

H2020 Work Programme

D5.1 – BIObec Project Website

Lead Contractor: Sustainable Innovations (SIE)
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This document is the BIOBEC project website report (contract no. 101023381) corresponding to D5.1 (M3) led by SIE. This document presents a detailed description of the website, which has been developed by SIE with the collaboration of the whole consortium, its responsive design, look and feel, navigability, and content development process.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023381.

Project details			
Project acronym	BIObec	Start / Duration	September 2021
Topic	BBI-2020-SO4-S3 - Create and interlink bio-based education centres to meet industry's needs of skills and competences	Call identifier	February 2024
Type of Action	CSA	Coordinator	Davide Viaggi (UNIBO)
Contact persons	Ana Martinez anamartinez@sustainableinnovations.eu		
Website	www.biobec.eu		

Deliverable details			
Number	5.1		
Title	BIObec Project Website		
Work Package	5		
Dissemination level	Public	Nature	
Due date (M)	M3	Submission date (M)	M3
Deliverable responsible	SIE	Contact person	Ana Martínez

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Document History			
Date	Version	Name	Changes
25/10/2021	1	First draft	
16/11/2021	2	Final draft	Feedback incorporation and consolidation



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This project has received funding from the Bio Based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023381.

Acronyms and abbreviations

BBI JU	Bio-based Industries Joint Undertaking
BIC	Bio-based Industries Consortium
DCP	Dissemination and Communication Plan
DOA	Deed of Agreement
EC	European Commission
GP	General Public
PM	Policy Makers
SC	Scientific Community
TM	Trade Media
WP	Work Package

1 Executive summary

This document is the BIObec project website report (contract no. 101023381) corresponding to D5.1 (M3) led by SIE. It presents a detailed description of the website, which has been developed by SIE with the collaboration of the whole consortium, its responsive design, look and feel, navigability, and content development process. The design and structure have been developed to be responsive and provide access from any device. The content and messages incorporated have been defined with the purpose of reaching different audiences, including general public, scientific community, industry, and policymakers with the objective to maximise the impact of the project results, disseminate the outputs and serve as repository for all the content and results generated throughout the project duration.

2 Introduction

This deliverable contains the description of the project website that has been designed for the BIObec Project (contract no. 101023381). The BIObec Project Website is part of the Task 5.2 Online & Offline Dissemination & Communication activities within the BIObec dissemination, communication and stakeholder engagement work package 5. The project website has been created to provide information and access to papers



and any other non-confidential documentation related to the BIObec project. It is operational as of Month 2 and it has been designed to be the main information repository for the project, its objectives, results, and all activities related to its developments and progress. SIE will maintain the website updated regularly, while all the project partners will contribute with inputs.

The channels considered for mass dissemination to end-users include:

- Marketing media, the press, magazines, broadcast news, television, radio and Internet;
- BIObec official website (will contain information and commercial material);
- Social media: LinkedIn, Twitter and Instagram;
- Media and press contacts or spokespersons;
- Newsletter, distributed every 3 months to update stakeholders;
- Publications in scientific and non-scientific journals;
- General communication material (brochures, flyers, etc.).

The website encompasses a variety of materials that allow a successful communication and dissemination amongst the partners and towards the different audiences targeted. The following visual materials are part of the package prepared:

- The project's visual identity, font and colour palette to be included in all graphic communications and materials.
- The link to the project social media channels: LinkedIn and Twitter;
- News on events and advancements on the project;
- Press releases;
- Newsletter, distributed every 3 months to update stakeholders;
- Peer-reviewed publications;
- Public deliverables;
- General communication materials (brochures, flyers, etc.).

The communication strategy was designed around key questions that external visitors to the website might have:

- **WHY:** Highlight the importance and purpose of the project, which goes from the very specifics of encouraging and helping brand owners to switch to biobased approaches, to a much wider overall objective related to the bioeconomy, a sector in full growth that is key for the economy of the EU, as it has an annual turnover of 2.3 trillion € and it employs around 18 million people.
- **WHAT:** Provide a description and approach to the project.
- **WHO:** Present the consortium working to achieve these objectives.
- **HOW:** Describe BIObec progress along the project's development.

All this information appears or will appear as well on the website.



