



**Project acronym: BECOOL**

**Project full title: Brazil-EU Cooperation for Development of Advanced Lignocellulosic Biofuels**

**Grant Agreement Number: 744821**

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**Deliverable 6.2**

Title:	<b>Project branding material website and social media</b>
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**Dissemination Level: Public**

*“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 744821”*

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## Introduction

This deliverable describes the structure and content of the project website. The aim of the website is to raise awareness about the project's activities and results. As per the Document of Work, the website includes a public section and a member area. The public section includes information about the project and background information about each one of the main steps of the supply chain investigated by the project: feedstock; logistics; processes, final products, sustainability. A section is dedicated to presenting the joint EU-Brazil cooperation projects and the common aspects between the twin projects BECOOL and BIOVALUE. 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 (Linkedin, Twitter 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.

A series of interviews to some of the project partners was collected at the kick-off meeting and on the occasion of the 25<sup>th</sup> European Biomass Conference and Exhibition. These short clips were included into the website and provide 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.

## Home Page

The website is accessible at the address [www.becoolproject.eu](http://www.becoolproject.eu). The colors, fonts and logo of the website follow the visual identity which was elaborated earlier in 2017 at the start of the project. Blue is one of the dominant colours to reflect the strong European imprint of the initiative. The logo represents a globe, with colours addressing both the European and the Brazilian flags.

Contacts and social media buttons are placed in the blue header, for easy access.

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: About; Activities, EU-Brazil Cooperation; Resources, News and Events.

The lower part of the homepage provides a subscription form for the newsletter, a news section, a twitter feed and the partners logos.

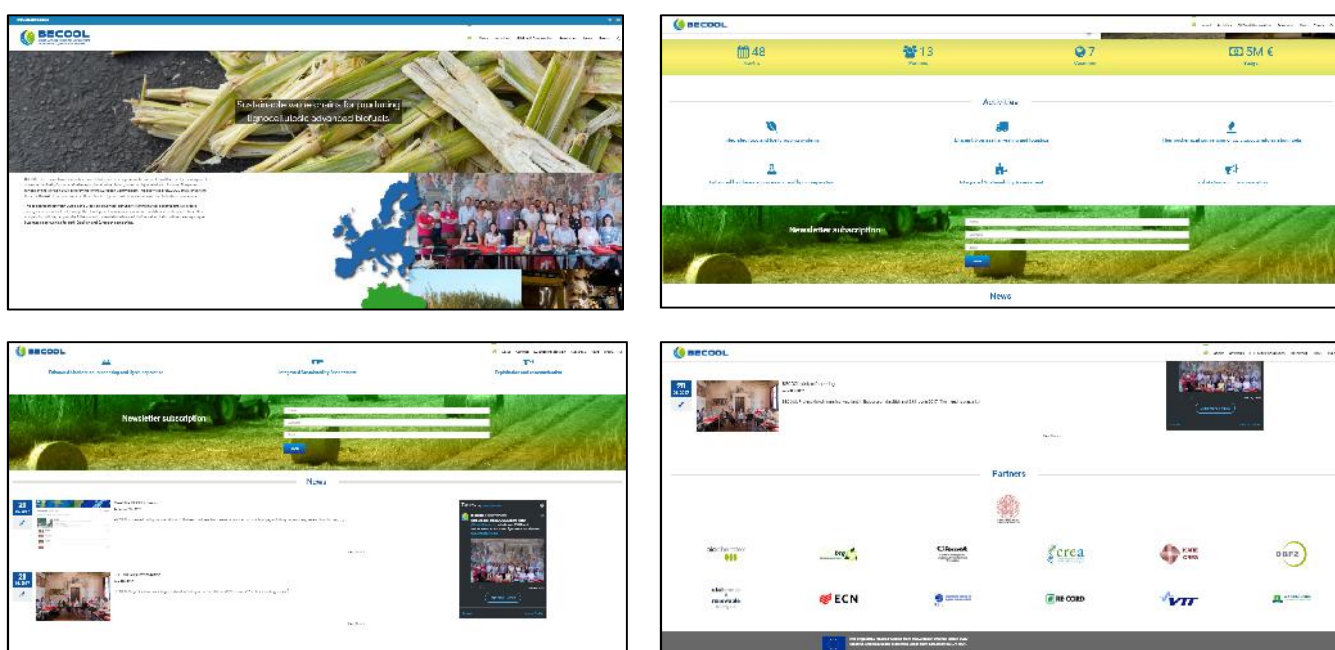


Fig 1 – screenshots of homepage

## About

The About page provides detailed information about the rationale of the project, consortium and EC grant. Two short video interviews to the coordinator and to the EC DG RTD officer responsible for the project are displayed. These interviews complement the text and help the visitor to understand the project as a whole, and how it relates to the European Union’s policy for open science and open innovation.

