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Project Acronym: DIAGONAL

D7.6 – Public Project website

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Document Control

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v0.2	31.08.2021	Juan Antonio Tamayo-Ramos, UBU ICCRAM	Document review

Acknowledgement

TABLE OF CONTENTS

Figures

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	Universidad de Burgos. International Research Center in Critical Raw Materials for Advanced Industrial Technologies
RC	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 GROUP / STAKEHOLDER	CONTENTS
RC, IC, SRB, IG, GP	• 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 1: Brand guidelines

Figure 2: Homepage

Figure 3: Project /Related initiatives

Figure 4: Partners

Figure 5: Partners

DIAGONAL – GA No 953152

Figure 6: Scale-up

Figure 8: News

Figure 9: Example of post

DIAGONAL – GA No 953152

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 u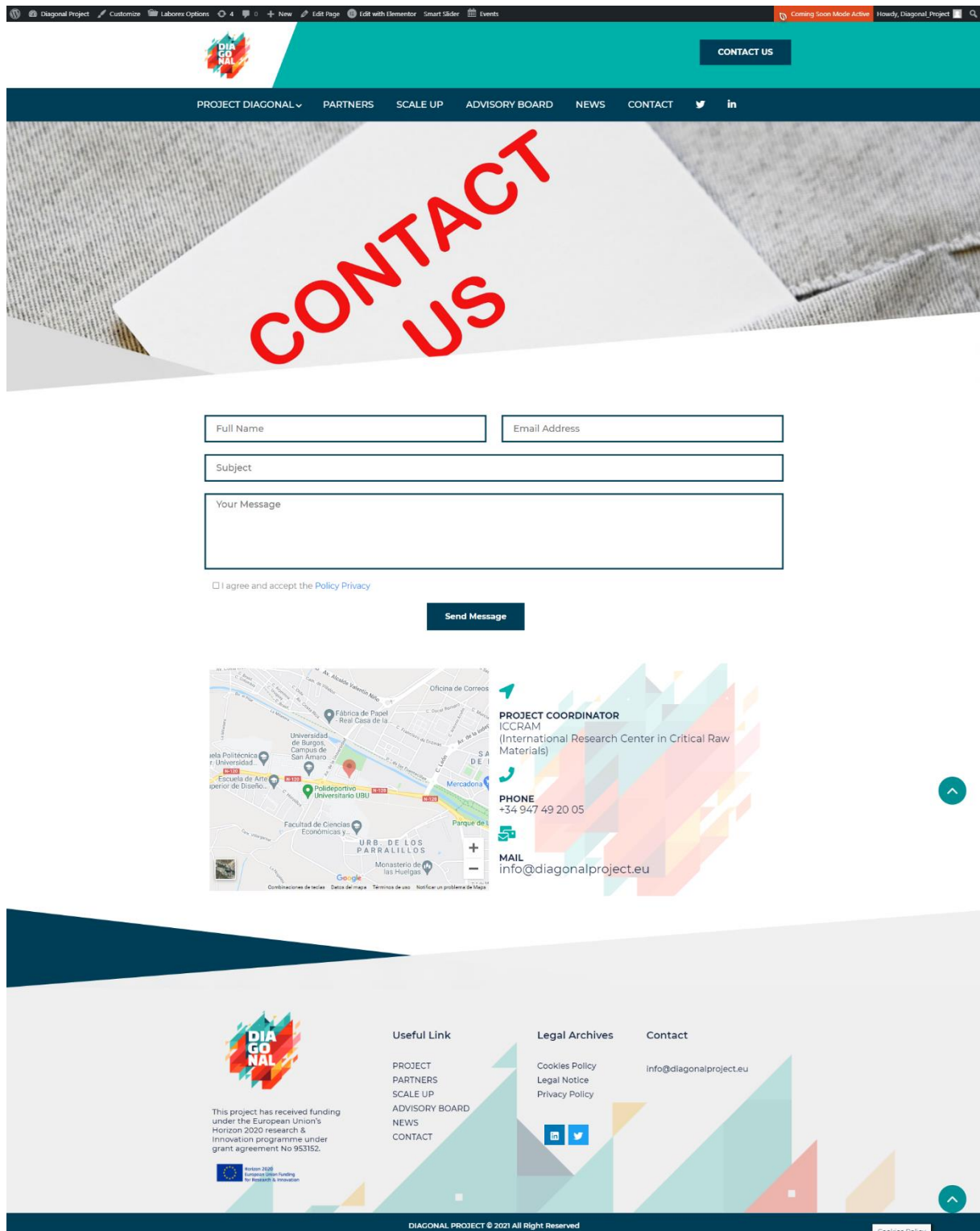pdated during the project life, as long as the project progresses. The current structure has been established as a base for the available information to date. During the project awareness phase at the beginning of the project, the project objectives, goals and composition of the project consortia will 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).
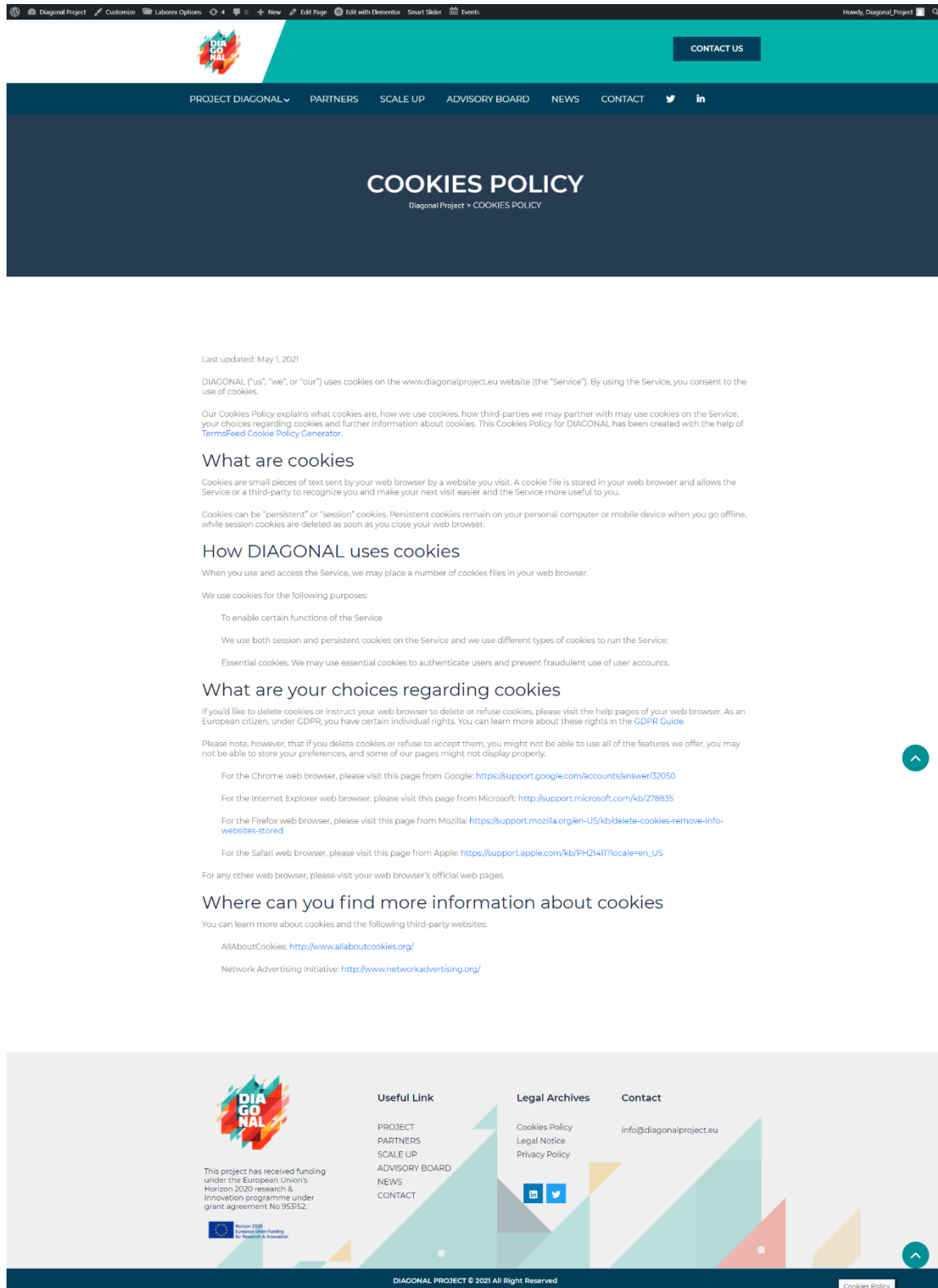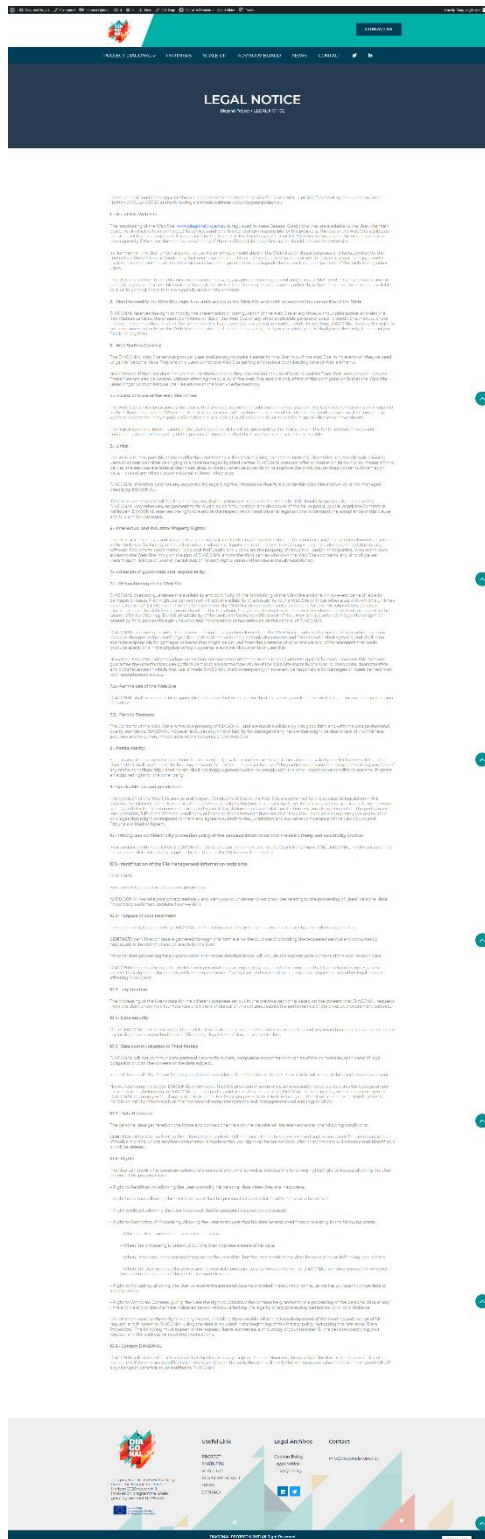
Figure 11: Privacy policy

DIAGONAL – GA No 953152

Figure 12: Cookies policy

DIAGONAL – GA No 953152

Figure 13: Legal Notice

DIAGONAL – GA No 953152