

Deliverable Report

Deliverable Title:

Project website and social media channels

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Call	H2020-SC5-2020-2
Grant number	101003785
Project website	salemaproject.eu
Coordinator	Fundacion Eurecat

¹ 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)



Document history

V	Date	Author (Affiliation)	Actions& Approvals
V1	27.08.2021	Marcell Boviz, Melanie Obermeier (ESCI)	Creation and first draft
V2	30.08.2021	Hannah Arpke (EUT)	Review of structure, content
V3	31.08.2021	Marcell Boviz (ESCI)	Finalisation

Summary of deliverable

The present deliverable describes the website created for external communication about the SALEMA project. This deliverable relates to WP9 Communication and Dissemination, which includes the following objectives:

- Communicate and inform about SALEMA outputs and outcomes
- Identify communication and dissemination channels to reach stakeholders both for the automotive sector and for other industries (including SMEs) that could benefit from SALEMA results.
- Disseminate SALEMA activities and results among important stakeholders and the general public in the EU
- Bridging gaps between industries, manufacturers, designers and other key actors
- Promote training and education
- Supporting exploitation activities and market uptake
- Obtain social acceptance and trust from EU citizens in new aluminium processing technologies

The SALEMA website is set up along with the details of Task 9.2 described in the Grant Agreement. The SALEMA website will be more than a standard project website. The site will play a key role in providing comprehensive information in written, visual, and audio-visual formats, and outline the objectives, progress, and results of the project.

The website is managed by ESCI (WP9 leader) and supervised by EUT. All partners contribute to the content of the website.

All the pages of the website feature the SALEMA project logo, as well as the acknowledgement of funding from the European Union's Horizon 2020 research and innovation programme, including the grant agreement number.



Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.

Abbreviations

Abbreviation / Acronyms	Description
(A)MGA	(Annotated) Model Grant Agreement
CA	Consortium Agreement
CFS	Certificate of Financial Statement
EAB	External Advisory Board
EC	European Commission
EU	European Union
FP	Framework Programme
GA	Grant Agreement
PSB	Project Steering Board
PMT	Project Management Team
PC	Project Consortium
WP	Work Package
WPL	Work Package Leader
ESCI	European Science Communication Institute gGmbH
EUT	EURECAT



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1. Introduction and Background

1.1. Importance of the website

The project website – www.salemaproject.eu – is a reference point for the project external communication and dissemination activities. In addition, the domain www.salema-project.eu was registered that loops back to the above URL, if users use this URL address. Both domain names were reserved in June 2021. The SALEMA website will be more than a standard project website. The site will play a key role in providing comprehensive information in written, visual and audio-visual formats, and outline the objectives, progress, and results of the project.

The target audiences are all stakeholders such as, potential end-users, early adopters, industry leaders, and the general public.

At the beginning of the project, the website will present the main vision and objectives of the project, a description of the key technologies that the project will develop and the demonstrations. It will establish embedded links to social media channels and publish relevant updates regularly.

At a later stage, with the results available, the website will contain the latest updates and will act as the platform to distribute non-confidential contents (scientific publications, articles, press releases, project updates, etc.)

The website has a visually engaging design and user-friendly navigation. The most relevant pages will be translated into the languages of the demonstration sites – Spanish and Italian at a later stage of the project.

2. Activities

2.1. Technical infrastructure

The website uses WordPress, an internationally recognised and one of the main content management systems. The technical infrastructure of the site was developed by ESCI, and the website itself is maintained and managed by ESCI.

The technical infrastructure allows to easily update and adapt the website as more content is generated by the project.