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3 Targeted audiences

The website will be provided with information matching the particular interests and needs of each target group and subgroup. By creating clear headings and subheadings, visitors will be able to seek out content that is most pertinent to them. By addressing technical language in a clear manner, it is the intention that the content be discernible for all audiences.

Table 1 : Target groups & contents

Target group / Stakeholder	Targeted results/content
Associations (AS)	Support data exchange and cross-sectoral collaboration between stakeholders.
Bio-based Industry (BI)	<ul style="list-style-type: none"> - Information about the educational offer and the benefits of the BBECs - Information about the skills gaps between industry and academia - BIObec framework for educational bodies - BIObec classification of Centre readiness level definition - BIObec's design and feasibility analysis of the six BBECs across Europe - Guidelines for connecting bio-based education centres across Europe and creating an innovative EU education ecosystem.
Education providers (EP)	<ul style="list-style-type: none"> - BIObec framework for educational bodies - BIObec classification of Centre readiness level definition - BIObec's design and feasibility analysis of the six BBECs across Europe - Guidelines for connecting bio-based education centres across Europe and creating an innovative EU education ecosystem. - BIObec training programme and e-Learning materials
General Public (GP)	<ul style="list-style-type: none"> - Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods.



	<ul style="list-style-type: none"> - Potential of the bio-based industry in Europe bringing wealth and jobs and representing another career option. - Usefulness of EU R&D and BBI funds and programmes. - Illustrative and didactic graphic and video materials.
Industrial Clusters (IC)	<ul style="list-style-type: none"> - Benefits of a qualified workforce for the bio-based industry. - Industrial needs and educational offer covering these needs. - Information about the BBECs
Multipliers (MP)	<ul style="list-style-type: none"> - Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods. - Potential of the bio-based industry in Europe bringing wealth and jobs. - Usefulness of EU R&D and BBI funds and programmes. - Illustrative and didactic graphic and video materials.
Policy makers (PM)	<ul style="list-style-type: none"> - Foster the replication and the public-private link. - Increase awareness of the benefits of the BBECs. - Need to review the legal framework and stimulate incentives. - Information about brand owners perceived risks.
Scientific community (SC)	<ul style="list-style-type: none"> - Results of the research carried out. - Lessons learned from sustainability assessment of bio-based approaches.
Trade media (TM)	<ul style="list-style-type: none"> - Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods. - Potential of the bio-based industry in Europe bringing wealth and jobs. - Usefulness of EU R&D and BBI funds and programmes.

	- Illustrative and didactic graphic and video materials.
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4 KPIS

A dedicated website in English has been set-up, presenting a description of the objectives, concept, and partners involved.

News related to the BIObec Project will be posted regularly and will revolve around topics such as: the objectives of the project, the progress of the work done, upcoming events, and workshops, publications, newsletters released, etc.

The impact and Key Performance Indicators (KPIs) will be measured considering the number of users entering the website, the time spent in it, the bounce rate and the number of pages visited in each session.

The Grant Agreement states a KPI of 5,000 visitors in the total duration of the project, and an average session duration of between 2 minutes and 2 minutes and a half.

In addition, the website is key to achieve many of the KPIs related to other areas of communication and dissemination and it will contribute to it as it can be seen in the table below.

Table 2 : KPIs to which the website will contribute

Activity	How the website will contribute	KPI
Newsletters	They will all be shared on the website, boosting a broader reach.	Over 1,500 views
Brochure / Poster / Roll up / Infographic	All the marketing materials will be shared on the website and promoted	Over 300
Videos	They will be shared on the website, increasing their reach.	Over 200 views
Webinars	They will be announced and promoted on the website, helping to attract more participants. In addition, the sessions will be recorded and shared on the website (through a YouTube embed) to maximise their impact.	Over 50 participants
Social media	The website will include the link to the project LinkedIn and Twitter channels, driving traffic to them	1,000 followers in total



<p>Final event</p>	<p>It will be announced and promoted on the website, helping to attract more participants. If possible, the event will be recorded and shared on the website (through a YouTube embed) to maximise its impact.</p>	<p>Over 50 attendees</p>
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Website structure

The BIObec website is accessible on <https://biobec.eu/> . The URL name was reserved the first day of the project, 1 September 2021, and it will be kept during the project's execution and for two years after its completion. The .eu domain was chosen to emphasize the European perspective of the project.

