



This project received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953152

Project Acronym: DIAGONAL

D7.6 – Public Project website

Due date of Deliverable: August 31, 2021

Actual submission date: August 31, 2021

Lead beneficiary for this Deliverable: UBU ICCRAM

Level of Dissemination: PUBLIC

Author: Rocío Barros, Project Manager

Document Control

Version	Date	Author	Modifications
v0.1	26.08.2021	Rocío Barros, UBU ICCRAM	First version of the document
v0.2	31.08.2021	Juan Antonio Tamayo-Ramos, UBU ICCRAM	Document review

Acknowledgement

This project has received funding from the European Union's Horizon2020 research and innovation programme under grant agreement No 953152

The statements made herein do not necessarily have the consent or agreement of the DIAGONAL consortium.

Copyright © 2021, DIAGONAL Consortium, All rights reserved.

This document and its contents remain the property of the beneficiaries of the DIAGONAL Consortium. It may contain information subject to intellectual property rights. No intellectual property rights are granted by the delivery of this document or the disclosure of its content. Reproduction or circulation of this document to any third party is prohibited without the consent of the author(s).

THIS DOCUMENT IS PROVIDED BY THE COPYRIGHT HOLDERS AND CONTRIBUTORS "AS IS" AND ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE DISCLAIMED. IN NO EVENT SHALL THE COPYRIGHT OWNER OR CONTRIBUTORS BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOSS OF USE, DATA, OR PROFITS; OR BUSINESS INTERRUPTION) HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, WHETHER IN CONTRACT, STRICT LIABILITY, OR TORT (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THIS DOCUMENT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

TABLE OF CONTENTS

1	EXECUTIVE SUMMARY	5
2	ACRONYMS AND ABBREVIATIONS	6
3	COMMUNICATION STRATEGY	6
	3.1 Target audiences.....	6
	3.2 KPIs.....	7
4	WEBSITE STRUCTURE	8
	4.1 Responsive design.....	8
	4.2 Design & functionalities.....	8
	4.3 Navigability	18
	4.4 Content dissemination and publication	19
	4.5 General data protection regulation (GDPR)	20

Figures

Figure 1 - Brand guidelines	9
Figure 2 - Homepage	10
Figure 3 - Project /Related initiatives	11
Figure 4 - Partners	12
Figure 5 - Partners	13
Figure 6 - Scale-up	14
Figure 7 - Advisory board	15
Figure 8 - News	16
Figure 9 - Example of post	17
Figure 10 - Contact	18
Figure 11 - Privacy policy	21
Figure 12 - Cookies policy	22
Figure 13 - Legal notice	23

1 Executive summary

This document provides an overview and description of the DIAGONAL project website.

Task 7.4 aims at ensuring dissemination and communication of the DIAGONAL project progress and results by providing relevant information to the previously identified audiences. This website will be one key point of the global strategy defined in the general communication plan preliminary established in section 2.2 and expected to be broaden on deliverable 7.7 (dissemination and exploitation of results M9).

The website design, as well as the content definition, has been coordinated and managed by UBU ICCRAM. The project consortium has also provided its feedback and comments and finally validated them before going online. Herein, the most relevant information available to date is included: project scope and objectives, partners, advisory board, methodology, news and contact.

The website is developed in a responsive design accessible from any device (mobile, desktop, tablets, etc.), and it follows the corporate brand guidelines established for the project.

This platform is conceived as a living space, therefore, frequent information and updates will be included as long as the project progresses.

2 Acronyms and abbreviations

SBD	Safe-by-design
BNN	BioNanoNet
UBU ICCRAM RC	Universidad de Burgos. International Research Center in Critical Raw Materials for Advanced Industrial Technologies Research Community
IC	Industry, innovation community and industry associations
SRB	Standardisation and Regulatory Bodies
IG	Interest Groups and NGOs
GP	General Public
KPIS	Key Performance Indicators

3 Communication strategy

3.1 Target audiences

The website will provide specific information to the following identified targeted audiences:

Table 1: Target groups & contents

TARGET STAKEHOLDER	GROUP / CONTENTS
RC, IC, SRB, IG, GP	<ul style="list-style-type: none"> • Project objectives, expected impacts and results • Consortium partners information & links • Advisory Board information • Project demonstrators • Reports • Articles & papers • Newsletters • Press releases • Policy brief • Marketing materials (brochure, poster) • News & updates • Events (webinar, workshops) • Contact

3.2 KPIs

DIAGONAL's communication and dissemination strategy kicked off by putting in place the social media channels (LinkedIn, Twitter). Likewise, the consortium started participating in several conferences to disseminate the project objectives. This first approach to a 360-degree strategy will be reinforced by launching the website where the main dissemination materials will be located (as shown in table 2). During the awareness phase, DIAGONAL objectives, consortium and plans will be disseminated. Later in the project, information about milestones achieved, events, papers produced, etcetera, will be also included and traffic will be redirected to the website, to reinforce the inbound marketing. In addition, to check out the strategy effectively works, DIAGONAL has established ambitious objectives, which we summarise in the table below and will be continuously monitored.