3. Results

3.1. Website Structure

The structure of the SALEMA website allows for user-friendly, intuitive browsing:

- simple set-up of the menu bar and individual pages
- enough white space to not overwhelm the visitors with tightly packed content
- dynamic presentation of the elements for a vivid viewer experience

The website is structured such that the background, goal and approach of SALEMA are communicated in a clear fashion. It is therefore separated into the following pages:



- **Landing page (Home):** gives a brief overview of the project with visually engaging infographics.
- **Project page:** more detailed information about the project, main goals and expected impacts, short introduction to the Circular economy model and Newsfeed.
- **Solutions page:** features two important part of the project (Key technologies as pilots, and Demonstrators) that is aimed to give more detailed information for related target audience groups.
- **Resources page:** serves as a publication and info-material repository for those who are interested in the project in even more detail.
- **Contact page:** with contact information of the Project coordinator and the Communication and Dissemination Manager. (See all below)

3.2. Screenshots

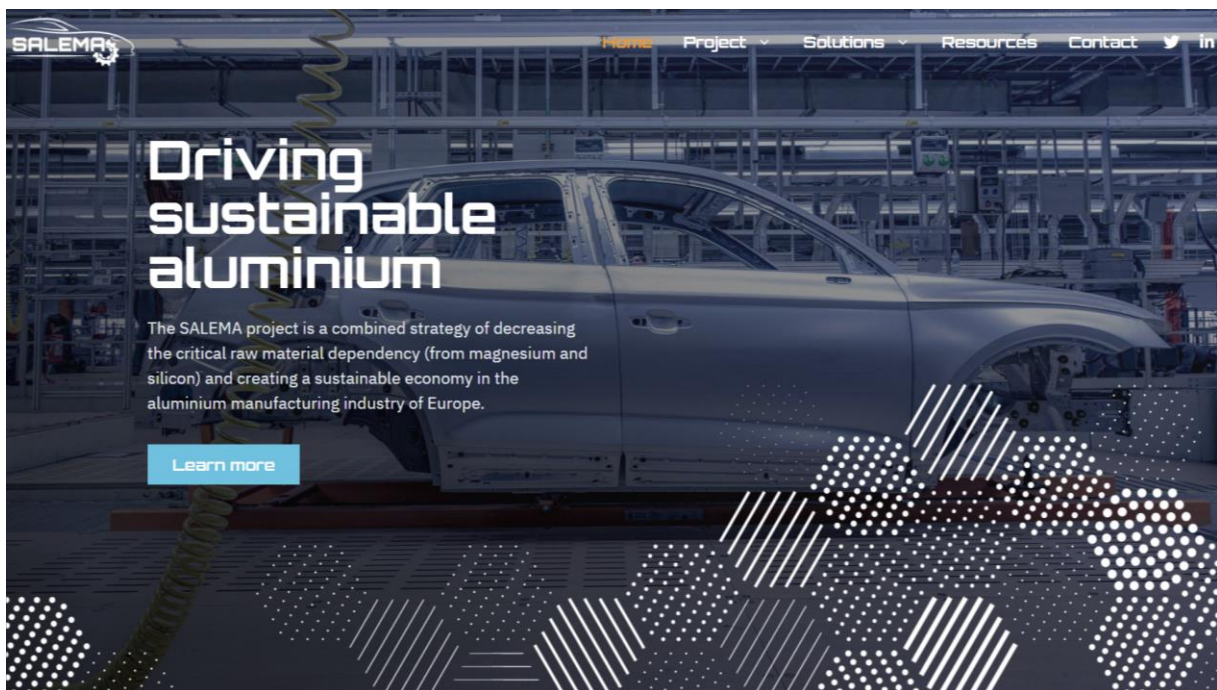


Figure 1: Landing page layout

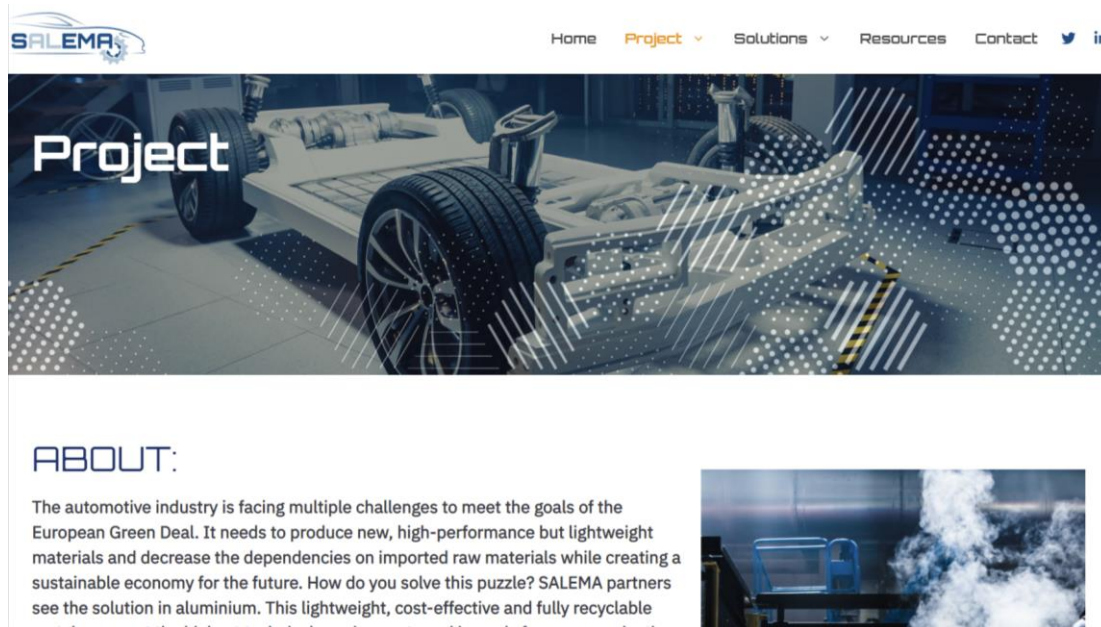


