

**PROJECT WEBSITE, SOCIAL MEDIA  
ACCOUNTS AND PROMOTIONAL  
MATERIALS**

**OCTOBER 2021**

**WP8: IPR PROTECTION, TECHNOLOGY  
TRANSFER, COMMUNICATION AND  
DISSEMINATION**

**Deliverable 8.2**



## DELIVERABLE REPORT

<b>Grant Agreement n°</b>	101022507
<b>Project acronym</b>	LAURELIN
<b>Project Title</b>	<i>“Selective CO<sub>2</sub> conversion to renewable methanol through innovative heterogeneous catalyst systems optimized for advanced hydrogenation technologies (microwave, plasma and magnetic induction)”</i>
<b>Funding scheme</b>	H2020-LC-SC3-2020-NZERES-CARBON CAPTURE PROCESSES
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<b>Duration of project</b>	48 months

<b>Deliverable n° &amp; name</b>	D8.2 Project website, social media accounts and promotional materials
<b>Due date of D.</b>	Month 6, 29 October 2021
<b>Actual date of D.</b>	Month 7, 29 November 2021
<b>Participant responsible</b>	Aliénor (AEU)

<b>Date of the last version of the Annex I against which the assessment will be made</b>	26 January 2021
<b>Project coordinator</b>	AIMPLAS
<b>Project website address</b>	<a href="http://www.laurelin.eu">www.laurelin.eu</a>

<b>Dissemination level</b>		
<b>PU</b>	Public	<b>X</b>
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	





# DELIVERABLE REPORT

## Document history

Version	Author	Description of Changes	Date
1	AEU	Initial version	05/11/2021
2	AEU	Revision version	26/11/2021

## Approval

This document has been approved by:

Name	Title	Date	Version





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## **1) Summary and Objectives**

The aim of the project’s website, social media accounts and promotional material is to raise awareness about the project, inform about the latest developments, engage with stakeholders and promote the project to different target groups. Those three tools will be used in a complementary manner and will be tailored to their respective audience in order to reinforce their efficiency.

Being at the beginning of the implementation of the project, this report summarises the content and structure of the website, describes the two social media channels, as well as the promotional material developed and planned. These tools will be key in the communication strategy (see Deliverable 8.1 Initial Communication, Dissemination and Exploitation Plan).



## 2) Work Progress

In order to develop an efficient communication and dissemination strategy, different tools were developed to reach different target audiences and to carry out various messages. Those tools are complementary and will be used in a tailor-made manner, in order to ensure that the key messages of the LAURELIN project reach their targets.

LAURELIN identified the following key communication channels for dissemination:

- Website: [www.laurelin.eu](http://www.laurelin.eu);
- Social media: [Twitter](#), [LinkedIn](#); and
- Promotional material.

The selection of these tools was based on several criteria:

- Accessibility: free general access;
- Efficiency: low costs to reach a large audience;
- Usability: easy to use both for the information giver and the receiver, high flexibility of design and content structure; and
- Synergies: used by project partners, other EU funded projects, policymakers, journalists, general public, etc.

The purpose of these communication channels is to:

- Increase awareness about the project;
- Inform about the project latest developments, deliverables or events;
- Inform about other developments linked with the transport biofuels topic (events, policy developments, research, etc);
- Involve relevant stakeholders, notably through the access of training materials on the website, video of courses and conferences (e-learning); and
- Support cooperation and synergies with other stakeholders working on the same subject.