Table 2: Indicators and targets

Tool/ Channel	Indicator	Target Number	Information Source
Promotional materials (brochure, poster...)	Nº of copies distributed	Material distributions: 100-300 per unity	Report tables to be filled in quarterly by the consortium
Project Website (including public reports uploaded)	Number of visits	600 visits per year	Google Analytics
Social Media (LinkedIn, Twitter)	Number of followers Number of impressions Engagement rate	100 – 200 followers; 0.2 – 0.9% engagement rate (Twitter) 100 – 200 followers; 2 – 3% engagement rate (LinkedIn)	LinkedIn analytics, Twitter statistics
Newsletter	Subscribers & Readers	100 – 200 subscribers; 15 – 17% openings	Mailchimp analytics / Website downloads
Press Releases	Number of media stakeholders addressed Number of views on the website and social media	200 media outlets/journalists reached	Recording of emails sent, Media clipping. Website Analytics
Scientific Publications	Number of Publications	20 scientific publications	Links to websites where papers are place, scanned copies, upload to corporate website, etc.
DIAGONAL Workshops	Number of attendees	4 workshops x 25 attendants	Registration list

DIAGONAL Webinars		4 Webinars x 100 participants	Registration List
Conferences	Number of conferences attended	20 Conferences	Certificate of participation. Effective proof (tickets, pictures, links to website, etc)
Trade Fairs	Number of trade fairs attended	5 trade fairs	Certificate of participation; Proof of registration; Event information, Business Trade fairs. Cards exchanged
Meetings standardisation bodies	Number of meetings held	4 meetings	Minutes meetings, call recording, teleconferences held

4 Website structure

The first phase of the website development was to choose a proper domain name. UBU ICCRAM, as the leader for the task, chose diagonalproject.eu, to correctly frame the project under a European environment (.eu) and following the experience of previous H2020 project domain names.

4.1 Responsive design

As previously said, the DIAGONAL website is accessible on www.diagonalproject.eu via several devices, no matter if they are desktop or mobile / tablet. This way, accessibility is guaranteed to the different users and types of behaviours thanks to its responsive design.

4.2 Design & functionalities

The website follows the corporate identity established for the project, using the typography and colours aligned with the project logo. (Figure 1).

All the contained graphics, images, icons and shapes follow the same unique imaginary, hence the visitor can identify easily DIAGONAL's identity.

The website has been built to facilitate navigation among menus but maintaining a catchy and modern layout. Visitors will be able to understand at a glance the project objectives, partners and latest news. (Figure 2).

The top menu gives the possibility to navigate through the essential information about DIAGONAL, together with links to other sources of information like social media channels.

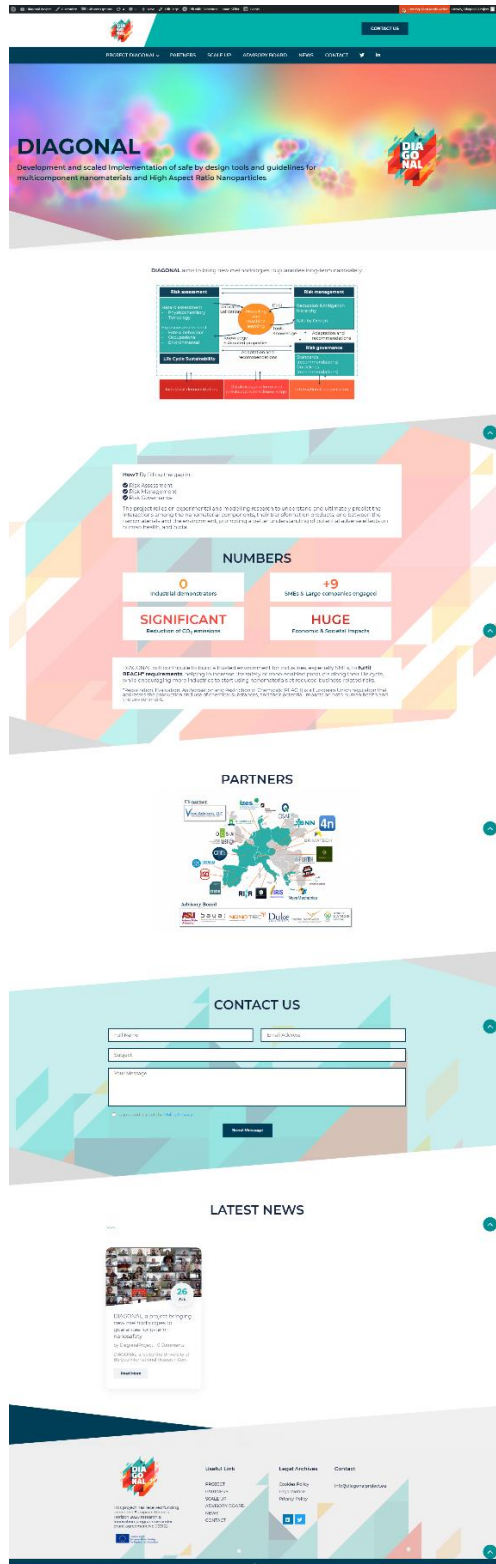


Figure 2: Homepage

The screenshot displays the public project website for DIAGONAL. At the top, there is a navigation bar with a 'CONTACT US' button and a menu containing 'PROJECT DIAGONAL', 'PARTNERS', 'SCALE UP', 'ADVISORY BOARD', 'NEWS', and 'CONTACT'. Below the navigation is a large banner image with the word 'PROJECT' in the center.

