



D7.1. DC1 Implementation, incl. project website & kick-off press release

Textile ETP



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EXECUTIVE SUMMARY

This document constitutes deliverable 7.1 and describes the structure of the RESERVIST Project online promotion. Due to confidentiality issues the details, structure and technology of the website is not described in full details.

A custom logo and acronym logo have been created and are used in all project communication material with the project website in the forefront.

The main objective of the website is to inform the general public about the project, the corresponding activities and the achievements of RESERVIST project.

The project website, which is the actual online deliverable of this document, is available at:

<http://cov-reservist.eu/>

The RESERVIST Project website will be constantly updated with the latest content and the website analytics are monitoring website traffic.

Also, according to HORIZON2020 guidelines Social media accounts have been created at the very beginning allowing RESERVIST to reach an extremely wide — but also targeted — audience, maximising the impact and successful exploitation of our research results.

The present deliverable relates to Task 7.1, according to the Grant Agreement.

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1. PURPOSE OF WORK

The Dissemination Campaign 1 is part of the WP7 “Innovation management and Impact activities”, led by MIRTEC, and feeds the activities of Task 7.1 “Dissemination and communication”.

It aims to raise awareness about the project since the early stages, so to spark interest in the target audience and lay the basis for further engagement during the different phases of the project works.

Identifying the basic content to be disseminated, as well shaping the key messages to convey, is a crucial step of this process, it has a direct effect on the ability to reach the identified target audience and foster industry’s adaptation capacity and resilience in strategic sectors (e.g. manufacturing of medical equipment, PPE)

As it is essential to have a clear message which grasp the attention of the key stakeholders we have to be clear in our own mind what we want to say and, first and foremost, what we want to achieve.

The main goal of this Deliverable is to describe the mechanism for the web dissemination of RESERVIST project and present the online strategy and actions for the dissemination of the results generated by the project.

From the Project perspective, the successful dissemination and communication aims to:

- Promote the main message or key implications from project results,
- Raise awareness of the project,
- Encourage communication regarding the results of the project,
- Develop ways to deliver the proposed project message to the targeted audience and encourage them to apply project results to their work.

2. WORK PLANNED

The work planned included:

- Logo and visual identity documents (led by TETP)
- Select social media outlets and strategy, roll out activities in these channels (led by TETP)
- The draft and dissemination of the press release by the partners of the project (led by TETP)
- The launch of the project website (led by MIRTEC), including the collection of the partners descriptions and logo to maximise the visibility of each partner.

3. WORK EXECUTED

3.1 Logo and visual identity

MIRTEC developed the logo and the related visual identity during the first month of activities to brand the project and ensure proper visibility across platforms, channels and tools that have been and will be used for dissemination of results.

TETP later organised the visual identity concepts into a reference document to ensure that it is applied to all internal and external material produced to streamline the communications and dissemination activities, besides ease and fasten the engagement with the audience.

"The medium is the message" is a phrase coined by Marshall McLuhan meaning that the form of a medium embeds itself in the message, creating a symbiotic relation by which the medium influences how the message is perceived. The creation of the RESERVIST logo was defined through workshops between partners lead by MIRTEC on a step-by-step procedure leading to the logo and "tradenname" seen below. For the process between partners, samples were developed before ending up with the final one.



FIGURE 1. LOGO DEVELOPMENT – INITIAL VERSIONS.



FIGURE 2. RESERVIST LOGO AND CORPORATE IMAGE FOR THE WEBSITE



FIGURE 3. COLOUR SCHEME.