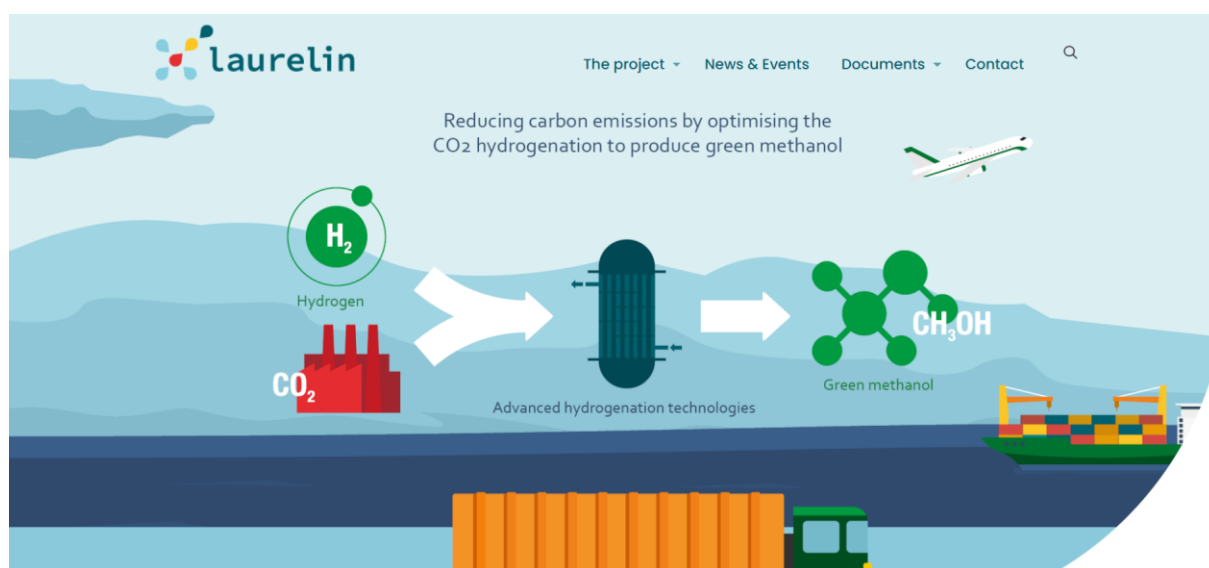
## 3) Results

### 3.1. WEBSITE

#### 3.1.1. Objectives

The website targets different audiences, e.g. general public, industry, public bodies, scientific and educational organisations, journalists, policymakers etc. That is why the information available on the website is taking different forms to reach different audiences.

The homepage opens with two brief introductory paragraphs, written in an accessible language, to summarily describe the project and its objectives. It is supported by an infographic, which presents the main features of the LAURELIN project.



The page “About the project” presents in much more details the project and its objectives, for a more specialised public. In order to create synergies, it refers to other relevant H2020 projects working on the subject of alternative and renewable fuels.

At a later stage, scientific articles written by the consortium’s partners will be made available to the research community, while the policy recommendations will allow journalists and policy makers to understand the issues at stake.

The website gathers all the information regarding the project: overview, events, news,





public deliverables, communication materials as well as an e-learning section. It will be updated on a regular basis by the WP8 leader to reflect the latest developments of the project.

The purposes of the website are to:

- Increase awareness about the project, its objectives and its results;
- Inform about the project’s latest developments, public deliverables and events;
- Place the project in the wider context of the issues related to transport fuels; and
- Provide stakeholders a possibility to contact and engage with the consortium.

The project website will also ensure Green Open Access and will provide access to public project reports (when planned as ‘public’ in the Grant Agreement) and publications.

### 3.1.2. Day-to-day management

The content creation and day-to-day management of the website relies entirely on the WP8 leader.

All the partners will participate to the website’s content by providing up-to-date information and input to the WP8 leader.

### 3.1.3. Evaluation and adaptation

The website will be updated on a regular basis with news, articles, documents, events or other elements.

Google Analytics will give an insight about the number and origin of visitors as well as their interests while visiting the different pages. This will respect the GDPR principles.

The website will be evaluated against the Key Performance Indicators (KPIs) defined in the Grant Agreement:

<b>Website</b>	> 20,000 visits over the project’s duration
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### 3.1.4. Development

The website is running on [www.laurelin.eu](http://www.laurelin.eu).



The backend (WordPress) allows the WP8 leader to edit pages and menus.

### 3.1.5. Graphic design

The design of the website was developed in line with the graphic charter of the project. It reflects the agreed logo and colours of the project.

### 3.1.6. Menu

Taking into account the Commission’s guidelines “EU Project Websites - Best practice Guidelines” (March 2010) published by DG research, the WP8 leader chose the following structure:

#### 3.1.6.1. Homepage

The Homepage provides a basic overview of the project and of the latest news.

The EU funding is duly acknowledged by the inclusion of the EU logo and the sentence "This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101022507. It reflects only the author’s view. The Agency is not responsible for any use that may be made of the information it contains.”

Direct links to Twitter and LinkedIn as well as the possibility to subscribe to the newsletter are available on the homepage.

A sub-section “Facts in brief” summarises the main information about the project and the consortium.



