VIPRISCAR

Validation of an industrial process to manufacture isosorbide bis(methyl carbonate) at pilot level

Deliverable D8.15

Project Public Website

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Revision History

Revision	Date	Description	Reviewer

EXECUTIVE SUMMARY

The deliverable (D8.15) is a public document of the VIPRISCAR project, produced in the context of WP8, Task 8.5 Development of the Project communication and dissemination strategy and with subtask 8.5.1 Project website, online media and print. The objective of WP8 is to ensure widespread dissemination and communication of VIPRISCAR results.

A dedicated website for dissemination and communication purposes has been produced at the beginning of the project and will be updated throughout the project, including updated information about the project, news, events, and downloadable material. The website will be linked from and to the partners' web-site and relevant scientific communities.

The website is available online and can be accessed at https://vipriscar.eu/.

TABLE OF CONTENTS

LIST OF FIGURES

1. INTRODUCTION

The deliverable (D8.15) is a public document of the VIPRISCAR project, produced in the context of WP8, Task 8.5 Development of the Project communication and dissemination strategy and with subtask 8.5.1 Project website, online media and print. The objective of WP8 is to ensure widespread dissemination and communication of VIPRISCAR results.

The dissemination and communication strategy encompasses a variety of oriented materials aimed at different target groups. These activities will be tailored to the different target groups involved in the project (including the general public) when it comes to contents as well as tools to be used. Dissemination and communication tools/activities include, but are not limited to, the following examples:

- Creation of a visual identity -comprising logo, font and colour palette- to be included in all graphical communication.
- Development of physical dissemination materials: leaflets, reports, catalogues, …
- Development of online materials: web site, social network group profiles
- Participation in dissemination events: conferences, seminars, exhibitions, meetings, information days and demonstrations.
- Press releases, radio and TV presence.

One of the main important selected channels for the dissemination and communication of the performed work, results and impact of the ongoing activities of the VIPRISCAR project is a project dedicated website. This dedicated website has been produced at the beginning of the project and will be updated throughout the whole life of the project, including updated information about the project, news, events, and downloadable material.

The web for the VIPRISCAR project has been designed considering the previously defined visual criteria identity. The website will be linked from and to the partners' website and relevant scientific communities. The website is also a threshold for social media links.

The VIPRISCAR website is available online and can be accessed at https://vipriscar.eu/

The portal is expected to attract individual visitors as well as stakeholders with an interest in bioproducts and will constitute an important source of information for public authorities, relevant to their decision making. Academic and technical audience will also have the opportunity to benefit from the reports and research data published. The dedicated Publication section will allow readers to download all project dissemination documentation and practical information for expert and non-expert audiences. In addition, journalists will find information sources in the News and Events section, such as press releases.

The website will be subject to standard impact assessment practices through Google Analytics, counting unique visitors, repeater visitors, time spent by visitors and other key factors and following their development over time. Those indicators will be used to enforce changes when required, e.g. results expectations are not being met.

2. STRUCTURE OF THE PROJECT WEBSITE

2.1 OVERVIEW

The project website has been set up under the address https://vipriscar.eu/. As Project Coordinator, TECNALIA is the responsible for the website hosting, website design, correct functioning and contents update. The domain will be kept registered for at least 2 years beyond the project's end date.

The website of the project has been developed in English, understanding that not only is it the official language of the project, but also the main communication language if the technology must reach a wide audience.

VIPRISCAR website has been designed to quickly address the key questions that external visitors to the website are expected to have:

- To provide a description of the project: An introduction, the objectives of the project, the expected impacts that will be obtained... **(What?).**
- To present the consortium that will perform the work to achieve these objectives **(Who?)**
- To describe the work that will be performed **(How?).**

VIPRISCAR website will also fulfil the following functionalities:

- To serve as a dissemination channel for the different communication materials that will be produced along the project.
- To provide material for press & specialised media professionals and to collect the appearances of the project on these media.
- To provide information about the events related to bio-based products, especially those events in which VIPRISCAR participates.
- To serve as a connection channel to social media networks.
- To provide a contact for asking information, send comments, suggestions…

