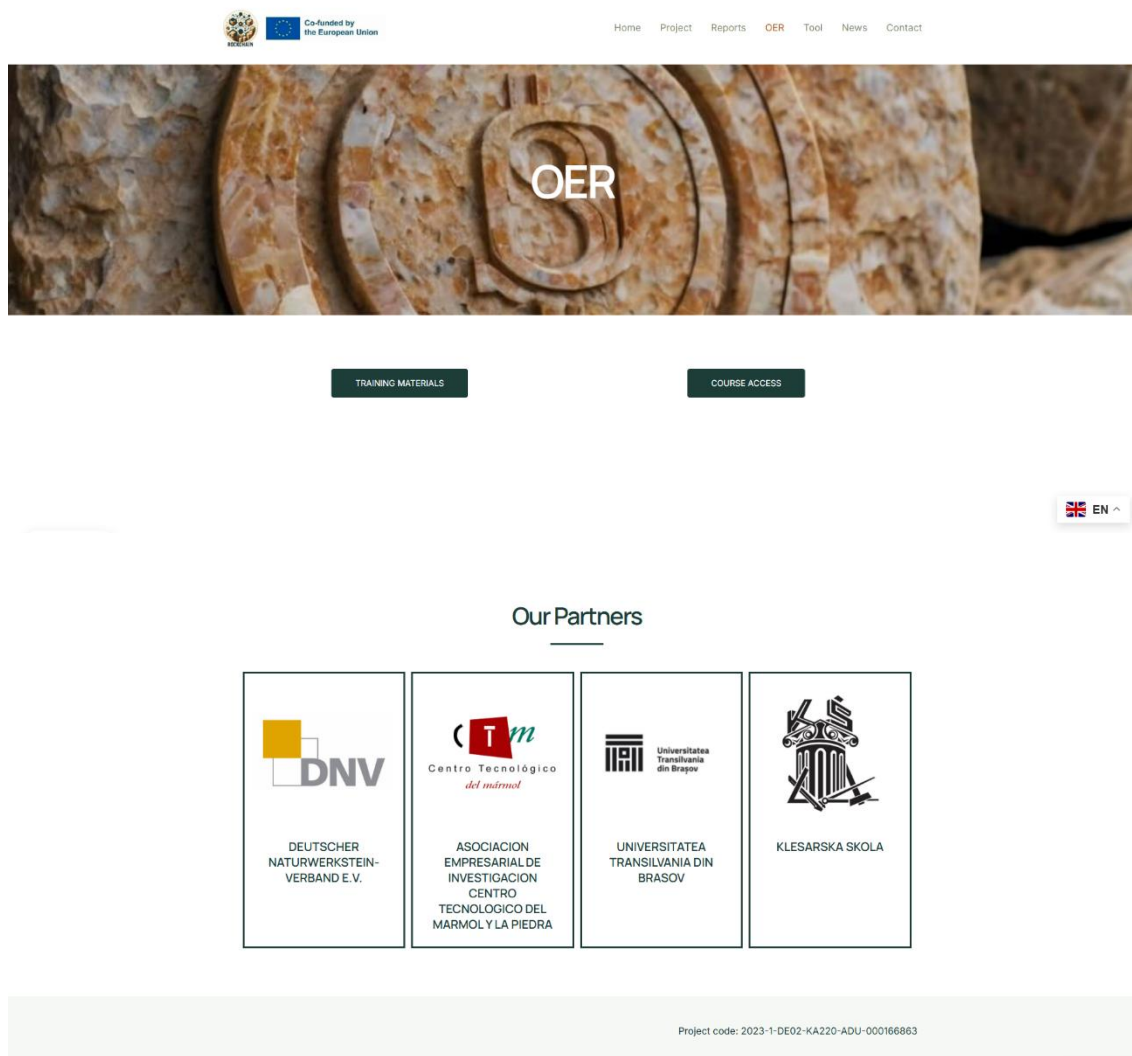
REPORTS	DOWNLOAD OPTIONS
WP2-A1 Roadmap of the Methodology.	Available soon!
WP2-A2 Awareness of needs surveys to identify specific learning difficulties.	Available soon!
WP2-A3 Report of data analysis and conclusions.	Available soon!
WP2-A4 Handbook for an educational approach for people with different 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/>