The main content area contains the following text:

DIAGONAL aims to bring new methodologies to guarantee long term nanosafety along the **multicomponent nanomaterials and High Aspect Ratio Nanoparticles** life cycle: from design and production to its application into Nano-Enabled Products, the product use, and end of life phases.

To be able to do so, DIAGONAL will analyse the materials' physicochemical properties, toxicology, behaviour, and environmental exposure, as well as human safety along their life cycle. For that, the project will develop and validate **multi-scale modelling** tools able to predict and characterise nano-specific properties.

Additionally, DIAGONAL will build on seven industrial cases facilitating the redesign of nanomaterials and Nano-Enabled Products design and manufacturing processes.

The project will also approach the standardisation of risk management, assessment and governance facilitating their use by industry.

A process flow diagram is shown below the text, consisting of a sequence of boxes: 'Modelling & design' (with sub-points: 'Modelling techniques and SBD/SubO/QeD'), 'Materials' (with sub-point: 'Measurement of exposure'), 'Components' (with sub-point: 'Characterisation of release and exposure'), 'Assemblers (products, services)' (with sub-points: 'Risk management measures' and 'Safety testing of products'), 'End-users (Government, public)' (with sub-point: 'Fate and behaviour methods'), and 'End-of-life'.

The 'RELATED INITIATIVES' section features a grid of eight initiatives:

- ASINA**: Anticipating Safety Issues at the Design Stage of Nano Product Development
- SABYDOMA**: Safety by Design Of nanomaterials - from Lab/Manufacture to Government and Consumers/End-User/Up the TL: Leader
- SABJNA**: Simple, robust and cost-effective approaches to guide industry in the development of safe nanomaterials and nano-enabled products
- SbD Nano**: Computing infrastructure for the definition, performance testing and implementation of safe-by-design approaches in nanotechnology supply chains
- HARMLESS**: Advanced High Aspect Ratio and Multi-component materials towards comprehensive intelligent testing and safe-by-design strategies
- SUNSHINE**: Safe and Sustainable by Design Strategies for High performance multi-component Nanomaterials
- NanoSafety Cluster**: The NSC is a high profile platform for the coordination of nanosafety research in Europe. It provides strategic direction for the EU and member states, facilitates synergies between running and newly starting projects, preserves the outputs and data from ended projects and promotes R&D results.
- EMMC ASI**: The non-profit Association, EMMC ASI, was created in 2009 to ensure continuity, growth and sustainability of EMMC activities for all stakeholders including companies, materials data scientists, software owners, translators and manufacturers in Europe. The EMMC considers the integration of materials modelling and digitalisation critical for more safe and sustainable product development.

At the bottom of the website, there is a footer with a 'Useful Link' section (PROJECT, PARTNERS, SCALE UP, ADVISORY BOARD, NEWS, CONTACT), a 'Legal Archives' section (Cookies Policy, Legal Notice, Privacy Policy), and a 'Contact' section (info@diagonalproject.eu). It also includes a logo for the European Union and the text 'This project has received funding under the European Union's Horizon 2020 research & innovation programme under grant agreement No 953152.' and 'DIAGONAL PROJECT © 2021 All Right Reserved'.

