



D5.1 BIOSWITCH PROJECT WEBSITE OPERATIVE WEBSITE PLATFORM

Lead Contractor: Sustainable Innovations (SIE)

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This document contains the description of the project website that has been designed for the BIOSWITCH Project (contract no.887727). 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 benefit the project results.

The design of the website has been developed by SIE with the collaboration of the whole consortium; it has been streamlined and presented in a way that is accessible by a wide range of stakeholders. This document presents a detailed description of the website communication strategy, responsive design, look and feel, navigability, and content development process.





Project details			
Project acronym	BIOSWITCH	Start / Duration	June 2020 / 24 months
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Type of Action	CSA	Coordinator	Clic Innovation Oy
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Website	www.bioswitch.eu		

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Document History			
Date	Version	Name	Changes
8/07/2020	1	First draft	



8/07/2020	2	Second draft	Additions and adjustments following partners' feedback
27/07/2020	3	Final version	Consolidation of final version

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ACRONYMS AND ABBREVIATIONS

ACRONYM	FULL NAME
AS	Associations
BBI JU	Bio-based Industries Joint Undertaking
BI	Bio-based Industry
BIC	Bio-based Industries Consortium
BS	Biomass suppliers
BO	Brand Owners
BTG	B.T.G. Biomass Technology Group BV
CLIC	Clic Innovation OY
CO	Consumers
DCP	Dissemination and Communication Plan
DoA	Deed of Agreement
EC	European Commission
FF	Flanders' FOOD
GDPR	General Data Protection Regulation
GP	General Public
KPI	Key Performance Indicators
PM	Policy Makers
SC	Scientific Community
SIE	Sustainable Innovations Europe SL
TM	Trade Media
WP	Work Package

1 INTRODUCTION

This deliverable contains the description of the project website that has been designed for the BIOSWITCH Project (contract no.887727). The BIOSWITCH Project Website is part of the Task 5.2 Online & Offline Dissemination & Communication activities within the BIOSWITCH toolbox promotion and exploitation 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 BIOSWITCH project. It will be operational as of Month 2 and it has been designed to be the main information repository for the project, its objectives, results, the technology and all activities related to its developments and progress. Project partner SIE will contribute with material and inputs to the website, which will include a public and a private area.

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

- Marketing media, the press, magazines, broadcast news, television, radio and Internet;
- BIOSWITCH 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:

- Creation of a visual identity, font and colour palette to be included in all graphic communications and materials.
- Development of physical dissemination materials: publications, reports, brochure, catalogue.
- Development of social network group profiles.
- Participation in dissemination events: conferences, seminars, exhibitions, meetings, workshops, webinars, etc.
- Press releases, radio and TV presence.

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 BIOSWITCH progress along the project's development.

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

2 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
Bio-based Industry (BI)	- Possibility of creating alliances with brand owners in order to develop new value chains.
Brand Owners (BO)	- Solutions to perceived risks. - Review of main paths /actions as best practices. - How switching to bio-based will make brand owners more appealing to consumers. - Success stories from other brand owners. - Regional facilitators that can support the brand owners. - Availability of more advanced tools for sustainability assessment and open innovation.
Consumers (CO)	- Added value of bio-based products. - Possibility of giving feedback about bio-based products. - Possibility of participation in workshops and webinars.
Biomass supplier (BS)	- New connections with brand owners to increase the availability of the biomass resources and build value chains.
Scientific community (SC)	- Lessons learned from sustainability assessment of bio-based approaches.
Associations (AS)	- Support data exchange and cross-sectoral collaboration between industries.
Policy makers (PM)	- Foster the replication and the public-private link. - Increase awareness of the capabilities and uses of the BIOSWITCH Toolbox. - Need to review the legal framework and stimulate incentives. - Information about brand owners perceived risks.
General Public (GP)	- 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. - Usefulness of EU R&D and BBI funds and programmes. - Illustrative and didactic graphic and video materials.
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.