5 Design

5.1 Responsiveness and inclusivity

The BIObec website has been designed to respond to different user's behaviours and environments based on device, screen size and resolution, platform, and orientation. The website's functionality works and is adapted in different devices including: Smart Phones, Tablets (using Android, iOS or Linux operative systems). It was as well adapted to different browsers.

In addition, alternative texts were added to the website images to ensure inclusivity, taking into account those who have a bad internet connection and people with visual impairments.

5.2 Navigability and layout

The BIObec Project website is characterized by its easy navigability, simplicity and user-friendly features. On the menu, the following sections have been created: About, Stakeholders, Documents, News and Contact. Intended to be an informative website, and according to the project's needs to update information, this organisation or internet architecture allows the different audiences to learn more about the project.

The 'About' submenu comprises two (2) subsections to introduce the project: Project and Partners. The first one includes also five (5) subsections: BBECs, Objectives, Stakeholders Involved, Impact and Methodology. They briefly present the value proposition of the BIObec project including pictures, graphics, figures and messages to let the audience understand what the project is about and why it is innovative and marketable. The Partners section includes a description of each organisation involved in the project and links to their websites.



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On the 'Documents' submenu, there are four (4) subsections: Press releases, Newsletters, Deliverables and Communication Materials. Each section will be useful to have organised all the important documents that should be disseminated during the project execution.

The 'News' submenu is useful to inform on recent developments within the project.

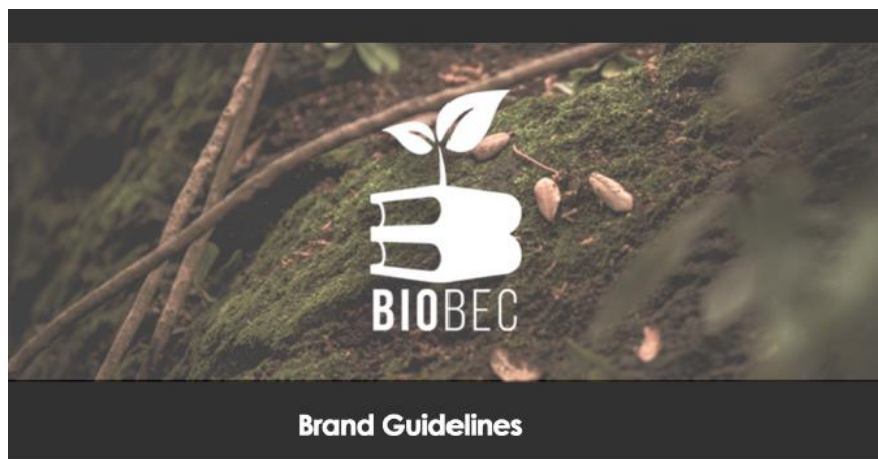
The 'Contact' section contains a form and the general email address of the project that the Communications team (SIE) manages info@biobec.eu

Social media icons (LinkedIn and Twitter) appear in the header and in the footer, while the generic contact email and a box to subscribe to the newsletter remain in the footer.

The BIObec Project website uses a modern layout and impacting images that represent the project's link to the bio-based industry incorporating different colors with several green tones. It follows the visual identity established for the project using the pre-selected project typography and colours (Figure 1).

The layout is based on story telling principles that guides the visitor through the BIObec story using images, icons, and key appealing messages expressing the value proposition of the project's technologies, methodologies and identity.

