

HORIZON-WIDERA-2023-ACCESS-03

**BIOECONOMY EXCELLENCE ALLIANCE FOR STIMULATING
INNOVATIVE AND INCLUSIVE GREEN TRANSITION**

BEAMING

D11.3 – Project Website and Social/Digital Media Channels

Lead Contractor: Sustainable Innovations (SIE)

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This document corresponds to D11.3 and describes the project website and social media / digital channels of the BEAMING project (contract no. 101137131) corresponding to D11.3 (M6) led by SIE.

This document contains all relevant information regarding the online communication channels of the project such as social media (LinkedIn and Twitter / X), project website and newsletters.

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1. Acronyms and abbreviations

BME	Budapest University of Technology and Economics
CDEP	Communication, Dissemination and Exploitation Plan
EU	European Union
HEIs	Higher Education Institutions
KPI	Key Performance Indicator
PU	Public
SIE	Sustainable Innovations Europe
UP	University of Pannonia
WP	Work Package

2. Executive summary

This document corresponds to D11.3 and describes the project website and social media / digital channels of the BEAMING project corresponding to D11.3 (M6) led by SIE.

This document contains all relevant information regarding the online communication channels of the project such as social media (LinkedIn and Twitter /X), project website and newsletters.

2.1 Context of WP11

The WP11 serves as a pivotal component in ensuring the effective dissemination, exploitation, and coordination of project outcomes. This section outlines the multifaceted approach adopted to address key objectives:

- **Dissemination and Exploitation Plan:** A comprehensive plan is devised to disseminate project findings widely, targeting diverse stakeholder groups. Tailored communication activities are employed to facilitate better adaptation, ensuring that the outcomes are accessible and relevant to both the scientific community and the general public.
- **Advocacy Plan:** An advocacy plan is developed, delineating strategic activities aimed at engaging local authorities and citizens in fostering resilient communities and climate-oriented policies. This involves delivering policy recommendations that advocate for active participation and collaboration in building sustainable solutions.
- **Intellectual Property Rights Management:** The project undertakes the crucial task of managing Intellectual Property Rights (IPR) arising from its solutions. This includes evaluating the most

suitable exploitation measures to facilitate the post-project utilization of these solutions, thereby maximizing their impact and sustainability.

- **Clustering and Coordination:** Efforts are made to ensure effective clustering and coordination with other related EU/National projects and international initiatives. This collaborative approach enhances synergies, fosters knowledge exchange, and promotes the alignment of objectives towards common goals within the broader bioeconomy landscape.
- **Networking with Participating Universities:** The project prioritizes networking with leaders and communities within participating universities. This fosters collaborative relationships, facilitates knowledge-sharing, and strengthens the collective capacity to address challenges and opportunities within the bioeconomy sector.

Through the concerted efforts outlined in WP11, BEAMING endeavors to maximize the impact and sustainability of its outcomes, while also fostering collaboration and engagement across diverse stakeholder groups and initiatives.

2.2 Objectives of Task 11.2

Task 11.2 focuses on implementing a range of offline and online communication and dissemination activities outlined in the Communication and Dissemination Execution Plan (CDEP). These activities aim to effectively promote the project and engage diverse stakeholders. Key components include developing the Project visual identity and logo (Deliverable 11.2), creating various communication materials such as templates, leaflets, and presentations, and establishing a dynamic project website and social media presence. The deliverable 11.2 specifically centres on crafting the visual identity and logo to support project communication and branding efforts.

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3. Communication strategy

Implementing a communication strategy for the BEAMING project is crucial due to its diverse target groups and the multifaceted outcomes and impacts it aims to achieve. With stakeholders ranging from the bioeconomy academic community and early-career researchers to research managers, HEI management, university alliances, national innovation agencies, bioeconomy industry, and the European Commission, a strategic approach to communication is essential. By effectively communicating the project's objectives, activities, and achievements, the communication strategy will facilitate collaborations, capacity-building, recognition, networking, and engagement with stakeholders at various levels. Additionally, the communication strategy will ensure that the project's efforts to foster competitiveness and innovation are widely recognized and appreciated, contributing to its long-term sustainability and impact beyond the project duration.

