polynSPIRE Website

Deliverable 10.2

WP10 Communication and dissemination

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Deliverable 10.2 (v1) **polynSPIRE Website**	EuPC	20/09/2019	PU

This document was designed and elaborated accessible for colour-blind and visual disabled readers. If any information is not accessible, please address to info@polynspire.eu and we will amend as soon as possible.

VERSION RECORD

Version	Date	Author	Description of changes
V1	20/09/2019	EuPC	Document creation

APPROVALS

Author/s	Reviewers
EuPC – Marjan Ranogajec	Reviewer 1: CIRCE

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EXECUTIVE SUMMARY

This document contains all the information about the polynSPIRE website. It presents elements such as the structure of the website, navigation tree map, detail breakdown of subpages, members area and data protection practices.

TABLE OF CONTENTS

OVERVIEW OF THE DELIVERABLE

WP: Communication and dissemination

Task: T.10.2 Project Identity

Title: polynSPIRE Website

General description of the deliverable, as in the DoA, describing:

∎   Project website operative

LIST OF ABBREVIATIONS AND ACRONYMS

EU – European Union

TRL – Technology Readiness Level

1 INTRODUCTION

The website is the main communication tool for the project and it is published in English. polynSPIRE website, in which all the results and dissemination material are published, was produced at the very beginning of the project. It includes different relevant materials for the project as news, events, downloadable communication material, etc. Besides, this website is a link to the objectives, partnership, activities related to the project.

The website will include videos, deliverables and useful information to maintain the targeted audience informed along the whole project life. A private part (Intranet) is generated as a collaborative working space for developing the project and schedule the work in a simple way. In addition, a dedicated social media strategy has been designed and most appropriate accounts were set up (LinkedIn and Twitter), in order to drive the online traffic toward the project website.

polynSPIRE consortium created indicators to evaluate the webpage. Below are the indicators for website visits and material downloads.

■ **Visits:**

<5000 = poor;

5000-10,000= good;

>10,000 = excellent.

■ **Material downloads:**

<50 = poor;

50-100 = good;

>100 = excellent.

2   STRUCTURE OF THE POLYNSPIRE WEBSITE

The polynSPIRE website includes the following content:

- **Project Welcome Page** – general project description, latest news, subscription to polynSPIRE newsletter and acknowledgement of the EU funding
- **About us** – list of project partners including their logos, website address, contact persons and a brief description of an organization
- **Challenges** – barriers for plastic packaging, polynSPIRE goals, contribution to the SPIRE roadmap, polynSPIRE and Circular Economy Package
- **Solution** – polynSPIRE concept and main objectives, solution in more details, impact, business plan and project timeline
- **News & Events** – latest news about the project and events where polynSPIRE will be presented
- **Documents** – a repository of reports/deliverables that is available to the general public
- **Press area** – all public information about the project including project summary, general presentation, logo, press releases
- **Members Area** – this is a restricted part of the website, reserved for internal communication and containing all intellectual outputs, and available only for the consortium members and authorized visitors
- **Social Media** – links for dedicated LinkedIn and Twitter accounts

2.1 WEBSITE NAVIGATION TREE MAP

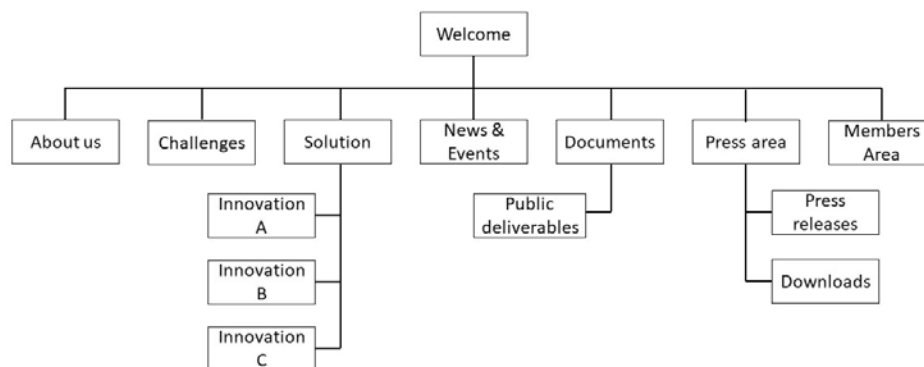Below is a navigation map for the polynSPIRE website.

Figure 1 Navigation map

3 WELCOME PAGE AND INTERACTIVE ELEMENTS

The polynSPIRE website is available at all usual web browsers and it can be found at the following domain: www.polynspire.eu. The welcome page is the starting point for the polynSPIRE website. It contains a navigation bar that provides links to different section of the website, including links for project's LinkedIn and Twitter accounts (Figure 1). The entire website has familiar and recognizable polynSPIRE colours in order to identify with the brand that the consortium is trying to create.