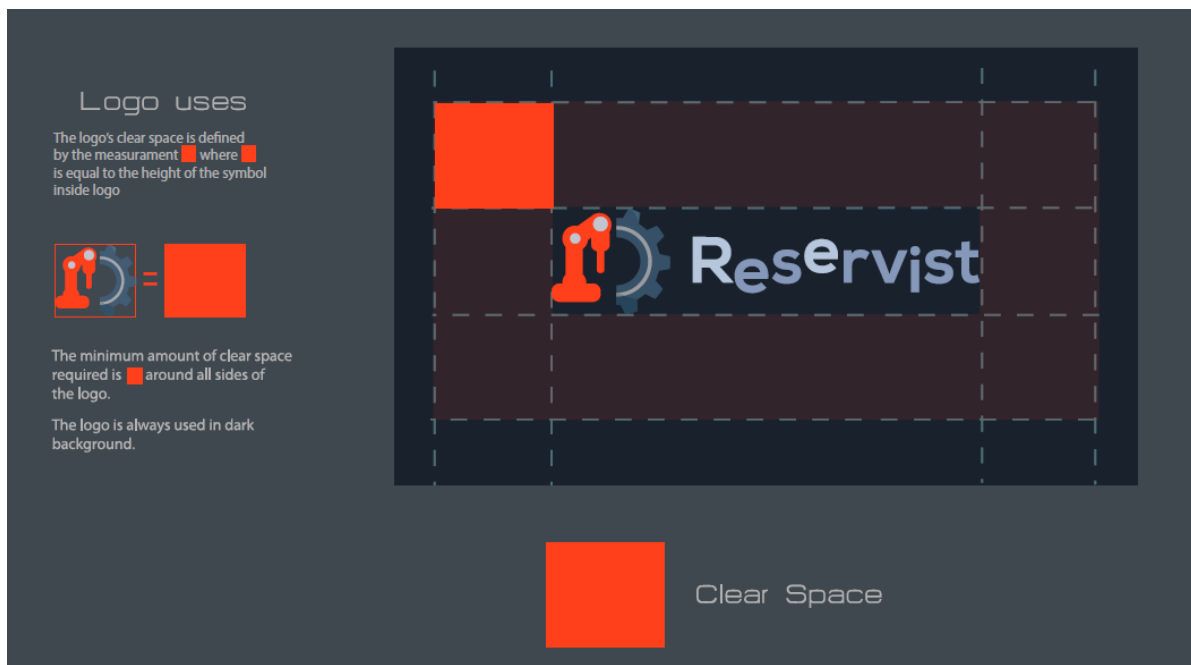


FIGURE 4. LOGO GUIDELINES

3.1 Social media activities

TETP coordinated the production and roll out of the activities, which solely rely on organic outreach.

Leveraging on the wide network of the partners, the social media activity targeted the general public, professionals of the manufacturing sector in the textile, medical and logistics sector, as well as act as a first contact point with potential third parties to exploit the results of the project.

To that end, three aims were set:

- Advertise the start of the project
- Advertise the first press release
- Connect the partners and their respective audiences

Based on audience analysis, Twitter and LinkedIn were selected as the two most appropriate social media channels to roll out the activities and engage with the target audiences. Also, given the nature and timeline of the project, it was decided to agree on the hashtag #RESERVIST_EU across the social media channels to brand the project.

RESERVIST is expected to have the following benefits from utilising correctly social media:

- Manage our reputation and wield influence in debates on science and innovation with a wider audience
- Build networks to help us find new research partners among colleagues and potential graduate students, accessing additional expertise from all over the world
- Informally pre-review works in progress, gaining consensus on and/or feedback about our work
- Lead potential textile businesses to our respective resources such as the networked manufacturing platform and the circular design tool

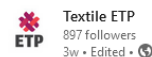
RESERVIST created accounts on Twitter, Facebook, LinkedIn, Instagram, Pinterest and Youtube

3.1.1 Partner Introduction Meeting

A first post, channelled in LinkedIn, reached 426 views and had an engagement rate of 4.5% (data extracted on 21 December 2020). It served as a first contact point with the different audiences from each partner and it shortly introduced the project.

3.1.2 Kick-off Meeting

Increased activity was rolled out to spark interest about the project directly following the kick-off meeting on 2-3 December 2020, which also included the dissemination of the first press release. The partners' activity on this occasion has been great, which enabled to expand the outreach and leverage on the variety of actors in each of the partners' network.



First partners' virtual meeting of the RESERVIST project today. During the next two years, #RESERVIST_EU partners will work for establishing 'reservist manufacturing cells' that in 48 hours can respond to demand spikes for #textiles #PPE and respiratory equipment by tweaking existing #manufacturing lines.

Thanks to all partners! Centexbel, IDONIAL Centro Tecnológico, VTT, Institute for Advanced Architecture of Catalonia, Hospitainer, STAM S.r.l., Suominen Corporation, Sioen Industries, Screentec Oy, Deltrian International, NormaGrup Technology, ArcelorMittal, NARDI COMPRESSORI SRL, Desimone SA, Pôle EMC2

#h2020 funding by the European Commission



Across different platforms, at least 4,000 users were exposed to the RESERVIST contents via different posts. The 6% engagement rate confirmed the relevance of the topic for the audience. To maximise the impact, the press release was also mentioned and linked in several posts, both in English to engage with international audience, and in national languages to connect with local audiences as well.



