Advanced Sustainable BIOfuels for Aviation

Deliverable D6.12:
Project website

Consortium:

Acronym	Legal entity	Role
RE-CORD	CONSORZIO PER LA RICERCA E LA DIMOSTRAZIONE SULLE ENERGIE RINNOVABILI	CO
TRC	TOTAL RAFFINAGE CHIMIE SA	BEN
SKYNRG	SKYENERGY BV	BEN
CENER	FUNDACION CENER-CIEMAT	BEN
ETA	ETA – Energia, Trasporti, Agricoltura Srl	BEN
CCE	CAMELINA COMPANY ESPANA S.L.	BEN
JRC	JOINT RESEARCH CENTRE – EUROPEAN COMMISSION	BEN

CO…Coordinator, BEN…Beneficiary

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General Information

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Responsible Person:	Maurizio Cocchi
Dissemination Level:	Public

INTERNAL MONITORING & REVISION TABLE					
REV.	**DATE**	**DESCRIPTION**	**PAGES**	**CHECKED**	**APPROVED**
1	**30-07-2018**	**Original**	**9**	**yes**	**yes**
2	**13-08-2018**	**Added EU-funding reference on page 1**	**9**	**yes**	**yes**

Document Type		
PRO	Technical/economic progress report (internal work package reports indicating work status)	**X**
DEL	Technical reports identified as deliverables in the Description of Work	
MoM	Minutes of Meeting	
MAN	Procedures and user manuals	
WOR	Working document, issued as preparatory documents to a Technical report	
INF	Information and Notes	

Dissemination Level		
PU	Public	**X**
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	
CON	Confidential, only for members of the Consortium	

Table of Contents

1 Introduction

This deliverable describes the structure and content of the initial BIO4A project website. At month 3, only the temporary homepage of the project is accessible to the public (in "coming soon" mode), at www.bio4a.eu.However, the structure of the whole website, including the final version of the home pages and other pages is ready and accessible with login credentials, at the address: http://www.bio4a.eu/wp-admin/. As per Grant Agreement, the whole website will be made public by Month 4 (Milestone MS1).

Figure 1 – Temporary home page in Coming soon mode www.bio4a.eu

2 Structure of the website

At this stage of the project, the aim of the website is to raise awareness about the project's rationale and activities, while in the later stages, the website will serve as one of the main tools to disseminate project results, inform about activities and events, and engage with the wider audience.

For this reason, at the time of preparation of this deliverable (M3) the website includes basic information about the project and background information about each one of the main steps of the supply chain:

- Industrial production of sustainable aviation fuels;
- Long-term research and development;
- Fuel logistics;
- Market uptake;
- Sustainability.

A series of interviews to some of the project partners was collected at the kick-off meeting and on the occasion of the 26th European Biomass Conference and Exhibition. These short clips were compiled into a 3 minutes introductory video that is placed in the home page, and provides a useful complement to the text, in order to explain the project rationale and activities. In the next pages a description of the current structure of the website is provided, together with a short paragraph on the next steps.
A news section in blog style is included and will be updated regularly with content provided by all partners, which will be promoted via social media channels (Twitter, LinkedIn and YouTube).

The website was created by using Wordpress, one of the most popular and most used Content Management Systems. A special template was chosen, which ensures a user-friendly reading experience, as well as maximum flexibility for future improvements and changes to the structure of the website whenever significant updates will be necessary. Furthermore, the template is responsive, which means it ensures a perfect readability from all kind of desktop and mobile devices.

The BIO4A website will be regularly updated with news, project videos (included webinars, once performed) and external initiatives related to the project (with the collaboration of all partners). Users will have direct access to project social media profiles (Twitter, LinkedIn and YouTube) from the website Home page.