2.1.1 VIPRISCAR WEBSITE MAIN PAGE

For these purposes the VIPRISCAR website main page has the following structure:

- Project (What?)
  - Project Description
  - Objectives
  - Expected impacts
- Consortium (Who?)
- Structure (How?)
  - It will include a drop-down description for WP1 to WP9
- Publications

- Dissemination Material
- Public deliverables
- Scientific Communications
- Research Data

- News & Events
- Contact
- Member area

The navigation through these sections will be performed through a bar menu or through a lateral dot navigation bar.

FIGURE 2.1: BAR MENU OF THE VIPRISCAR WEBSITE

2.2 THE PROJECT SECTION

This area of the VIPRISCAR website is divided in three parts or subsections. Each one could be accessible through the drop-down submenus that appear when selecting “Project” at the Menu Bar. This part of the website will mainly remain static throughout the project.

2.2.1 PROJECT DESCRIPTION SUBSECTION

It defines the project framework and presents the overall concept highlighting the key messages of the VIPRISCAR project:

- produce, under suitable market conditions, IBMC at a similar price to that of current oil-based monomers used in polycarbonates and polyurethanes.
- demonstrating the usefulness of polymers derived thereof in three high-volume market sectors: industrial coatings, hot-melt adhesives, and biomedicine.

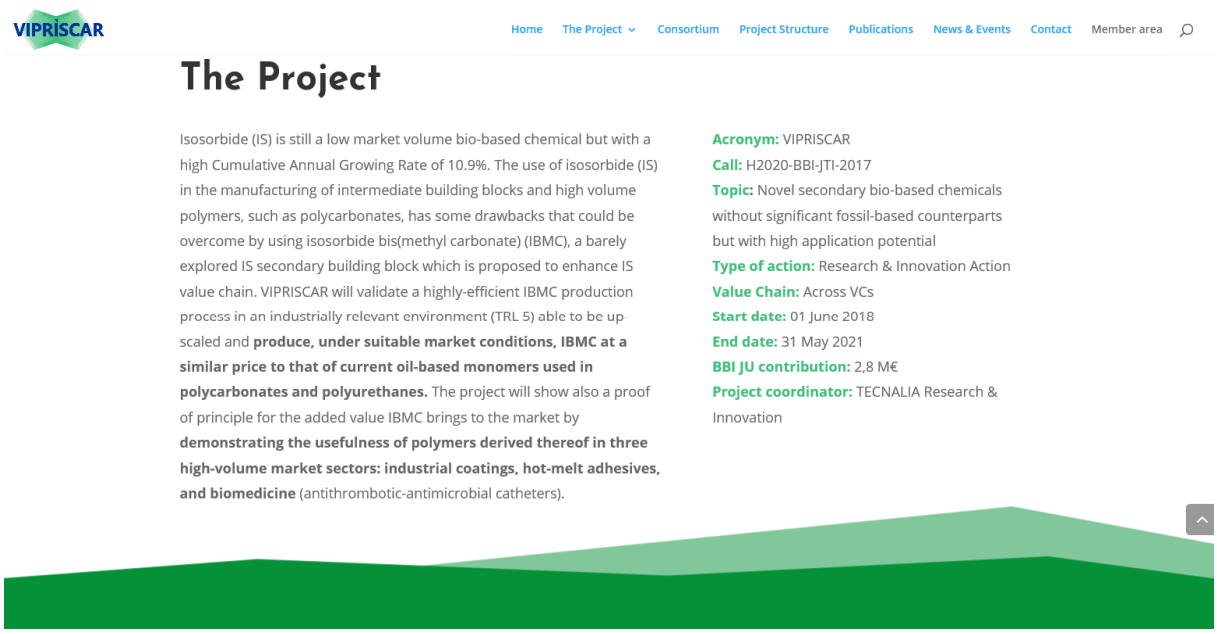

FIGURE 2.2: PROJECT DESCRIPTION SUBSECTION

2.2.2 PROJECT OBJECTIVES SUBSECTION

Here are presented the main objectives of the project. These objectives describe in more detail the overall objective described in the previous section.

