

Sustainable Jet Fuel from Flexible Waste Biomass

Deliverable D9.3: Website and social media feeds online

presented by GreenFlexJET project consortium:

Short	Beneficiary	Role
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FRA	FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V.	BEN
UNIBO	ALMA MATER STUDIORUM - UNIVERSITA DI BOLOGNA	BEN
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CO: Coordinator, BEN: Beneficiary

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

Version History				
Version number	Date	Reasons for release	Responsible	Comments
1.0	29/06/2018	Final version	WP Leader	---
2.0	23/08/2018	Revised version	WP Leader	---
3.0	29/10/2021	Updated version	WP Leader	---



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1 EXECUTIVE SUMMARY

A website will serve as a dissemination platform to engage with stakeholders related to the project topics, including direct beneficiaries and the wider public. Social media accounts linked to the project will be set up and managed to increase awareness and engagement. At the earliest opportunity and appropriate times, data and information will be made publicly available by presentation on the website and social media.

The project website <https://www.greenflexjetproject.eu/> has been created and edited by ETA due to its experience in project web page design and maintenance. The project website will be updated and maintained throughout the whole duration of the project. It will include information about the project and the partners, background information about technology and feedstock, news and publishable documents on the project. Also, news will be shared through specific social media channels.

The website will also function as a dissemination tool for posting information on upcoming events, workshops and open days, guaranteeing access to project results by a wide audience.

An informative set of YouTube videos designed to increase public awareness of and media exposure to the project should be created and implemented into the pages of the website. For that reason, a dedicated YouTube channel could be created, showing e.g. interviews with project partners, videos on project events, etc. Some interviews have been already recorded during the project kick-off meeting, providing an overview of main activities to be implemented in the different work packages during the project duration. Other videos will be produced during the project activities. These will target the general public, with the specific goal to inspire the next generation of young engineers.

The public outreach will also be achieved through other project-dedicated social media such as Twitter, LinkedIn and Facebook. Their profiles and pages have already been created. Social media channels will be always accessible through the website, for easing digital interconnections.

1.1 Description of the deliverable content and purpose

The GreenFlexJET D9.3 is a public report with the description of the structure of project website and social media on the project activities and results to engage with the general public. Its due date is M3 and it applies to the Task 9.3. The structure and content of project website and social media can be improved and updated during the project development and management.

This report is strictly related and linked to the deliverable D9.2: Branding materials (Creation of a project logo and its incorporation into a standardized set of templates for project reporting and public dissemination; project visual identity).



2 INTRODUCTION

GreenFlexJET will build a pre-commercial demonstration plant for the production of advanced aviation biofuel (jet fuel) from waste vegetable oil and organic solid waste biomass, successfully demonstrating the SABR-TCR technology i.e. transesterification (TRANS), hydrodeoxygenation (HDO) and hydrocracking/isomerisation (HC) and Thermo-Catalytic Reforming (TCR) combined with hydrogen separation through pressure swing adsorption (PSA) to produce a fully equivalent jet fuel. This project will deliver respective environmental and social sustainability mapping and it will validate a comprehensive exploitation business plan.

It is important to generate maximum awareness of the project operational activities and outcomes to facilitate exploitation of the technology as well as engage and interest the public to accelerate acceptance.