3 KPIS

A dedicated website in English has been set-up, it presents a description of the objectives, concept, and partners involved. Initially, the website included a link to the project's SharePoint, so that the partners would have a quick access to it when they are navigating the project's site. Nevertheless, after thorough consideration, CLIC and SIE jointly decided to remove this. The benefits were not substantial, but it was posing a risk for the security of the repository, since everyone will have access to its link and thus it would be easier to hack than if nobody that is not directly involved in the project has the link.

News related to the BIOSWITCH 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. 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.

Means	How the website will contribute	KPI
Marketing materials (brochures, factsheet, posters, roll-ups)	All the marketing materials will be shared on the website and promoted	2,500 copies distributed
Website users	In this case it will be publications, social media posts,	5,000 visitors





	etc. boosting traffic to the website. Call to actions to visit attractive content is crucial.	
Social Media	The website will include the link to the project LinkedIn, Twitter and Instagram channels, driving traffic to them.	1,000 connections
Press Releases	All the press releases will be shared on a specific section on the website where the promotional materials are also hosted. This way, journalists can have very close to each other everything the need to report on the project.	40 communication channels approached
Newsletters	They will all be shared on the website, boosting a broader reach.	2,000 readers 1500 views (500 subscribers/downloads x 3 NW)
Workshops	They will be announced and promoted on the website, helping to attract more participants.	<ul style="list-style-type: none"> • 50 attendees per regional workshop • 25 attendees to Pan European co-creation workshop • 100 Pan-European train-the-trainer workshop (FF, M24) together with final conference
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.	3 webinars hosted

4 Website structure

The BOWITCH website is accessible on <https://bioswitch.eu/>. The URL name was reserved the first day of the project, 1 June 2020, 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.

4.1 Design

4.1.1 Responsiveness

The BIOSWITCH website <https://bioswitch.eu> 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).

4.1.2 Navigability and layout

The BIOSWITCH Project website is characterized by its easy navigability, simplicity and user-friendly features. On the menu, the following sections have been created: About, Documents, News, Contact and Private area. 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 private area is specifically dedicated to the partner's exchange platform and links directly to the repository in Teams created by the coordination.

The 'About' submenu comprises two (2) subsections to introduce the project: Project and Partners. The first one includes also four (4) subsections: Objectives, Concept, Impact and Methodology. They briefly present the value proposition of the BIOSWITCH 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.

On the 'Documents' submenu, there are two (2) subsections: Reports and Promotional Materials. Each section will be useful to have organized all the important documents that should be disseminated during the project's execution.

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

The 'Contact' section presents the project coordinator's contact details, the general email address of the project that the Communications team (SIE) manages info@bioswitch.eu and a fields box where audiences can send messages which will be automatically received in the inbox of info@bioswitch.eu. The contact form includes the option to subscribe to the newsletter too.

Social media icons (LinkedIn, Twitter and Instagram) 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 BIOSWITCH 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 BIOSWITCH story using images, icons, and key appealing messages expressing the value proposition of the project's technologies, methodologies and identity.

Figure 1 : Visual Identity

Color palette

#FFFFFF R 255 G 255 B 255	#808080 C 52 R 128 M 128 G 128 Y 128 B 128 N 128	#90EE90 C 47 R 146 M 0 G 206 Y 0 B 0 N 0	#006400 C 50 R 0 M 39 G 104 Y 54 B 0 N 27	#FF8C00 C 98 R 255 M 28 G 171 Y 54 B 34 N 27
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Text/background/icon

#E0E0E0 R 229 G 229 B 229	#90EE90 C 47 R 146 M 0 G 206 Y 0 B 0 N 0	#FF8C00 C 98 R 255 M 28 G 171 Y 54 B 34 N 27
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Background/graphic elements