Figure 3: Project /Related initiatives



Figure 4: Partners

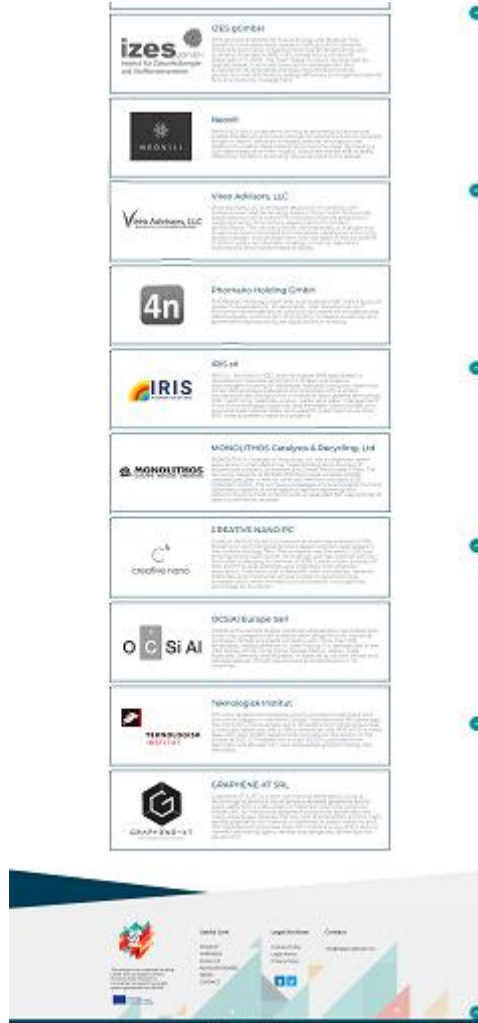


Figure 5: Partners

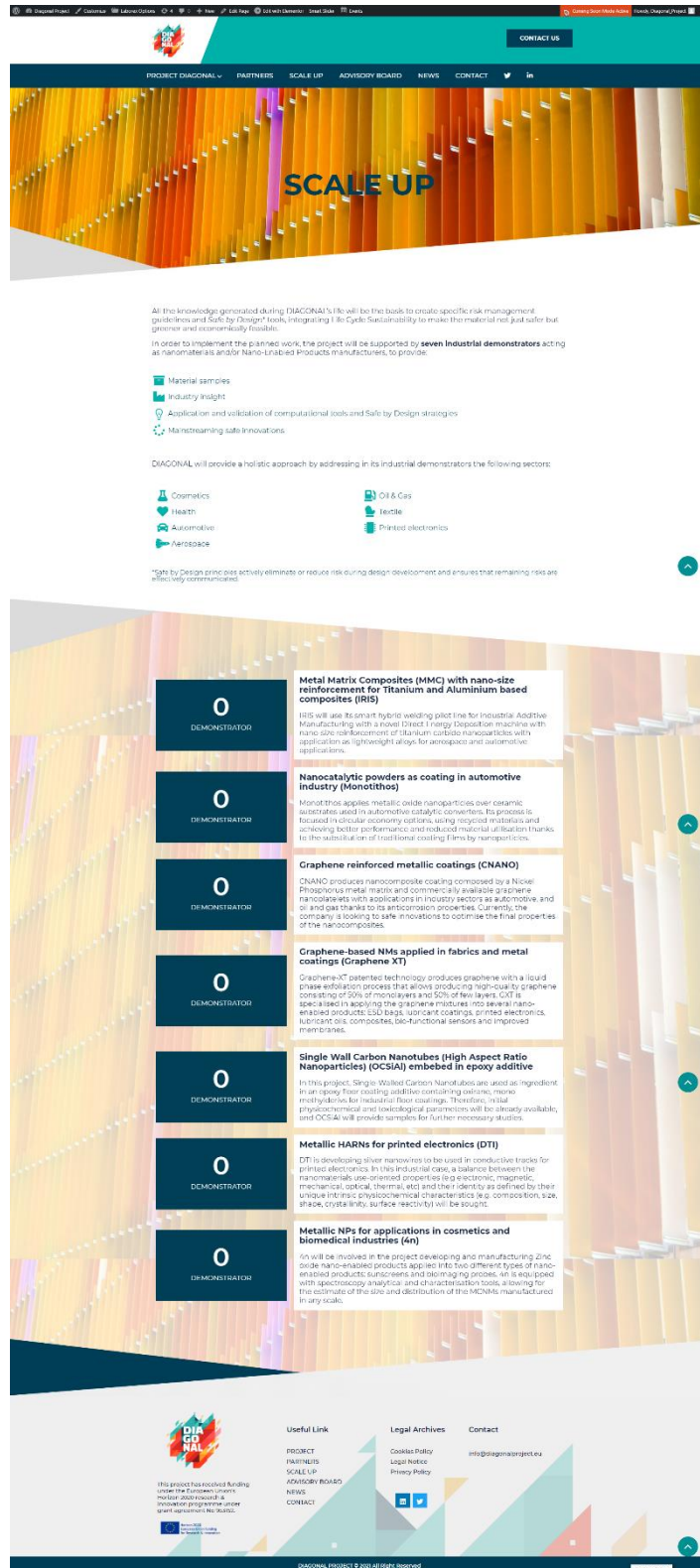


Figure 6: Scale-up

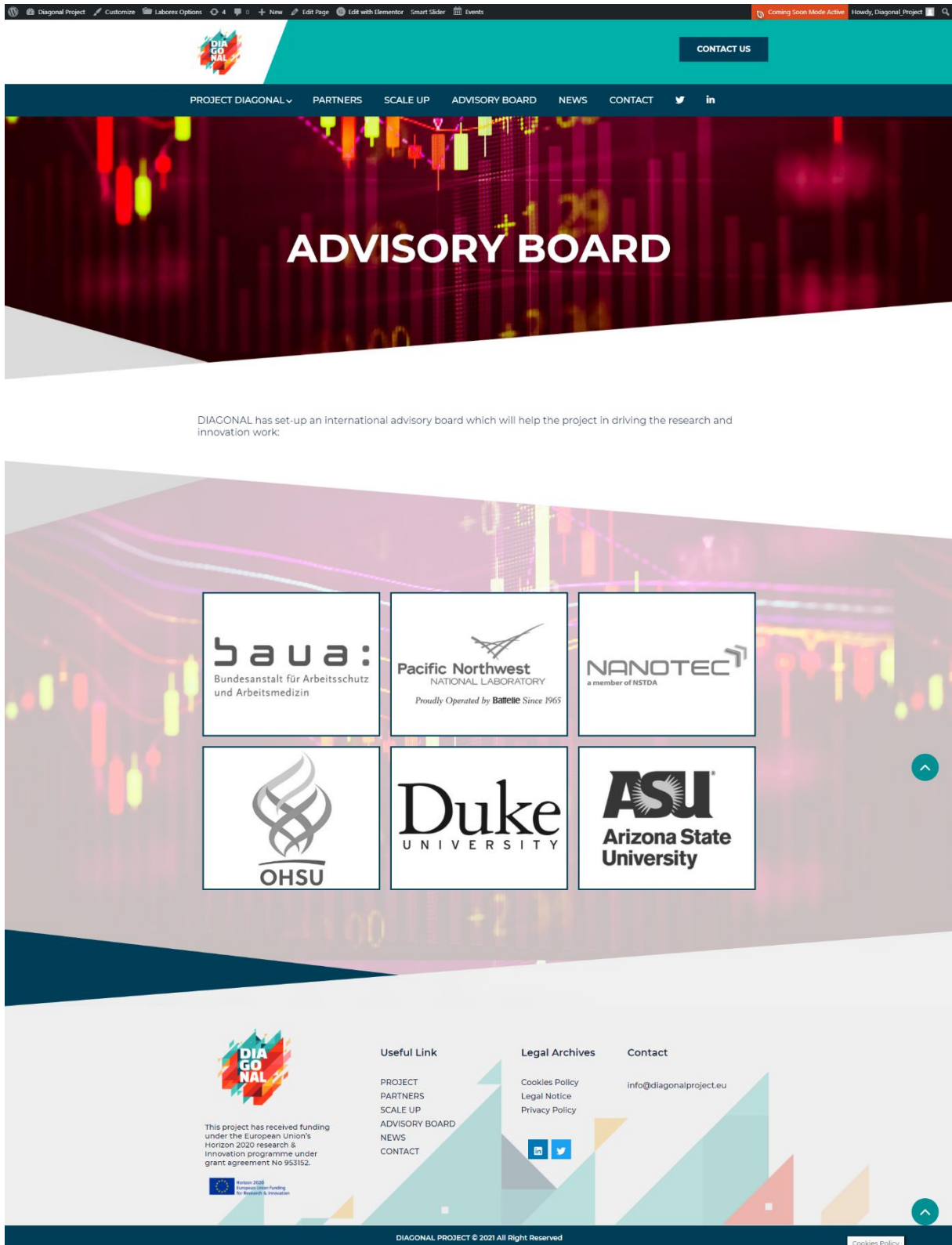


Figure 7: Advisory Board

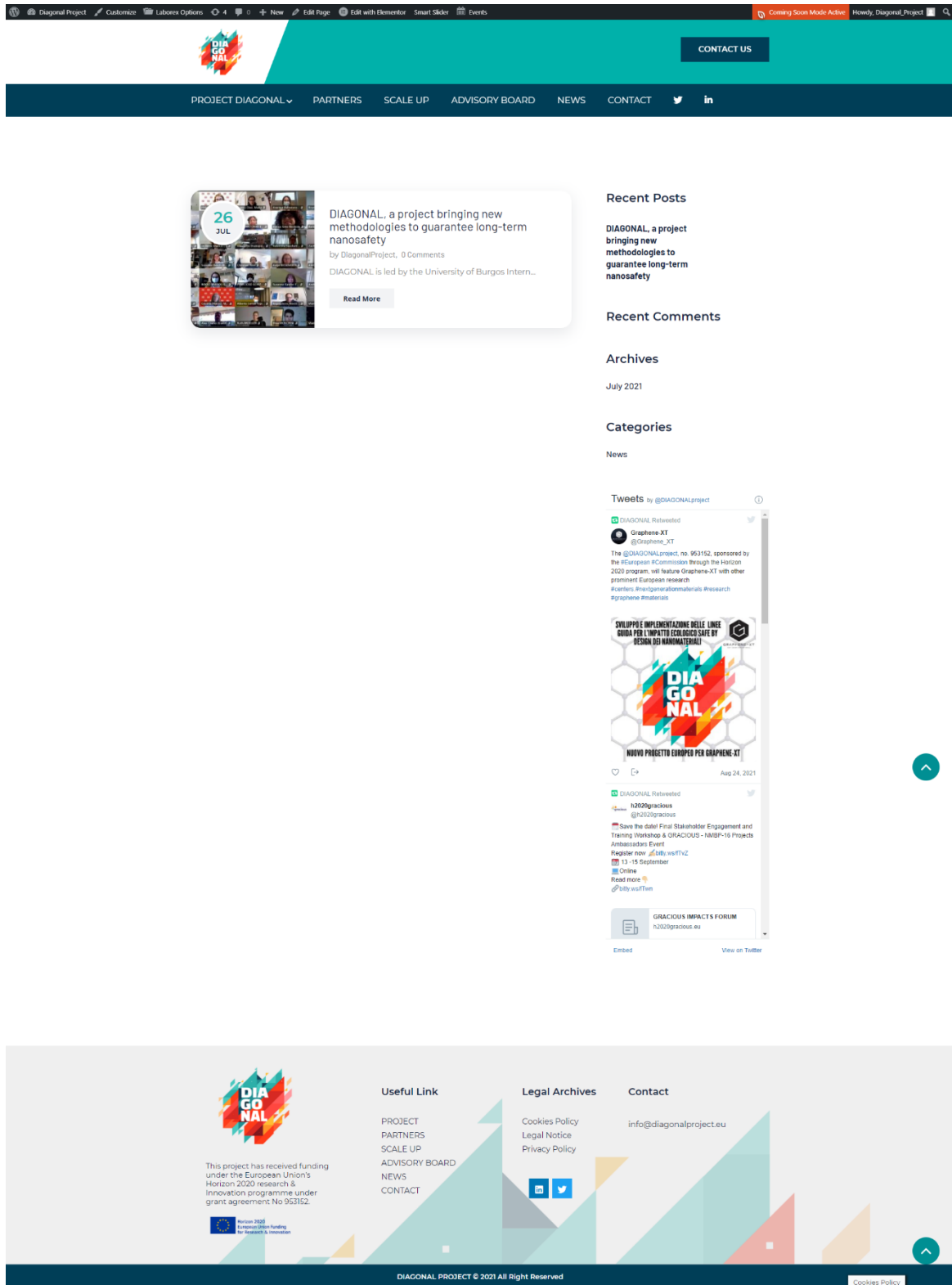


Figure 8: News

The screenshot displays the DIAGONAL project website. At the top, there is a navigation bar with links for 'PROJECT DIAGONAL', 'PARTNERS', 'SCALE UP', 'ADVISORY BOARD', 'NEWS', 'CONTACT', and social media icons. A 'CONTACT US' button is also visible. The main content area features a news post dated '26 JUL' with the title 'DIAGONAL, a project bringing new methodologies to guarantee long-term