MUSHNOMICS

Unlocking data-driven innovation for improving productivity and data sharing in mushroom value chain

D6.5 - Project website with links to social media like Facebook, Twitter, YouTube

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The MUSHNOMICS Consortium is the following:

No	Beneficiary Name	Short Name	Country
1	SC HOLISUN SRL	HS	Romania
2	Department of Plant and Environmental Sciences, University of Copenhagen	UCPH	Denmark
3	Pilze-Nagy Ltd	PILZE	Hungary
4	University College Dublin	UCD	Ireland

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1.   Introduction

Apart from dissemination activities dedicated to the outcomes of the project and specifically targeting the intended stakeholders and target groups, a strong web presence is critical for achieving the desired impact of MUSHNOMICS.

To this end, the first step for ensuring this strong presence is the setup of MUSHNOMICS dedicated spaces in social media and content sharing platforms. Based on the consortium's collective experience, the most impactful platforms have been targeted (cf. Section 2).

Furthermore, the nature of the MUSHNOMICS as a research project, calls for the establishing of a website that is not merely restricted to the provision of generic information on the project's background, status, and outcomes. Rather, we envision the MUSHNOMICS website as the medium that will allow a strong showcase of the added value achieved via the project's results, for all the participating stakeholders in the data value chain of the mushroom and urban farming ecosystem.

The project's website, that has been created during the 1st month of the project (March 2021) , can be accessed at: https://mushnomics.org/ and consists the website that will contain all the important outcomes of the project. It will incorporate the basic information for MUSHNOMICS and will be continuously evolved following the aforementioned principles and directions, in order to constitute an impactful information hub as described in Section 3.

2.   MUSHNOMICS Social Media Presence

The following table presents the social media channels that will be used for MUSHNOMICS. The platforms have been selected as the ones most likely to ensure the broad reach of the project, as it is mainly targeted to specific stakeholders and user groups that are particularly active on these channels.

Table 1 MUSHNOMICS Social Media Presence

No	Platform	URL
1	Twitter	https://twitter.com/mushnomics
2	LinkedIn	https://www.linkedin.com/in/mushnomics-project-645668206/
3	YouTube	https://www.youtube.com/channel/UClUfGcLBpSVK1kxZFykrzvQ
4	SlideShare	https://www.slideshare.net/MushnomicsProject
5	ResearchGate	https://www.researchgate.net/project/MUSHNOMICS
6	Facebook	https://www.facebook.com/mushnomics
7	GitHub	https://github.com/rudolf-erdei/mushnomics

Partners are expected to write constantly articles about the project progress and outcomes that will be published at News section of the MUSHNOMICS web site (see section 3.3). Also, consortium partners will organize webinars about the project, which will be published in MUSHNOMICS YouTube channel and presented to the Outputs section (see section 3.6) of the project web site. Relevant tweets and posts to the LinkedIn project page will disseminate both the new articles and webinars.

All presentations that will be made by consortium partners to either virtual or physical events will be uploaded to the SlideShare account of the project and they will be opened and available to be downloaded. The visitors of our website will have access to these presentations through Outputs section (see section 3.6)

All software code that will be developed by the consortium partners will be uploaded to project's GitHub repository and it will be opened and available to be downloaded by any user. For addressing the research audience of the project, project's publications will be collected also to a dedicated page at ResearchGate.

In all cases, channels will be updated regularly, and partners will help in order more effort to be put to the management of these channels. All are encouraged to join the channels and to continuously create proper research and industrial links and contact-leads in all dissemination channels, especially in LinkedIn and Twitter, in order to maintain a more efficient communication strategy including selected target audiences and related projects' communities.

3. MUSHNOMICS Website

The project's website that created in M1 intends to be a continuously up-to-date information hub for the project. Consequently, it encapsulates all the basic information related to MUSHNOMICS.

