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Deliverable 9.1

# Project Web-portal, Blog and Social Media Groups

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Dissemination level: Public

Date: 30/03/2021



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## Document control sheet

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### DOCUMENT HISTORY

Date	Version (n.)	Summary of changes
26/03/2021	1.0	Initial draft
30/03/2021	1.1	Final document

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## Executive Summary

This report focuses on the structure of the project’s official web-portal, blog and social media groups as these are developed within Task 9.1 “Dissemination & Communication activities” of the Work Package 9 “Dissemination Communication and Clustering”.

## Introduction

Task 9.1 leader, RDC Informatics (RDC), in collaboration with Work package 9 leader, European Biomass Industry Association (EUBIA), is in charge of creating the official project’s web portal, blog (media) and social media groups by the end of month 3 (March 2021) of the project’s timeline.

Official Project’s Web-Portal URL:

<https://www.biomac-oitb.eu>

Official Project’s Blog (Media) URL:

<https://www.biomac-oitb.eu/en/static/media>

Official Project’s Facebook Page:

<https://www.facebook.com/biomacoitb>

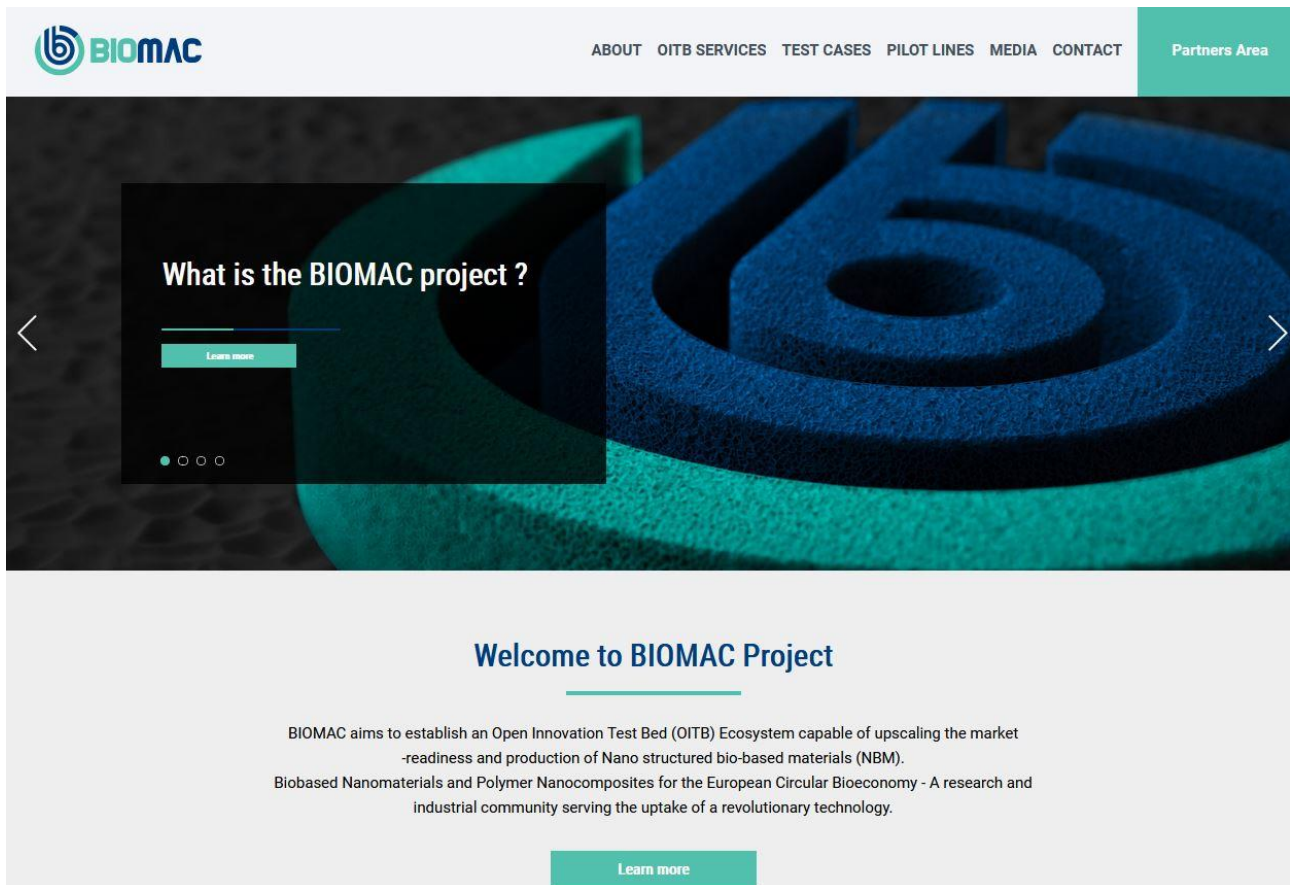
Official Project’s LinkedIn Page:

<https://www.linkedin.com/company/biomacoitb>

Official Project’s YouTube Channel:

[https://www.youtube.com/channel/UCgr9O6qmBk8\\_IFcXu2SY\\_QA](https://www.youtube.com/channel/UCgr9O6qmBk8_IFcXu2SY_QA)

## OFFICIAL PROJECT'S WEB-PORTAL



*Figure 1 – Official project's web-portal home-page*

The official project's web-portal is developed under the URL <https://www.biomac-oitb.eu> and it is custom-made to serve the needs of the BIOMAC project.