nanosafety'. The post includes a large image of a Zoom meeting grid with many participants. Below the image, the text states that DIAGONAL is led by the University of Burgos International Research Center in Critical Raw Materials for Advanced Industrial Technologies (Spain) and formed by 21 other partners from 14 different countries. It also mentions that DIAGONAL has received €6.3 million funding from the European Union's Horizon 2020 Research and Innovation Programme. The post includes several paragraphs of text detailing the consortium's goals, the project's focus on experimental and modelling research, and the role of nanotechnology as a driver for sustainable design. A 'Leave a Comment' section is visible at the bottom of the post, with a text input field and a 'Post Comment' button. To the right of the main content, there are sections for 'Recent Posts', 'Recent Comments', 'Archives', and 'Categories'. A 'Tweets by @DIAONAL' section is also present, showing a tweet from @DIAONAL_21. At the bottom of the page, there is a footer with a 'Useful Link' section containing links for PROJECT, PARTNERS, SCALE UP, ADVISORY BOARD, NEWS, and CONTACT. A 'Legal Archives' section includes links for Cookies Policy, Legal Notice, and Privacy Policy. A 'Contact' section provides the email address info@diagonalproject.eu. The footer also includes the text 'DIAGONAL PROJECT © 2021 All Right Reserved' and a 'Cookies Policy' link.