In particular, it contains seven (7) tabs that provide all the essential information that visitors (e.g., industry representatives, researchers, wider audience) will require and are represented in the Figure 1 below. In the following paragraphs, a detailed description of the information that each tab provides, will be illustrated.
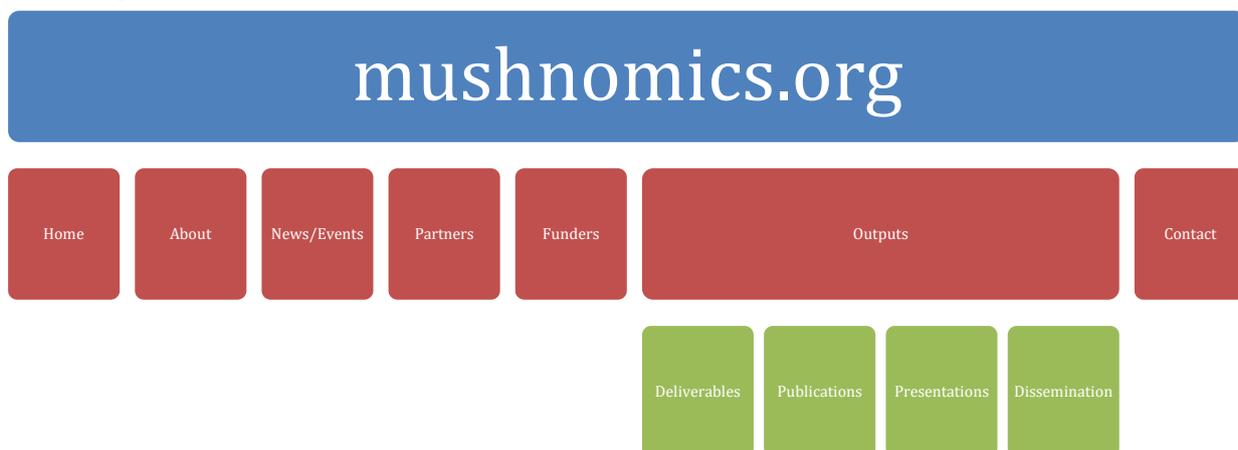

Figure 1 MUSHNOMICS Website Structure

3.1. Home Page

At the project Home page, an overview of the MUSHNOMICS aim to demonstrate the feasibility of dynamic data-driven analytics for multi-domain mushroom production environments in order to optimize yield, lower costs and improve the economic viability of this agri-food sector, is provided (Figure 2).

At this page, the visitors have the ability to to be connected to the links of the social media channels of the project (Facebook, Twitter, YouTube, LinkedIn, SlideShare). Relevant lists of hyperlinks of the news item titles that have been published in the site are available too in the Project News box. These lists are updated automatically each time that new items are added in the website. Finally, a special box that demonstrates all the project's tweets is placed at the bottom-left side of the page.
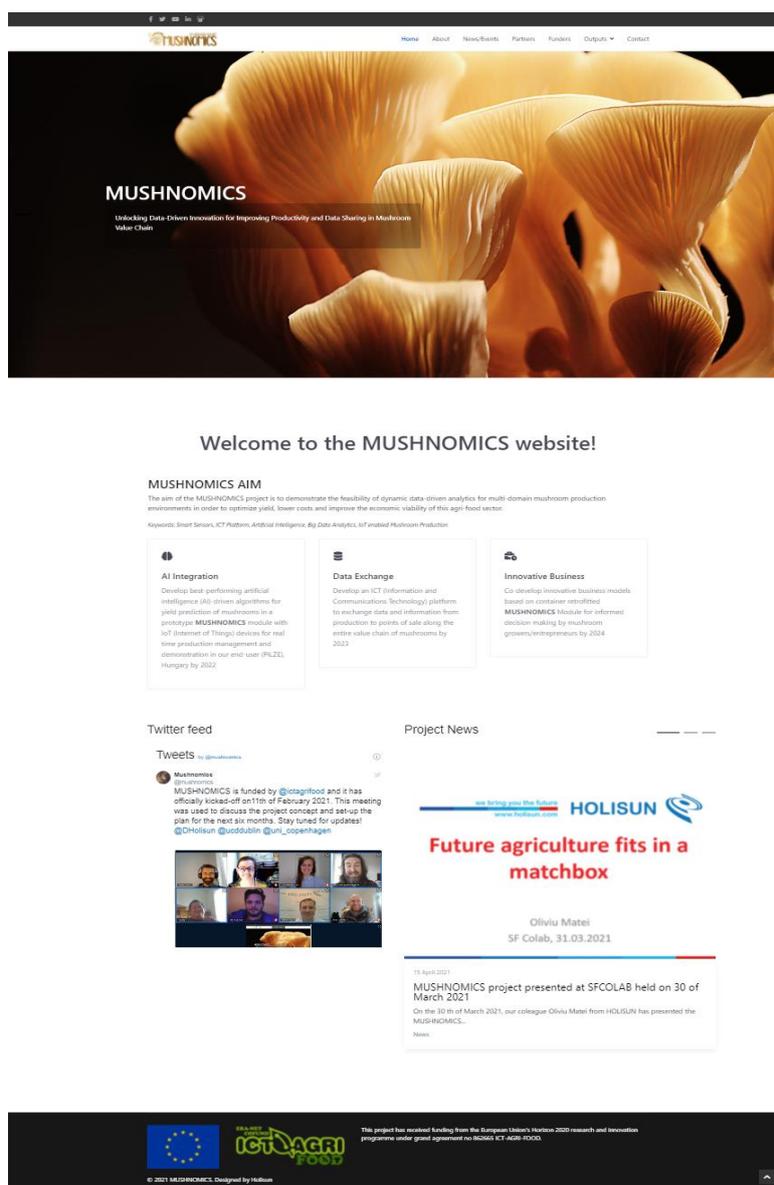