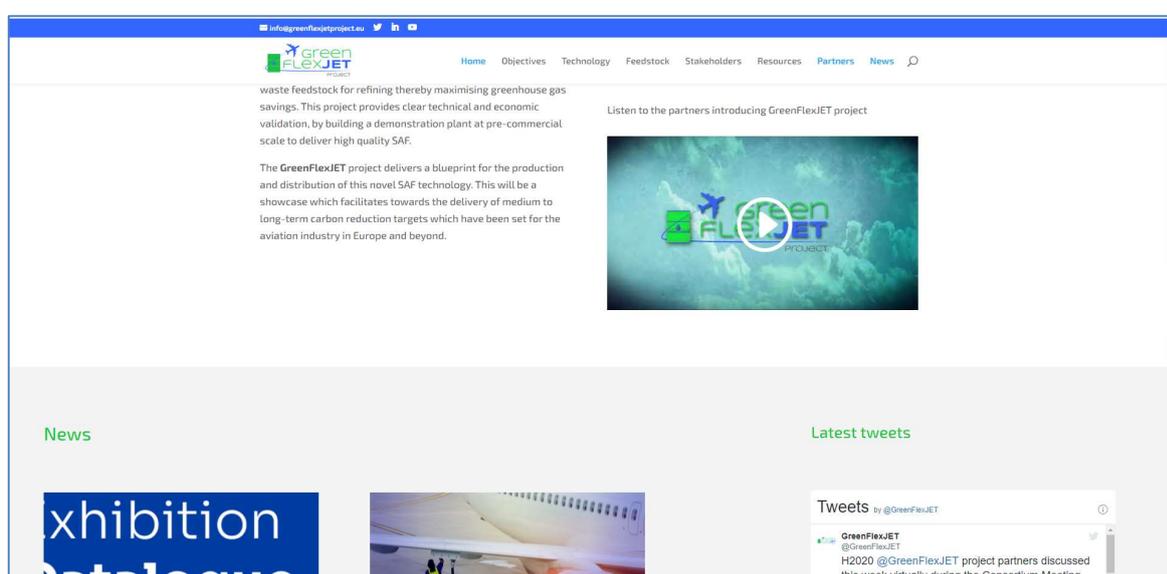
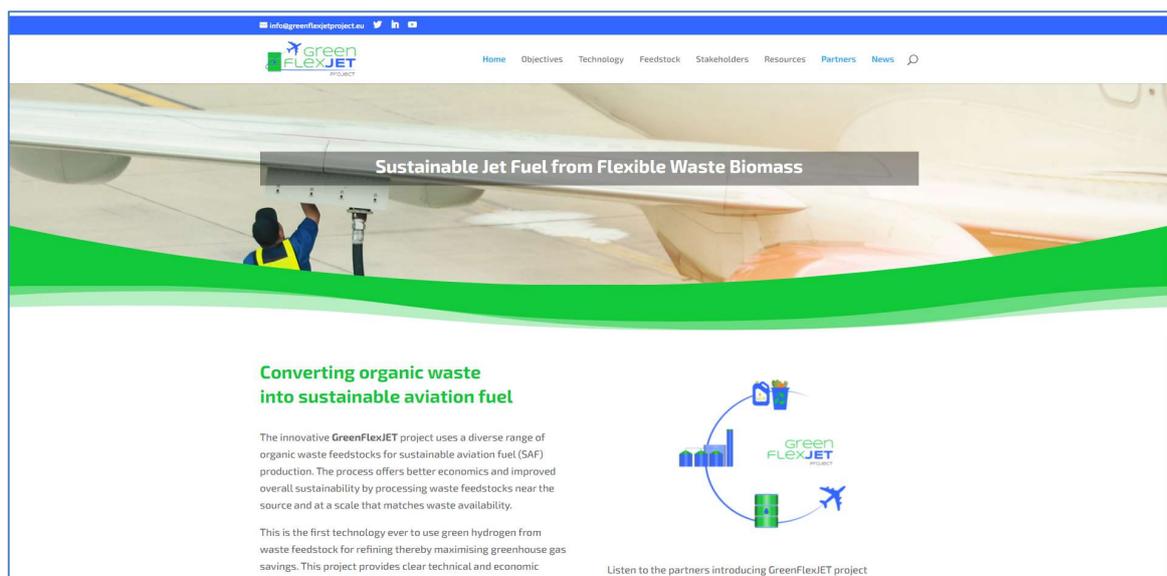
The website of GreenflexJET project has been set up at the address <http://www.greenflexjetproject.eu>.

It presents the functionalities needed for the dissemination purposes of the project. All the project partners have been informed about the development of the project website, structure and contents. Comments and suggestions from the partners have been and will be always taken in due consideration and integrated into the website, with a view to its continuous improvement. Project website structure and implementation are explained in the following chapters of this deliverable.

Social media on GreenFlexJET project such as Twitter and LinkedIn have been opened and launched simultaneously with the project website and already integrated into the website. The same was done for Youtube and it should be done also for Facebook. Social media on GreenFlexJET project are presented and detailed in the following chapters of this deliverable.

3 WEBSITE STRUCTURE

The website is based on Content Management System Opensource, Wordpress. In this way, the high quality standards are satisfied and the maintenance costs are reduced. On the other side, a template has been chosen and personalised in order to develop the website and duly fulfil the project needs.