3.1 Target audiences

Stakeholders are individuals, groups, or organizations who have an interest or are affected by the project's outcomes and activities. In the case of BEAMING, the diverse array of stakeholders includes the bioeconomy academic community, early-career researchers, research managers, HEI management, university alliances, national innovation agencies, bioeconomy industry, and the European Commission. Each stakeholder group brings unique perspectives, needs, and expectations to the project, highlighting the importance of understanding and engaging with them effectively. Through comprehensive stakeholder identification, BEAMING aims to foster meaningful collaborations, address relevant concerns, and maximize the project's impact and sustainability.

Target Groups	Outcomes	Impacts
Bioeconomy academic community	Collaborations, mobility, and funding opportunities.	Increased collaboration and knowledge exchange within the academic community, leading to enhanced research outcomes and innovation.
ECRs (Early-Career Researchers)	Capacity-building, transferable skills, mobility, supportive & inclusive institutional environment.	Empowered early-career researchers, fostering professional development and creating a conducive research environment for growth and innovation.
Research managers	Recognition, support, capacity building, and networking opportunities.	Enhanced capacity and effectiveness of research management, facilitating knowledge sharing and collaboration across institutions and sectors.
HEI (Higher Education Institution) management	Roadmaps to implement ERA, competitive benefits, mission-driven & QH approach.	Improved strategic planning and governance in higher education institutions, leading to enhanced competitiveness and alignment with European research agendas.
University alliances	Networking and collaboration with Widening HEIs and bioeconomy stakeholders.	Strengthened partnerships and knowledge-sharing networks, fostering collaborative research initiatives and enhancing regional and international cooperation.
National innovation agencies	Enhanced engagement with Widening HEIs in national and EU programs.	Increased participation of Widening countries in national and European research and innovation initiatives, promoting regional development and competitiveness.
Bioeconomy industry	Engagement in R&I with HEIs towards innovations with realistic industry adoption.	Accelerated innovation and technology transfer between academia and industry, leading to the development of practical solutions addressing industry needs.
European Commission	A more equal participation of MSs in HE Programme & a more cohesive ERA.	Enhanced cohesion and inclusivity in European research programs, promoting equitable opportunities and fostering a collaborative research environment.

Table 1: Target audiences

3.2 Key performance indicators (KPIs)

Defining and establishing Key Performance Indicators (KPIs) is paramount for monitoring the performance and effectiveness of the Communication, Dissemination, and Exploitation Plan (CDEP) within the BEAMING project. KPIs serve as quantifiable metrics that enable the project consortium to assess progress, measure success, and identify areas for improvement in communication and dissemination activities.

By setting clear and measurable KPIs aligned with the objectives outlined in the CDEP, the project can track various aspects of its communication efforts, including reach, engagement, and impact. This data-driven approach not only facilitates informed decision-making but also enables timely adjustments to strategies and tactics to optimize outcomes. Additionally, well-defined KPIs provide a basis for accountability and transparency, allowing stakeholders to evaluate the project's performance against predefined benchmarks. Ultimately, the establishment of KPIs ensures that the CDEP remains a dynamic and responsive framework, capable of driving meaningful results and maximizing the project's overall impact and effectiveness.