Figure 1. Project's visual identity



Color palette

#FFFFFF R 255 G 255 B 255	#A1A1A1 C 43 R 161 M 33 G 161 Y 33 B 161 N 0 #808080	#313131 C 82 R 49 M 76 G 49 Y 69 B 49 N 44 #1E1E1E	#66C028 C 65 R 107 M 0 G 200 Y 86 B 42 N 0 #5C8226	#146F5D C 89 R 20 M 46 G 111 Y 73 B 93 N 6 #004F3F
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Text/background/icon

#EFEFEF R 239 G 239 B 239

Background/graphic elements



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Font setting print & desktop presentation

Title 1 Bold 24pt

Futura std

#5CACC26

Abcdefghi

Subtitle 1 Regular 16pt

Futura std

#004F3F

Abcdefghi

Titre 3 Bold 12pt

Futura std

#313131

Abcdefghi

Text Regular 11pt

Futura std

#313131

Abcdefghi

Figures Regular Italic 11pt

Futura std

#898989

Abcdefghi

Font setting web (Google font)

Title 1 Bold 24pt

Montserrat

#5CACC26

Abcdefghi

Subtitle 1 Regular 16pt

Montserrat

#004F3F

Abcdefghi

Titre 3 Bold 12pt

Montserrat

#313131

Abcdefghi

Text Regular 11pt

Montserrat

#313131

Abcdefghi

Figures Regular Italic 11pt

Montserrat

#898989

Abcdefghi

Iconography style



Photography style



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Photography style



Logo color



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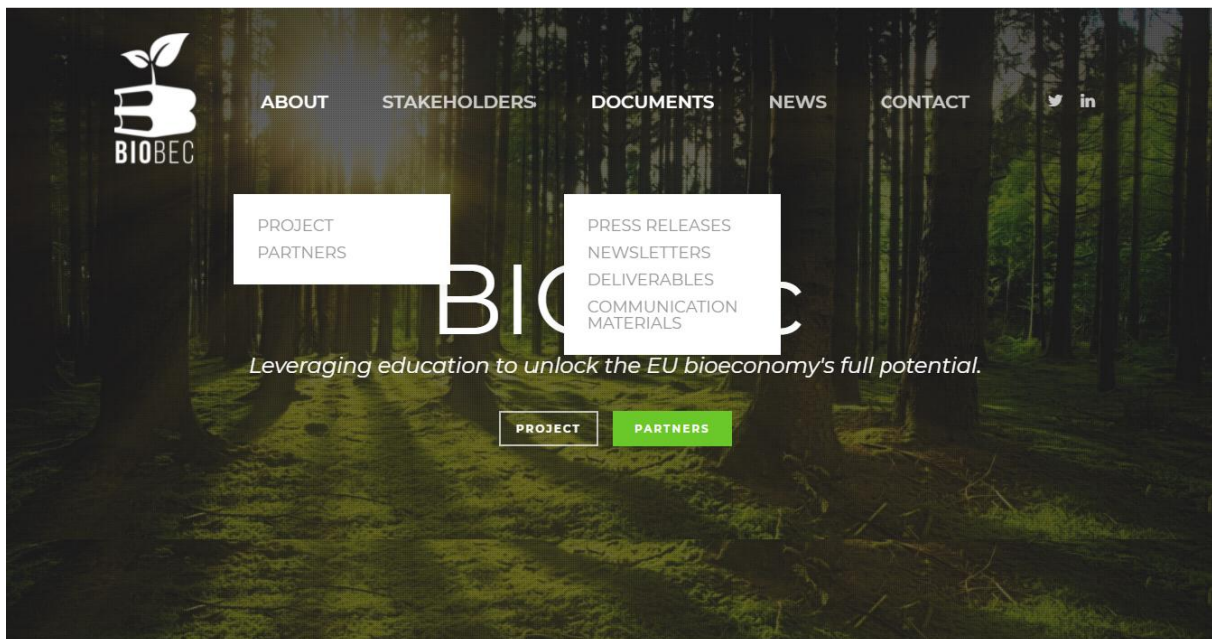


The website is arranged following the structure in the table below.

Table 1. Website structure

HOME	ABOUT	STAKEHOLDERS	DOCUMENTS	NEWS	CONTACT
BIOBEC			PRESS RELEASES		
STAKEHOLDERS INVOLVED			NEWSLETTERS		
BBECS			DELIVERABLES		
OBJECTIVES			COMMUNICATION MATERIALS		
NEWS					
CONTACT					

Figure 2. Home menu



Below are presented screenshots of each section, showing its overall structure, contents, look and feel. The aim is to have an overview in this report, but not to read the whole texts, which can do by directly visiting the website: <https://biobec.eu/>



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Figure 3. Home



BIObec

The BIObec project aims to build bridges between the bio-based industry and the education system by interlinking universities, innovation labs, and R&D centres with industrial actors and regions.