Figures 1-2: Home page of the project website.

The website is built with a Home page keeping the identity of the project in evidence (regarding the sections: Introduction, Newsletter subscription, Partners, and Acknowledgements).

A “Objectives” webpage presents the main characteristics and goals of the project.

Other specific webpages have been created for “Technology” and “Feedstock” that represent the main subjects of the project, permitting to devote needed space for new information that will be disseminated in the future, according to project development.

A “Stakeholders” webpage has been implemented to address dissemination and communication activities to several audiences. Here, potential stakeholders are asked to fill in an online form divided in two sections. The first section asks for information that should be placed on the website and open to the wide public, while the second section asks for data that will be added in the secure stakeholders’ area and will be used for communication with all the different stakeholders.



A last webpage, called “Resources”, is reserved to collect and make available all the materials that will be produced in the future during the project implementation (e.g. posters and leaflet/s; videos; news alerts and press releases; newsletters; etc.).

The website colours system has been specifically conceived by ETA Web Designer in coherence with the project Visual Identity. In particular, the project logo has been developed at the beginning of the project in strict collaboration with all the partners; it is visible on the project website, on the header section.

The EC flag appears in the footer section, together with the official acknowledgement of the EU funding: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 792216.”

The website menu is on the header section, covering the following entries:

- Home (it is for the general presentation of the project, explaining the aim of the project);
- Objectives;
- Technology;
- Feedstock;
- Stakeholders;
- Resources;
- Partners;
- News.

The website of the project has been structured and managed as a living space and provides substantial information about the project in order to be attractive for web users. In that sense, the website will be reviewed to include further and updated information.

All Project partners are in charge of providing information for the publication of news in the website to the coordinator and to the WP leaders. In particular, the website section “News” is devoted to that. Also, the section “Resources” reports all publishable and downloadable documents related to the project activities.

All the website content is being promoted via social media (mainly Twitter and LinkedIn) and electronic newsletters.

4 SOCIAL MEDIA FEEDS ONLINE

Social media refer to social networks and practices that are used to share opinions and information, promote discussion, and build relationships. They use a variety of content formats, including text, pictures, audio and video.



Concerning stakeholder and campaign communication, the purposes of this type of communication vary from:

- informing citizens about the EU project added-value;
- promoting best practises, campaigns and sharing project results;
- engaging with stakeholders.

This form of communication is conducted by the lead WP, in close coordination with the project coordinator and in cooperation with all project partners.

The lead WP entity develops and revises its own social media strategy based on common good practice guidance jointly developed under the auspices of the Project Management Team. Any decision to engage on social media must be preceded by a “fitness check”, i.e. whether the planned action is “fit for purpose” including a thorough assessment whether the available resources match the envisaged level of ambition.

Social media have an important scope for interaction and engagement with interested groups on EU-related themes and activities, but each partner has to take into account the specific policy, its context, target audiences and the available resources.

The publication “H2020 Programme – Guidance - Social media guide for EU funded R&I projects (Version 1.1, 07 January 2020)” well describes how social media allow the social media manager to reach an extremely wide — but also targeted — audience, maximising the impact and successful exploitation of research results.

In the context of “Communicating vs Disseminating”, social media can be used for both communication and dissemination (both of which are mandatory for all Horizon 2020 projects).

Some useful points of this publication are in the Annex I at the end of this report.

Social media on GreenFlexJET project such as Twitter and LinkedIn have been published and launched simultaneously to the project website and they are integrated into the website. The same was done for Youtube and should be done also for Facebook.

Descriptions and screenshots of each social media about this project are as follows:

- **Twitter account:**

Twitter allows posts, which can be embedded with pictures, videos, live streams or polls targeted to very specific audiences (e.g. experts, policymakers, media, etc.). It sorts the tweets into threads, making it easy to follow conversations, or messages longer than 140 characters. Twitter incorporates hashtags and labels to pinpoint keywords and concise messages and allows for hyperlinking to additional multimedia like slideshows and pictures. It allows to reach people based on keywords in recent Tweets and the ones they recently engaged with, to connect with people based on the people and brands they follow, on their interests and to create tailored audiences.