The objective is to deliver easily understandable information to the general public regarding the objectives and outcomes of the project. To achieve this, the consortium, spearheaded by UP and assisted by SIE, will orchestrate a comprehensive communication campaign. This plan will utilize a diverse array of tools and strategies to effectively convey the project's achievements, significance, and overall operational framework to a broad audience. By leveraging mainstream communication channels, the consortium aims to raise awareness and improve the societal perception of the vital role played by Higher Education Institutions (HEIs) and research organizations in transitioning to a green bioeconomy. In addition to developing its own communication channels, BEAMING will capitalize on existing channels owned by partners and collaborators to maximize impact. The BEAMING communication plan will encompass:

Activity	When	Use	KPI
Project website and Platform	M3 and 2 years after the project	Project progress, stakeholder's engagement, materials, networking	3,000 visits
Newsletters, press releases and news	Every 3 Months	Project progress, knowledge transfer, research, networking	< 1,000 views/impressions poor; 1,000 – 5,000 averages; >5000 good
Brochure / Poster / Roll up / Infographic	M3, and updated throughout the project, if needed	Knowledge transfer, Project promotion, Attendance to conferences	Each material distribution: <150 poor. 150–300 average; >300 good
Videos	M21	Project objectives and expected impact; project development, preliminary results	Views: <500 poor; 500 – 1000 average; >1000 good
Social networks	M1 onwards	Knowledge transfer, project development, social, commercial, networking	2,000 followers in total
Issued Journal Papers	M44	Recognition of acquired datasets, conclusions	At least 2 issued peer reviewed papers
Webinars	Every 12 months	Knowledge transfer to all stakeholders	At least 3 webinars

Table 2: List of Key Performance Indicators (KPIs)

4. Project website

The communication and dissemination task leader, SIE, has registered this URL name at the very beginning of the project. Since all the promotion, communication and dissemination will be centred around the brand name "BEAMING PROJECT", it was crucial to secure this easy-to-find URL. The .eu domain was chosen to emphasize the European perspective of the project.

4.1 Responsive design

The BEAMING website is accessible on www.beamingproject.eu. The web 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).

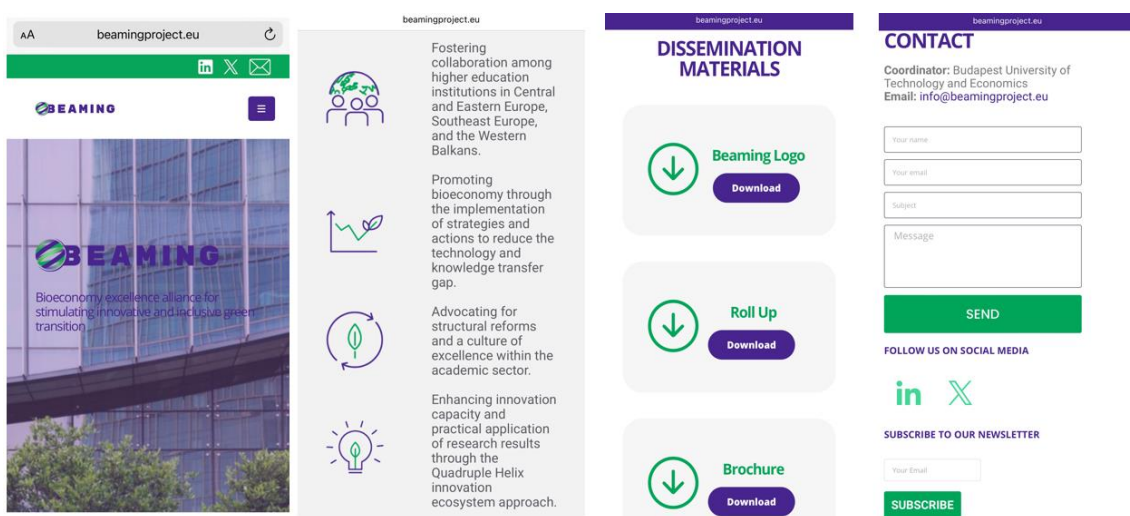


Figure 1: BEAMING website responsive design

4.2 Design, functionalities and navigability

The design describes the appearance of the website from an end-user perspective. This considers the operations and ergonomics of the site including the layout, icons or visuals used to represent functions, such as opening and closing files, directories and application programmes, and the appearance and operation of menus.