Figure 2 MUSHNOMICS Website Home Page

3.2   About Page

At the About page (Figure *3*), general information on the project's context, main activities and expected benefits is provided. The scope of this page is to inform the project website visitors about the key project's ideas and the project's expected impact.
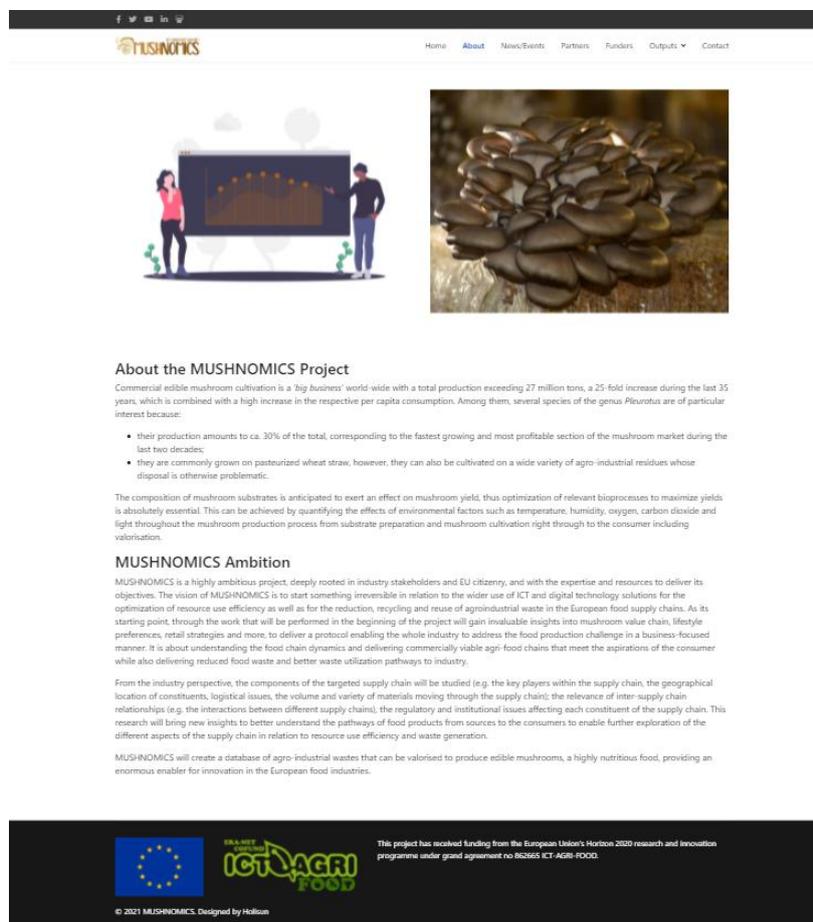