The goal of the BIOMAC web-portal is to:

- Explain the project's definition, priorities, and anticipated results in depth.
- Educate and raise awareness about the project's wider topics.
- Provide users with up-to-date information on events and news that are related to or important to the project.
- Distribute educational materials and publications to any interested party.

The official project’s web-portal and the official project’s partner’s collaboration platform (PCP) are parts of the same web-application entity and both work under the same domain (<https://www.biomac-oitb.eu>).

## Structure & Sitemap

In collaboration with all partners, the official project’s web-portal structure and sitemap has been established and is presented below.

- Home
- About
  - The Project
  - Goals – Impact
  - Workplan
  - NanoMaterials & Polymers
  - The BIOMAC Team
- OITB Services
  - Pilot Plant Supreme Hub
  - Validation Hub
  - Value Chain Hub
  - Market Uptake Hub
- Test Cases
  - Automotive
  - Agriculture
  - Food Packaging
  - Construction
  - Printed Electronics
- Pilot Lines
  - Pilot Line 1

- ...
- Pilot Line 17
- Media
  - News
  - Blog
  - Events
  - Press Releases
- Download Center
  - Dissemination Material
  - Public Deliverables
  - Publications
- Contact

All content and texts presented on the above sections, are made in collaboration with all partners and approved by the project coordinator Aristotle University of Thessaloniki (AUTH).

Furthermore, all pages and sections of the official project’s web-portal have been properly search-engine optimized (SEO) to better serve the dissemination and communication purposes.



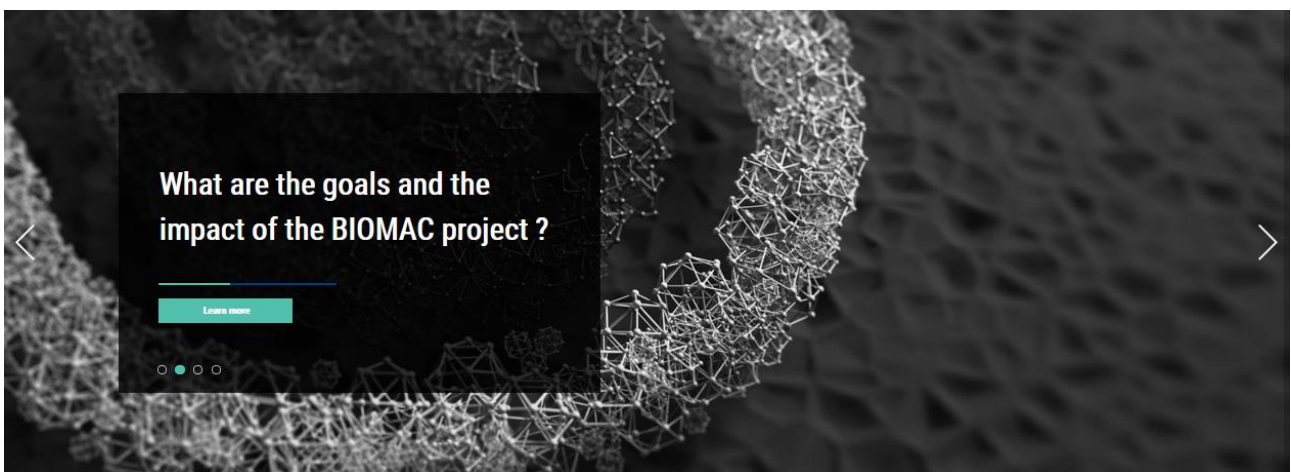
## Design

The strategy behind the custom-made design of the official project’s web-portal, is to enhance the branding and the identity of the BIOMAC project with unique and recognizable material and assets whilst presenting the project’s concept, goals, outcome, impact and scientific content, in a way that is easily reachable and understandable both by the scientific and non-scientific audience.