A Twitter account, **@GreenFlexJET**, has been created with the name of the project itself. Twitter will mainly serve as a content discovery social media for increasing project public awareness, exposure and engagement with targeted audiences.

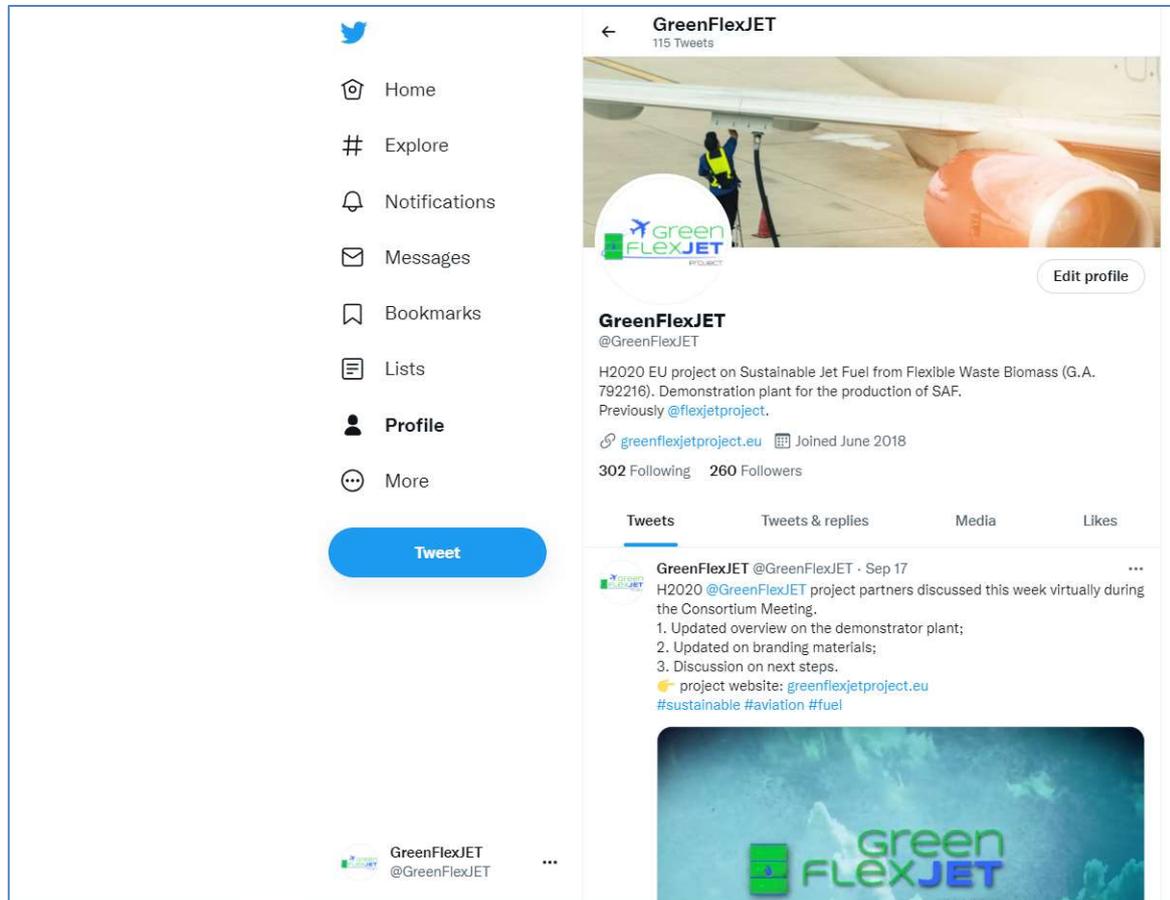


Figure 3: Twitter account of the project.

- LinkedIn group:

Like most social networking groups, the primary goal of a LinkedIn group is to build a hub for quality discussions and feedback. LinkedIn is a professional network, focusing on B2B interactions. That means the quality of the contacts collected for any business-related content is much higher than those from Facebook or Twitter. Naturally, the more questions and content are shared that are relevant to the interests of the group, the more quickly the group will move up on the influencer scale.

A LinkedIn group named GreenFlexJET Project has been created. The group will collect news and updates about the project and it will serve as a useful discussion platform about the project itself and the subjects related to it.

