

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





Ministry of Environment and Food of Denmark



NATIONAL Research, Development and Innovation Office



An Roinn Talmhaíochta, Bia agus Mara Department of Agriculture, Food and the Marine

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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.

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

Table 1 MUSHNOMICS Social Media Presence





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)

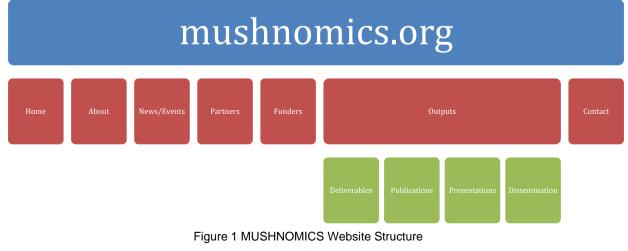
All software code that will be developed by the consortium partners will be uploaded to project's GitHub repository and it will be opened and available to be downloaded by any user. For addressing the research audience of the project, project's publications will be collected also to a dedicated page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







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.



Welcome to the MUSHNOMICS website!



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.

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TUSHNOPICS	Home About News/Events Partners Runders Outputs 🛩 Cent
	with a total production exceeding 27 million tons, a 25-fold increase during the last a consumption. Among them, several species of the genus Pleurotus are of particula
 their production amounts to ca. 30% of the total, corresponding to last two decades; 	the fastest growing and most profitable section of the mushroom market during they can also be cultivated on a wide variety of agro-industrial residues whose
is absolutely essential. This can be achieved by quantifying the effects of	It on mushroom yield, thus optimization of relevant bioprocesses to maximize yield environmental factors such as temperature, humidity, oxygen, carbon dioxide and aration and mushroom cultivation right through to the consumer including
MUSHNOMICS Ambition	
objectives. The vision of MUSHNOMICS is to start something irrevenible optimization of resource use efficiency as well as for the reduction, recy: starting point, through the work that will be performed in the beginning preferences, retail strategies and more, to deliver a protocol enabling th	takeholders and EU citizency, and with the expertise and resources to deliver its in reliation to the wider use of FLC and digital technology solutions for the ling and reused asymptotubuilt water the the European fload supply chains. As its of the project will gain invaluable neights into marknoom value chain. (Resyle whole industry to address the food provident in other mark a basiness-focused or commercially viable age frood chains that meet the aspirations of the consumer thways to industry.
location of constituents, logistical issues, the volume and variety of mate relationships (e.g. the interactions between different supply chains), the	hain will be studied (e.g. the key players within the supply chain, the geographical trials moving through the supply chain; the relevance of inter-supply chain regulatory and institutional issues affecting each constituent of the supply chain. Th of products from sources to the consumers to enable further exploration of the y and waste generation.
MUSHNOMICS will create a database of agro-industrial wastes that can	be valorised to produce edible mushrooms, a highly nutritious food, providing an
enormous enabler for innovation in the European food industries.	

Figure 3 MUSHNOMICS Website About Page

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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.

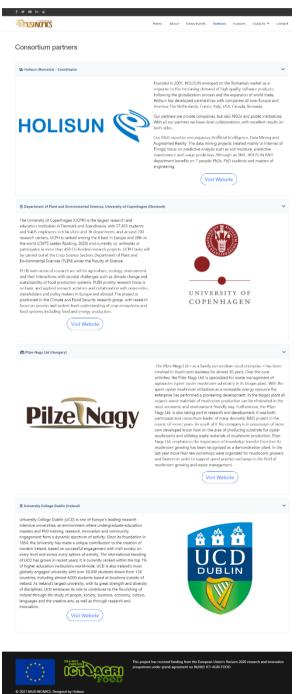


Figure 5 MUSHNOMICS Website Partners Page





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.

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TUSHNÖMICS	Home About News/Events Partners Funders Outputs - Contact
Project Funders	
Executive Agency for Higher Education, Research, Development Innovation Funding (Romania)	and Ministry of Environment and Food, Danish AgriFish Agency (Denmark)
UB Fischi (Visit Website)	Ministry of Environment and Food of Denmark The Danish Agricultural Agency (Visit Website)
National Research, Development and Innovation Office (Hungar)	An Roinn Talmhaíochta,
RESEARCH. DEVELOPMENT AND INNOVATION OFFICE	Bia agus Mara Department of Agriculture, Food and the Marine
(Visit Website)	(Visit Website)
	his project has received funding from the European Union's Horizon 2020 research and innovation rogramme under grand agreement no 862665 ICT-AGRI-FOOD.

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.