Figure 9: Example of post

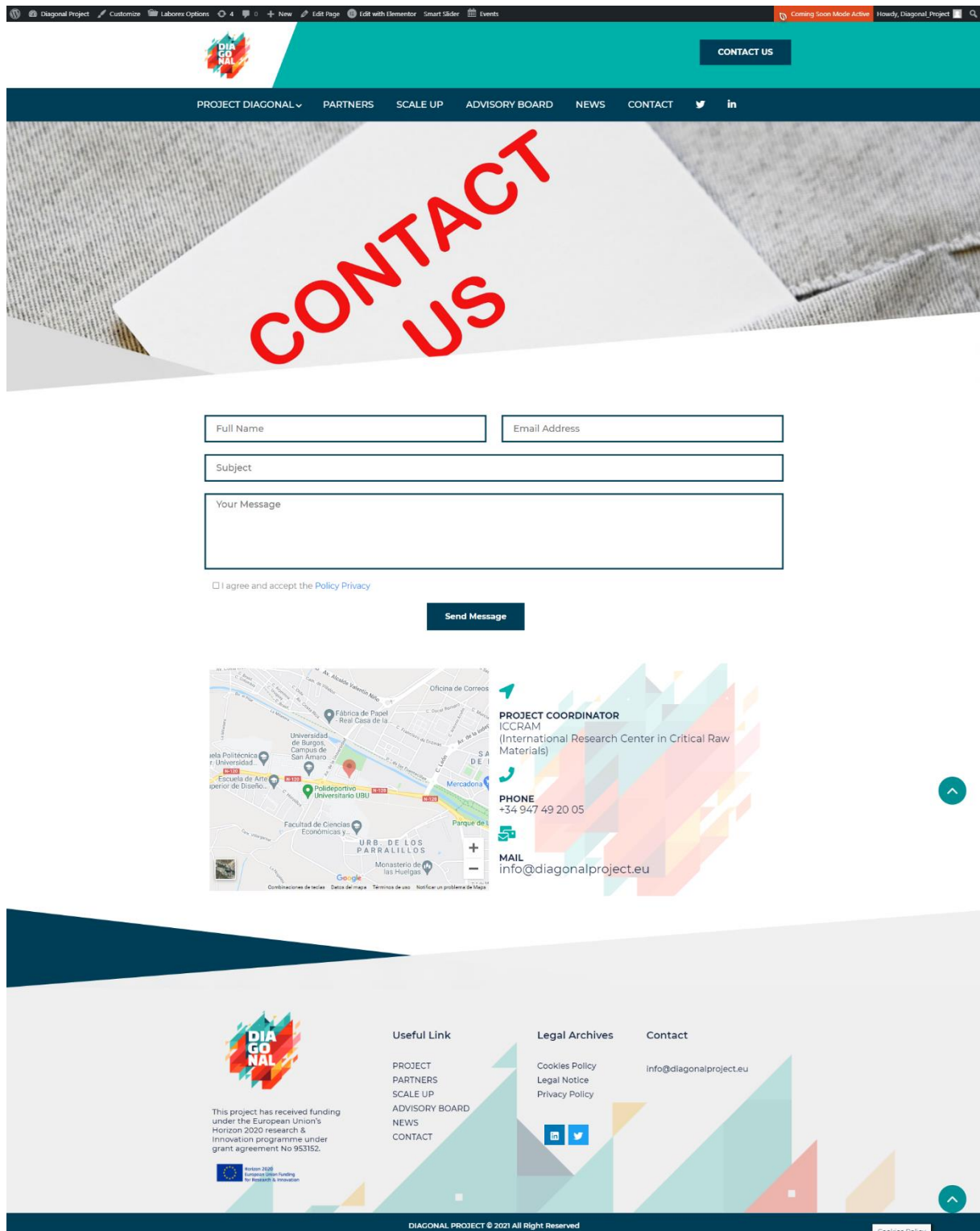


Figure 10: Contact

4.3 Navigability

The DIAGONAL Project website has based its construction on user-friendly features.

On the menu, the following sections have been built: Project / Related Initiatives, Scale Up, Advisory Board, News, Contact. This menu is subject to be updated during the project life, as long as the project progresses. The current structure has been established as a base for the available information to date. During the project awareness phase at the beginning of the project, the project objectives, goals and composition of the project consortia will be disseminated. Moreover, a short summary of the companies and a link to their websites is also included.

The Project menu, where the basic data of DIAGONAL is introduced, comprises as well one subsection to introduce related initiatives, relevant to the nanoparticles sector.

One of the most relevant sections is the Scale Up tab, where the DIAGONAL seven demonstrators are listed and further explained.

DIAGONAL will be given support by an expert advisory board. Information on the members is placed under a concrete section.

From its side, the 'News' submenu is intended to inform on ongoing developments, milestones, events, etc. It also includes the Twitter feed.

The 'Contact' section presents the project coordinator's contact details and a series of contact fields where audiences can address their messages and also contact via a dedicated email address: info@diagonalproject.eu

Finally, social media icons (LinkedIn and Twitter) appear both in the header and the footer, here as well the generic contact email, useful links and the privacy policies.

4.4 Content dissemination and publication

DIAGONAL's website was developed in four phases:

- 1) Briefing content
- 2) Design and layout
- 3) Responsive adaptations
- 4) Feedback from consortium

BNN, as task leader for the Communication and Dissemination, gave its input, prior to the website official launch. All those improvements were implemented before going live on August 26. Nevertheless, the website will be continuously updated and modified as per the partner's request and/or need and always subject to BNN's validation.

UBU ICCRAM will manage the project website update and changes and will be in charge of its maintenance, at least 3 years after the project ends.

During the awareness phase of the project, general information about DIAGONAL, the consortium members, attendance at events, etcetera will be disseminated.

Later in the project, DIAGONAL milestones and other activities will be published once they happen. BNN will be in contact with all partners to ask for information and guarantee regular updates.

Public reports, articles, press releases and papers will also be part of the website content, once they are validated and can be made publicly available.

4.5 General data protection regulation (GDPR)

Privacy policy, cookies policy and legal terms have been included to comply with general data protection regulation (Regulation (EU) 2016/679) on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

The privacy policy describes the process regarding the collection, use, and disclosure of personal data when using the DIAGONAL website, as well as the choices the user has associated with that data (Figure 11).

Our cookies policy explains what cookies are, how we use them, how third parties we may partner with may use cookies on the Service, user's choices regarding cookies, and further information (Figure 12).

Finally, the legal terms have been defined to explain the general conditions that regulate the use and access to the Internet service for the DIAGONAL website. (Figure 13).