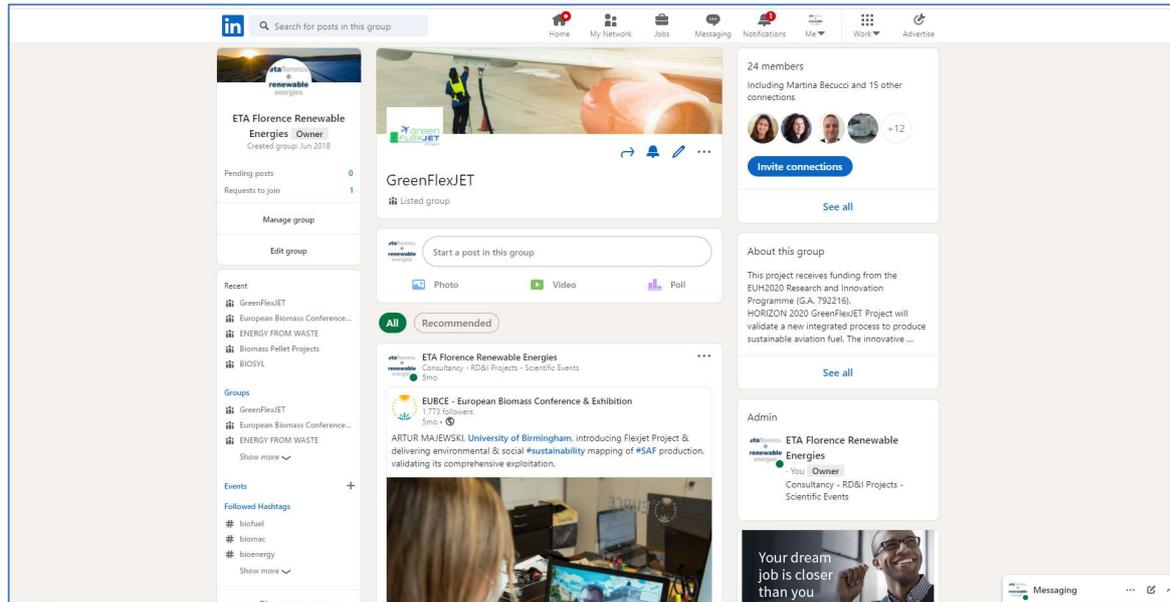


Figure 4: LinkedIn group of the project.

- YouTube channel:

An informative set of YouTube videos designed to increase public awareness of and media exposure to the project should be created and implemented into the pages of the website. For that reason, a dedicated YouTube channel, with the same name of the project, should be created with interviews of some project partners. The interviews have been recorded during the project kick-off meeting and explain the main activities of different work packages led by the partners. Other videos will be produced during the project activities. These will target the general public to inspire the next generation of young engineers.

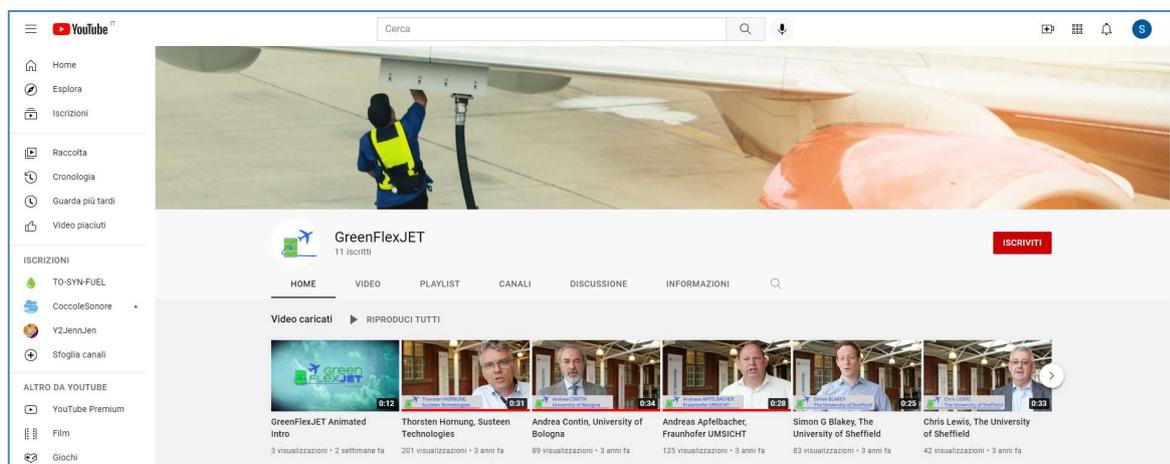


Figure 5: Youtube channel of the project.



