Light assisted solar fuel production by artificial CO_2 Reduction and water Oxidation

Deliverable D6.2

Project Website

Lead Beneficiary:	ICIQ – Institute of Chemical Research of Catalonia
Delivery date:	27 November 2020
Dissemination level:	Public
Version:	v1.0

This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 951843

Document Information

Grant Agreement Number	951843
Acronym	LICROX
Start date of project (Duration)	01/09/2020 (36 months)
Document due date	30/11/2020
Submission date	27/11/2020
Authors	ICIQ
Deliverable number	D6.2
Deliverable name	Project Website
WP	WP6 – Environmental impacts, social acceptance, dissemination, and exploitation

Version	Date	Author	Description
v 0.1	03/11/2020	Laura López (ICIQ)	Creation first draft
v 0.2	05/11/2020	Lucas Larsen (DBT)	Revision, changes and additions
v 0.3	20/11/2020	Laura López (ICIQ)	Update project page and revision
v 1.0	25/11/2020	Laura López (ICIQ)	Final document following final revision and approval by the Project Management Board

EXECUTIVE SUMMARY

This document, D6.2 Project Website, is a deliverable of the LICROX Project, which is funded by the European Union's H2020 Programme under Grant Agreement No. 951843. The document describes the motivation behind the concept of the website and the objectives as a key tool for dissemination and communication actions. The document provides a description of the content of the public site, defining also the social media tools used.

Table of Contents

1. PURPOSE OF THE PROJECT WEBSITE DELIVERABLE

The Project Website is one of the deliverables of the WP6: Environmental impacts, social acceptance, dissemination, and exploitation.

The main purpose of this deliverable is to describe the key points of design, execution, content, usage and communication strategy behind the internet platform of the LICROX project. The URL of the website is www.licrox.eu and it has been online since beginning November 2020. The social media accounts of the project were created at the same time. Both the website and social media networks constitute key communication tools to increase project visibility and impact toward the different audiences identified in the Dissemination and Communication Plan (Deliverable 6.1): Scientific community & specialized audience; Industrial sector; Policy actors, Funding agencies and authorities; Citizens and the General public; R&I Networks; Media/Science Communication. They are also important tools for sharing information between LICROX partners.

2. MAIN OBJECTIVES AND RESPONSIBILITIES

The website directly contributes to the main objectives of the Dissemination and Communication Plan (D6.1), as a key dissemination and communication tool it will help to:

- Maximise the visibility of the project, raising awareness of its progress and results, and presenting the consortium members.
- Provide contents and regular updates adequate for the targeted audiences and establish regular analyses to increase their engagement and communication impact.
- Disseminate the activities and documents generated from all Work Packages during the lifetime of the initiative, contributing to promoting the project's results and to the Open Science concept.

ICIQ is the responsible for the development, updates and maintenance of the website and social media, as leader of Task 6.4 Dissemination and communication of the results, in close collaboration with the WP6 leader, DBT, ensuring a high degree of coordination between all the tasks within the WP. All consortium members are responsible for regularly contributing to the contents of the website and are engaged to support the LICROX website by disseminating it through their own websites and social media channels.

3. WEBSITE DEVELOPMENT AND DESCRIPTION

LICROX website is accessible at: www.licrox.eu. The platform has been created to serve as a key tool to support external communication and dissemination of the project objectives and results. The public website has been developed to act as an information hub about the project's goals, participants, activities and results.

The website has been designed following a responsive web design (RWD) to enable optimum visualization independently of the size of the screen (PC, tablet and mobile) or web browser one is viewing with and it will be updated frequently, as required, by ICIQ.