The BEAMING Project website has been developed using a modern layout and impacting images that represent the project's link to the bioeconomy topic in different shades of green, and purple colours as chosen by the Consortium during the logo review.

The site invites visitors to navigate intuitively, learning more about the project’s goals, approach, progress, news, among others.

The website follows the visual identity established for the project, using the typography and colours that best reflect the project developments and objectives as described in the D11.2 Project visual identity.

Page	Description
Home	The home contains information about the project concept, specific objectives, buttons with more information about the impacts, methodology and partners; and the latest project news.
About Project	The About Project tab is designed to give a more comprehensive view of the project methodology through the description of the project concept, impacts, results, target groups and methodology.
About Partners	This page contains information about each of the BEAMING consortium partners and their role within the project.
Related initiatives	This section is part of the clustering strategy where SIE added related initiatives in the framework of the bioeconomy. Some projects have been included such as BIOLOC, Engage4BIO, GenB and RURALBIOUP.
Documents	In this section, all the public project information will be uploaded. At this moment (M3), all the dissemination materials have been shared: Press release, brochure, factsheet, poster, roll up, project presentation, logo.
News	The news section is expected to be updated at least one time per month sharing information to engage with the different stakeholders. Some content examples include partner interviews, events where the project has been showcased, milestones, etc.
Contact	On this page, users can send an email to the project partners. SIE will lead the email account and will share the emails with the corresponding responsible.
Privacy Policy	This section contains information concerning the GDPR EU regulation and how the data is protected and processed.

Cookies Policy	<p>This sections contains information about the cookies. Definition of the cookies, type of cookies, and the elimination process is included.</p>
Legal Notice	<p>Last but not least, the legal notice refers the general conditions that regulate the use and access to the Internet service for the project website.</p>

Table 3: Description of each project website section

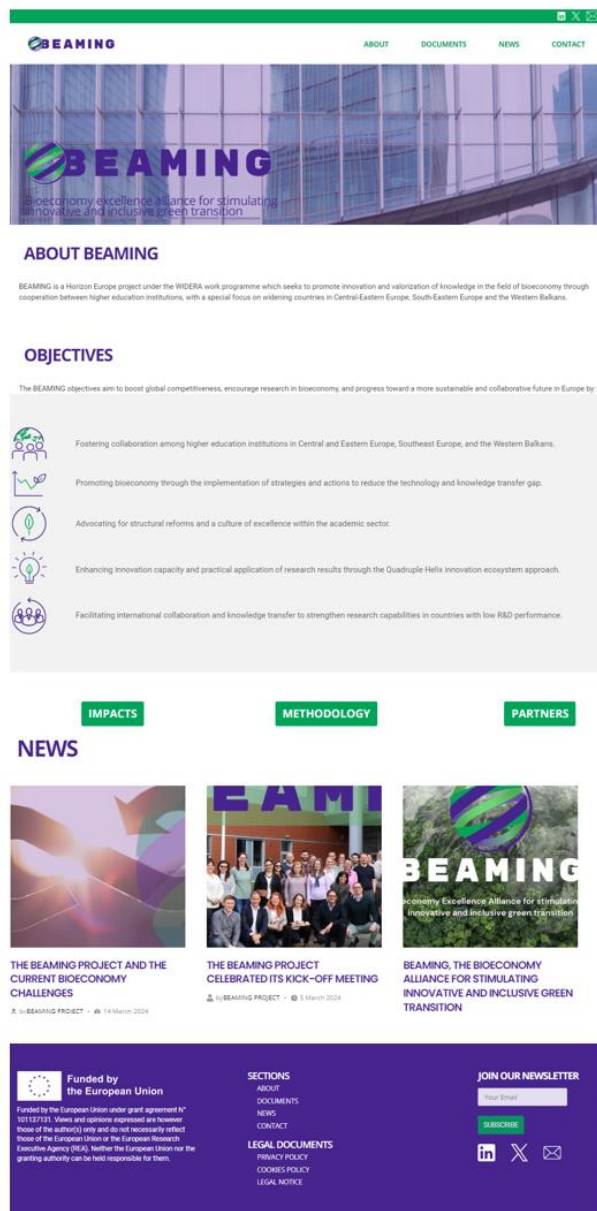


Figure 2: Project website. Home page.