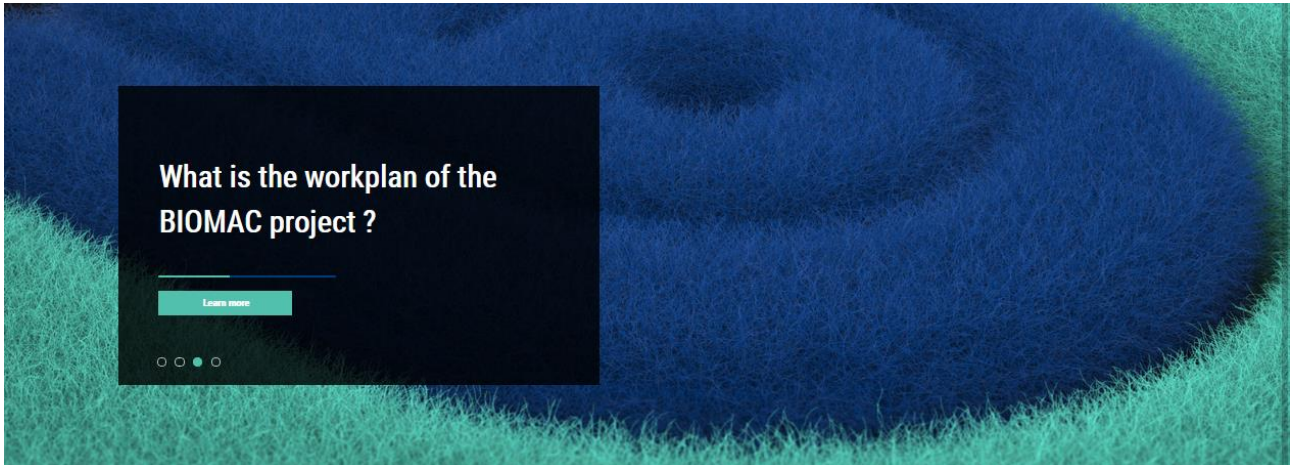
Some of the unique assets included on the BIOMAC web-portal, are presented below:



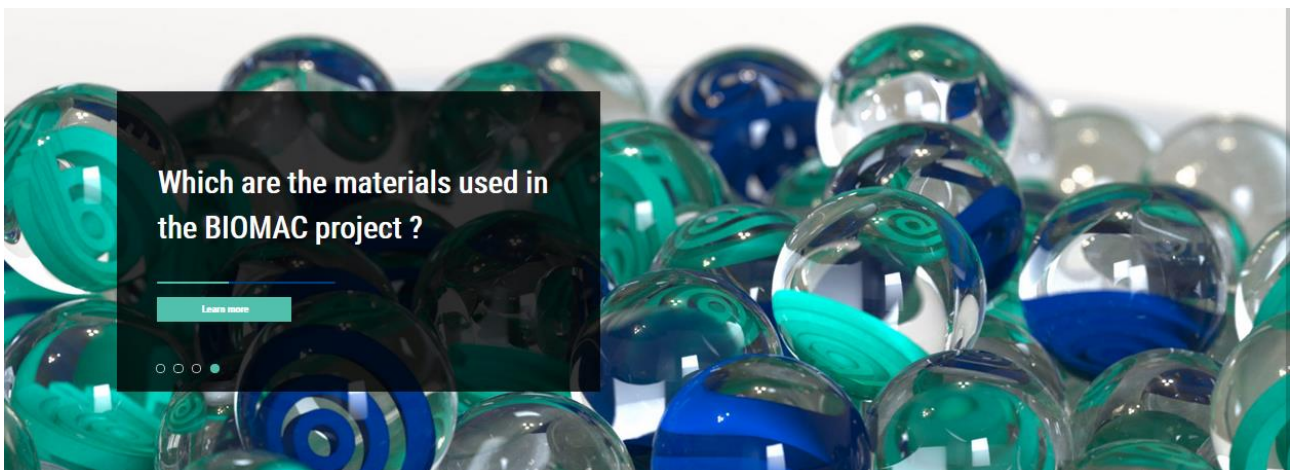
*Figure 2 – Official project’s web-portal home-page slider, slide 1*