The website displays the following sections:

- **Home**: slide with main highlights, basic title and description of the project, highlights of the latest news and events, consortium information, newsletter subscribing form, access to the other web sections and to the project social networks (Twitter, Instagram and LinkedIn), information on EU funding and contact information.
- **Project**: information about the project's vision, including objectives, team work and a general planning structure.
- **Consortium**: list of all partner institutions taking part in the project, linking to their short descriptions and people involved in the team.
- **News & Events**: pieces of news about the project, interviews with experts, LICROX meetings, and related events.
- **Outcomes**: outcomes generated through the project such as publications, presentations, graphic materials and videos, public deliverables and newsletters.
- **Media**: collection of the press releases, media appearances and coverage of LICROX news published in general and specialized newspapers and magazines, interviews (radio and TV), videos, etc.
- **Contact**: contact form to reach the project team.

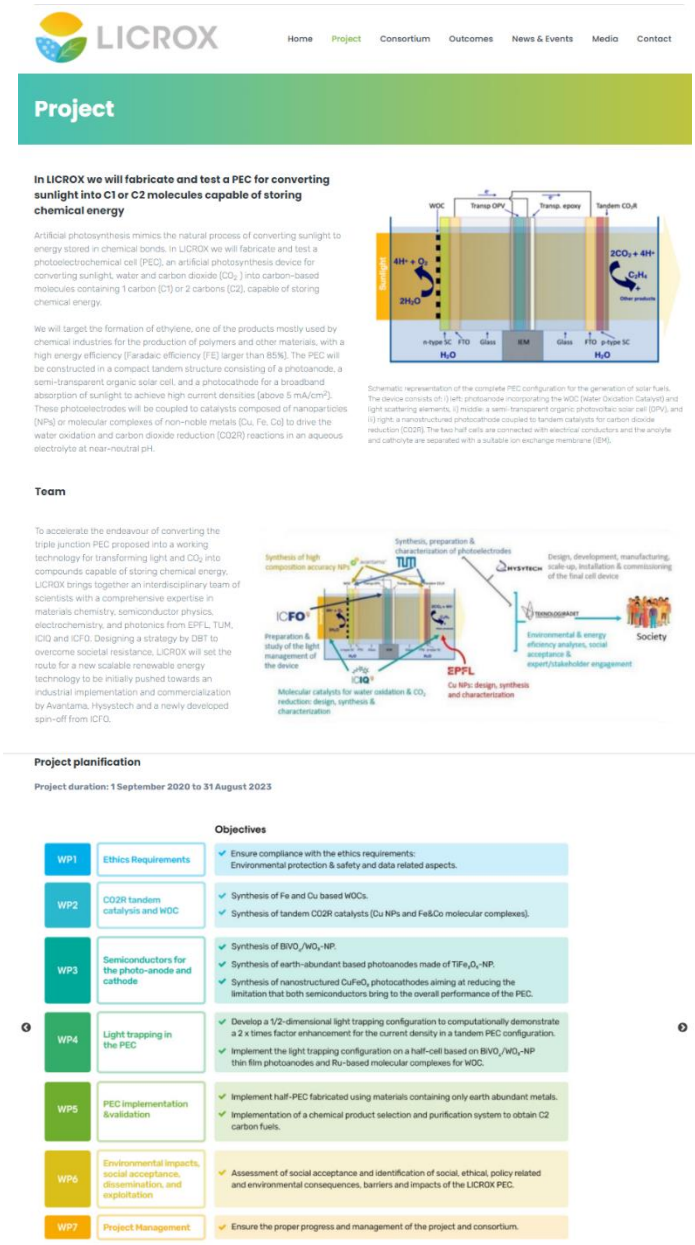
The Home page is designed to attract the attention of viewers by exposing the project logo and banner, listing the content of the website. It presents the project at a glance, highlighted news and events and consortium partners (Figure 1).

All sections of the website have on top the LICROX logo and the menu bar enabling quick orientation through the search. All sections also provide, at the bottom, reference to Horizon 2020 and European Commission (EC) support and a disclaimer excluding EC responsibility, a subscribing form to the newsletter and links to social media and contact e-mail.