#### Partners



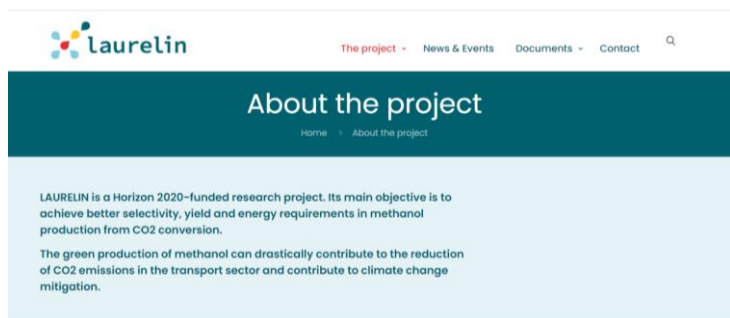
LAURELIN gathers ten partners from research organisations, higher education institutions and SMEs from four EU countries, UK and Japan.

[About the consortium](#)

### 3.1.6.2. The project

This page is made of 2 subpages:

- ▶ **About the project:** a detailed and illustrated description of the project, including different links of interest.
- ▶ **Who we are:** a presentation of all the partners in the consortium, including a map showing the geographical distribution of the participating organisations.

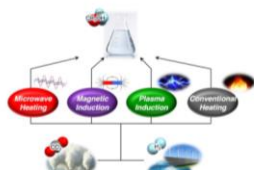


### The problem, the need, and the opportunity

CO2 represents 60% of greenhouse gases (GHG) emissions contributing to global warming. However, CO2 has an impressive potential as feedstock for renewable fuels and chemical processes.

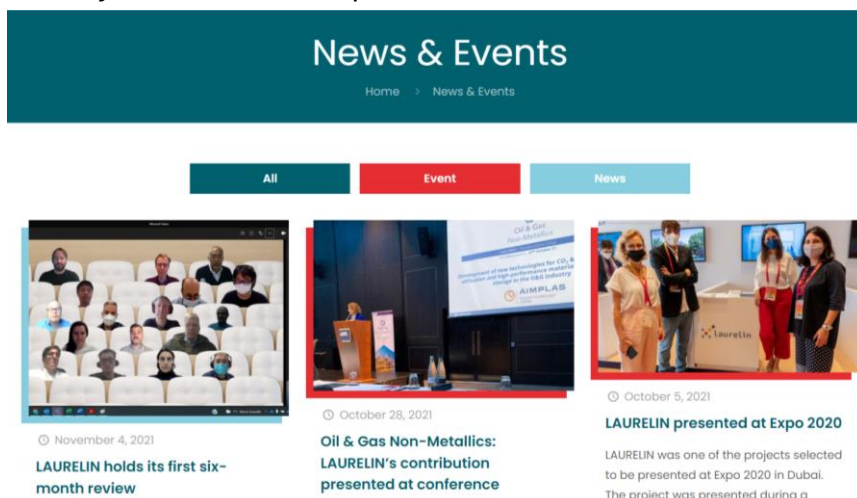
This is why carbon capture and utilisation (CCU) is considered a highly promising technology for the reduction of the CO2 emissions, as it can capture and convert waste CO2 emissions into valuable products such as fuels, while at the same time contributing to climate change mitigation.

In parallel, there is a growing interest for the use of methanol in transportation fuels, given its many desirable attributes. Methanol is an excellent spark-ignition engine fuel, thanks to high octane contribution, easy distillation, lower boiling temperature for better



### 3.1.6.3. News and Events

This page provides news regarding the project and a list of upcoming conferences, workshops, and events (both external and organised by the consortium) which may be of interest for the partners and the stakeholders. At a later stage, it will include some scientific articles published by the consortium's partners.



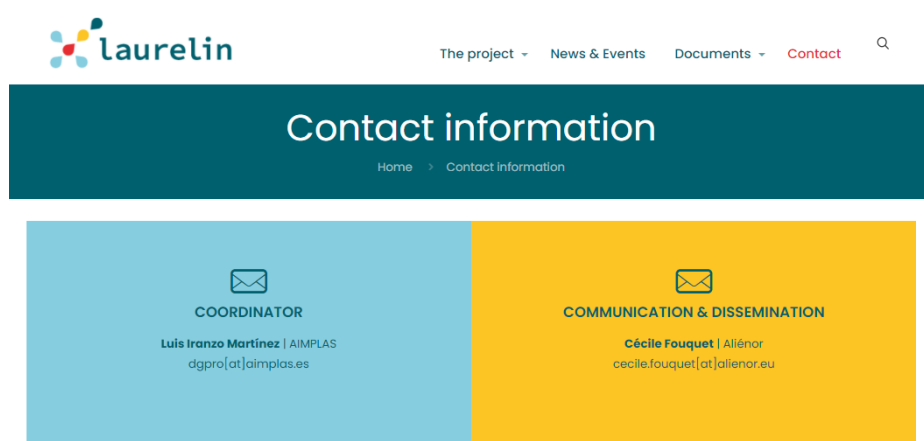
### 3.1.6.4. Documents

This page is made of three subpages:

- **Communication material:** all the promotional materials developed by the project will be made available on this subpage.
- **Project reports:** all the public project reports will be made available on this subpage after finalisation. These will be:
  - D6.3 Report about “*in-situ*” characterisation of catalyst activity in the hydrogenation reactors (conventional thermal, microwave, plasma and magnetic induction). This report will be published in M45.
  - D8.1 Initial Communication, Dissemination and Exploitation Plan. This report will be published in M6.
  - D8.2 Project website, social media accounts and promo materials. This report will be published in M6.
- **E-learning:** all the material developed by the consortium’s partners will be made available on this webpage, such as videos, presentations, training materials.

### 3.1.6.5. Contact

This page allows anyone to enter in contact with our team.



The screenshot shows the contact page of the Laurelin project website. At the top left is the Laurelin logo. The navigation menu includes 'The project', 'News & Events', 'Documents', and 'Contact'. The main heading is 'Contact information' with a breadcrumb trail 'Home > Contact information'. Below this, there are two contact cards. The first card, titled 'COORDINATOR', features an envelope icon and lists 'Luis Iranzo Martínez | AIMPLAS' with the email 'dgpro[at]aimplas.es'. The second card, titled 'COMMUNICATION & DISSEMINATION', also features an envelope icon and lists 'Cécile Fouquet | Allénor' with the email 'cecile.fouquet[at]alienor.eu'.

## 3.2. SOCIAL MEDIA

### 3.2.1. Objectives

Social media accounts raise awareness about LAURELIN in the online community. Accounts

have been created on two major social networks: Twitter and LinkedIn.

Each social media account targets different groups, with different messages. While LinkedIn is a professional network, Twitter targets media and policy makers and professional communities. Furthermore, several target groups follow numerous social networks.

These social media accounts will be used to inform about the different steps of the project, organised events, disseminate documents, but also to react on and share news regarding methanol production.

With its social media presence, LAURELIN aims at increasing the project's visibility towards relevant stakeholders, policymakers and potential end-users, by engaging with them and creating a community of online stakeholders surrounding the project.

The purposes of the social media accounts are to:

- Increase awareness about the project;
- Inform about the project's latest developments, deliverables, publications or events;
- Inform about other developments related to methanol production, CCU and biofuels (events, policy developments, research, *etc.*);
- Engage relevant stakeholders and create a community of 'followers' who will share information regarding the project to their own network; and
- Support cooperation with other stakeholders working on the same subject.

### 3.2.2. Day-to-day management

The WP8 leader will entirely manage the content of the two social media accounts.

All the partners will participate to the content creation by providing up-to-date information and input to the WP8 leader and will be asked to relay the information through their organisation's social media accounts.

### 3.2.3. Evaluation and adaptation

The different accounts will be updated on a regular basis with news, articles, events or other relevant information.



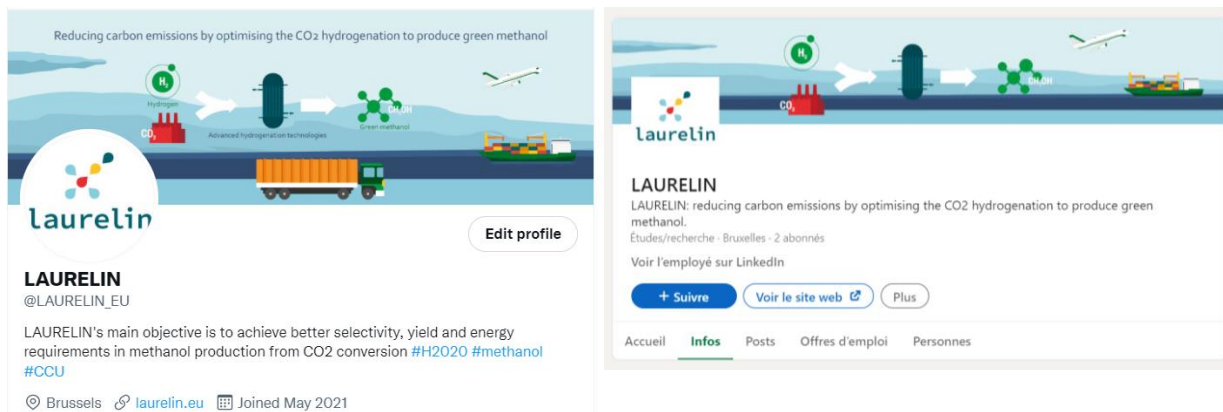
The engagement of stakeholders will be monitored thanks to available analysis tools (Hootsuite, Twitter Analytics, etc). The use of these tools will respect the GDPR rules.