*Figure 3 – Official project’s web-portal home-page slider, slide 2*

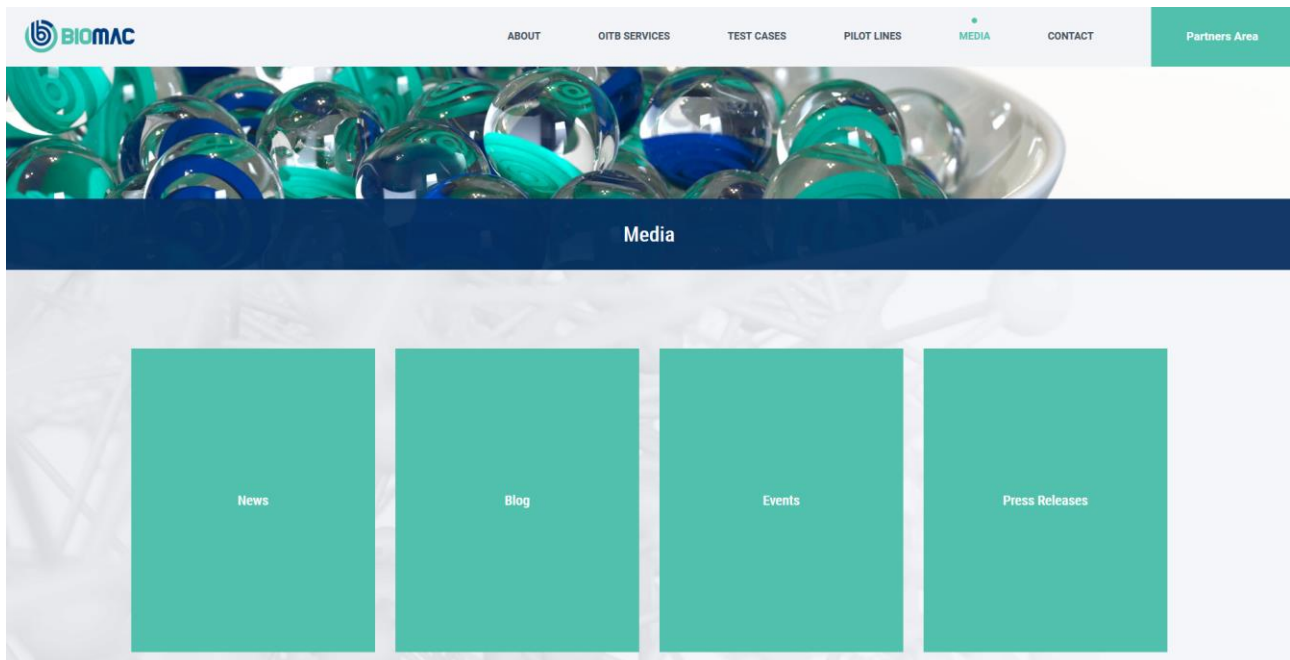


*Figure 4 – Official project's web-portal home-page slider, slide 3*



*Figure 5 – Official project's web-portal home-page slider, slide 4*

## OFFICIAL PROJECT’S BLOG (MEDIA)



*Figure 6 – Official project's blog (media) page*

The official project's blog is developed under the URL <https://www.biomac-oitb.eu/en/static/media> and it is part of the official project's web-portal.

It is divided in four main categories, each one made to serve a unique purpose.

The official project's blog main categories are presented below.

- News
- Blog
- Events
- Press Releases



## News

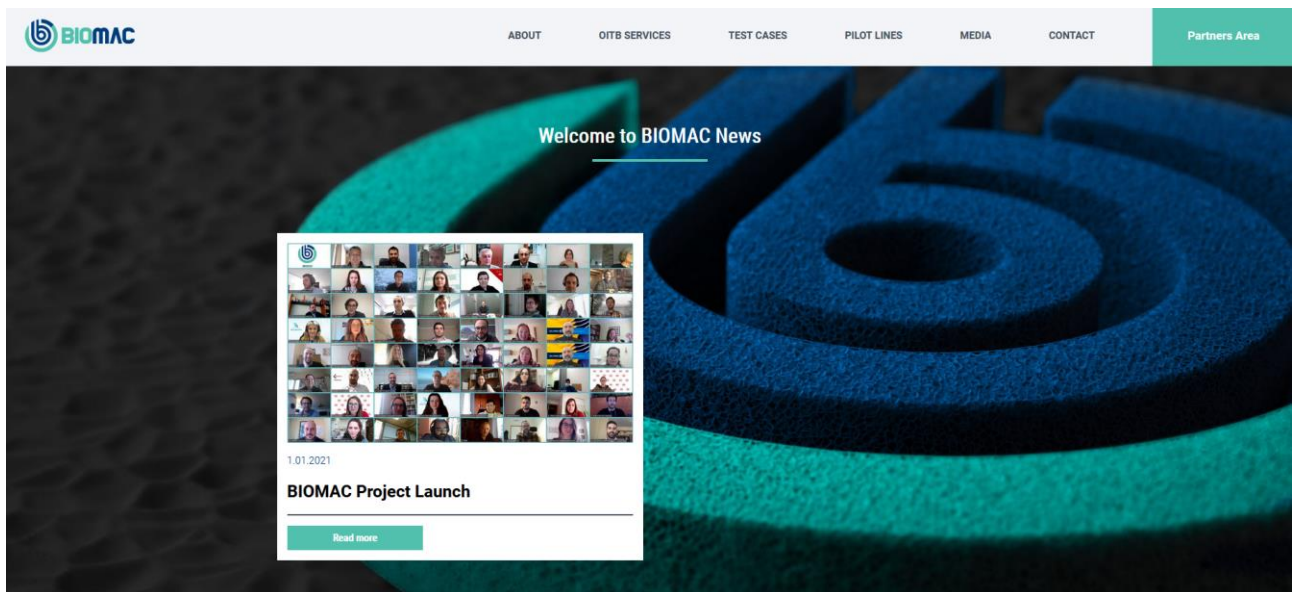


Figure 7 – Official project's blog (media), News category page

The "News" category is made specifically to present articles and topics related to the BIOMAC project's progress.