Figure 1. Home Page

D6.2. Project Website

The Project page provides a description of the project and the proposed PEC, as well as an overview of the contributions and interaction of the consortium members, work packages description and a general planning scheme (Figure 2).



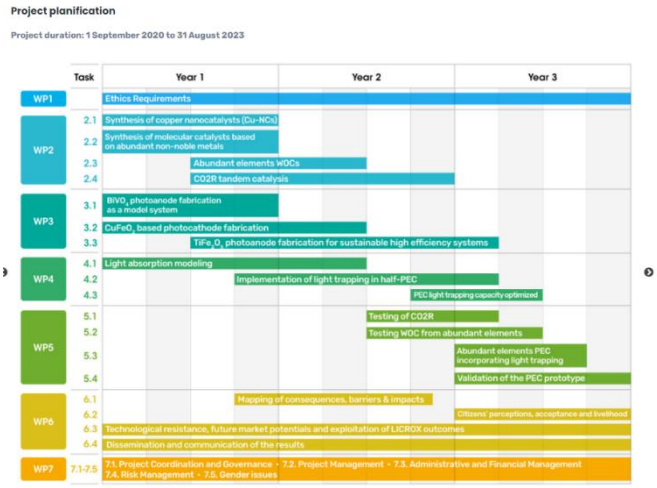


Figure 2. Project Page

The Consortium page shows all partner's logos (Figure 3) and after clicking at each one a short description of the institution appears with a link to the institutional websites, together with the pictures of the team members participating in the project (Figure 4).