In order to achieve this, the project proposes a holistic framework that merges the traditional idea of an education centre, with that of a knowledge hub.

BIObec will establish multi-level Bio-Based Education Centres (BBECs) to act as knowledge hubs bridging the gaps between academic institutions, students, innovation entities and policy makers. Likewise, the BBECs will be flexible enough to answer the actual and future needs of the industry and surrounding ecosystem at local, regional and national levels.



BIO-BASED EDUCATION CENTRES (BBECs)



The BBECs concept will be design according to the framework of different EU regions and will be characterized by:

- Collaboration.
- Multi-level networking of actors, centres and education.
- Flexibility and modularity to answer European complexity.
- Industry and education connection strengthened.
- Digitisation.
- Innovative educational formats.



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OBJECTIVES

- Align the needs for skills and their availability through consistent interactions between the bio-based industry and educational institutions at local, regional, national and European levels.
- Prevent skills gaps in the bio-based industry.
- Maintain industrial activities and boost jobs and income for local communities.
- Generate education and learning opportunities for community members and increase their employability.
- Provide early insight into career opportunities for graduates at vocational and university levels.
- Offer opportunities to educate a wide range of stakeholders on bio-based activities and sustainability.

NEWS



Promoting education, training and skills across the bioeconomy: First study workshop
BIObec | News

Our project coordinator from the University of Bologna Davide Viaggi and our partner Susanna Albertini from FVA participated in the online workshop "Promoting education, training and skills across the bioeconomy".



Subscribe to the BIObec newsletter!
BIObec | News

The BIObec project will soon launch its first newsletter where the main objectives of this initiative, the partners involved in the consortium, and the project's rationale will be introduced. This...



BIObec presented at three different events
BIObec | News

The BIObec partners have been very proactive since the project kicked off and have already presented BIObec at three different events: Prof. Davide Viaggi, project coordinator from the University of...

CONTACT

info@biobec.eu

Your name

Your email

Subject

Your message (optional)

I have read and agree to the [terms and conditions](#).



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SECTIONS

PROJECT
PARTNERS
STAKEHOLDERS
DOCUMENTS
NEWS
CONTACT

LEGAL ADVICE

Privacy Policy
Cookies Policy
Legal Notice

CONTACT

info@biobec.eu

NEWSLETTER

Your email address

I have read and agree to the terms & conditions.

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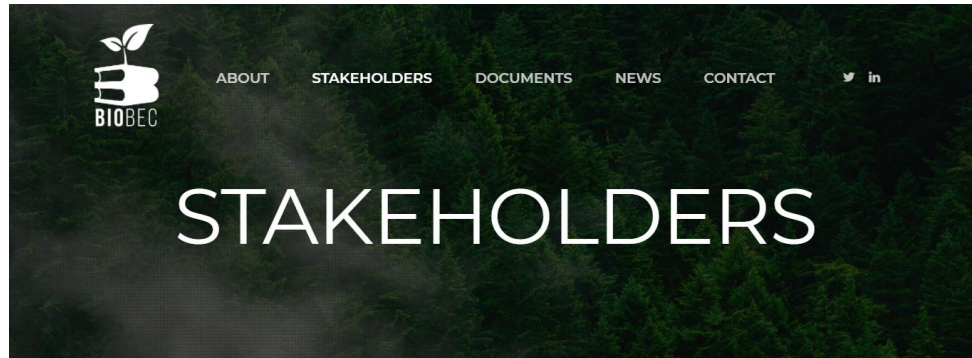


Horizon 2020
European Union Funding
for Research & Innovation

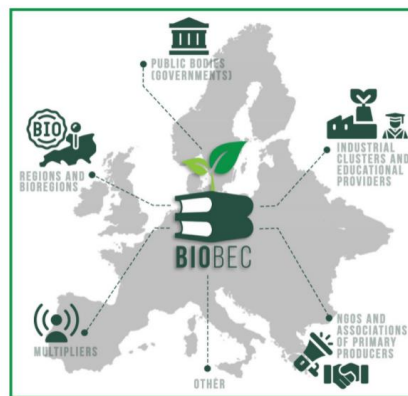
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Figure 4. Stakeholders section



BIObec aims to build bridges between the bio-based industry and the education system by interlinking academic institutions, universities, innovation labs, and R&D centres with industrial actors, innovation entities and policy makers. Thus, the involvement of this range of stakeholders from the beginning of the project is key to the achievement of our goals!