## Blog

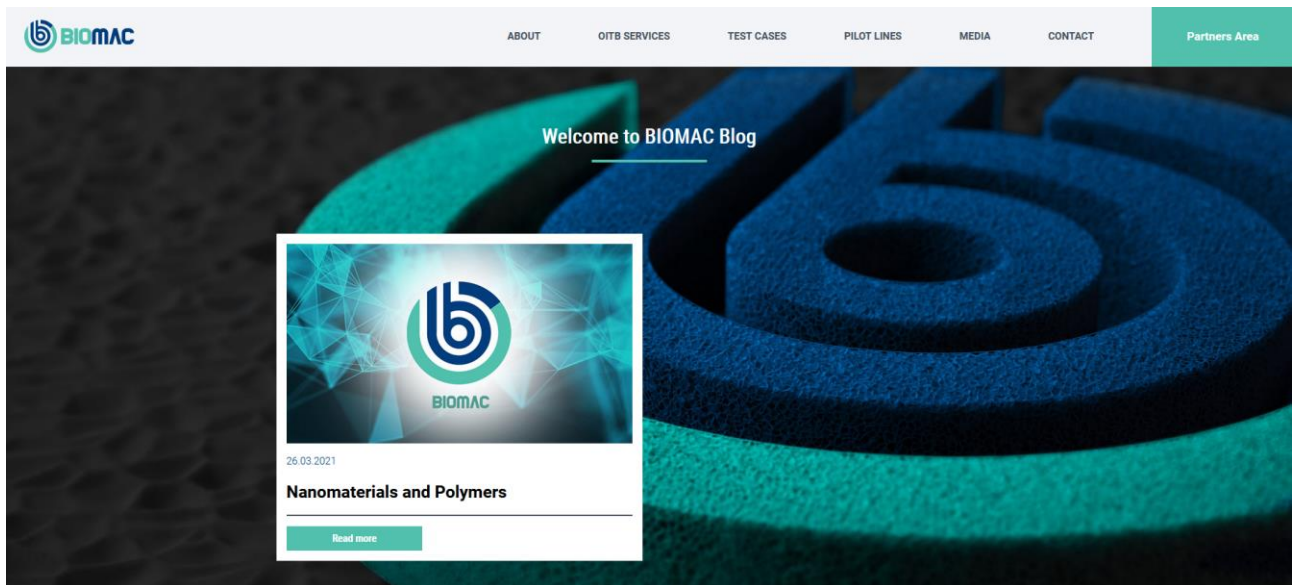


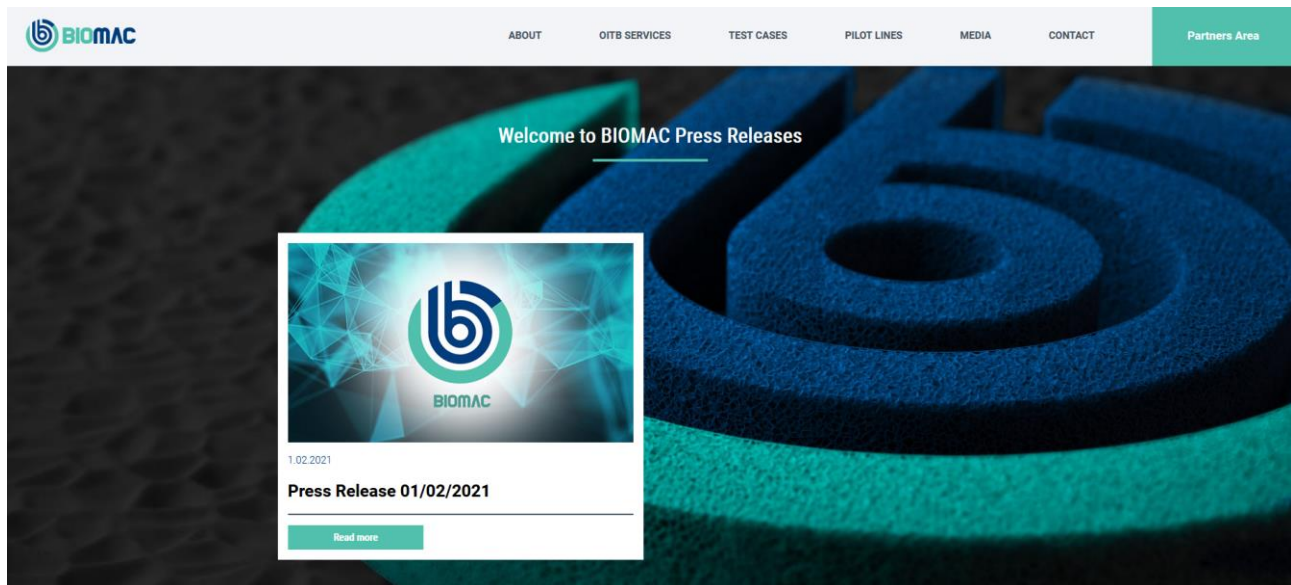
Figure 8 – Official project's blog (media), Blog category page