How can [#industry](#) rapidly respond to spikes in medical [#PPE](#) market demands? The [#RESERVIST_EU](#) team start working today to make that happen and react timely when emergencies like [#covid19](#) arise. Read how [textile-platform.eu/download/RESER...](#)



The [#RESERVIST_EU](#) team works from today to help [#industry](#) rapidly respond to spikes in demand of medical [#PPE](#) and devices. The concept is powerful: reduce the pressure on [#healthcare](#) providers and replicate this approach for other devices and services. Check out how [#RESERVIST_EU](#) will achieve it: <https://lnkd.in/eRQNJX9>



Centexbel and 9 others

6:51 PM · Dec 3, 2020 · Twitter Web App



with NormaGrup Technology and 14 others

29 · 3 comments

Some partners used other platforms, like Facebook, to connect with their audience and further extend the outreach.

3.2 Press Release

TETP coordinated the draft and dissemination of the press release, in collaboration with all partners, which was agreed to be issued only in English to ensure and highlight the international nature of the project.

The Press release was agreed to be published upon closure of the kick-off meeting and aimed at providing:

- Further details on the RESERVIST project
- Visibility to each partner.

The press release outlined the project and was structured in a way to streamline the key messages across platforms and partners. The press release structure also allowed partners to insert a quote, so to provide a degree of personalization and increase the relevance of the press release for the audience linked to the specific partner.

The press release was disseminated via social media and websites by TETP and the project partners.

3.3 Website

MIRTEC developed the website and applied the project visual identity to it. Based on the discussions held during the kick-off meeting on 2 and 3 December 2020, TETP coordinated the collection of the partners' descriptions and their logos to be published on the website.

The website has been developed and provides a general overview of the project and partners, enabling users to understand more in detail the project work.

The RESERVIST website is the main on-line tool for disseminating the project and its progress to a wide audience, industry as well as academia. The RESERVIST consortium represents academic and industrial institutions, and therefore each one will also undertake the task of disseminating the project results through their respective website and the connection with the RESERVIST website will be established.

Project website is accessible at: <http://cov-reservist.eu/> and a draft was presented live at Project Kick-off meeting.

The main menu consists of five tabs. At every visit on project website, the homepage is the starting point. Through the website, visitors can find further details and information about the project, the list of involved partners (every partner also has a link to their respective website), the project time schedule through the 8 WPs, the upcoming events of the projects as well as information on newsletters and the public deliverables available for download. The contact details of each partner are at the PARTNERS tab with a link to their site.