4.3 Content dissemination and publication

The BEAMING website was developed in three phases:

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

Final input was given prior to the closeout of beta-testing (30/03/2024). The content included possible messages, menus, and submenus, navigability as well as visual prospects in the form of a site map. The site went live, as planned, but 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 coordinate the project dissemination by updating the project's website, e-newsletters, etc. It will play a proactive role in checking with partners for the latest news, thus ensuring the regularity of the flow of information.

During the early stage of the project, when results are not yet available, project kick-off was announced, general information about the BEAMING project is being disseminated. The project's website was accessible from Month 2 (February).

Content resulting from project outcomes and other activities will be published on a regular basis.

Any scientific public articles, as well as event participation, will be tracked under an excel file stored on the SharePoint space and it will be updated every month. In this way, any communication material to be disseminated will be tracked and archived to have a successful control in coordination and message deployment. This document was put in place during M2.

4.4 General data protection regulation (GDPR)

Privacy policy, cookies policy and legal terms have been included to be in compliance with general data protection regulation (Regulation (EU) 2016/679) on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

The [privacy policy](#) describes the process regarding the collection, use, and disclosure of personal data when using the BEAMING website, as well as the choices the user has associated with that data.

The [cookies policy](#) explains what cookies are, how we use cookies, how third-parties we may partner with may use cookies on the Service, users' choices regarding cookies, and further information.

Finally, the [legal terms](#) have been defined to explain the general conditions that regulate the use and access to the Internet service for the BEAMING website.

4.5 EU disclaimer

According to Article 17 of the grant agreement, the BEAMING project's beneficiaries have already taken into account the legal obligations regarding communication, dissemination, and visibility activities. This includes providing targeted information about the project and its results to multiple audiences in a strategic, coherent, and effective manner. Before engaging in any communication or dissemination activity with significant media impact, beneficiaries informed the granting authority.

Moreover, all communication activities related to the project, such as media relations, conferences, seminars, and information materials, have already acknowledged the support of the European Union and displayed the European flag emblem and funding statement. The European flag emblem has been displayed distinctively and separately, without modification, and no other visual identity or logo has been used

to highlight EU support. When displayed alongside other logos, the European emblem has been equally prominent. The European emblem was extracted from the official EU website.

Beneficiaries have utilized the European emblem for their obligations under this article without prior approval, in accordance with the grant agreement. However, it is noted that this does not grant them exclusive use rights. Additionally, they have refrained from appropriating the emblem or any similar trademark or logo. All communication and dissemination activities have used factually accurate information to maintain the quality of information provided.

To fulfil these obligations, a disclaimer has been included in the project website, stating, "Funded by the European Union under grant agreement N° 101137131. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them." Additionally, the logo "FUNDED BY THE EUROPEAN COMMISSION" has been prominently displayed in association with other logos.