2.1 Home page

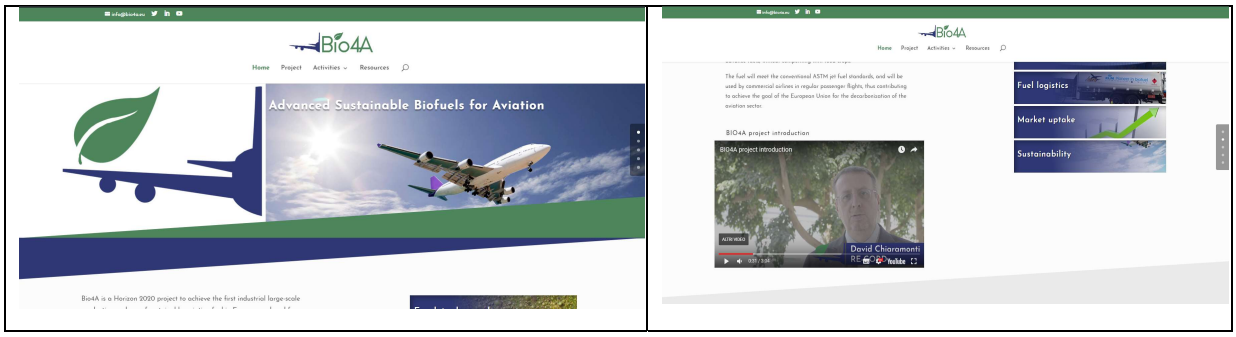
The home page of BIO4A is accessible at http://www.bio4a.eu/wp-admin/.
It will be accessible to public also from www.bio4a.eu by M4. Colours, fonts and logo of the website follow the visual identity which was agreed with the partners at the kick-of meeting.

The home page is structured in a way that provides the reader with all the basic information about the project. The menu on the home page provides shortcuts to static pages where the main information about the project are described: **home**, **project**, **activities** and **resources.**

Contacts and social media buttons are placed at the top of the home page as well as on the footer. An introductory video with short interviews to project partners is placed in the centre-left area of the homepage.

The lower part of the homepage provides a subscription form to the newsletter, a news section, a link to the social media channels and a footer with the partner logos, EU emblem and mention to funding.

A news section is placed in the lower part of the home page.



Figures 2 and 3: Screenshots of the website homepage

2.2 Project page

The **project** page is meant for new visitors of the website, to find information about who we are and what we do. Therefore, it provides basic information about the rationale of the project, the related Horizon 2020 call to which it responds, the description of the Consortium and EC grant.

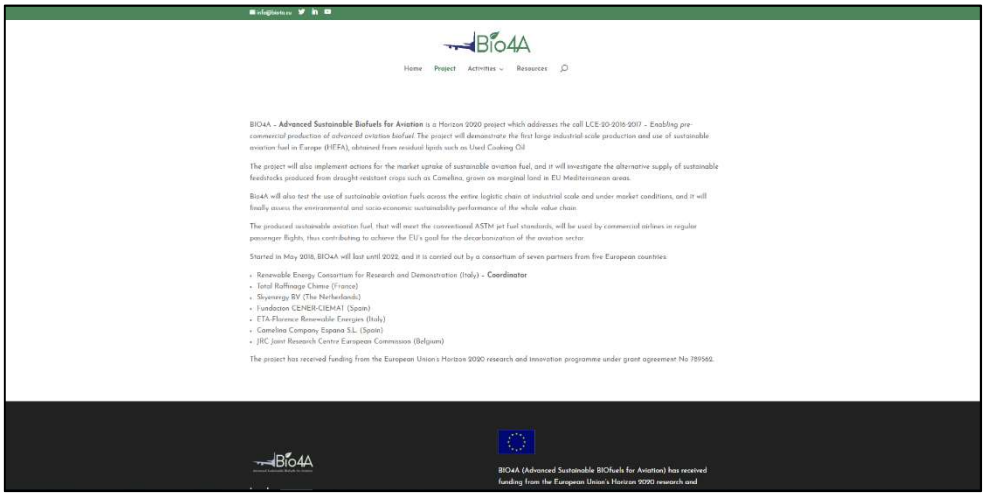


Figure 4 – project page

2.3 Activities page

The Activities page provides a short description of each work package and is divided into the following subpages:

- **Industrial production of sustainable aviation fuels**: contains information about the industrial component of the project, for the production of sustainable aviation fuels from residual lipids
- **Long-term R&D Strategy:** contains information about the R&D programme for the recovery of marginal land in dry EU-MED areas, as well as information on the development of pre-treatment processes for residual lipids
- **Fuel logistics**: contains information about the downstream airport logistics of the biojet
- **Market uptake**: provides information about the innovative contracting system and the measures for market scale up.
- **Sustainability**: provides information on the activities for the performance evaluation and the full-chain sustainability assessment of the project.

A shortcut to the different subpages is placed in prominent position on the home page, so that new and recurring visitors can easily access information about the main activities of the project as explained above.

2.4 Resources

The resources page was created to host all the public oriented materials that will be developed by the project. This includes the public deliverables as well as all the media that will be produced, videos, pictures, infographics, posters, and publications. At Month 3, this section only includes the initial press release of the project and a poster, but further updates are foreseen soon (leaflet, rollup, publishable deliverables, etc.).