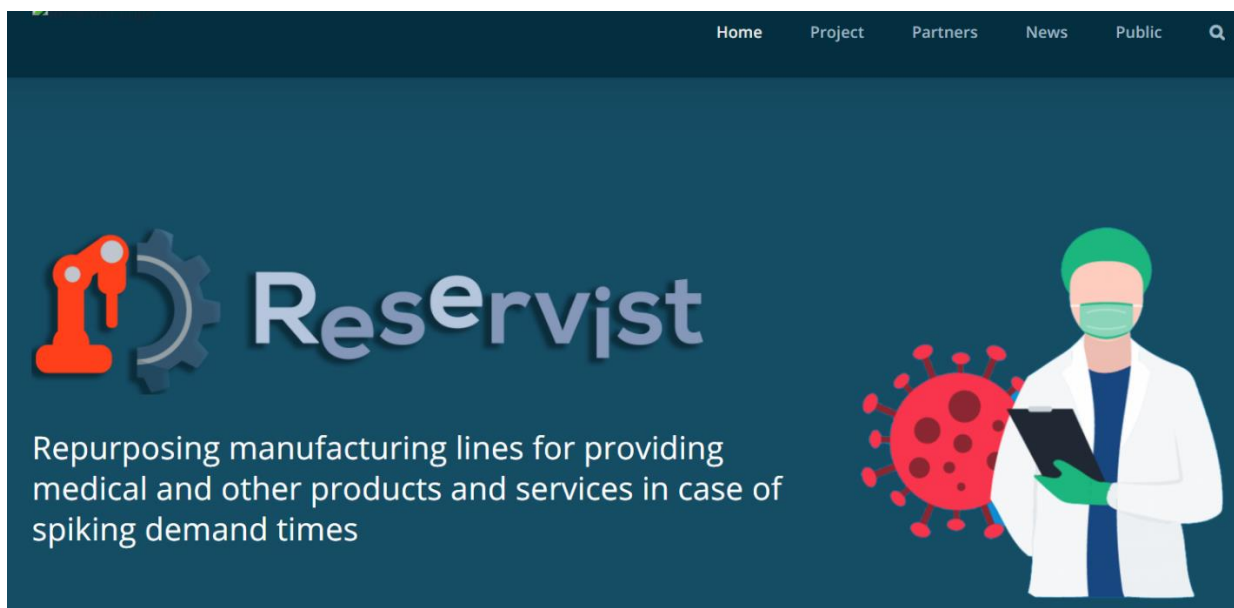


FIGURE 1. RESERVIST WEBSITE – HOME PAGE.

The initial key objective for the website is to raise awareness of the project.

Technical description

The Website is developed to provide full functional support in the RESERVIST Project. To ensure that the website reflects the project's identity and objective the development is based on the latest web and server technology along with the creation of a unique design with an appropriate look and feel.

The RESERVIST Project website uses the following technologies:

- CMS (Content Management System) based on open-source Wordpress 5.5.3 in combination with Avada Website Builder (version 7.1) with the accompanying add-ons and plugins, both natural and developed for the project.
- Databases technology using MySQL, PHP 7.4 and phpMyAdmin.
- Responsive render in browser using HTML 5, CSS3 and JS technologies.
- Unique and large typography.
- Ability of integration of specialized future applications.
- Full compatible with search engines (google,bing ,yahoo)
- Ability to access (without page break) information through the extensive use of functions as the lightbox, popups, hidden and expanded elements (text, photos, pdf, external sites, videos).

The RESERVIST Project website is designed to ensure the best global access and dissemination of information of the project.

The website has been designed with the ability full integration of social media in its function.

The final structure of website contains the following pages:

Home: Project Introduction.

Project: Project Description.

Partners: Project Consortium

News: Project Broadcast

Public: Project Impact

It also serves for exploitation purposes with:

- Relevant Links
- User service performance standards
- Facilities for on-line forums and on-line surveys, which have the potential to assist with the product's commercialization process.

The site hosts a dedicated email list for those interested in receiving regular updates (Newsletter, RSS feed), and special interest lists for particular topics. Significant advances/events are publicized via the email list as well as through a range of relevant lists throughout Europe in order to continuously promote the project outcomes.

The domain

The '.eu' domain has been selected due to the project being an EU funded project. Separate hosting of project group mailing lists increases security of website data and keep main domain name light from daily traffic generated with group emails.

The website is freely accessible to both internal and external audiences.

Development and content proposal of the website

It is accepted that any new project will have a presence on the internet, which is an excellent medium for disseminating progress of the work of the project. The website begins with a simple home page and objectives of the project. As the project progresses, the website will be regularly updated.

The website is hosted and maintained by MIRTEC and regular updates of links take place. A visitor counter and website statistics record the overall number of visitors and what they are looking at specifically.

WEBSITE MENU

The site has a 5 choices menu seen in the home page that is analytically presented in the following sections.

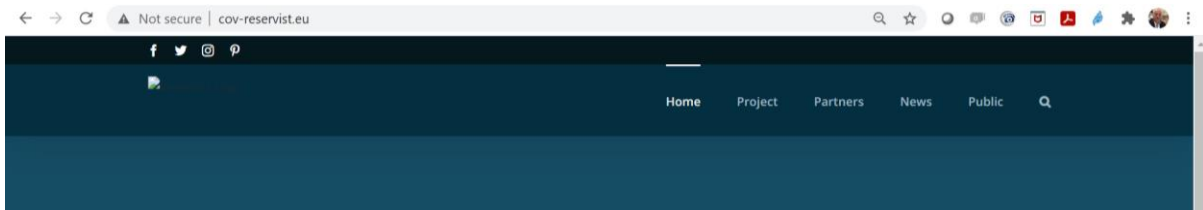


FIGURE 2. RESERVIST WEBSITE – MAIN MENU ROW.