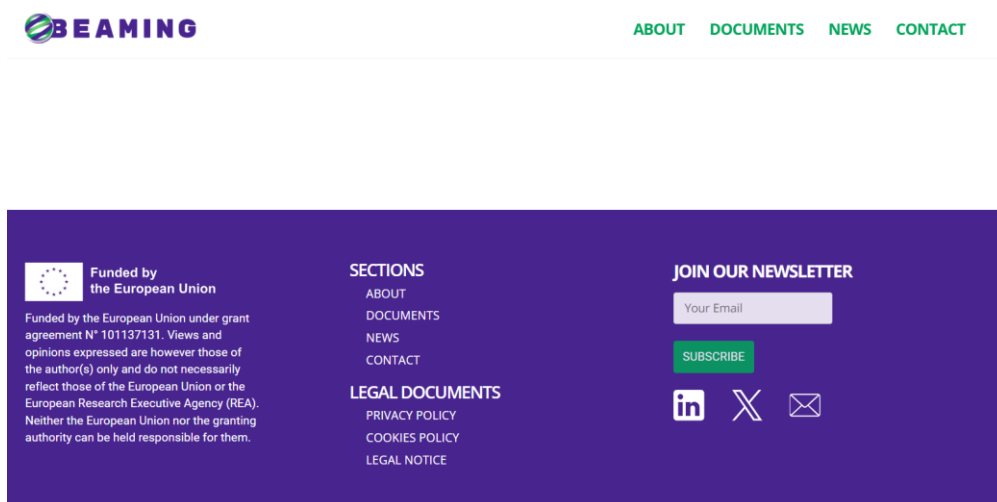


Figure 3: EU disclaimer in the BEAMING project website.

5. Social media and digital channels

The Social Media and Digital Channels section of the BEAMING project entails the establishment and utilization of platforms such as LinkedIn, Twitter, and newsletters to ensure continuous communication and dissemination of project developments to diverse audiences. Recognizing the importance of real-time engagement and information sharing, the project emphasizes the need for active presence on social media channels. By leveraging platforms like LinkedIn and Twitter, BEAMING aims to reach a wide range of stakeholders, including the academic community, industry partners, policymakers, and the general public. Additionally, the implementation of newsletters serves as a vital tool for delivering regular updates and insights regarding the project's progress, achievements, and impact. These digital channels play a pivotal role in building community engagement and enhancing awareness of BEAMING's objectives and contributions in advancing the bioeconomy agenda.

5.1 LinkedIn

[LinkedIn](#) stands as the primary social network for the [BEAMING project](#), owing to its unparalleled capacity for professional networking and knowledge dissemination within the academic and research communities. As a platform tailored to professionals and organizations, LinkedIn offers a myriad of opportunities for BEAMING to engage with a diverse array of stakeholders, including researchers, educators, policymakers, industry leaders, and potential collaborators. By maintaining an active presence on LinkedIn, BEAMING can showcase its achievements, share relevant updates and insights, and foster meaningful discussions around bioeconomy-related topics. Moreover, LinkedIn serves as a hub for building strategic partnerships, attracting amplifying the project's visibility on a global scale. Through targeted content creation, networking initiatives, and participation in relevant groups and forums, BEAMING can leverage LinkedIn's expansive reach

to advance its objectives, enhance collaboration, and drive positive impact in the transition towards a sustainable bioeconomy.

The BEAMING LinkedIn profile was established in M1 and as of M3 the profile has obtained plenty of comments, reposts, reactions and followers. In the first quarter project, the projects has obtained 282 followers and the engagement rate is higher than 8%.

