



Plastics Fate and Effects in the Human Body

H2020 - 965367

D6.2 Web and social media presence

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PU = Public

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)

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Executive Summary

This document describes the development and implementation of the Web and Social Media Presence of PlasticsFatE (Plastics Fate and Effects in the Human Body) project, which has received funding from the European Union's Horizon 2020 research and innovation programme under grant number 965367.

The content has been extracted from D6.1 Plan for Exploitation and Dissemination of Results (PEDR) developed within Task 6.1: Dissemination and Exploitation¹ under Work Package 6: Dissemination, Exploitation, and Impact of Results. The main objective of WP6 is to engage with all relevant stakeholders for the purpose of formulating and disseminating project output that supports the European Plastics² and Bioeconomy³ Strategies.

¹ The terms "exploitation" and "dissemination" are defined under the Horizon 2020 Rules for Participation as follows:

- exploitation "means the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities";
- dissemination "means the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium";

² <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1516265440535&uri=COM:2018:28:FIN>

³ https://ec.europa.eu/info/research-and-innovation/research-area/environment/bioeconomy/bioeconomy-strategy_en



Table of Contents

1. Web portal.....	4
2. Social media	6
3. Evaluation.....	7
3.1 Targets and KPIs.....	7
4. Monitoring and Reporting.....	8

Index of Figures

Figure 1 The PlasticsFatE website structure	5
---	---

Index of Tables

Table 1 Dissemination indicators and targets	7
--	---



1. Web portal

The project web portal has been developed and launched at www.plasticsfate.eu as a key element for project dissemination. It is designed to be intuitive and user-friendly, compliant with existing regulations, and made more visible through Search Engine Optimisation (SEO) techniques. A user's experience is as follows:

- **Home:** When landing on the home page, in compliance with GDPR and regulations, users must accept all, some or no cookies. They are then greeted by a short video conveying the essence of the project.
- **About:** The 'About' sub-menu enables stakeholders to glean an overview as well as key information about the project's aims and objectives and its workplan. The final item in the sub-menu is a page dedicated to CUSP and includes a description of the Cluster and its component initiatives, links to its social media platforms and subscription form, as well as contact details for all the CUSP projects and working groups.
- **Scientific Results:** The Scientific Results page currently hosts a pdf reader for the project poster. Over time, it will provide access to publications, posters, training materials, and briefings, among other documents.
- **News & Events:** The News & Events sub menu has two pages: within the news section, there is a scrolling news feed of items directly related to PlasticsFatE and populated by the WP6 Lead twitter; a feed of news reports on plastics, health and the environment, and a twitter feed populated by tweets from key stakeholders and dissemination channels, such as the NanoSafety Cluster. On the events page can be found a calendar of internal and external events.
- **Contact & Subscribe:** The final page on the main menu comprises the contact details of the Coordinators and Management and a sign-up form for subscription to the newsletter. Subscribers' details are then fed into the project's secure mailing list on the SendinBlue platform, and they are informed as to how their data will be used. Finally, on this page are the links to the project's social media platforms.
- **Footer:** The footer, which appears on every page, also provides links to the project's social media platforms as well as links to three pages that are not listed on the main menu: Data Protection, Imprint, and Privacy & Policies, in compliance with GDPR and web regulations. Contact details for the web person follow, and below these are the EU flag and funding acknowledgement.

See Figure 1.