Figure 3 MUSHNOMICS Website About Page

3.3 News/Events Page

News/Events (Figure *4*), is the page where the visitor can be informed in detail on all project developments. Activities such as project's presentations in events or progress on project's pilots and platform are demonstrated in this page and are accompanied with related pictures and extended descriptions. The links of the events along with links of the presentations will be provided when required.
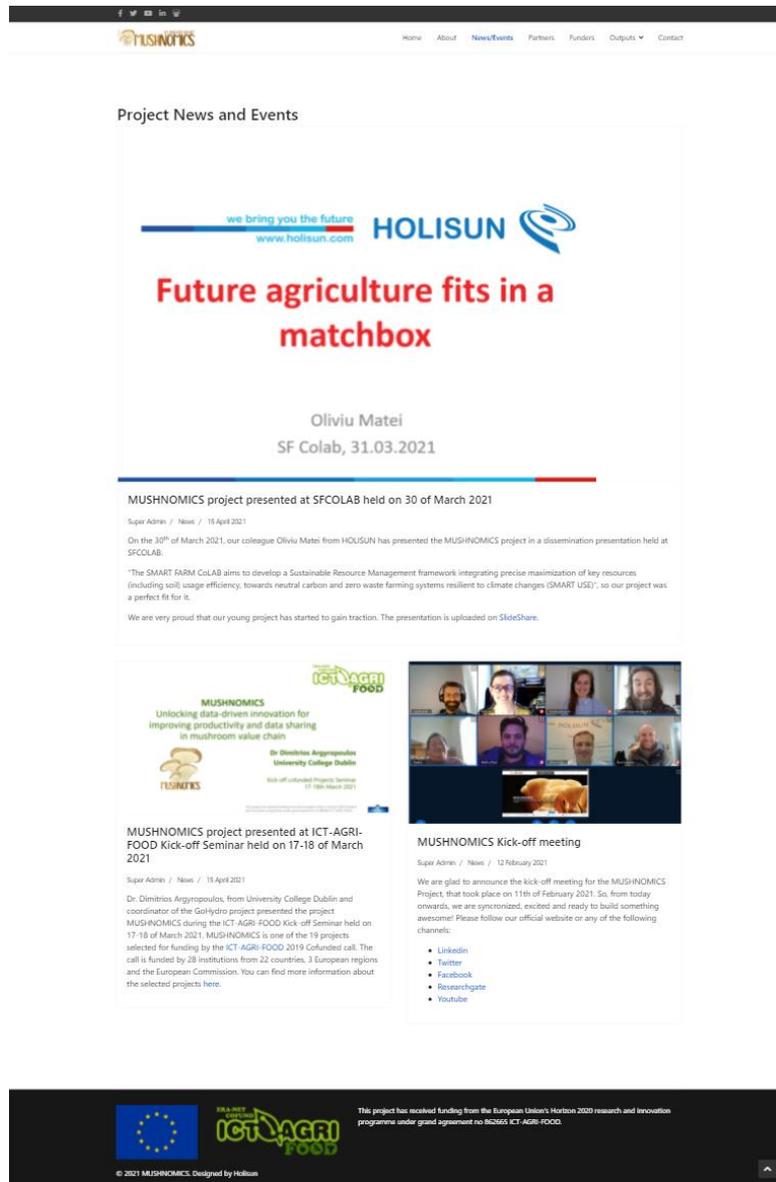

Figure 4 MUSHNOMICS Website News/Events Page

3.4   Partners Page

The Partners page (Figure 5) presents all partners (research institutes and SMEs) that are engaged in the project. In particular, are provided all project partners logos and a brief description per partner is provided, as well as

contact info of core personnel, for submitting personal enquiries / remarks / request for information or material.
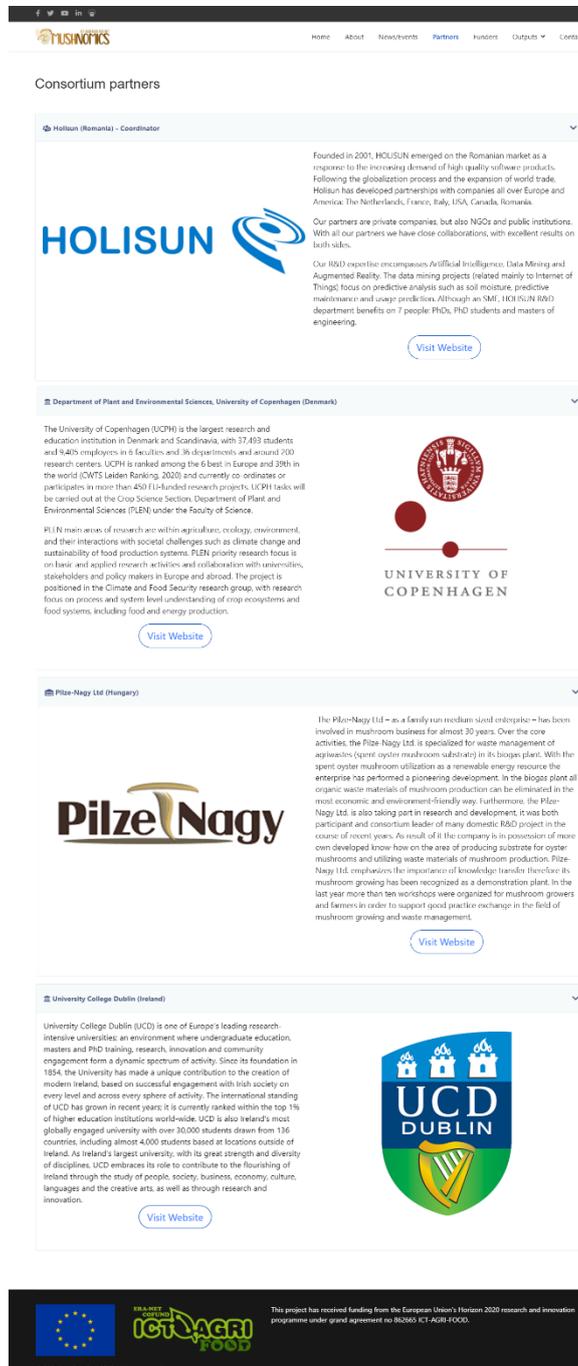