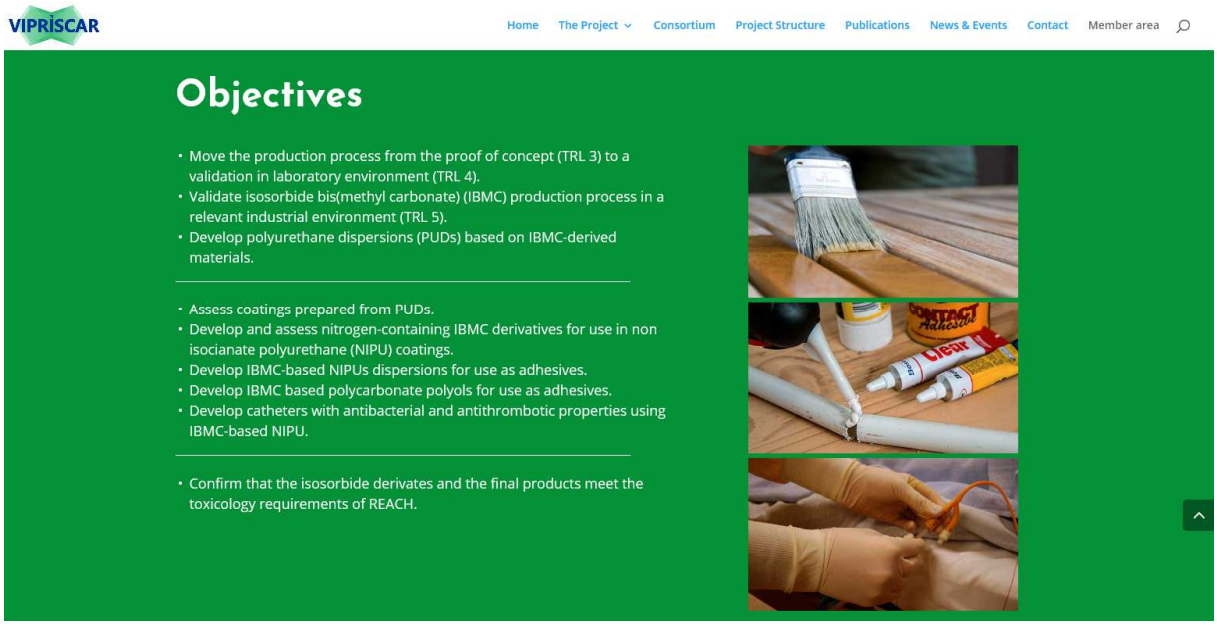

FIGURE 2.3: PROJECT OBJECTIVES SUBSECTION

2.2.3 PROJECT EXPECTED IMPACTS SUBSECTION

The expected impacts are related to the individual project results that are the focus of the different Work Packages.