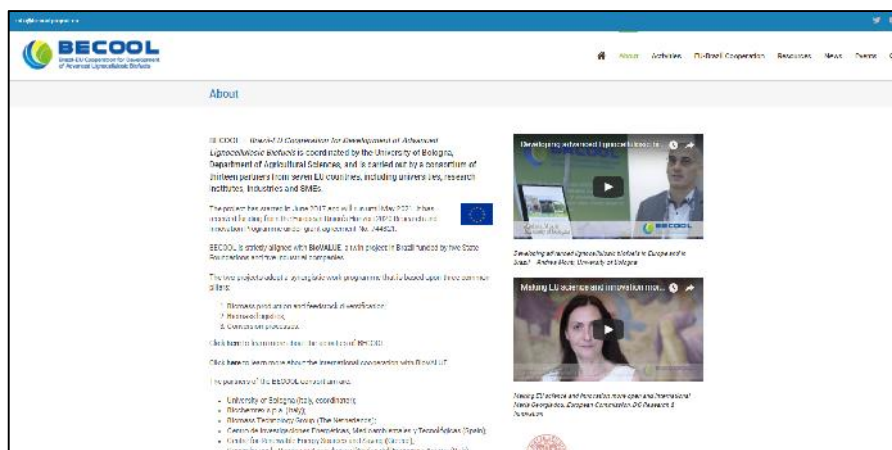


Fig. 2 - Screenshot of the About page

## Activities

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

- Integrated food and fuel cropping systems
- efficient biomass harvesting and logistic
- thermochemical conversion of co-products into aviation fuels
- enhanced biochemical processing and lignin separation
- integrated sustainability assessment
- exploitation and communication.

A series of short interviews to the partners is also provided to complement the texts for most the subpages.

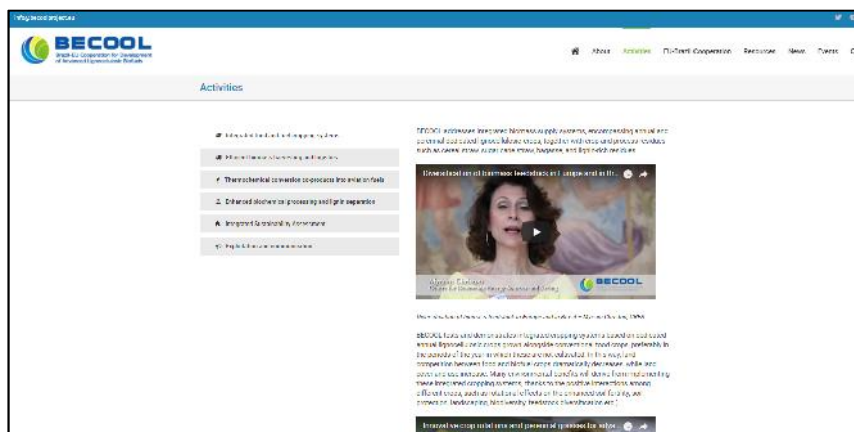


Fig. 3 – screenshot of the Activities page

## EU-Brazil Cooperation

A dedicated page explains the aspect of EU-Brazil cooperation and introduces some basic information about the twin project BIOVALUE. At the time of preparation of this deliverable no website or any other detailed information is available for BIOVALUE yet. However, once this will be available, this section

will show all the updates from the BIOVALUE project and will provide direct links to its website and social media channels.

A series of three short interviews is provided, two of them to the coordinators of the Brazilian project, and one to the representative of FAPESP, one of the funding organizations of BIOVALUE.