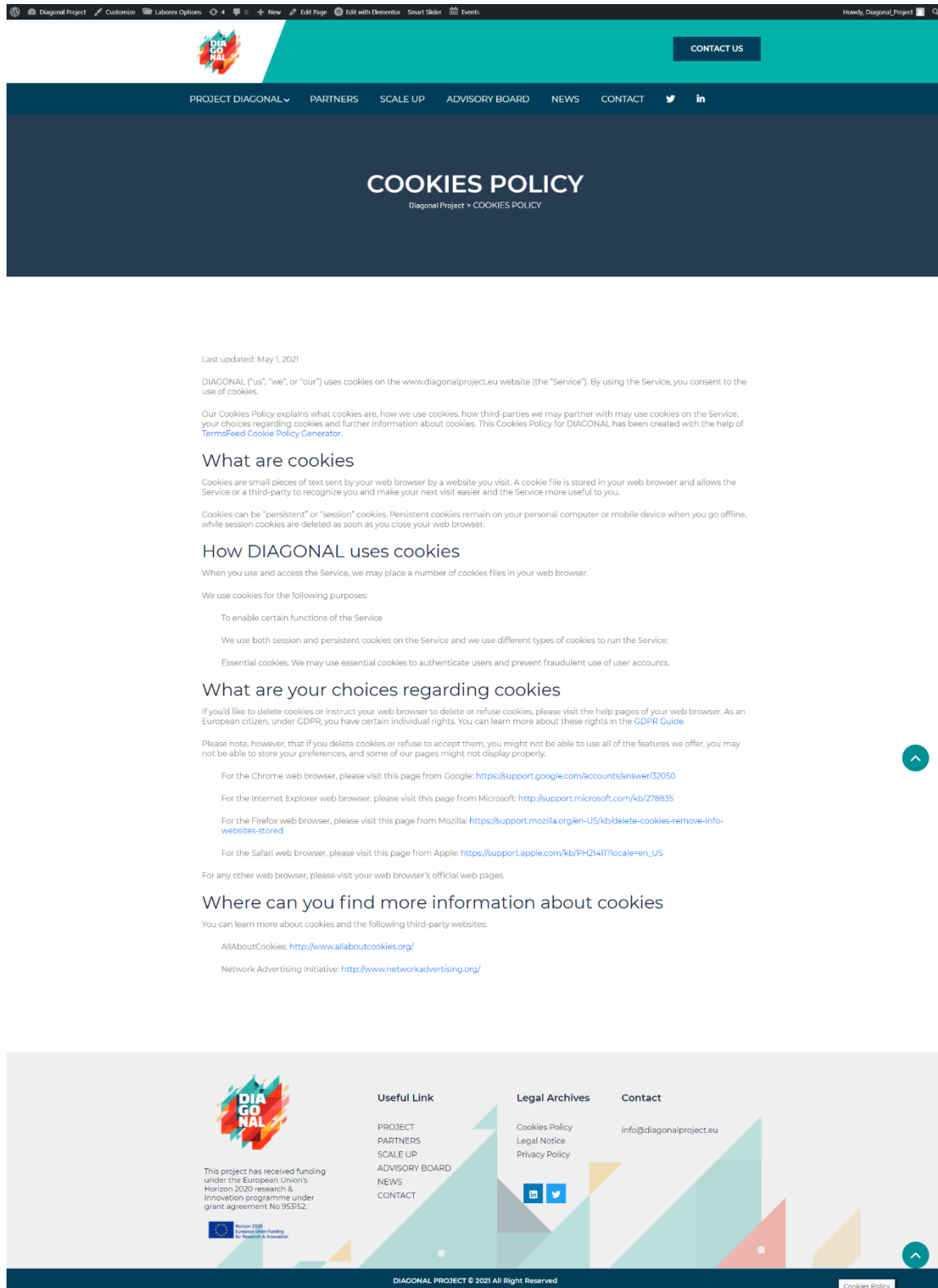


Figure 12: Cookies policy

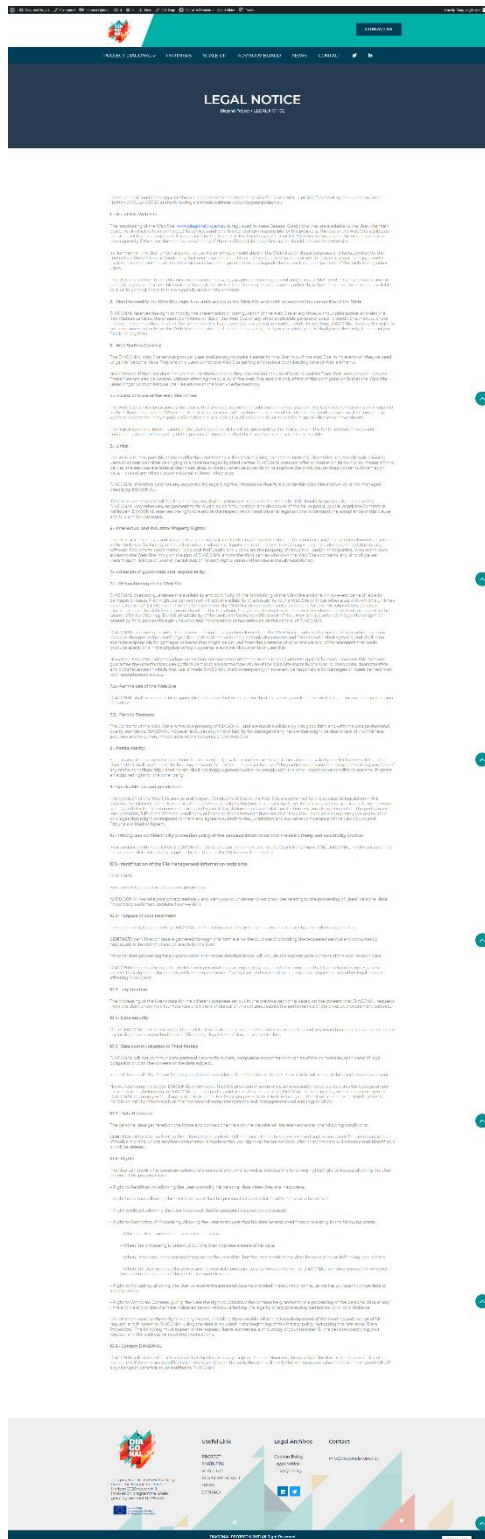


Figure 13: Legal Notice