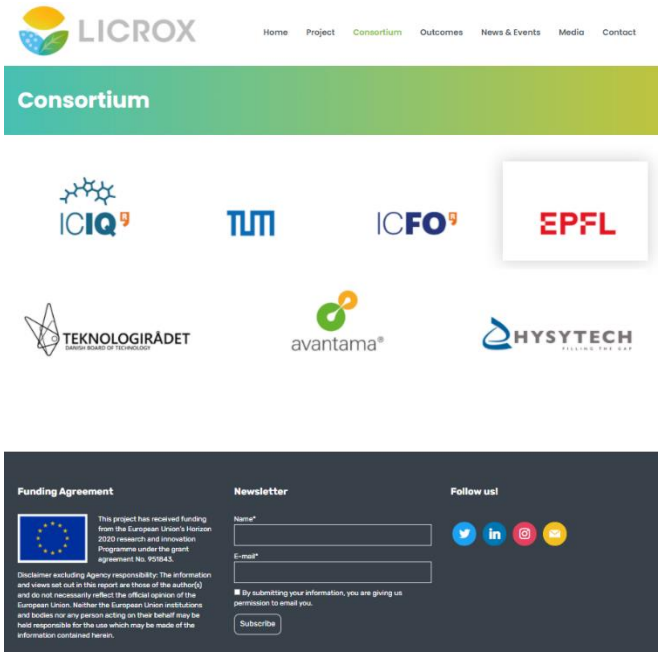


Figure 3. Consortium page

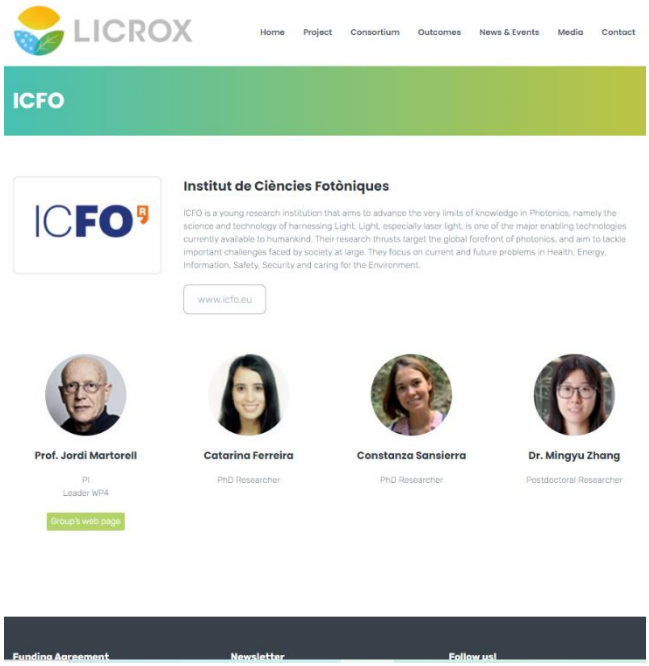


Figure 4. Example of an inner partner's page (ICFO) as part of the Consortium page

The Outcomes page will serve to make public the results and activities of the project, visitors could find the scientific articles published and other dissemination materials as presentations and posters. The newsletters generated through the project will also be available in this page, as well as public deliverables and other documents of interest.

The News & Events page (Figure 5) contains the main highlights of the project, like celebration of consortium meetings, partner's participation in dissemination events, open job positions, etc.

Figure 5. News&Events Page

The Media page will serve as a repository to file articles and interviews related with the project appeared in external media and the press releases produced by the initiative.

Finally, the website has its Contact page, where the visitors can leave a message by filling out the form. The message is directly sent to the e-mail address created for the project: licroxproject@iciq.es. For this contact form, as well as for the subscription to the public newsletter, a GDPR (General Data Protection Regulation) compliance form will display.

In addition, as explained above, the bottom of each page has direct links to social media channels and the e-mail address of the project.

Regarding social media, there are three active accounts on:

- Twitter: https://twitter.com/licrox_project (Figure 6). It serves to boost the project's visibility among the general audience, researchers, companies and partners, massively, and interact with them.