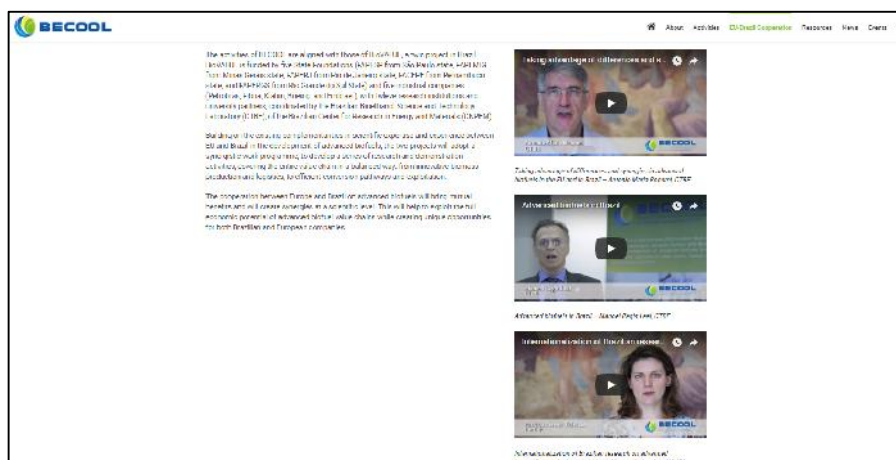


Fig. 4 – Screenshot of the page EU-Brazil Cooperation

## 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.

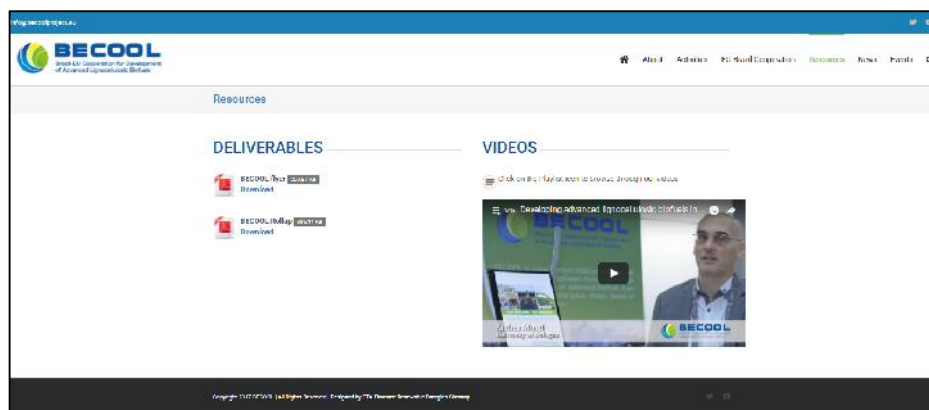


Fig. 5 – Screenshot of the resources page

## News

The news page provides a shortcut to all the news that will be published on the website throughout the lifetime of the project.

To date only two initial news are displayed, however, a series of more in-depth descriptions of the project activities will be featured, touching on all the aspects and work packages of the project.

Topics will span from the results of work package activities, to publications, announcements of project events, videos etc. Updates from the Brazilian project will be also displayed in this section. With the

progression of the project, it is expected that this section will get a higher visibility also on the homepage. All news will be shared through the social media channels.

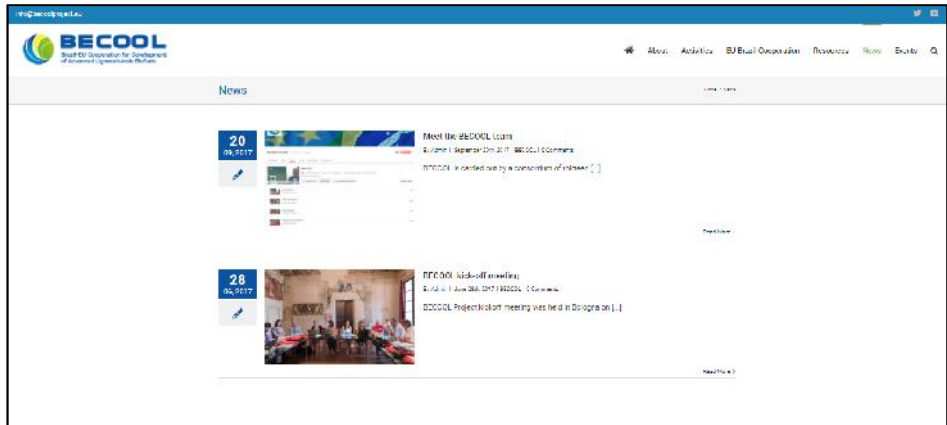


Fig. 6 – Screenshot of the news page

### Other pages

The events page will feature announcements to events organized by the project, including also the slides and posters.

Finally, a member area is available for document sharing and internal project management tools.