Figure 5 MUSHNOMICS Website Partners Page

3.5 Funders Page

The Funders page (Figure 6) presents all national funders of the project along with their logos and links to the their websites.
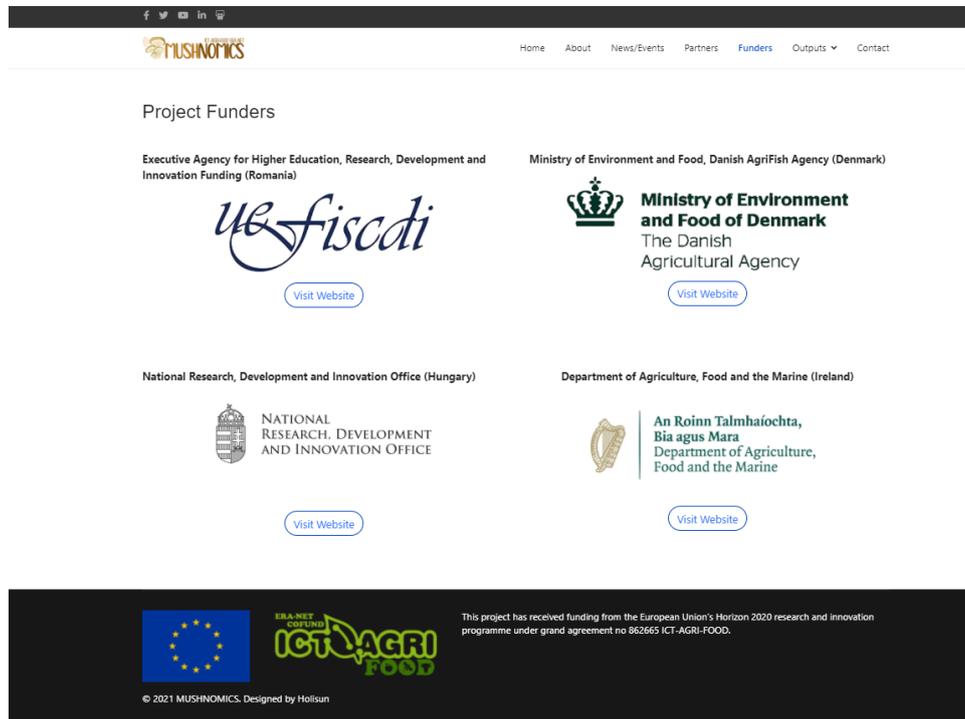

Figure 6 MUSHNOMICS Website Funders Page

3.6 Outputs Page

The outputs page is consisted of different sub-pages, as follows:
1) the public deliverables of the project;
2) the project's publications;
3) the project's presentations that can be accessed via project's slideshare account;
4) the project's dissemination activities.
All these sub-ages are expected to be further enriched as the project will progress in the coming months.

3.7 Contact Page

The Contact page includes details about the project coordinator to whom visitors can request personal enquiries / remarks / request for information or materials.

4. Conclusions

The present report summarizes the actions that have been performed for the establishment of the MUSHNOMICS online presence including the project website and project's social media accounts. Apart from regular and consistent updates on the content of the existing tabs of MUSHNOMICS website (as described in section 3) more tabs will be added with additional content by the end M12 (namely, February 2022). These changes aim to increase the number of project's website visitors since all the available dissemination media/material, as well as links to all its social media channels will be embedded.

Regular and consistent updates will be performed also on the content of all social media channels until the end of the project. Partners are committed to help in order more effort to be put to the management of these channels. All are encouraged to join the channels and to continuously create proper research and industrial links and contact-leads in all dissemination channels, especially in LinkedIn and Twitter, in order to maintain a more efficient communication strategy including selected target audiences and related projects' communities.