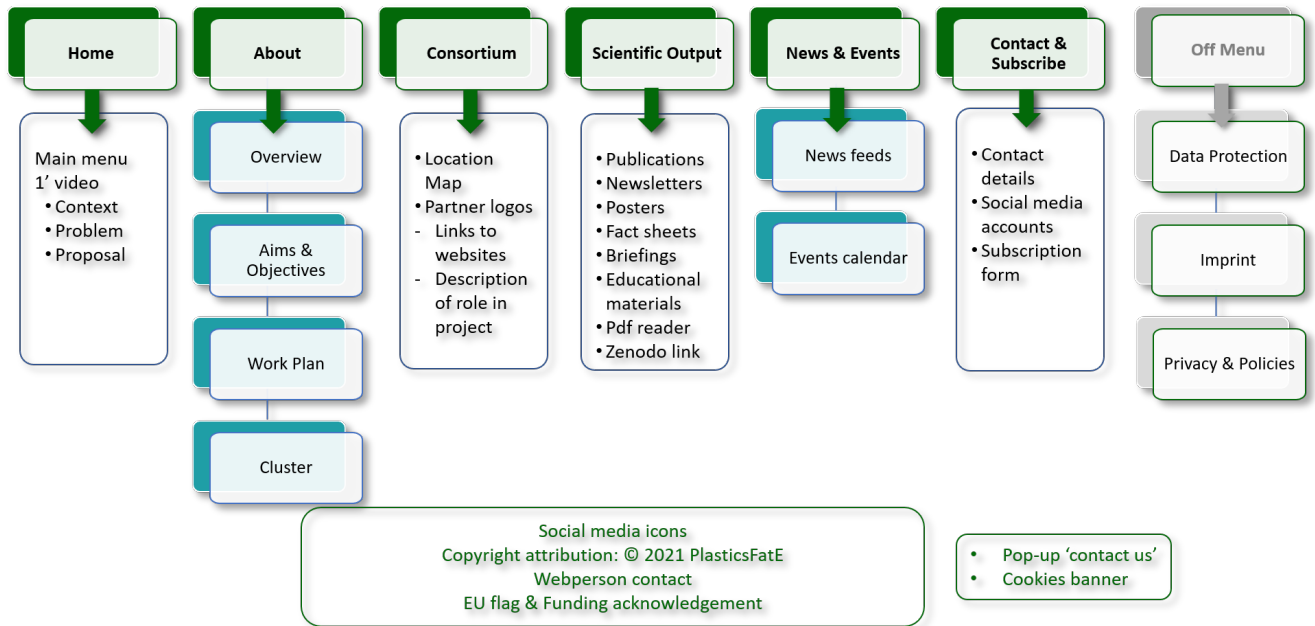


Figure 1 The PlasticsFatE website structure



2. Social media

Social media accounts have been created on LinkedIn and Twitter so that PlasticsFatE can communicate the following:

- Project activities and events with invitations and links to registration forms
- Project findings and results
- Publications
- Partners' own activities relevant to the project
- CUSP activities and events
- Other relevant opportunities and initiatives

Optimat will have overall responsibility for regular maintenance and updating of content, but partners will provide content too to ensure the relevance, quality, and popularity of these online spaces.

Twitter: <https://www.twitter.com/plasticsfate>

The PlasticsFatE engagement strategy on Twitter includes regular posting of relevant information about the project, partners, events, and cluster news. The reach of the posts will be extended using specific hashtags such as #microplastics, #nanoplastics, #H2020, #project, and by tagging key users using '@ + user handle' including the CUSP projects, PlasticsEurope, as well as the project's target groups.

LinkedIn <https://www.linkedin.com/groups/12519441/>

The PlasticsFatE LinkedIn Group has been created and will support communication between the project partners and its stakeholders. It will also act as a place for discussion of project activities in the context of other (global) events.

All social media posts will include attention-grabbing images and will tailor the tagging of further accounts to support the promotion of the project to wider audiences. Although this activity will be coordinated by Optimat, partners will be encouraged to interact with the project on social media by tagging the project's pages on their posts.



3. Evaluation

An evaluation strategy for dissemination will inform the impact assessment of these activities for the successful implementation of the project's dissemination and communication efforts. This evaluation is carried out on a continuous basis to monitor trends and to identify where modifications and improvements need to be made in terms of the utilisation of tools, channels and platforms; the crafting of messages, alignment of media and message with the target audiences; and timeliness. This will ensure greater impact. The evaluation can be broken down into: 1) Key performance Indicators (KPI) and Targets; 2) Monitoring and Reporting.

3.1 Targets and KPIs

Dissemination KPIs and target numbers to help monitor and measure success of impact are shown in Table 1.

Table 1 Dissemination indicators and targets

Key Performance Indicator	Means of measuring	Target
Number of stakeholders on the combined projects' database upon project conclusion	Database metrics	500
Total number of followers on Social Media upon project conclusion	LinkedIn, Twitter, Facebook, YouTube statistics	1,000
News published on other networks' websites	Other networks	50
Number of targeted e-mails	SendInBlue statistics	250/year
Number of joint events organised with other projects	Events registered in dissemination record	10
Number of external events (scientific/technical) attended by project partners	Partner reporting on Scientific/Technical events in dissemination record	25
Number of visits to the project website	Project website has integrated analytics which provide metrics and statistics.	1,500/year
Number of flyers distributed	Analysis of the partners' dissemination plans. Partner reporting in dissemination record	1,000/ year



4. Monitoring and Reporting

To facilitate the accurate monitoring and assessment of the dissemination activities, and to gauge and understand the impact of the actions performed, all partners will:

- prepare their activities in accordance with this plan
- record their dissemination and communication activities.
- report all dissemination activities for the periodic reports on the template provided and stored on Teams for this purpose
- save evidence of the activities conducted.

At key intervals and during reporting phases, there will be a review of the impact of these activities to assess whether they are being carried out to maximum effect and in a timely manner. The conclusions will be used to inform and improve future actions, with the DCM providing recommendations for further activities.

Adherence to and development of this plan will ensure that the results of the project will be exploited by all partners through the generation of new knowledge, expertise, products, and services. This will be supported by new data and recommendations for standards, training materials and case studies that test the feasibility of methods, protocols and strategies developed within PlasticsFatE in real world scenarios. The overall impact will be to improve the knowledge base and understanding of stakeholders in public agencies, industry, business, research, and NGOs to make informed decisions regarding the use and impact of use on human health of the most common types of plastics.