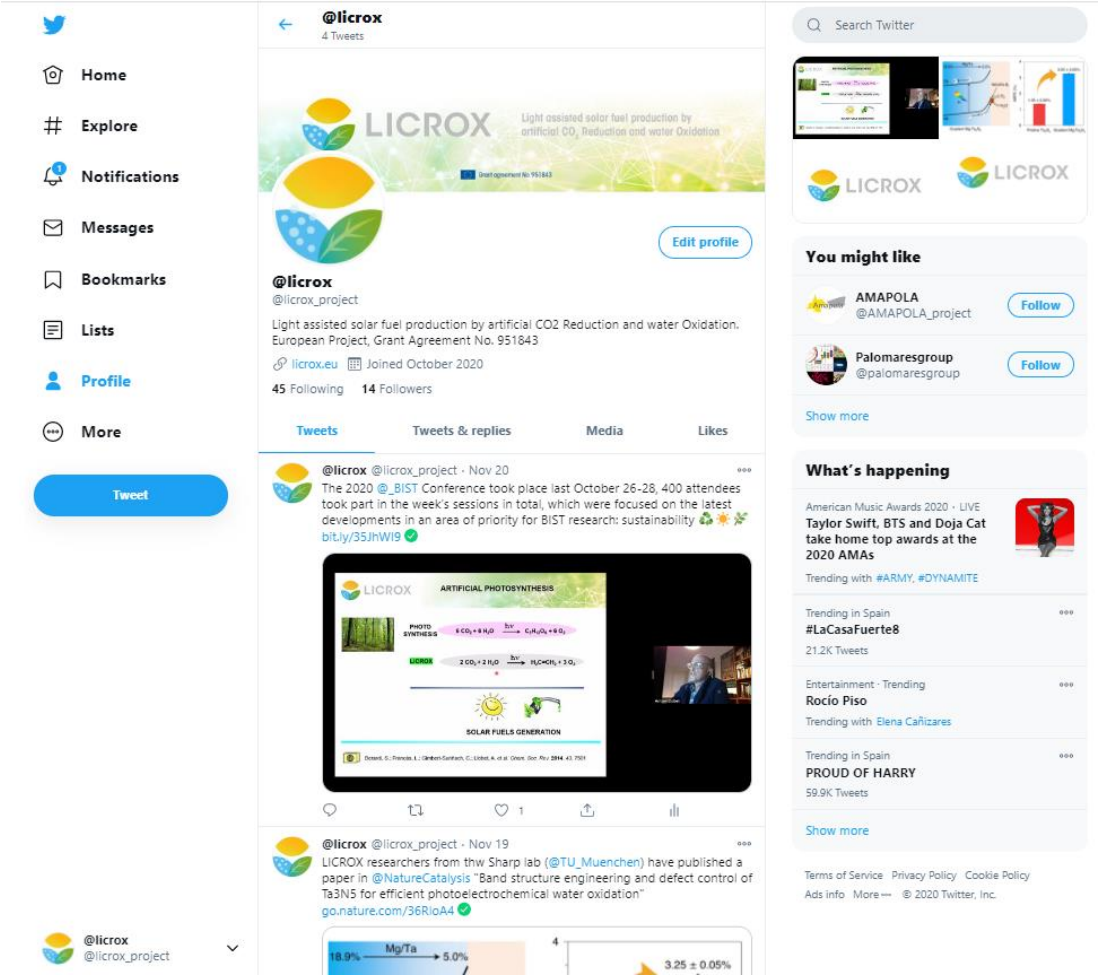


Figure 6. LICROX Twitter page

- LinkedIn: https://www.linkedin.com/company/licrox-project/ (Figure 7). It serves to promote the initiative among a specialized community. It emphasizes LICROX news and events, as well as other relevant items.