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SECTIONS

- PROJECT
- PARTNERS
- STAKEHOLDERS
- DOCUMENTS
- NEWS
- CONTACT

LEGAL ADVICE

- Privacy Policy
- Cookies Policy
- Legal Notice

CONTACT

info@biobec.eu

NEWSLETTER

Your email address

I have read and agree to the terms & conditions.

Sign up

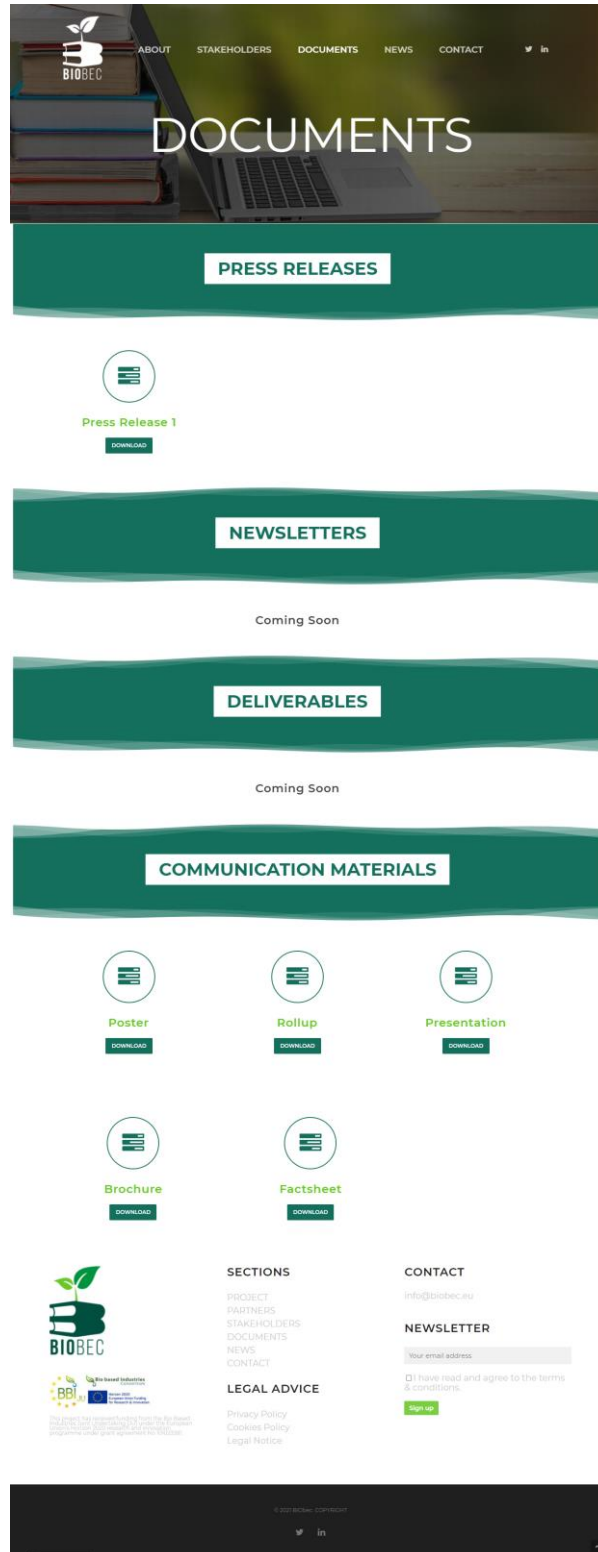
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Figure 5. Documents section



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Figure 6. News section

NEWS

Promoting education, training and skills across the bioeconomy: First study workshop

Our project coordinator from the University of Bologna Davide Viaggi and our partner Susanna Albertini...

BIObec
October 26, 2021

Subscribe to the BIObec newsletter!

The BIObec project will soon launch its first newsletter where the main objectives of this...