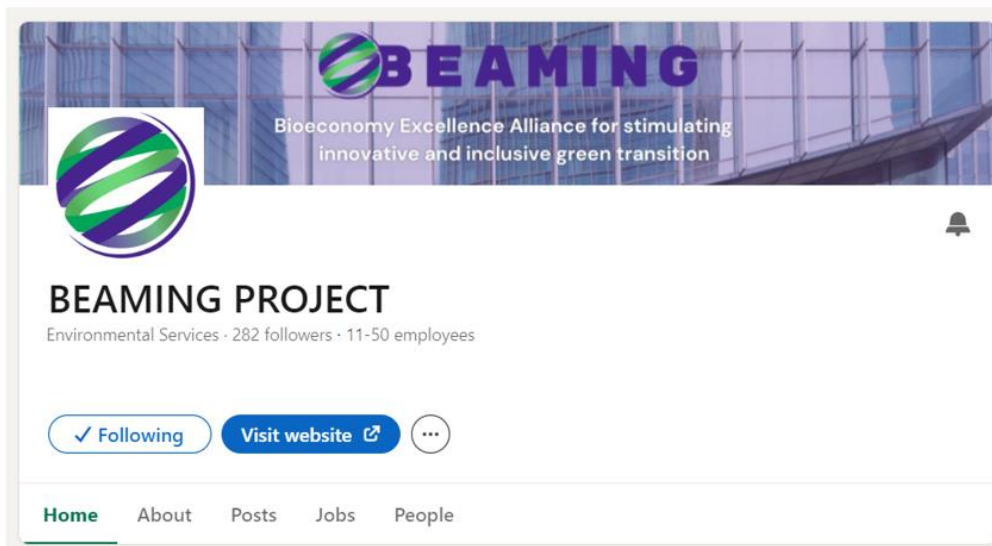


Figure 4: BEAMING LinkedIn profile

Metrics

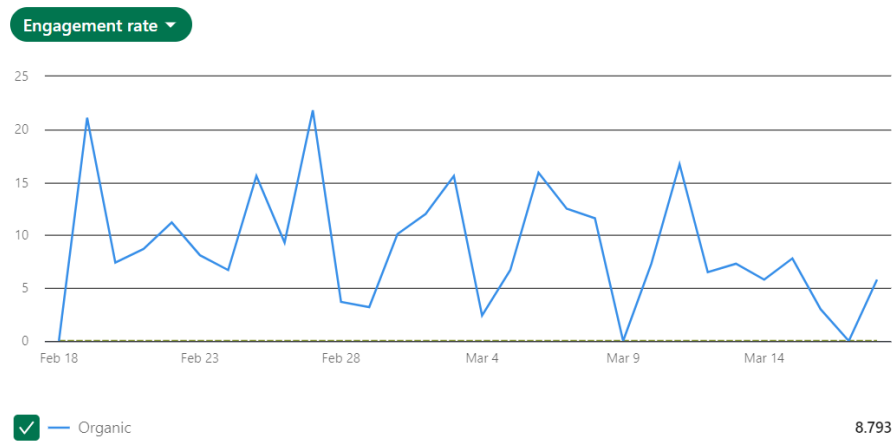


Figure 5: Engagement rate of the BEAMING project LinkedIn page from M1-M3.

5.2 Twitter / X

Twitter / X serves as a dynamic and versatile platform within the BEAMING project, strategically employed to broaden the project's outreach and engage with a broader audience, including the general public. Recognized for its real-time communication and vast user base, Twitter offers BEAMING the opportunity to share timely updates, key insights, and impactful stories related to bioeconomy advancements and project milestones. Through the concise and interactive nature of tweets, BEAMING can effectively capture the attention of diverse stakeholders, including policymakers, educators, students, and environmentally-conscious individuals. By fostering dialogue, disseminating relevant content, and leveraging trending topics and hashtags, BEAMING can amplify its message, raise awareness about the importance of bioeconomy initiatives, and inspire broader societal engagement and support for sustainable development goals.

The Twitter/X profile was also established in M1. As of M3 the profile has obtained more than 100 followers, more than 1.300 impressions and an engagement rate average of 6.1%