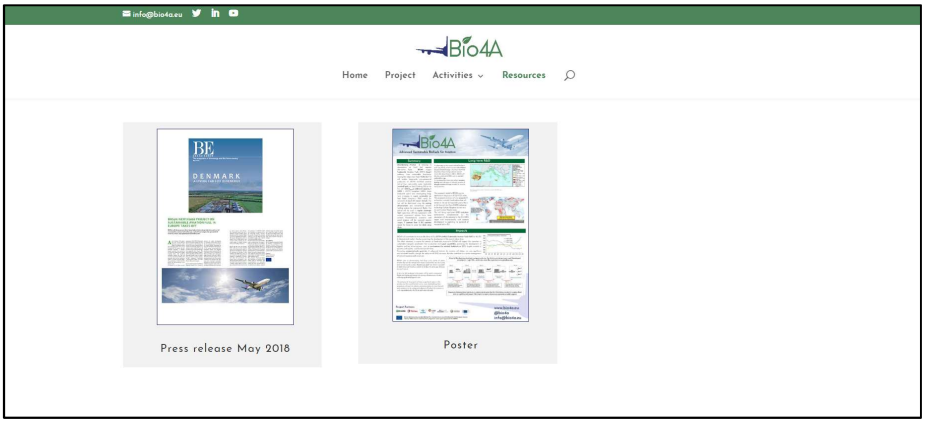


Figure 5 – page Resources

3 BIO4A social media

BIO4A will exploit the potential of social media with the following goals:

1. providing information for raising awareness about technologies and processes dealing with conversion of organic waste biomass into biofuels;
2. providing latest news, trends and related events.

3. disseminate the project outputs and events, as well as other events related to the same sector;
4. attract users to the audience community.

BIO4A consortium agreed on creating profiles and pages on the following **3 social media**:

Twitter. @projectbio4a

The Twitter account **@projectbio4a** is a useful channel to immediately disseminate project activities and news to a wide audience (both primary target groups and multiplicators), as well as to raise awareness about the latest news and trends in the aviation, biofuels and related market sectors. Specific hashtags will be chosen when sharing BIO4A news.

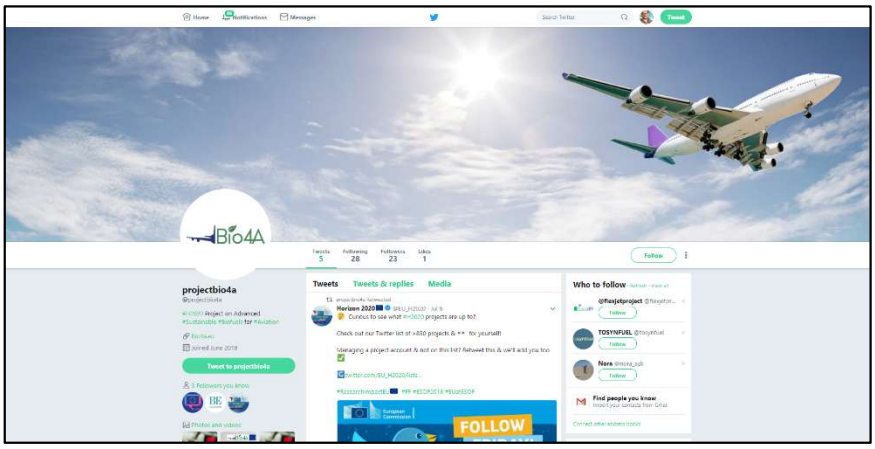


Figure 6 – BIO4A Twitter page (@projectbio4a)

LinkedIn. An official BIO4A group will be opened for hosting ideas' exchanges and suggestions directly promoted by project members and stakeholders.

YouTube. A specific BIO4A project channel has been opened on YouTube. At present it includes an introductory video with interviews to project partners collected at the kick-off meeting.

Figure 7-BIO4A YouTube channel (youtube.com bio4a project)

Figure 8 – Introductory video interview to project partners

4 Conclusions and next steps

The current version of the website is mainly structured on the static pages described above. At the current early stage of the project, this structure addresses the need to raise initial interest and awareness in the project among the visitors. With the progression of the project, frequent updates are foreseen and will be published according to the Dissemination and Communication Plan. Therefore, the website will be adapted to reflect a more dynamic style, with a larger news section and more items in the media section. The social media channels will be used to promote and to disseminate the content as well as the newsletter.