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OER

TRAINING MATERIALS COURSE ACCESS

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MARMOL Y LA PIEDRA

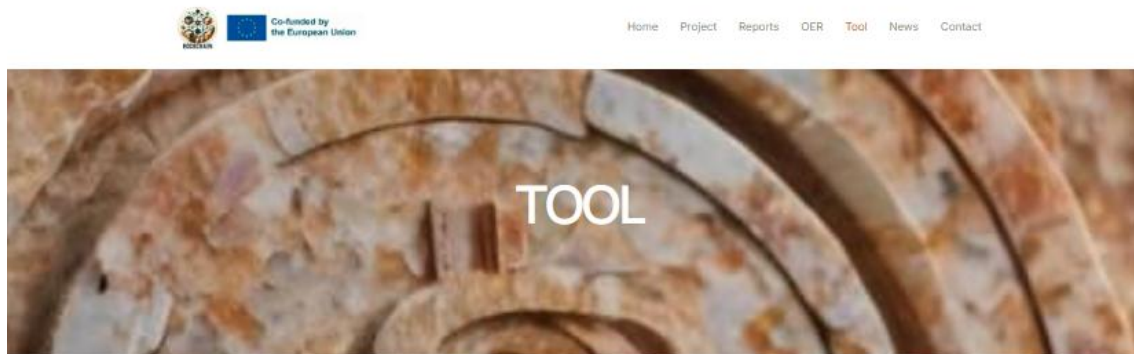
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2.5. ALAT

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



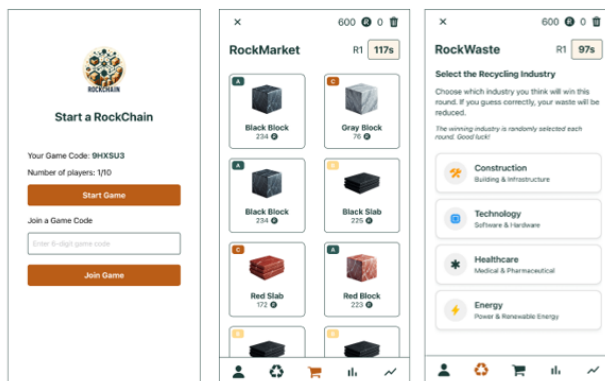
The RockChain Tool is a mobile, multiplayer serious-game that turns the course content into practice: learners make decisions about markets, materials, waste generation, circular-economy actions and traceability in a controlled training session. This interactive experience is the practical counterpart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