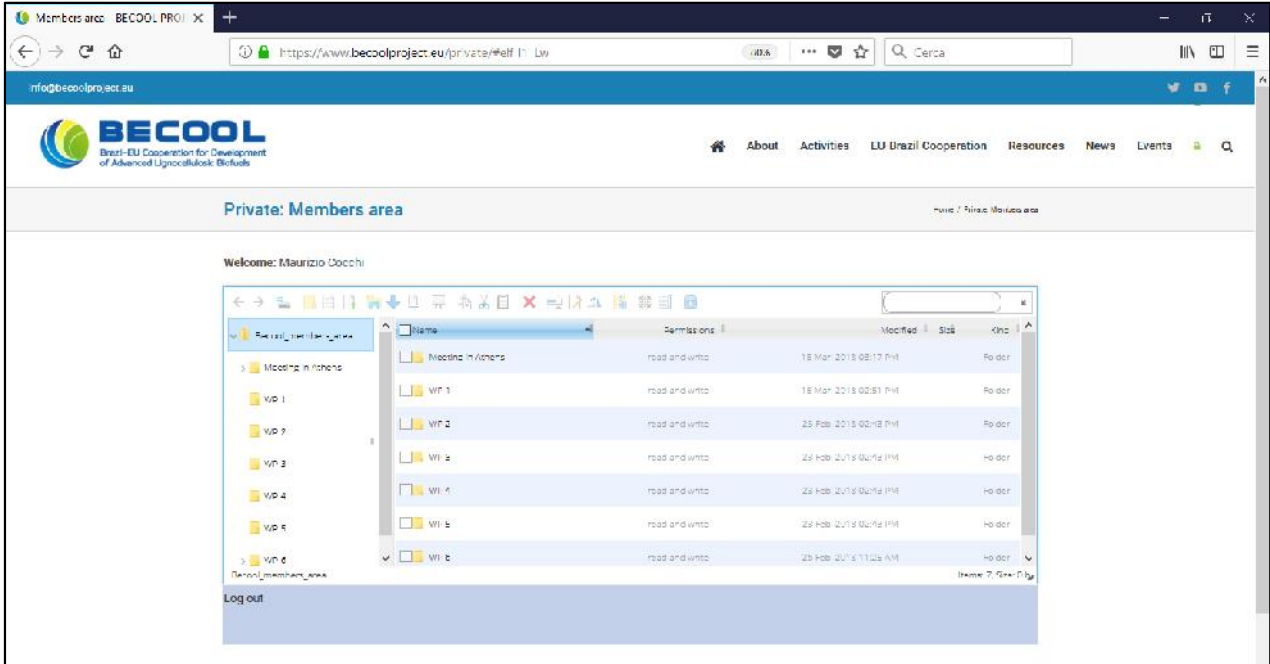


Fig. 7 – screenshot of the member area

## Social media channels

The twitter page was created on June 2018, it is managed by ETA and is available at the address <https://twitter.com/projectbecool>



Fig. 8 – Screenshot of the twitter page

The youtube channel was created on 30 August 2017, it is managed by ETA and includes 15 clips as of 31.01.2018. It is available at [www.youtube.com/channel/UChPhSgLCxVewzhFHJBJ0Q/videos](http://www.youtube.com/channel/UChPhSgLCxVewzhFHJBJ0Q/videos)