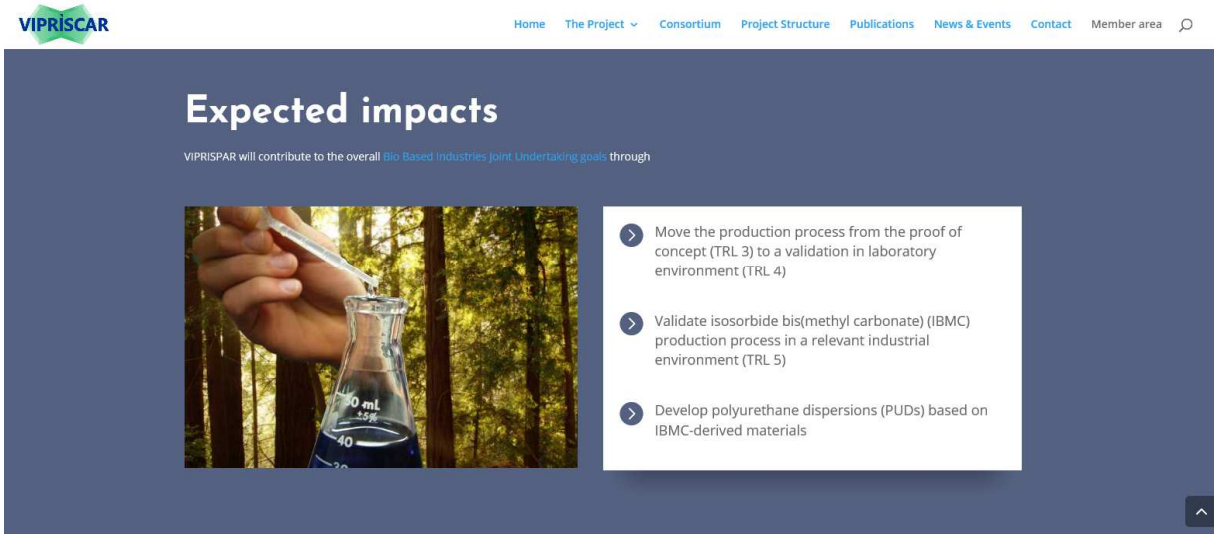

FIGURE 2.4: PROJECT EXPECTED IMPACTS SUBSECTION

2.3 CONSORTIUM

This section contains information about the partners involved in the VIPRISCAR project. Each of the partner's logo provides a link to the partner's homepage in order to provide the user with more information on the partner expertise and activities. This part of the website will also be static, except in the case of partner changes in the project.

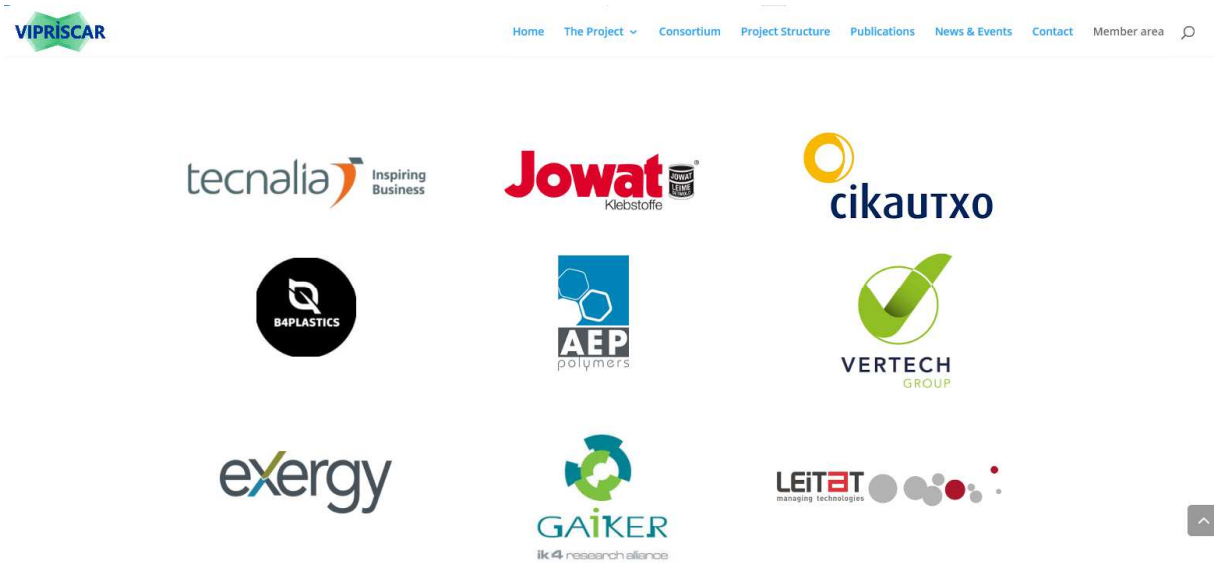

FIGURE 2.5: CONSORTIUM SECTION

2.4 PROJECT STRUCTURE

This section presents in a schematic way the structure of project work plan. The schematic presents the different Work Packages that configure the project and the relationship among them providing a holistic vision of the VIPRISCAR project.