Figure 2: Project page with the About section

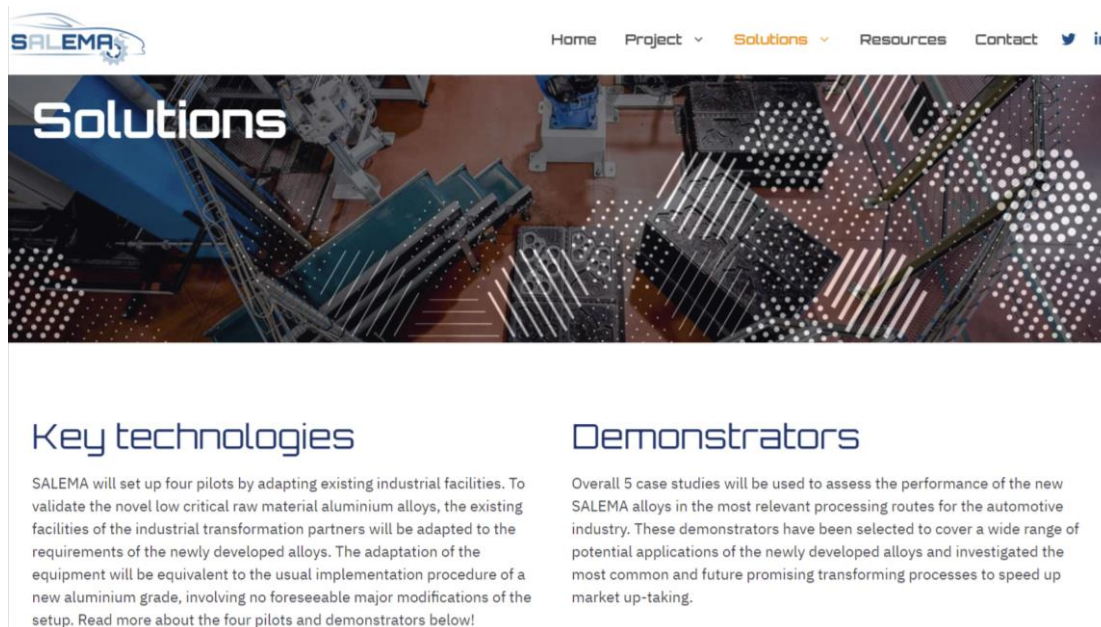


Figure 3: Solutions page with the Key technologies and Demonstrators presented

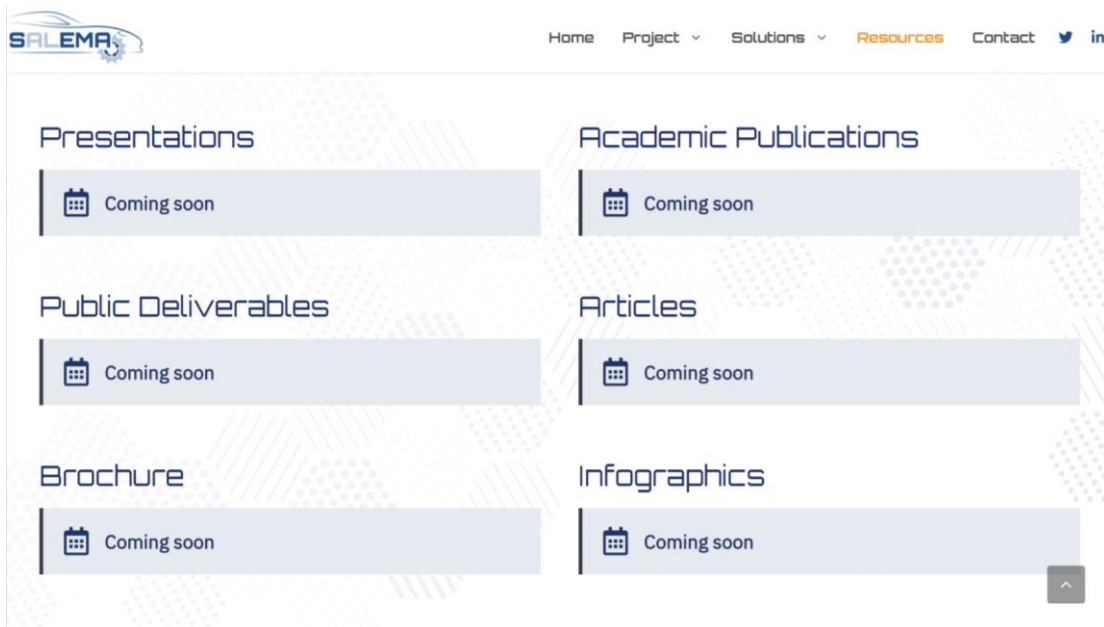


Figure 4: Resources page

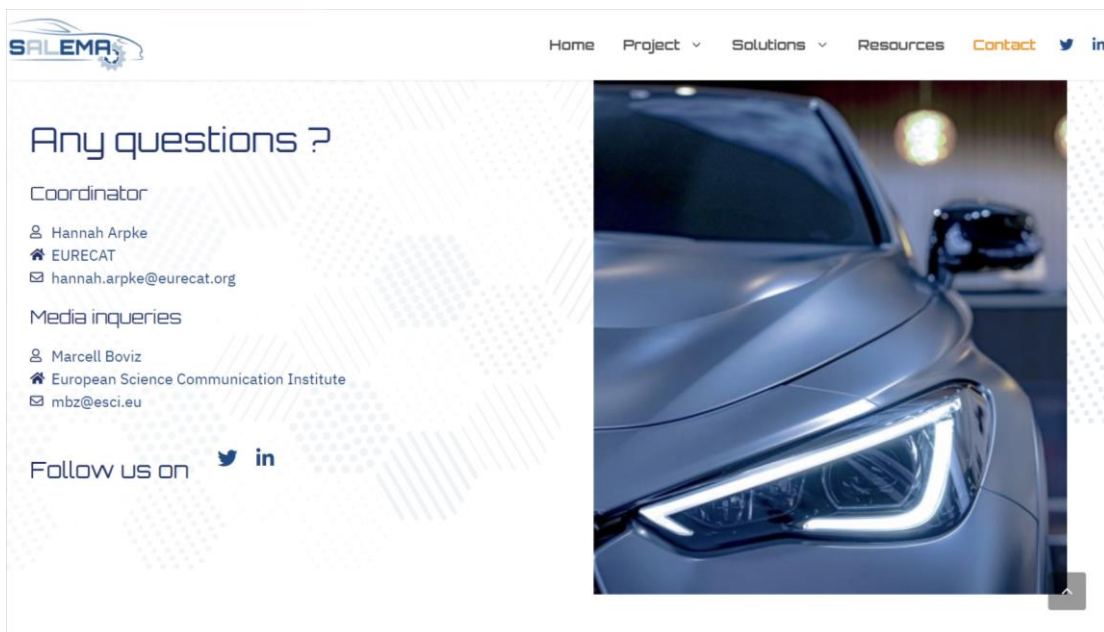


Figure 5: Contact page

3.3. Social media channels

Due to the industrial and professional nature of the project, LinkedIn and Twitter will be the main social media channels. These platforms are mainly used by academics and industry professionals as well as journalists and policymakers. LinkedIn and Twitter thus represent the ideal means to connect to the main target groups of SALEMA via social media.