- Facebook page:

A Facebook page should be created. Having a public presence similar to a personal profile but allowing fans to “like” the project. Followers (named as “fans”) can receive content updates from the page on their News Feed, while the business is able to raise brand awareness, deploy and track advertising, collect detailed audience insights, and chat with users who seek customer service.

Facebook and similar social networking sites hold vast potential for reaching non-traditional audiences for science. First, they have the potential to facilitate incidental exposure, in other words they can reach non-traditional audiences with content about science in an online space where they are not otherwise looking for it. Second, users with an interest in and enthusiasm for science can serve as "science navigators" or opinion-leaders, passing on information to friends about new science-related events or issues in science, recruiting friends to participate in science-related activities or campaigns.

5 CONCLUSIONS

The website and the social media of GreenFlexJET project have been realised within the deadline and they will be continuously updated during the project, for disseminating publishable information and results from different project activities.

6 ACKNOWLEDGEMENTS



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 792216.

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ANNEX I

Social media strategy

To avoid potentially wasting time with unfocused, open-ended use of social media, decide on a detailed **social media strategy**, as part of your project's communication and dissemination plan.

This should cover the following points:

- WHERE

which accounts and platforms will you use?

- WHO?

define the person in charge of social media in the project consortium and the partners reference person/s (*this sentence has been specifically adjusted for this project*)?

who is your target audience?

- HOW?

what impact do you want to have and how will you assess this?

which language(s) will you use for your target audience?

- WHAT?

which content do you want to share?

how much time will you need to commit to this task?

- WHEN

what is the right time to share your content?

how often you should post on your account?

Deciding who is in charge

All beneficiaries are welcome to contribute to the project's social media activities, but you need to **designate one person to oversee** all of this.

The person in charge of project social media will set up and manage social media accounts, centralise the information to be shared and communicate with the audience, including replying to messages. This person will be mainly assisted by the project coordinator and WP Leaders (*this sentence has been specifically adjusted for this project*).

The ideal person for this could be the beneficiary staff member who already handles communication tasks.

Regular exchanges of information between the frontline project staff and the communication and dissemination team can help ensure the project is promoted adequately, by enabling the social media manager to draft relevant content and post it on time.



To reach the widest possible audience, we recommend you identify other individuals in your consortium who are already using social media. Invite them to retweet and share the project's posts and relevant content with the appropriate audiences.

Identifying & building your audience

Which audience?

You must define clearly the target audience you want to reach through social media — *e.g. researchers, entrepreneurs, policymakers, young people*. This determines the **message** you want to convey, and how.

You need to **adapt your message** to the audience: think of what information your intended reader could be looking for and aim to give them that information, **customising** the language and content instead of posting just for the sake of it. This makes it more likely that people will read and retweet your content, expanding your audience.

Building an audience

Building a social media community that shares the same interests and is involved in similar projects is crucial for boosting the visibility of your content and increasing the number of people who read your posts. You can do this by:

- retweeting;
- replying to others' tweets;
- quote-tweeting information about your project;
- start an online discussion, *e.g. by asking questions*.

Connecting with other Horizon 2020 beneficiaries

Projects under the same call often share goals and are aimed at similar audiences. By connecting and clustering with likeminded beneficiaries — *for example, by following their account, retweeting or replying to their posts or tagging them* — you can attract each other's followers and fans, enlarging your community of interested individuals and organisations.

Posting for the general public and media

You can share your information and news (*using pictures, (live) videos, short messages, key quotes, etc.*) **at the exact moment they are taking place**, for example:

- when you have a project **breakthrough**, reach a (genuine) milestone or get results;
- when your project is featured at a **conference** or **event**;
- when you are presenting your project at an **exhibition fair stand**;
- when a new **press release** is published.



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Don't wait until you have all the details or the full story (you can post this later). Acting immediately is vital to gain momentum and get your event, result, etc. into online discussions.

Tweets cannot replace full articles and press releases about your project's achievements. But they can link to more detailed information available on other platforms, making your content more visible.