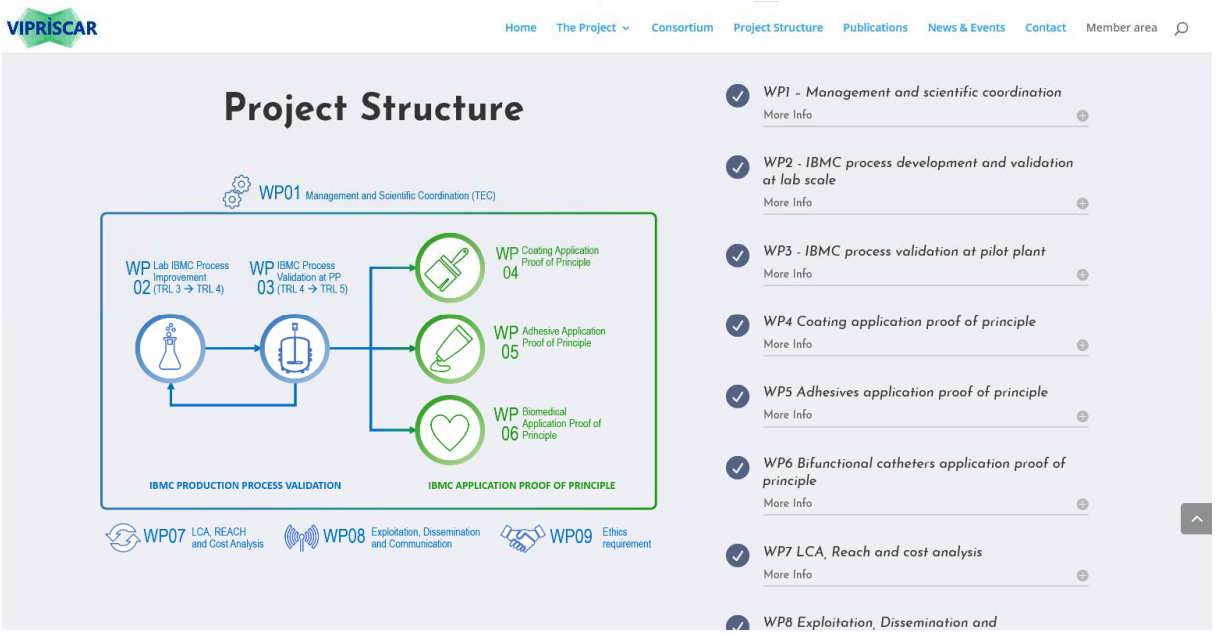

FIGURE 2.6: PROJECT STRUCTURE SECTION

Clicking on more info on each of the Work Packages, the objectives and tasks are described in more detail.

2.5 PUBLICATIONS

This section of the project website presents different outcomes of the VIPRISCAR project. They will be updated as new public results are produced. Different publications categories can be accessed and downloaded here:

- Dissemination material: leaflet of the project, posters, presentations…
- Public deliverables
- Scientific communications
- Research data