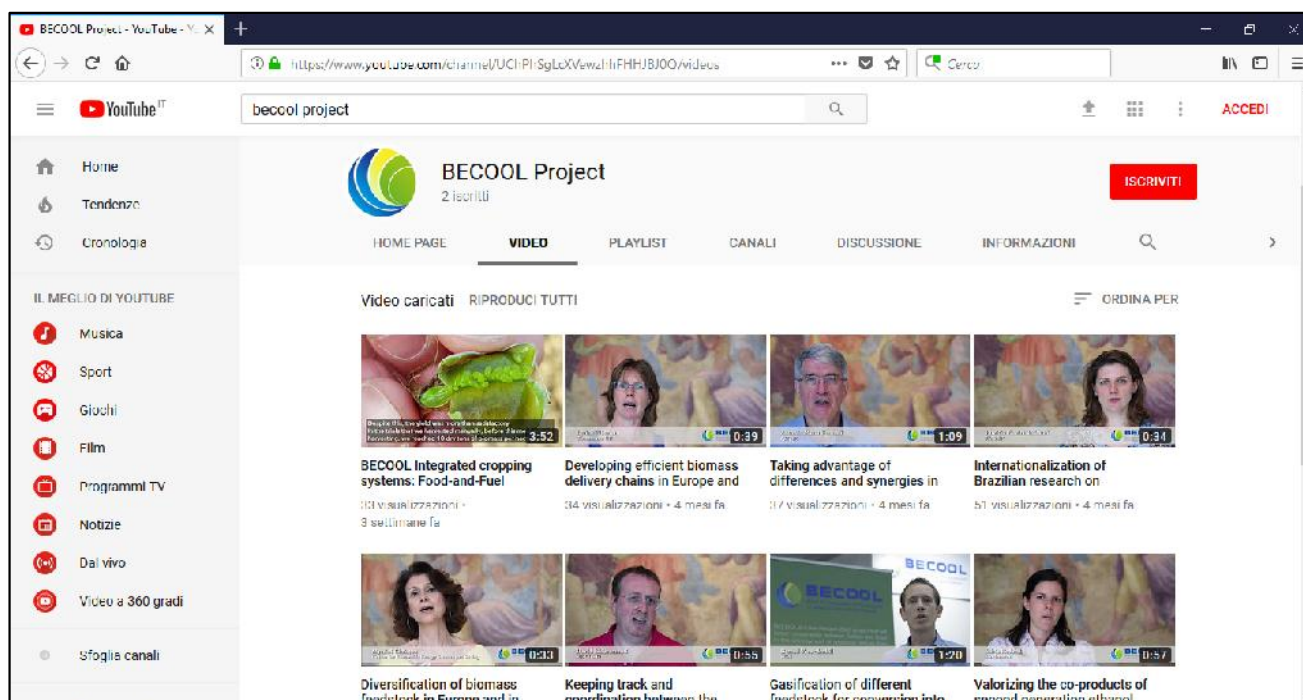


Fig. 9 – Screenshot of the Youtube channel

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A LinkedIn group was also created, it is managed by ETA and is available at the address <https://www.linkedin.com/groups/12093693>

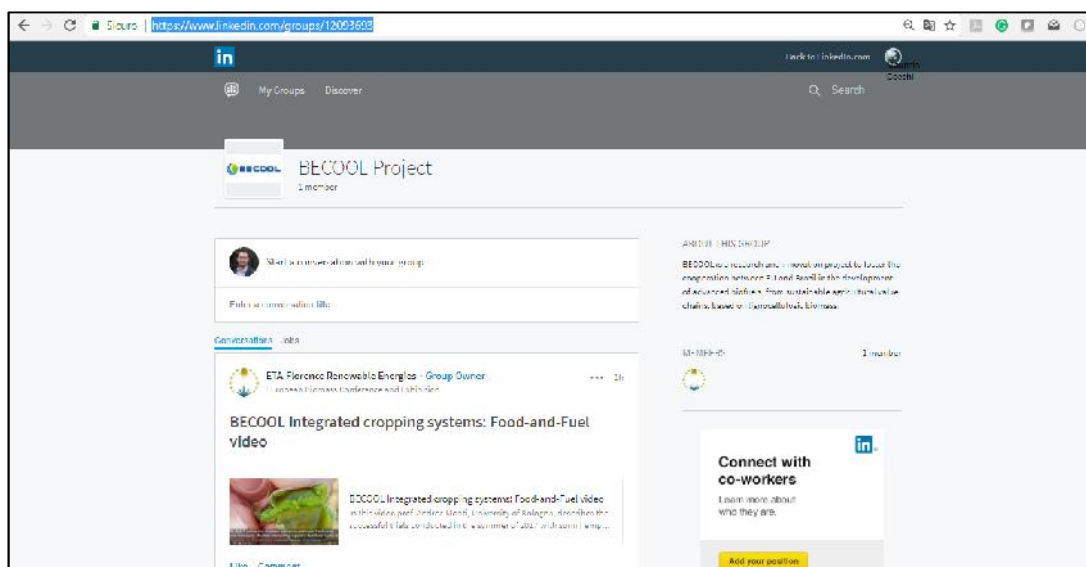


Fig. 10 – Screenshot of the LinkedIn group

## 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 D. 6.1, 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.

## Leaflet

A double page project leaflet was prepared in June 2017 with an initial description of the project rationale and statements from both BECOOL and BIOVALUE coordinators. The leaflet is available in pdf in the publications page of the website: <http://www.becoolproject.eu/publications>. Print leaflets were distributed at the European Biomass Conference and Exhibition in 2017. In 2018 this document will be updated and converted into a 3-fold leaflet (print and digital) containing generic but more harmonized data about the activities of the project, contacts, and social media channels.



Fig. 11 – First BECOOL leaflet available at <http://www.becoolproject.eu/publications/>

## Rollup

A rollup poster was prepared in June 2017 with basic information about the project and website address. The rollup was displayed at the European Biomass Conference 2017 and is available for all the partners in digital version for print in the member area. The free website version of the rollup is available at <http://www.becoolproject.eu/publications>.

## Poster template

A poster template in Powerpoint version was prepared and made available for all the partners in the member area of the website. The template is intended to facilitate the preparation of specific posters by partners, and includes the project logo, a common colour palette and fonts, EU logo and disclaimer, partner logos and project contacts.



Fig. 12 – BECOOL project rollup available at <http://www.becoolproject.eu/publications> (left) and poster template available in the member area (right).

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