BIObec
October 11, 2021

BIObec presented at three different events

The BIObec partners have been very proactive since the project kicked off and have already...

BIObec
October 7, 2021

BIObec: leveraging education to unlock the EU bioeconomy's full potential

BIObec, a new project leveraging education to unlock the full potential of the European Union's...

BIObec
September 7, 2021

SECTIONS

- PROJECT
- PARTNERS
- STAKEHOLDERS
- DOCUMENTS
- NEWS
- CONTACT

LEGAL ADVICE

- Privacy Policy
- Cookies Policy
- Legal Notice

CONTACT

info@biobec.eu

NEWSLETTER

Your email address

I have read and agree to the terms & conditions.

[Sign up](#)

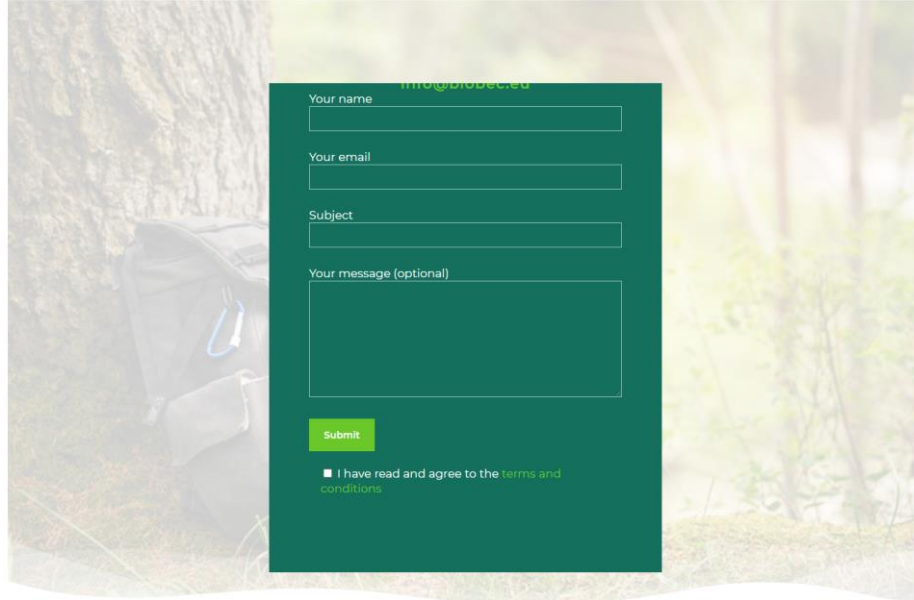
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Figure 6. Contact section



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SECTIONS

- [PROJECT](#)
- [PARTNERS](#)
- [STAKEHOLDERS](#)
- [DOCUMENTS](#)
- [NEWS](#)
- [CONTACT](#)

LEGAL ADVICE

- [Privacy Policy](#)
- [Cookies Policy](#)
- [Legal Notice](#)

CONTACT

info@biobec.eu

NEWSLETTER

Your email address

I have read and agree to the terms & conditions.

[Sign up](#)

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6 Design

The BIObec website was accessible from Month 2 (October 19, 2021) and it will be up and running for the duration of the project and for a further 2 years after its completion. It was developed in three steps:

1. Content and visual proposition.
2. Design.
3. Feedback and corrections.

The content included possible messages, menus, and submenus, navigability as well as visual prospects in the form of a site map. The site is not a static tool. Modifications can be made at any time per consortium's request and verification with the Project Coordinator. SIE will regularly update and maintain it, and it will play a proactive role in checking with partners for the latest news, thus ensuring the regularity of the flow of information.

Content resulting from project outcomes and other activities will be published on a regular basis. All the partners should contribute to this by sharing their progress and activities with SIE, who will then consolidate the information and proceed to the website update.

Public deliverables and reports will also be uploaded and promoted.

7 Insights and analytics

Google analytics and search console have been activated to optimise the website, its responsiveness and extract analytics on its performance. Statistical data will be collected about the website visitors that subsequently will be analysed by Google Analytics and included in the project reports. The website will be responsive to work on a variety of devices and screen sizes, such as smartphones, tablets, laptops and computers.