The two social media accounts will be evaluated against the KPIs defined in the Grant Agreement:

<b>Project social media</b>	> 200 readership & consultations/likes
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### 3.2.4. Graphic design

The design of the social media accounts has been developed in line with the graphic charter of the project.



## 3.3. DIGITAL AND PRINTED PROMOTIONAL MATERIAL

### 3.3.1. Objectives

A leaflet and a poster have been created and will be distributed at events attended or organised by the project in order to support the project communication and branding actions. They are already available on the project’s website for digital dissemination.

They summarise the key aspects of LAURELIN to give an easily understandable and eye-catching overview of the project and its objectives.

### 3.3.2. Management and adaptation

The promotional material will be updated when relevant by the WP8 leader, in coordination with the consortium’s partners.

### 3.3.3. Evaluation

The promotional material will be evaluated against the KPIs defined in the Grant Agreement:

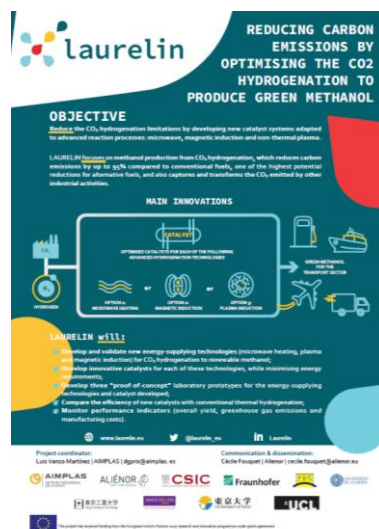
<b>Promotional package</b>	<b>&gt; 1,000 digital copies</b>
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### 3.3.4. Graphic design

The design of the promotional material has been developed in line with the graphic charter of the project.



LAURELIN leaflet



LAURELIN poster







### 3.4. PROJECT VIDEOS

#### 3.4.1. Objectives

Two videos will be produced during the project:

- In M12, a graphical video reflecting the main project objectives and impacts will be delivered; and
- In M36, a promotional video, consisting of interviews and in-situ filming, will be released.

The first video will aim at explaining in layman’s terms the project and its objectives, to raise awareness about the project’s objectives and benefits. The video will target a broader audience.

The second video is planned to be released at a later stage of the project, so that preliminary results can be presented in a visual and easy-to-understand manner.

#### 3.4.2. Management and adaptation

The two videos will be published on the project website and shared on social media accounts, through the newsletter, and during events attended by the partners.

The first video will provide the basis for the second video, which will reflect the latest scientific developments as well as some potential results.

#### 3.4.3. Evaluation

The project videos will be evaluated against the KPIs defined in the Grant Agreement:

<b>Project videos</b>	2 videos with > 750 views
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#### 3.4.4. Graphic design

The design of the two project videos will be developed in line with the graphic charter of the project.







## 4) Conclusions

Three key communication channels have been developed. They have been fully integrated to the project's initial communication plan.

These communication channels will be continuously fed, evaluated and improved.

The impact of these communication channels will be measured thanks to management tools and will be reported in the Mid-term Communication, Dissemination and Exploitation plan (M21) and the Final Dissemination and Exploitation plan (M48).

The WP8 leader will discuss any developments for the website or social media accounts with the coordinator and will gather input from the partners on a regular basis.

The success of the website and social media accounts' goals will depend on the combined efforts of all consortium members. Partners are to inform the WP8 leader when conducting any disseminating activities linked to the Project.

Once other communication tools will be developed (such as the project videos), they will be fully integrated to and used by the different communication tools.