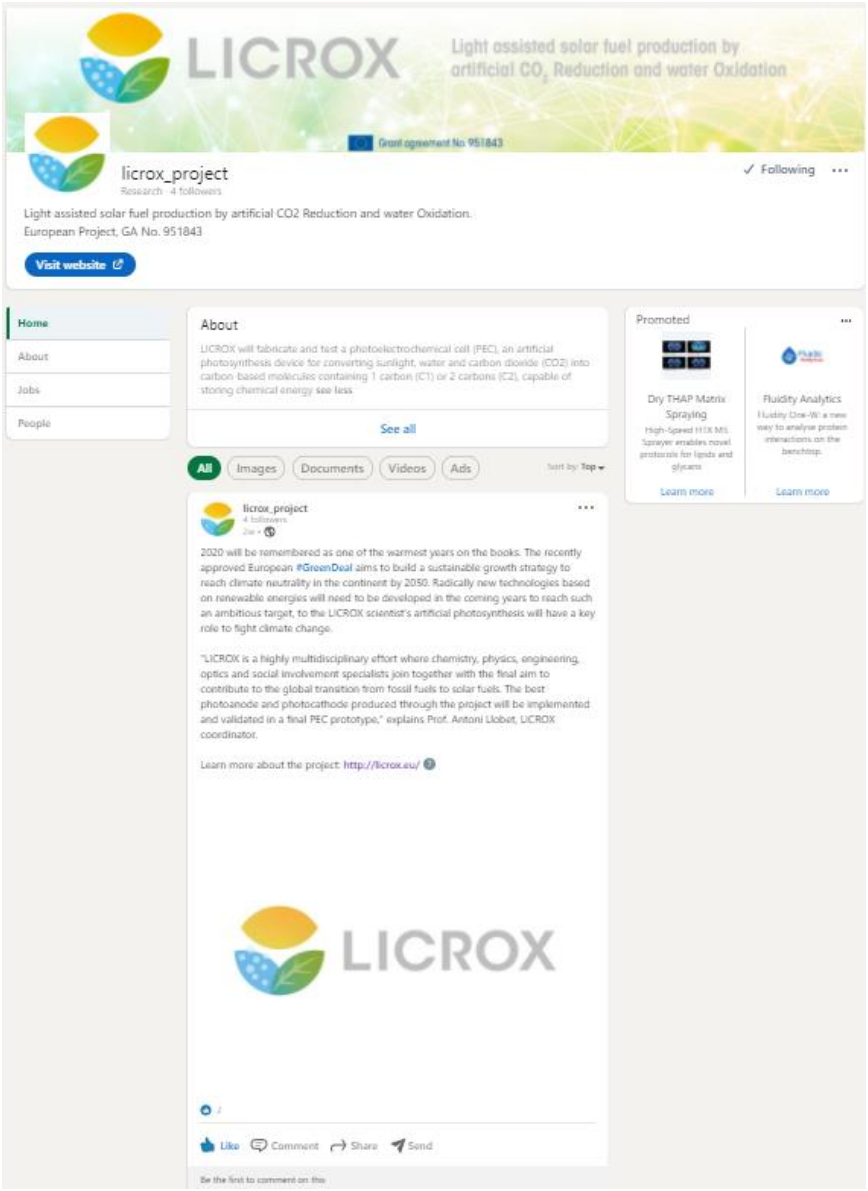


Figure 7. ICROX LinkedIn page.

- Instagram: https://www.instagram.com/licrox_project/?hl=en (Figure 8). It serves to promote the initiative's actions, it will be especially important to show pictures and videos of the LICROX experiments and engage the younger members of the team in the project's communication efforts.

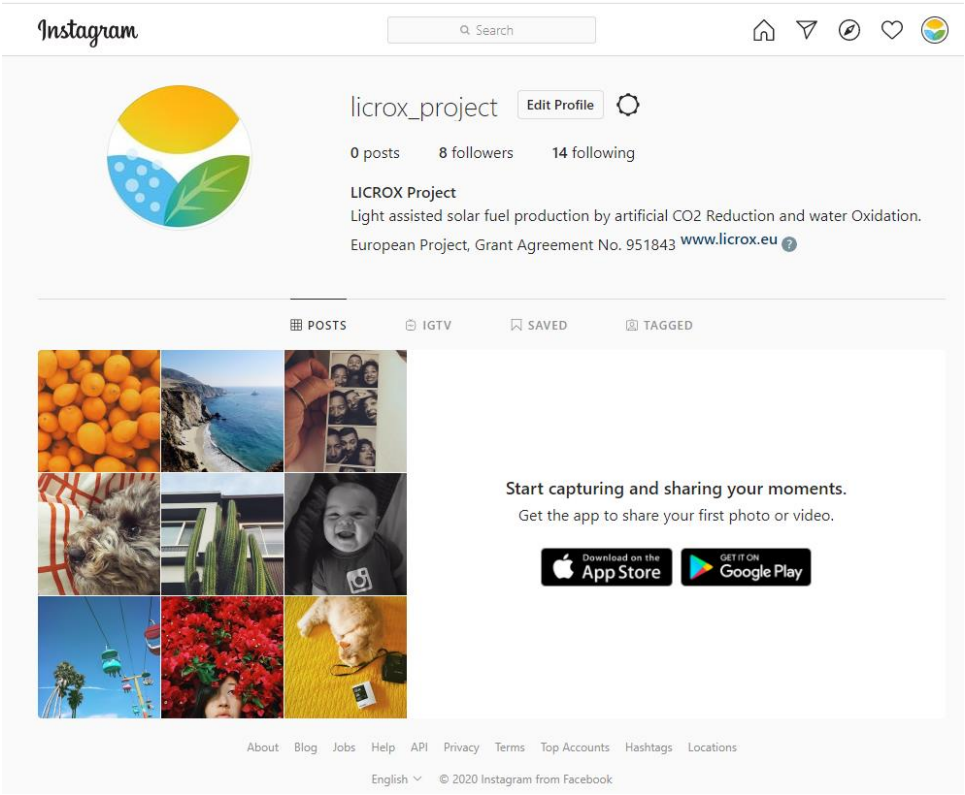


Figure 8. LICROX Instragram profile.