All the generic articles and posts related to the NanoMaterials, Bio-based Polymers, NanoComposites and Biogradable Polymers field and all articles and posts that are not directly connected to the BIOMAC project’s progress, will be published on the “Blog” category.

## Events

The “Events” category will present all the articles, posts and information related to the public events of the BIOMAC project, such as the Open Call Event.

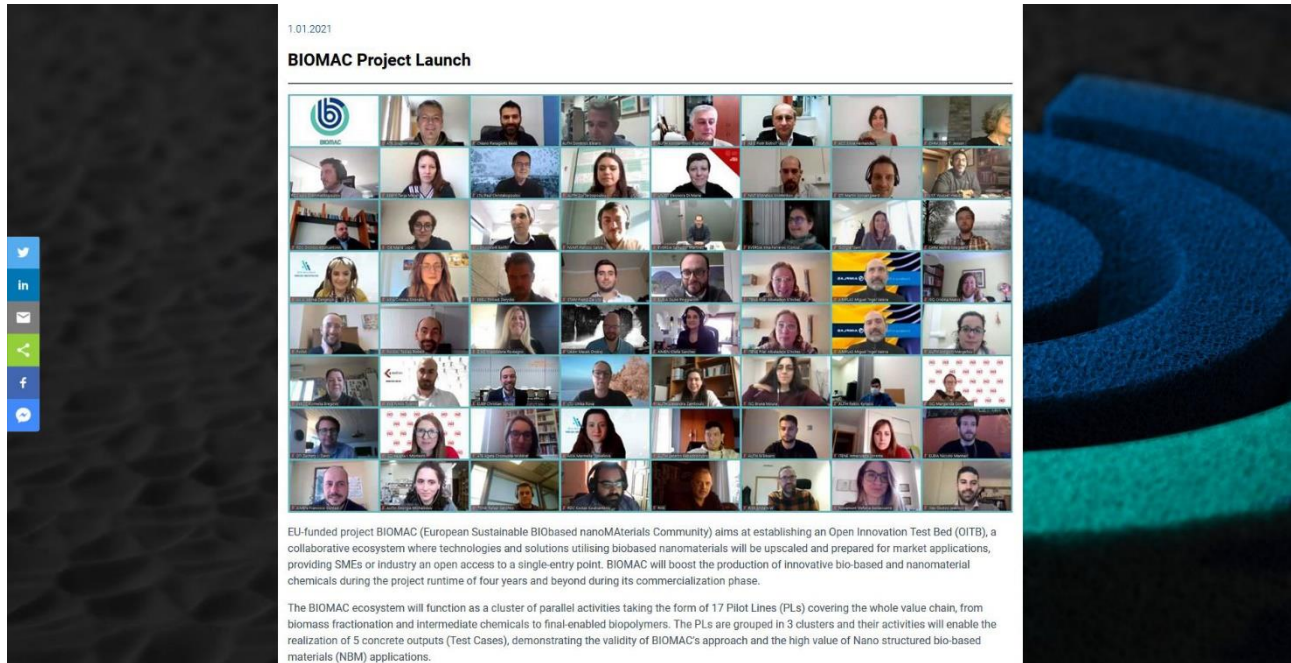
## Press Releases



*Figure 9 – Official project’s blog (media), Press Releases category page*

All the official press releases of the BIOMAC project’s website, will be published on the “Press Releases” category.

## Easy-Share Functionality



*Figure 10 – Official project's blog (media), Easy-share functionality*

All the articles and posts published on the official project's blog (media) categories, have the “Easy-Share” function which allows all users to easily share the article and post directly to their social media accounts with just a single click on a button.

This function provides a fairly easy way for the BIOMAC partners and all users in general, to share the content and raise awareness about the project's topics.

## OFFICIAL PROJECT'S SOCIAL MEDIA GROUPS

The official project's social media groups are the digital place where all dissemination and communication material will be published and shared with all audiences.