Font setting print & desktop presentation

Title 1 Bold MAJ 28pt
CORBEL #808080 ABCDEFGHI

Title 1 Bold MAJ 18pt
CORBEL #808080 ABCDEFGHI





Titre 2 Bold 18pt Corbel	#907264	Abcdefghi
Titre 3 Regular 13pt Corbel	#007264	Abcdefghi
Text Regular 11pt Corbel	#007264	Abcdefghi

Font setting web (Google font)

Titre H1 Regular MAJ 30pt

Lato

#907264

ABCDEFGH I

Titre H2 Bold 26pt

Lato

#907264

Abcdefghi

Titre H3 Regular 20pt

Lato

#907264

Abcdefghi

Titre H4 Regular 15pt

Lato

#007264

Abcdefghi

Text Regular 12pt

Lato

#007264

Abcdefghi

Iconography style





Logo color



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

Table 3. Website structure

HOME	ABOUT	DOCUMENTS	NEWS	CONTACT
OBJECTIVES	PROJECT	REPORTS		
METHODOLOGY	PARTNERS	MARKETING MATERIALS		
IMPACT				
NEWS				
CONTACT				
SOCIAL MEDIA				

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: www.bioswitch.eu





Figure 2 : Home Page



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 887727.

Figure 3: About Project

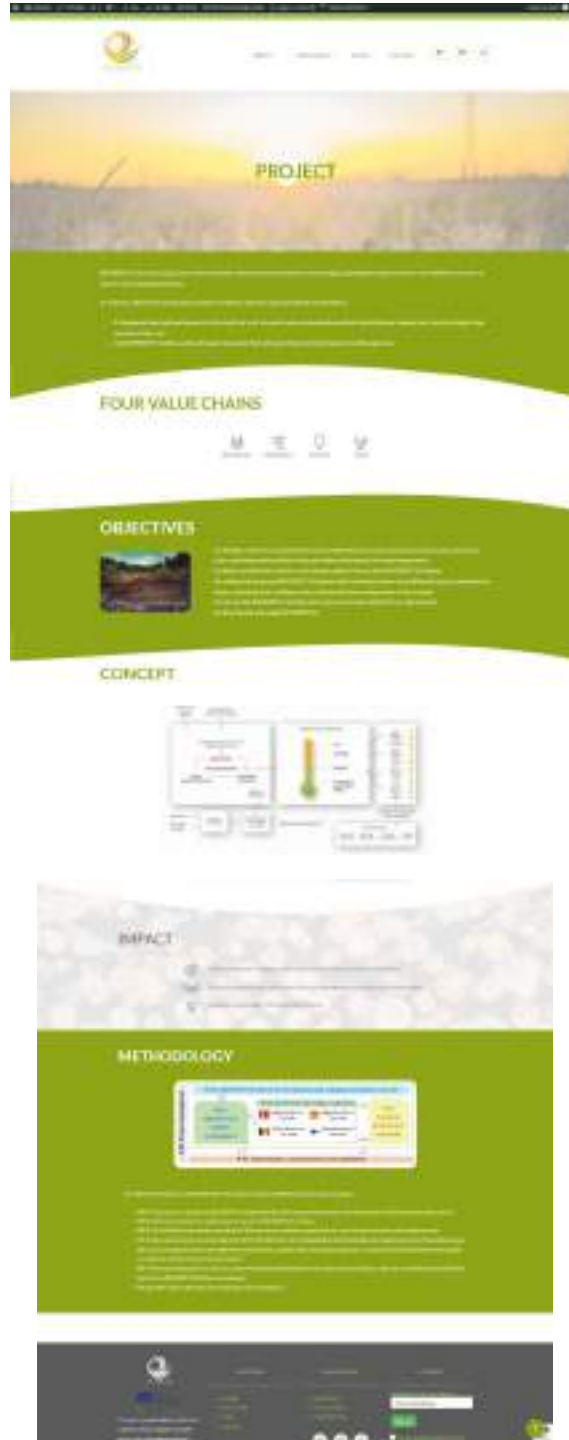




Figure 4: About Partners



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 887727.