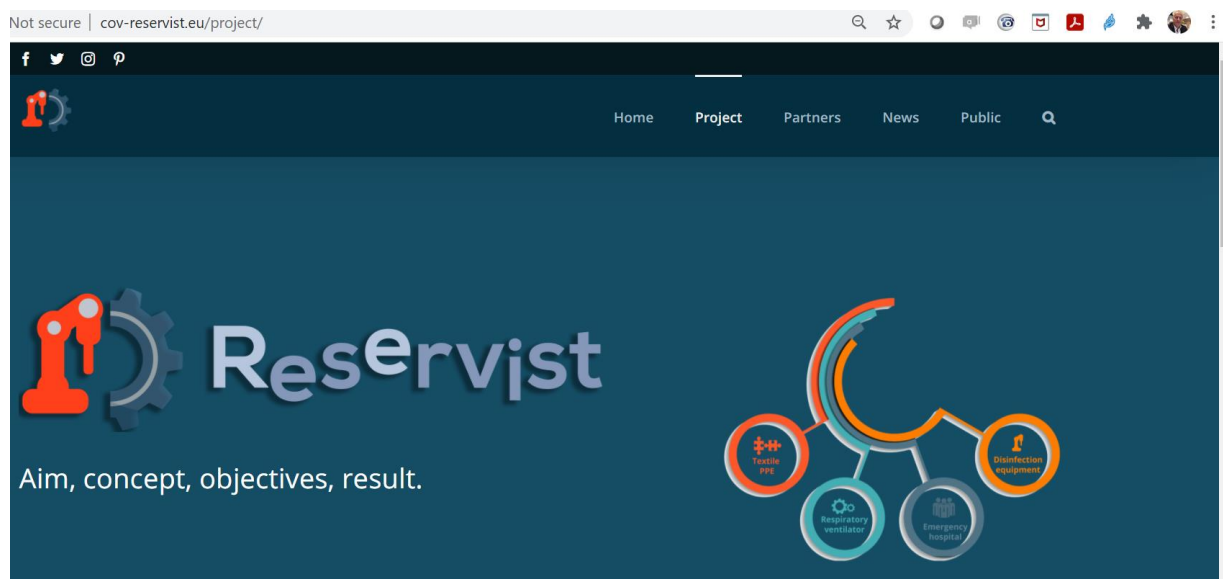
Home

The RESERVIST Home page, is the main public face of the RESERVIST project. The whole website is created in simple-page design, meaning that audience can get the information fast and well structured.

RESERVIST home page includes some preliminary information on the project, presenting the project logo and project colour scheme, the full title of the project, and a description of the project. The Home page has a HORIZON 2020 acknowledge and provides more information about European Commission Framework Programme for Research and Innovation. Home page clearly shows latest and important project news and significant events.

Project

The Project page presents detailed information about RESERVIST project, introducing the main idea and objectives of the project. Project page is highlighting the aims of the project and clearly presents the vision that will be realized through life of the project.



Partners

As RESERVIST project brings together 15 project partners from 7 different European countries, they are introduced with an icon grid, where there is a link to partners own websites and an EU map depicting their countries.