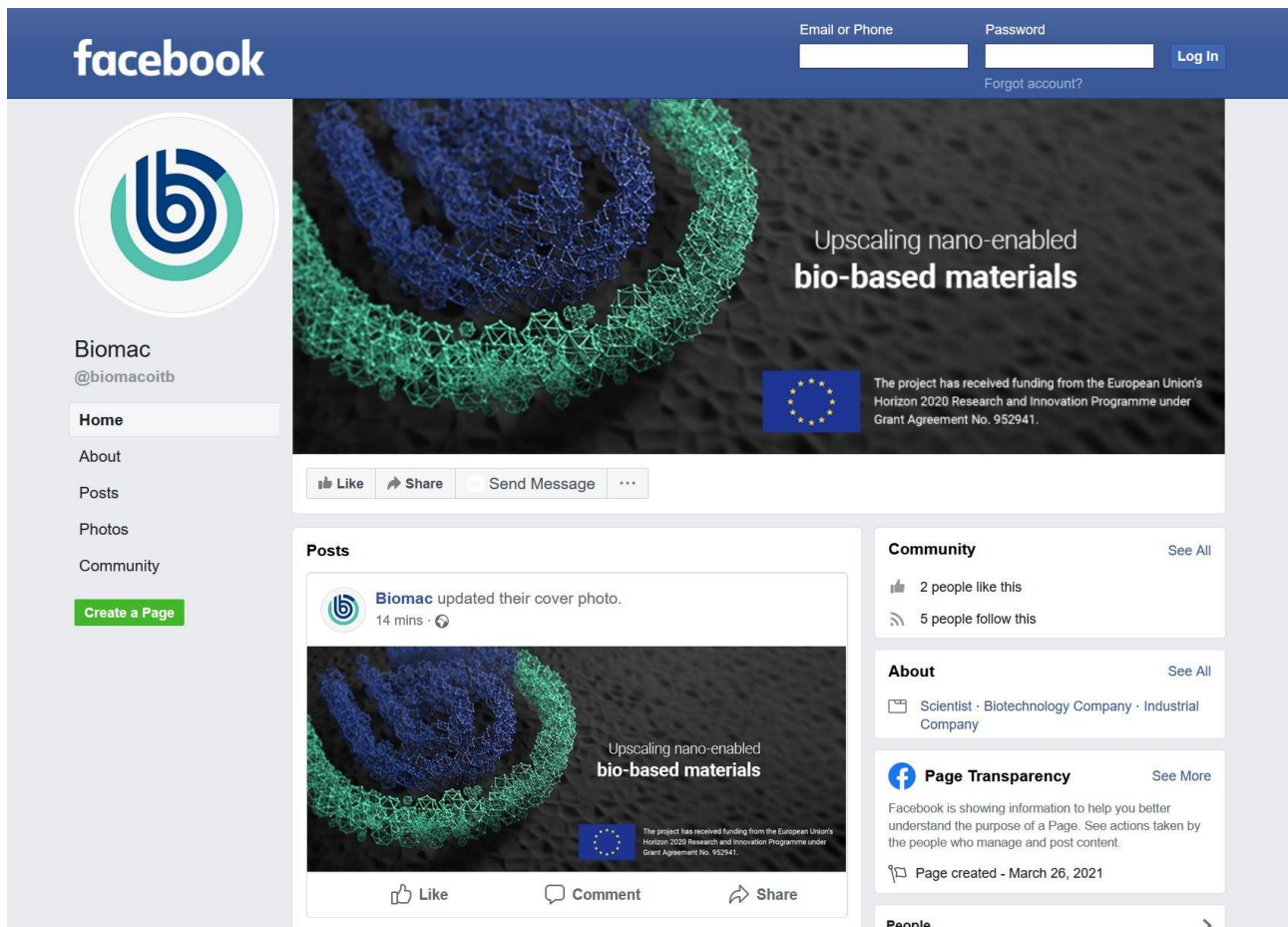
The strategy behind the developed social media stream, is to promote unique content in order to raise awareness about the project, attract targeted audiences and lead them to the official project's web-portal.

The most suitable for the purpose of the project, social media groups which have also been created, are:

- Facebook
- YouTube
- LinkedIn



## Facebook



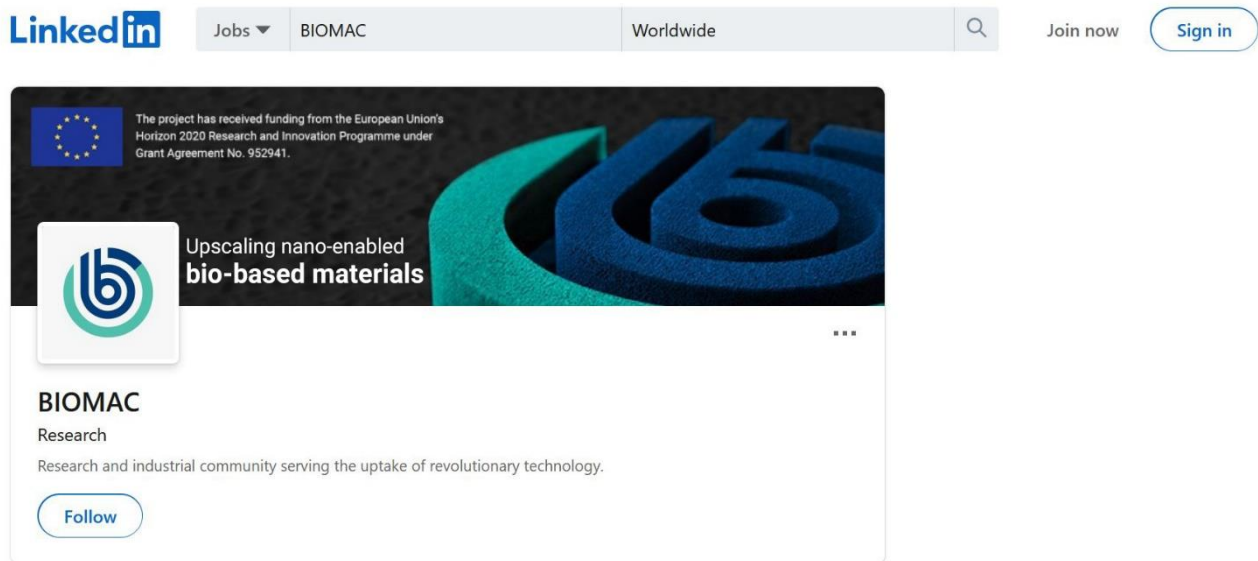
*Figure 11 – Official project's Facebook page*

The URL of the official project's Facebook page is:

<https://www.facebook.com/biomacoitb>



## LinkedIn



The screenshot shows the LinkedIn profile for BIOMAC. At the top, there is a navigation bar with the LinkedIn logo, a search bar containing 'BIOMAC', and buttons for 'Jobs', 'Worldwide', 'Join now', and 'Sign in'. Below the navigation bar is a banner image featuring the BIOMAC logo and the text 'Upscaling nano-enabled bio-based materials'. To the left of the banner is a small image of the BIOMAC logo. Below the banner, the profile name 'BIOMAC' is displayed, followed by the category 'Research' and a description: 'Research and industrial community serving the uptake of revolutionary technology.' A 'Follow' button is located below the description.

### About us

BIOMAC is established to work as an open Innovation Test Bed (OITB) Ecosystem for upscaling of processes of nano structured bio-based materials

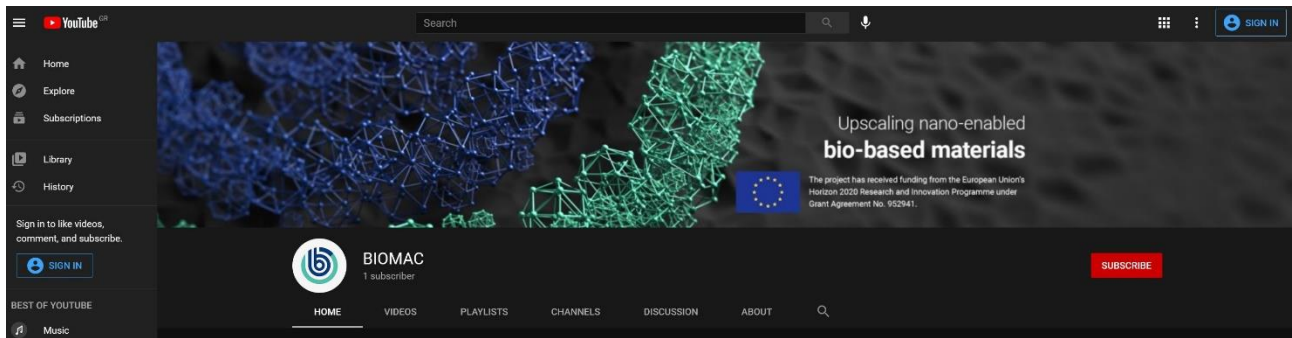
Website	<a href="http://www.biomac-oitb.eu">http://www.biomac-oitb.eu</a>
Industries	Research
Company size	201-500 employees
Type	Nonprofit
Founded	2021

*Figure 12 – Official project's LinkedIn page*

The URL of the official project's LinkedIn page is:

<https://www.linkedin.com/company/biomacoitb>

## YouTube



*Figure 13 – Official project's YouTube page*

The URL of the official project's LinkedIn page is:

[https://www.youtube.com/channel/UCgr9O6qmBk8\\_lFcXu2SY\\_QA](https://www.youtube.com/channel/UCgr9O6qmBk8_lFcXu2SY_QA)