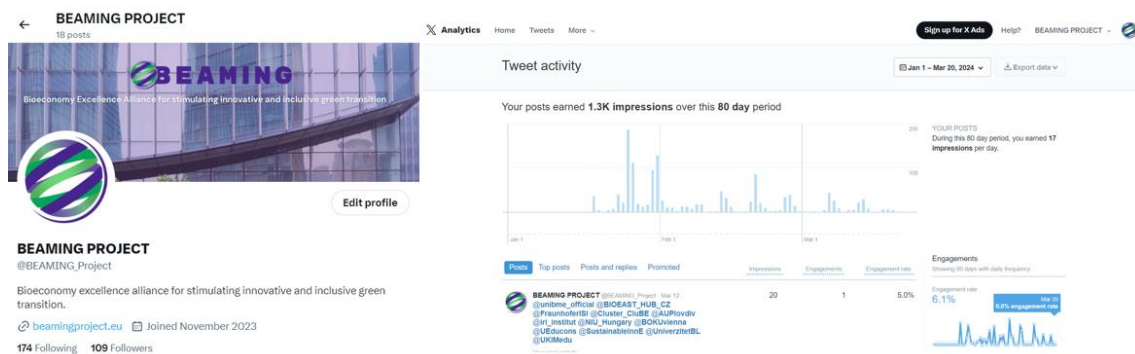


Figure 6: Twitter/X profile and analytics from M1-M3.

5.3 Newsletters

Newsletters serve as tool within the BEAMING project, offering quarterly catch-up sessions designed to keep all stakeholders informed about the latest developments, achievements, and upcoming initiatives. Tailored to provide comprehensive updates in a user-friendly format, these newsletters serve as a centralized hub for stakeholders to stay aware of the project progress, research findings, and collaborative opportunities.

By delivering curated content directly to subscribers' inboxes, BEAMING ensures that stakeholders, including researchers, industry partners, policymakers, and the general public, remain engaged and informed.

Moreover, newsletters facilitate continuous dialogue and foster a sense of community among stakeholders, ultimately contributing to the project's overall success and impact in advancing the bioeconomy agenda.

The first newsletter was sent in M3 and contained the main project information such as the concept, the official press release, information about the consortium, methodology and the project impacts.

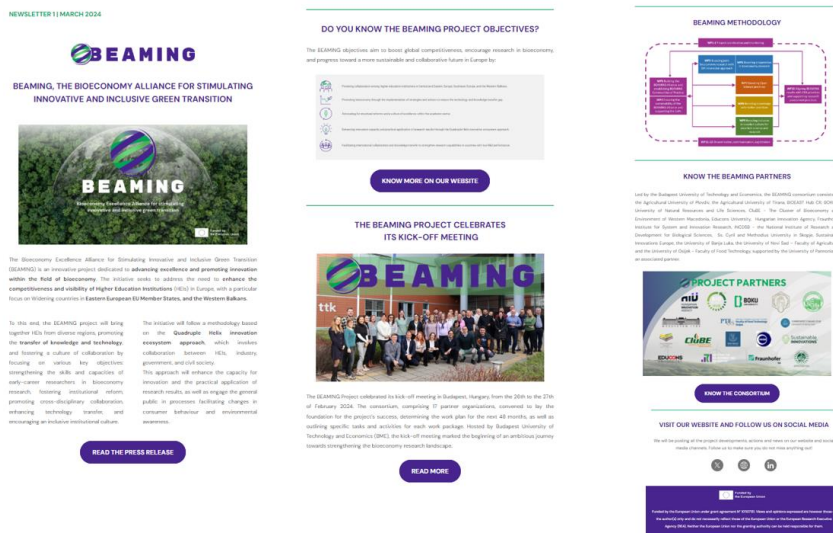


Figure 7: BEAMING project newsletter 1

6. Conclusions

In conclusion, the Project Website and Social Media Digital Channels play integral roles in the communication and dissemination strategy of the BEAMING project. Through the establishment of an online presence, including a dynamic website and active engagement on social media platforms such as LinkedIn, Twitter, and newsletters, BEAMING ensures effective outreach to diverse stakeholders.

These digital channels serve as vital conduits for sharing project updates, fostering collaboration, and raising awareness about the significance of bioeconomy initiatives.

Furthermore, it's worth noting that all communication efforts across the Project Website and Social Media Digital Channels have adhered closely to the established Brand Guidelines of BEAMING described in the D11.2 Project visual identity. This adherence ensures consistency in messaging, visual identity, thereby strengthening the overall project image and brand recognition.