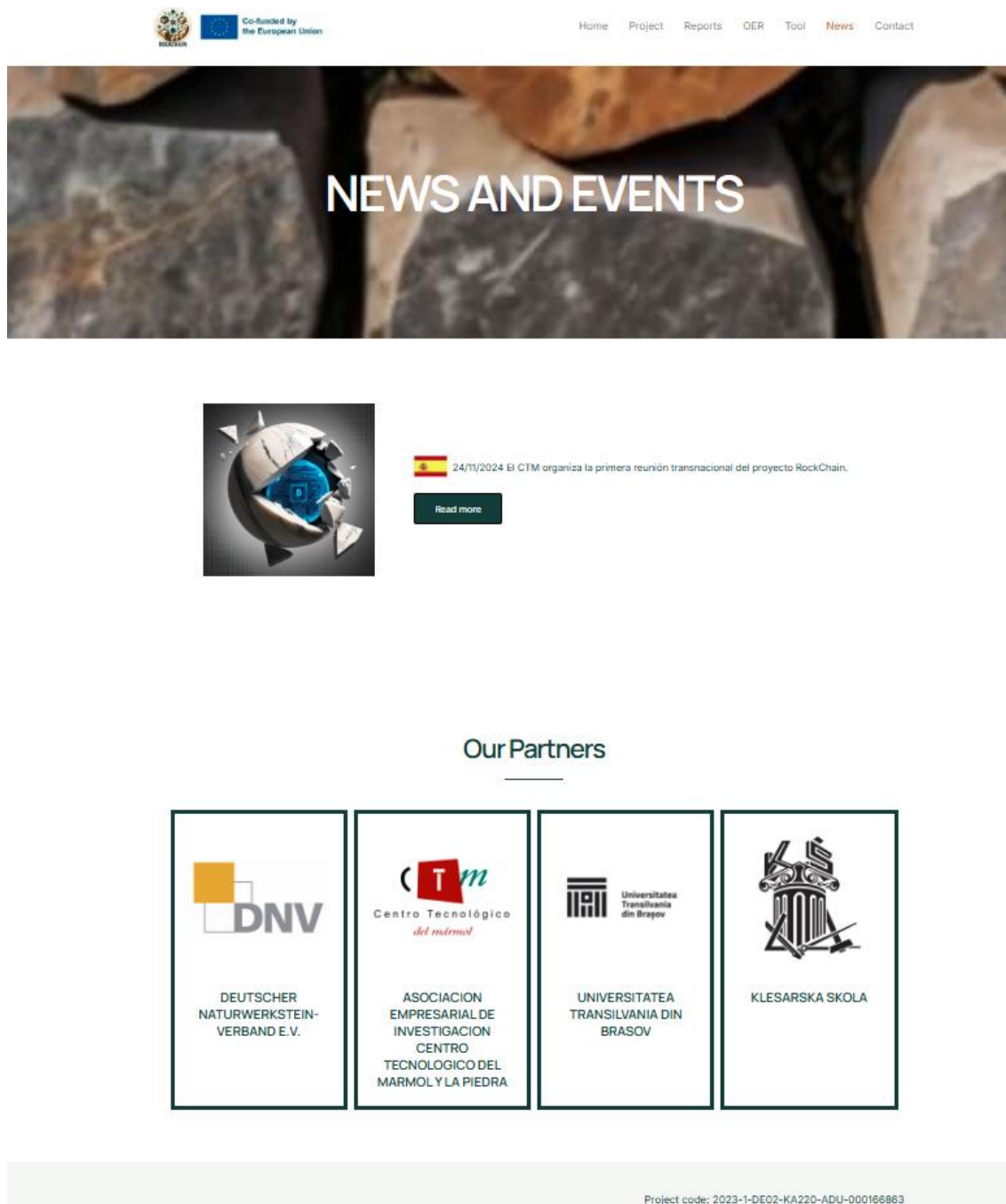
<https://rockchain.eu/oer/>

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2.6. VIJESTI

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



2.7. KONTAKT

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




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Your name *

Your email *

Subject

Message



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3. RockChain OTVORENI OBRAZOVNI RESURSA (OER)

RockChainov OER pristup kombinira javni pristup resursima za obuku s okruženjem za učenje temeljenim na tečajevima za vođene putanje učenja. OER je osmišljen tako da osigura da se ishodi projekta mogu koristiti i ponovno koristiti od strane centara za obuku i stručnjaka, podržavajući i samostalno učenje i scenarije s instruktorom.

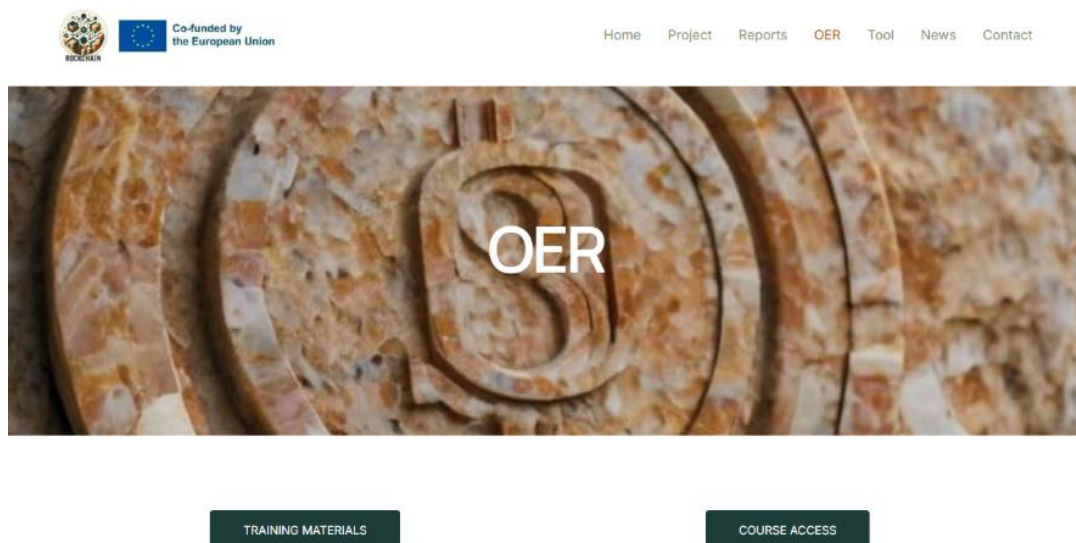
Pristup OER-u organiziran je putem:

3.1. Javni pristup (Materijali za obuku)

Glavni ulazni put: <https://rockchain.eu/oer/>

Sa ove stranice, "Materijali za obuku" trenutno usmjeravaju korisnike na javni repozitorij isporuka projekta: <https://rockchain.eu/reports/>

Ovo pruža transparentan pregled dokumenata i ishoda učenja povezanih s projektom, strukturiran prema WP-ovima.