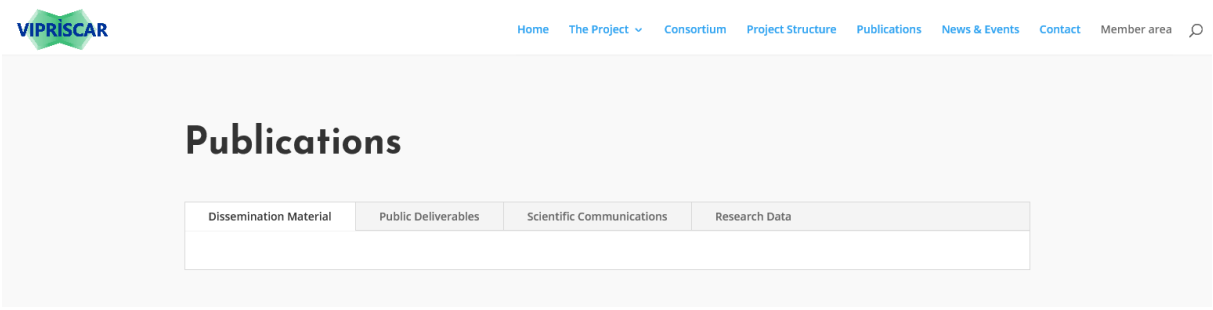

FIGURE 2.7: PUBLICATIONS SECTION

2.6 NEWS & EVENTS

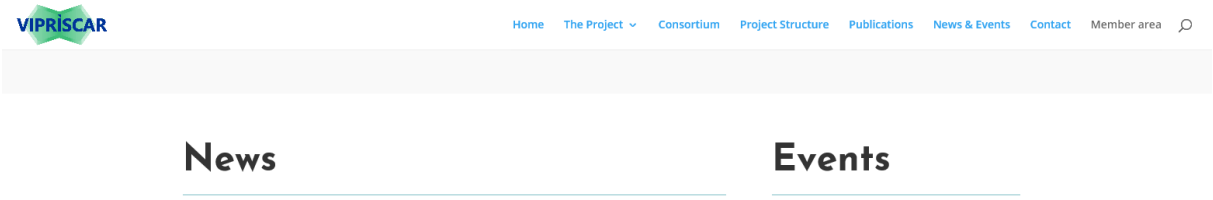

FIGURE 2.8: NEWS & EVENTS SECTION

2.6.1 NEWS SUBSECTION

This subsection provides material for press and specialised media professionals and will collect the appearances of the project on these media. Each of the news or press releases has here an extract that involves a link for the full piece of news. This subsection will also be subject of frequent updates throughout the project lifetime.

This section includes also links to the social network channels to be used in VIPRISCAR, in order to maximise the impact of project dissemination.

2.6.2 EVENTS SUBSECTION

This subsection will provide information about the events related to bio-based products, especially those events in which VIPRISCAR participates.

Each of the events will include its title, date, place and a brief description. A link to the event will be also provided and links to any download material will be also included.

2.7 CONTACT

The last section of the main page of the website provides contact information. Web users can ask for information, send comments and/or suggestions.

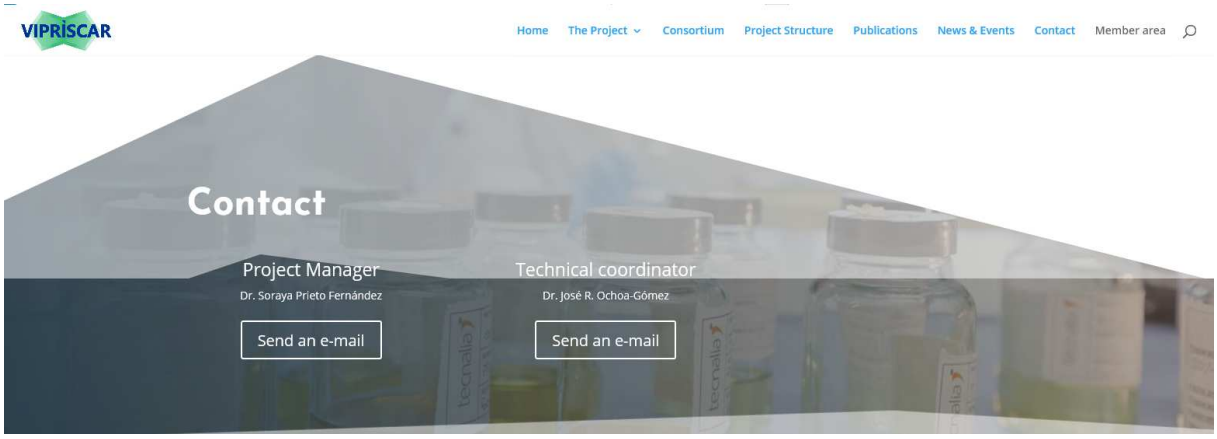

FIGURE 2.9: CONTACT SECTION

CONTACT DETAILS

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