



Press Release

## LIFE SUPERHERO LANDS ON THE WEB

***“Ventilated and permeable roofs for energetic sustainability and efficiency”***

November 2020 | The project **LIFE SUPERHERO** is officially online. Starting from today it is possible to find all the information about ongoing project updates, news, events and much more at: [www.lifesuperhero.eu](http://www.lifesuperhero.eu)

LIFE SUPERHERO project, coordinated by Centro Ceramico located in Italy (Sassuolo and Bologna), aims to spread the use of ventilated and permeable roof as an efficient solution for climate change adaptation and mitigation, with strategic synergies and consequences for environmental protection. Within the project, there are 10 partners representing the entrepreneurial, academic and institutional realities of Italy, France and Spain. In addition to Centro Ceramico, the consortium members are Confindustria Ceramica (Italian association of ceramic producers), HISPALYT (Spanish association of clay brick and tile producers) and three manufacturers of tile roofing elements, such as the Italian Industrie Cotto Possagno, the French Edilians and Terreal (which participates in the project with its Italian branch). Scientific partners are the Università Politecnica delle Marche (Italy) and the Center Technique de Matériaux Naturels de Construction (France), in addition to institutional organizations as ACER (Azienda Casa Emilia Romagna, Italy) and the Municipality of Reggio Emilia (Italy).

LIFE SUPERHERO's project website has been developed following the format of its predecessor LIFE HEROTILE, which is recognized by the European Commission as a Reference Best Practice for the development of LIFE Projects websites. It consists of a *responsive* platform which comes with an adaptable layout working on every kind of device, optimized for search engines and connected to main project's Social Networks: Facebook, Twitter and LinkedIn. In addition to the sections regarding objectives and expected results, LIFE SUPERHERO's website has a News & Events dedicated page, always updated with latest news and a “Newsletter” section, where it is possible to register in order to receive special updates directly in your e-mail inbox. The website aims not only to provide project related information but also to publish news regarding energy efficiency in the *building* sector: about this topic a blog will be created with posts and insights dedicated to sustainability enthusiasts and professionals in the building field.

The website has been developed by Warrant Hub's European Funding Development unit, which will support Confindustria Ceramica for project's communication and dissemination activities for the entire duration of the project.

For further information:

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