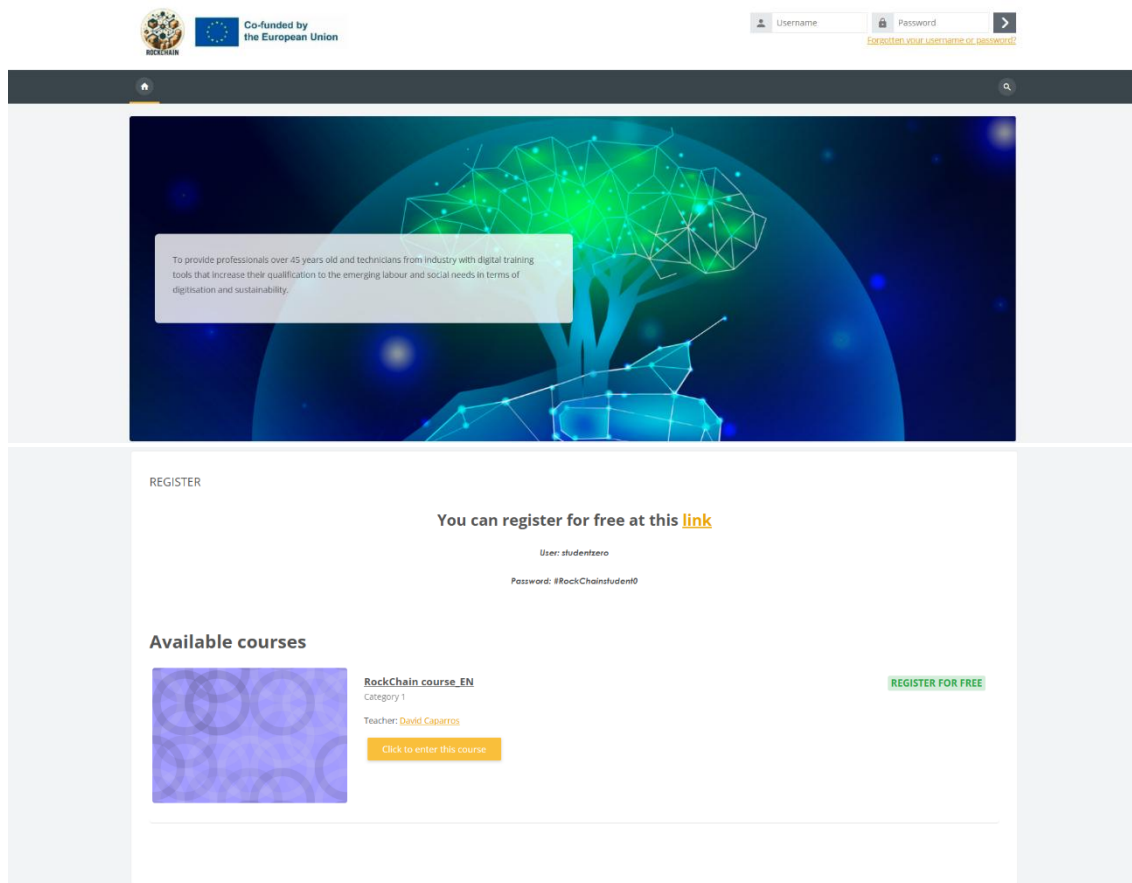
3.2. Pristup tečaju (Učno okruženje)

Strukturirano okruženje tečaja RockChain hostirano je na: <https://class.rockchain.eu/>

Korisnici mogu zatražiti/dobiti pristup okruženju tečaja putem obrasca za registraciju:

<https://docs.google.com/forms/d/e/1FAIpQLSfN5Rcu-HV0boWFvFEzdworaQ3yuFC8Yap6HusHyM9j23Drw/viewform?usp=header>

Platforma tečaja pruža vođenu rutu učenja usklađenu s kurikulumom projekta, omogućujući polaznicima da pregledavaju materijale u pedagoški koherentnom redoslijedu te podržava buduća ažuriranja i izdanja tečaja.



4. RockChain KORPORATIVNI IMIDŽ

Pri izradi logotipa projekta, glavni je cilj bio jasno i učinkovito odražavati identitet i temeljne vrijednosti projekta. U tom smislu, odlučili smo integrirati akronim projekta, "RockChain", u dizajn logotipa, nastojeći prenijeti njegovu svrhu i viziju na vizualno upečatljiv i koherentan način. Taj akronim nije trebao biti samo središnja točka logotipa, već i grafički prikaz veze između industrije prirodnog kamena i blockchain tehnologije, dva ključna aspekta projekta.

Od samog početka procesa dizajna, glavni je cilj bio stvoriti snažan vizualni identitet koji bi se mogao lako povezati i s vađenjem prirodnog kamena i s naprednim tehnološkim rješenjima koja nudi platforma temeljena na blockchainu. Ideja je bila da logotip intuitivno i izravno može komunicirati ta dva područja.

Nakon niza prijedloga za dizajn, u kojima su kombinirani i prilagođavani različiti grafički elementi, odabrana je konačna verzija logotipa zbog njegove sposobnosti da učinkovito prenese identitet projekta. Konačna verzija logotipa sadrži skladnu kompoziciju u kojoj akronim "RockChain" zauzima donji dio, a na vrhu su grafički elementi koji predstavljaju i svijet kamenoloma prirodnog kamena i bloknu strukturu karakterističnu za blockchain.