Figure 2 Navigation bar for the polynSPIRE website

The page contains quick links toward polynSPIRE concept, solutions, expected impact and project's contribution to the SPIRE roadmap (Figure 2).
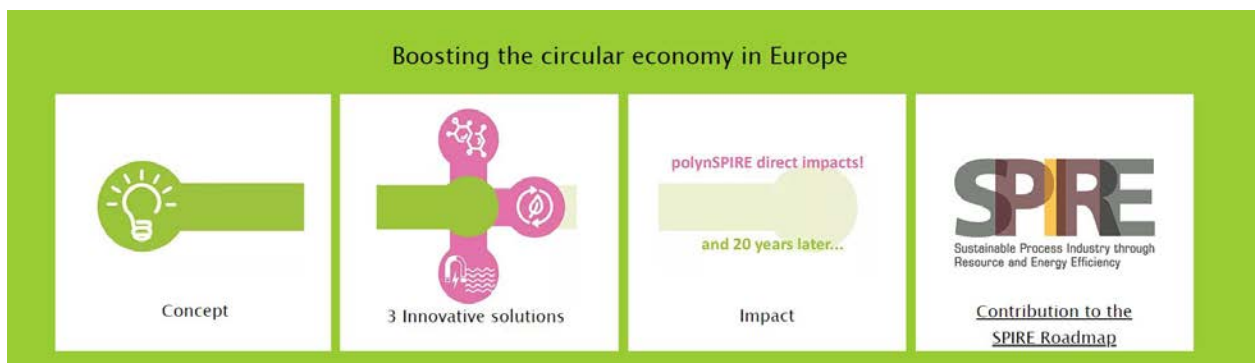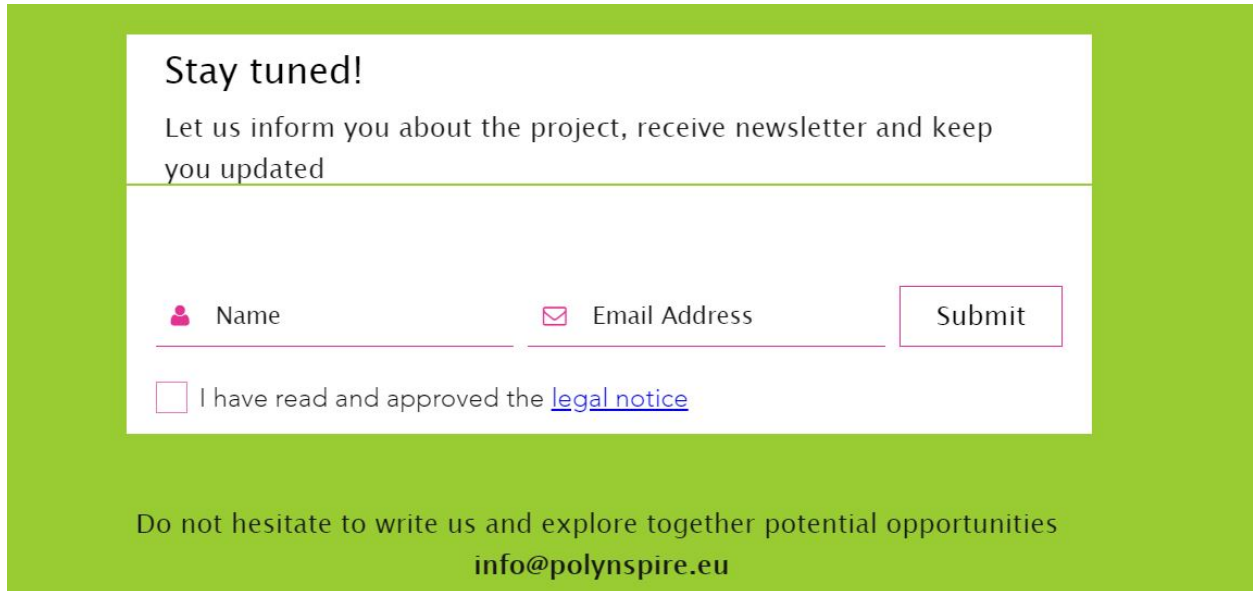

Figure 3 Boosting the circular economy in Europe

In addition, it has latest news & events connected to the project, and window into the project's Twitter account and tweets (Figure 3).

Figure 4 News &Events, including polynSPIRE Twitter

Moreover, a visitor can subscribe to polynSPIRE newsletter in order to stay up to date with the project developments.

Figure 5 Subscription to the newsletter

3.1 NAVIGATION PANEL AND FOOTER

The navigation panel is easy use and contains buttons with links toward all other subpages of the website. The panel stays always at the top and a visitor knows at any point which subpage is open, since an appropriate button is highlighted (Figure 5).