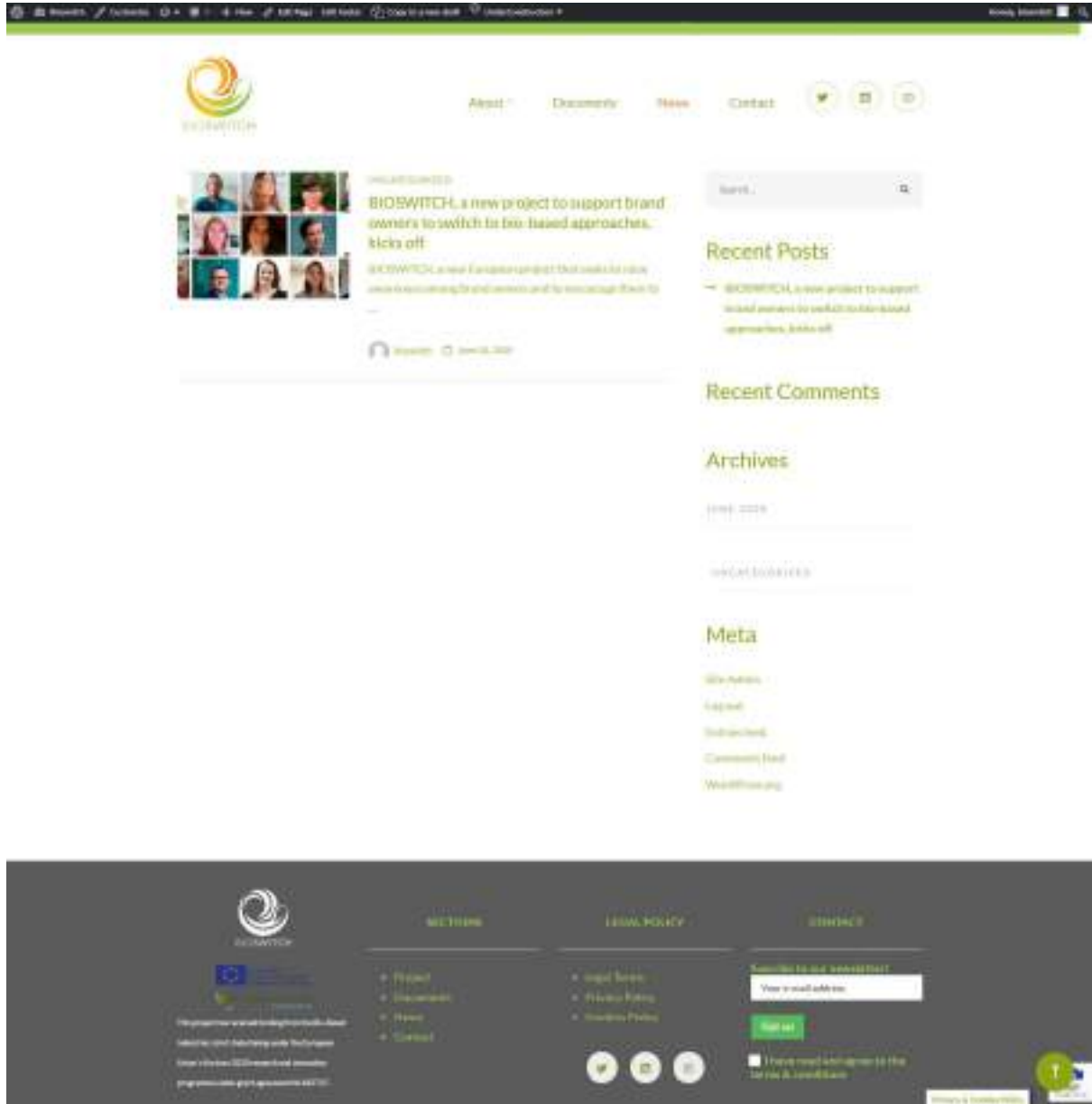


Figure 5: Documents



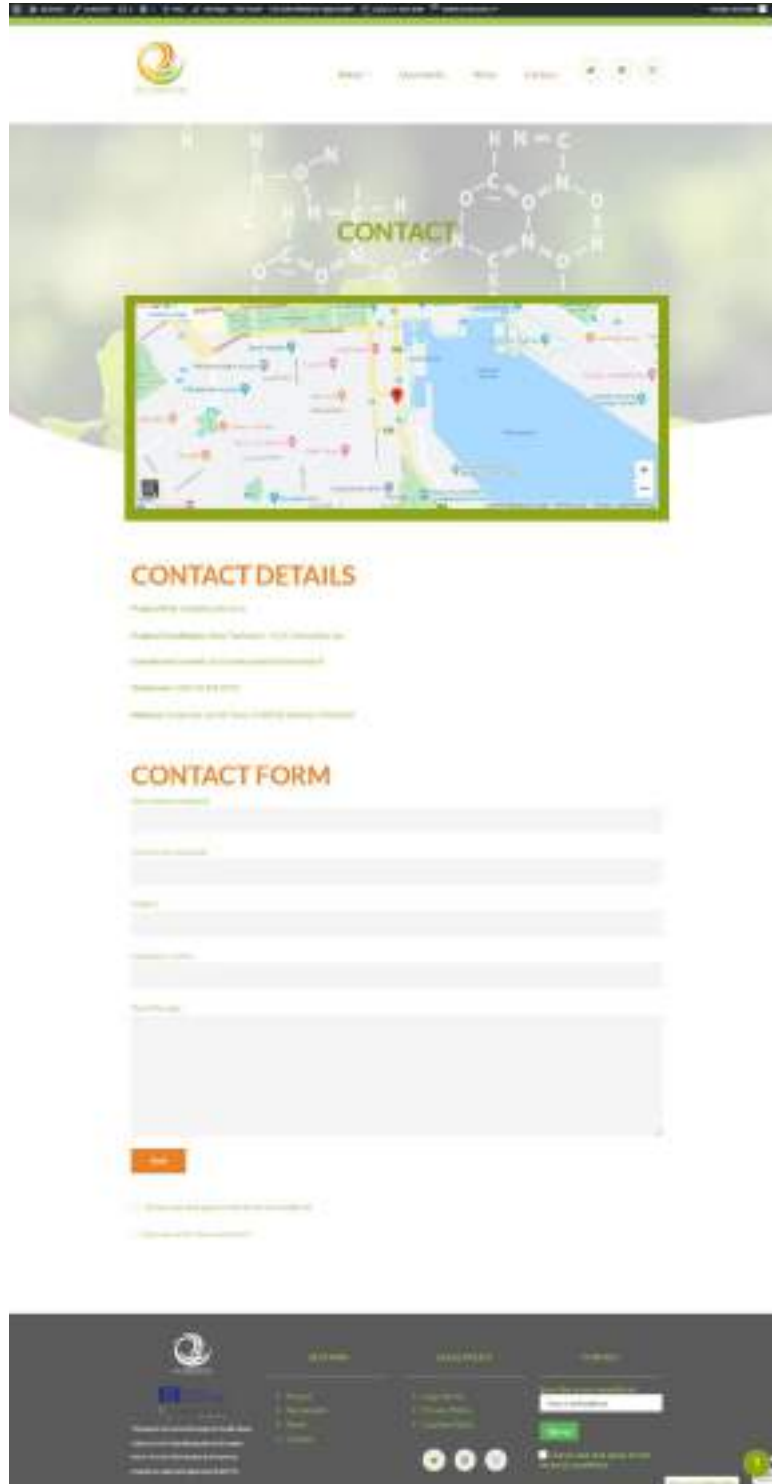


Figure 6: News



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 887727.

Figure 7: Contact





5 CONTENT DISSEMINATION AND PUBLICATION

The BIOSWITCH website was accessible from Month 2 (July 14, 2020) 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 the 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 once they are approved.

6 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.