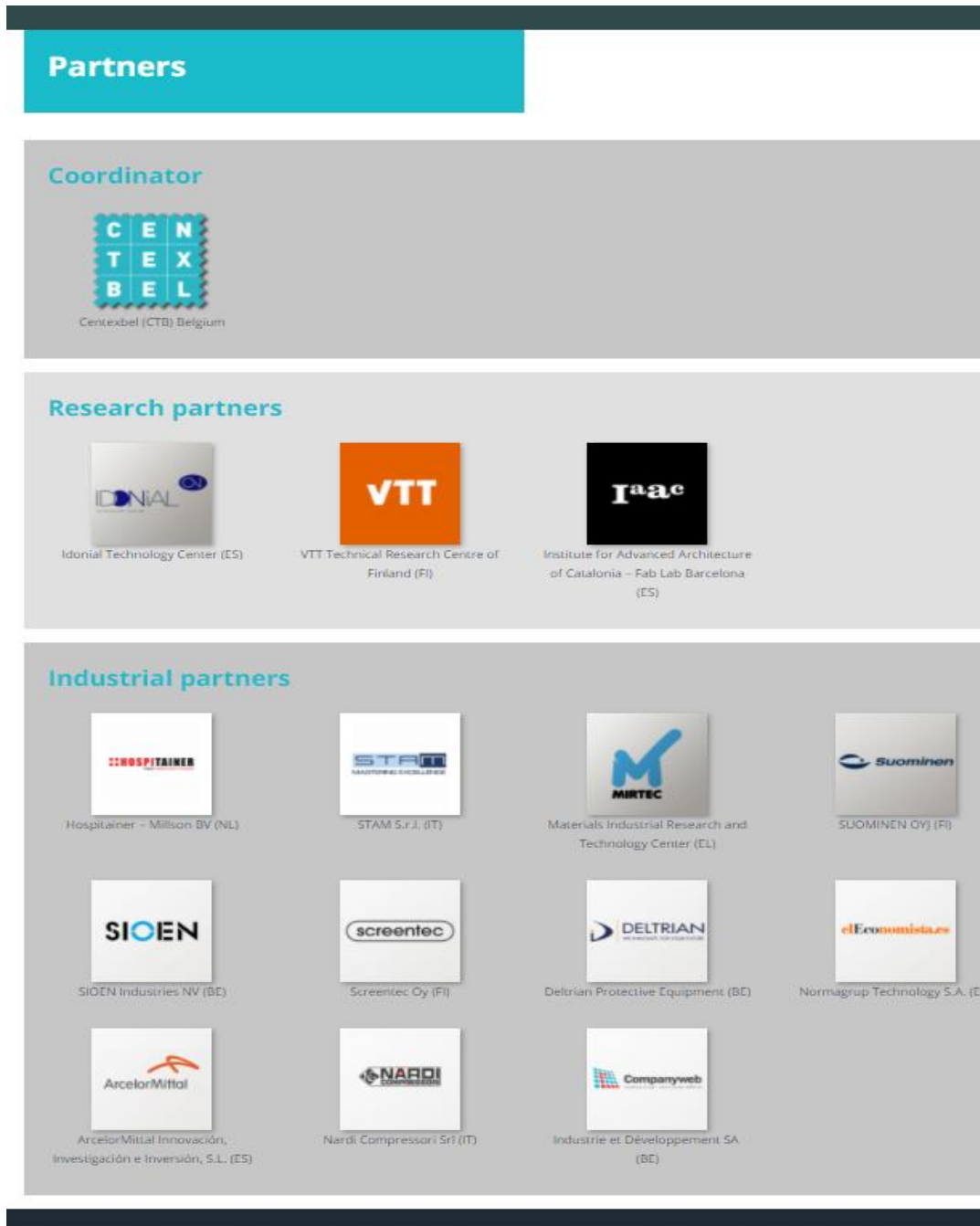


FIGURE 3. MENU OF PARTNERS WITHIN RESERVIST PROJECT.

NEWS - PUBLIC

The tab includes all public info and project visibility like newsletters, leaflet, news, events etc.

4. RESULTS

More than 4,000 users were exposed to the outreach activities of RESERVIST first dissemination campaign during the first project month. The engagement rate was satisfactory on all platforms. The targets set in the project proposal were fully reached.

5. CONCLUSIONS

The activities were organised and rolled out in collaboration with and the support of all partners, highlighting the power of collaboration and the strong relationship that partners of the consortium built so far.

The results achieved across channels suggests that the target audience has been reached, and suggesting that LinkedIn appears to be the most efficient platform for engaging with the selected target audience of RESERVIST, especially during these early stages of the project when no detailed results and deliverables are available, which will be later shared mostly through the project website.

Our mission is to make sure that the target audience will get the message of RESERVIST project, get aware of its results and understood it.

The RESERVIST website was drafted at Kick-off meeting, which took place virtually. The website content is informative, so the general public can get the useful and up to date information. Using the advanced technology makes the website secure and easy to maintain.

The website provides information about the project and will be regularly updated with scientific results, findings and achievements.

Popularity of the website will be increased through active links (RESERVIST Partners, Conferences and of other relevant EU projects).

Website recognition will also be achieved within the stakeholder network of national relays and by targeting appropriate keywords for each page of the website.

The public area promotes the project, allows the dissemination of non-confidential results and allows the public to contact the coordinator.

Social media accounts are expected to have multiplication effects on project visibility.

The information contained on the RESERVIST project website is likely to be valuable after the end of the project. Therefore, the Website will be kept live after the end of the project.

6. FURTHER WORK

There is not further actions linked to the Task 7.1, although the official launch and promotion of the final version of the website is scheduled for month 2 and several activities via social media outlets, newsletters and other channels are planned throughout the whole duration of the project, leveraging the network and collaboration among the project partners.

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12. EASME webinar – Increase the impact of your project communication (<http://www.streamdis.eu/commsworkout2/>)