Figure 6 Navigation panel

Furthermore, footer always contains all the information regarding received funding from the European Union (EU) (e.g. grant number), EU flag, SPIRE logo, legal notice, use of cookies, social media icons, and contact email.
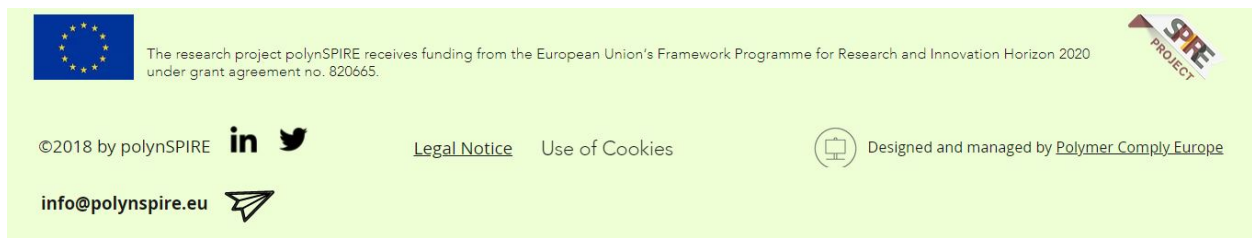
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Figure 7 Footer

3.2 ABOUT US SUBPAGE

The page contains all the information about the partners and it is divided into:

- ◼ Facts & Figures

This part has information such as full title of the project, start date, technology readiness level (TRL), number of partners, budget, etc.

- ◼ Partners description

All the partners are shortly described, including a link toward partners' websites and an email address from appropriate contact persons.

3.3 CHALLENGES SUBPAGE

In an easy to understand approach, the subpage presents following:

- ◼ Present challenges
- ◼ Barriers for plastic packaging
- ◼ Contribution to the SPIRE roadmap
- ◼ polynSPIRE and the Circular Economy Package

3.4 SOLUTION SUBPAGE

This subpage, with a number of visual aids, gives a visitor an insight into polynSPIRE solution. The subpage is divided into:

- ◼ polynSPIRE concept, including main objective
- ◼ polynSPIRE solution with three innovations
- ◼ polynSPIRE impact
- ◼ Business plan
- ◼ Timeline

3.5 NEWS & EVENTS SUBPAGE

The subpage contains all the news connected to the polynSPIRE project, as well as events where the partners took part and promoted the project (Figure 7). In addition, every article is promoted with social media accounts, in an effort to drive the entire online traffic toward the website.

Figure 8 polynSPIRE News & Events

3.6 DOCUMENTS SUBPAGE

All public deliverables can be found here, and a visitor is able to download all the material that is available on this page.

Figure 9 polynSPIRE Public deliverables

3.7 PRESS AREA

The press area is full of information about the project and it contains downloadable material. The subpage contains project's summary, including starting date, duration of the project, key words and abstract. In addition, the page contains a link for press releases and there is possibility to download polynSPIRE general presentation.

4   MEMBERS AREA

This is a restricted part of the website, reserved for internal communication, that contains all intellectual outputs, and available only for the consortium members and authorized visitors. The button for the members area can be found in the website, and authorize visitors can log in quickly and easily. The access to the members area is given directly by project coordinators (CIRCE).

The area contains latest Word and PowerPoint templates, that are available to all project partners, including all reports and deliverables. The Gantt Chart of the project is available with all upcoming tasks and deliverables.

5 DATA PROTECTION

Data protection is essential for the polynSPIRE consortium and this is translated into the polynSPIRE website. The website contains a legal notice and can be found in the footer of the website (Figure 10).
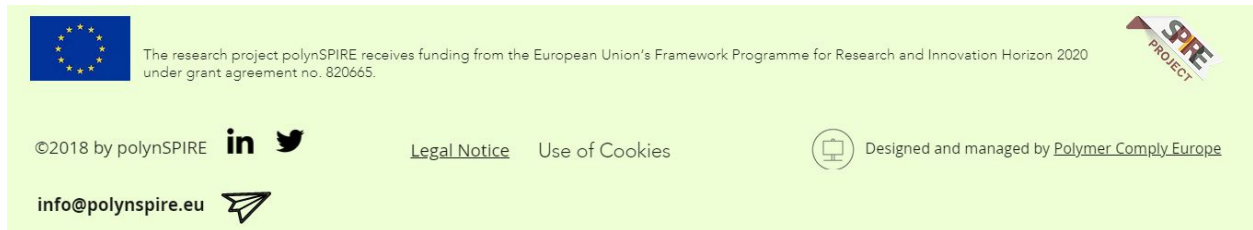

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Figure 10 Legal notice

This Privacy Statement includes information about the personal data collected by Polynspire, as well as the manner in which Polynspire uses and processes this personal data.

This statement is applicable, inter alia, to:

- polynSPIRE website

- all (commercial) relations between polynSPIRE and its customers, prospects and business partners

- when visiting the building/office of polynSPIRE

6 CONCLUSION

The website was operational at the beginning of the project, as stated in the project grant agreement and the proposal. It contains all the results and dissemination material that have been published in the first year of the project. The polynSPIRE consortium will continue this practice and the website will be updated regularly.

The website contains different relevant materials for the project as news, events, downloadable communication material, etc. In addition, project's LinkedIn and Twitter accounts are available and the content is related to the project and are updated biweekly. The social media accounts are used as tools to drive the entire online traffic towards the project's website and enhance the presence and communication.

LIST OF FIGURES

BIBLIOGRAPHY / REFERENCES

[1] Weber, E. U., Shafir, S., & Blais, A. (2004). Predicting risk sensitivity in humans and lower animals: Risk as variance or coefficient of variation. *Psychological Review, 111,* 430-445.

[2] Example

[3] Example