YouTube will be used to host but also promote video content. Videos can be embedded into websites and social media posts using XML. Therefore, a playlist dedicated to SALEMA will be created on the YouTube channel of ESCI. The ESCI YouTube channel has a wide reach of followers from several research areas and regularly published videos. Integrating the SALEMA videos into this channel will thus create greater visibility.

All social media channels follow the project's visual identity. This is important for brand recognition and a better user experience.

3.3.1. LinkedIn

Parallel to the kick-off of the project in May 2021, a LinkedIn account was created under the name "[SalemaEU](#)". LinkedIn will be used to facilitate presence in the professional space of the project, connect with interested individuals and other projects, companies.

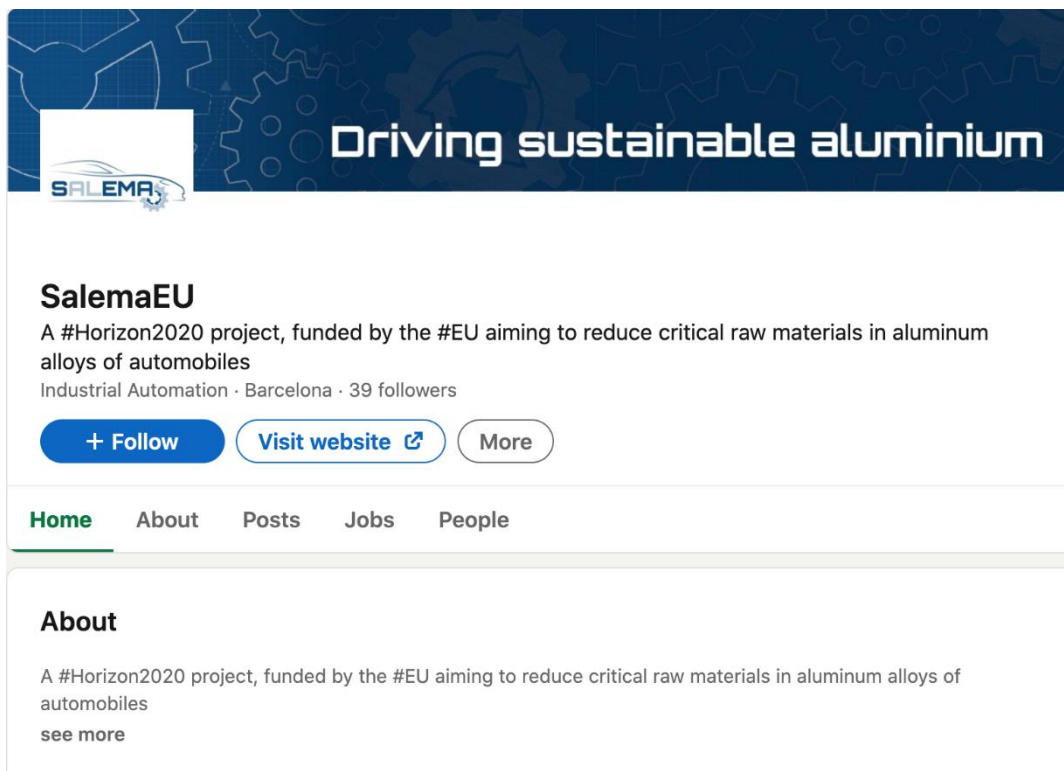


Figure 6: The SALEMA LinkedIn channel

3.3.2. Twitter

Simultaneously to the LinkedIn account, a Twitter channel was established for SALEMA under the name "[SalemaEu](#)". Twitter is the right platform to reach professionals, engineers, scientists and the general public.



Figure 7: The SALEMA Twitter channel

3.3.3. YouTube

The SALEMA playlist will be created in month six of the project when the introductory video will be published under the ESCI channel.

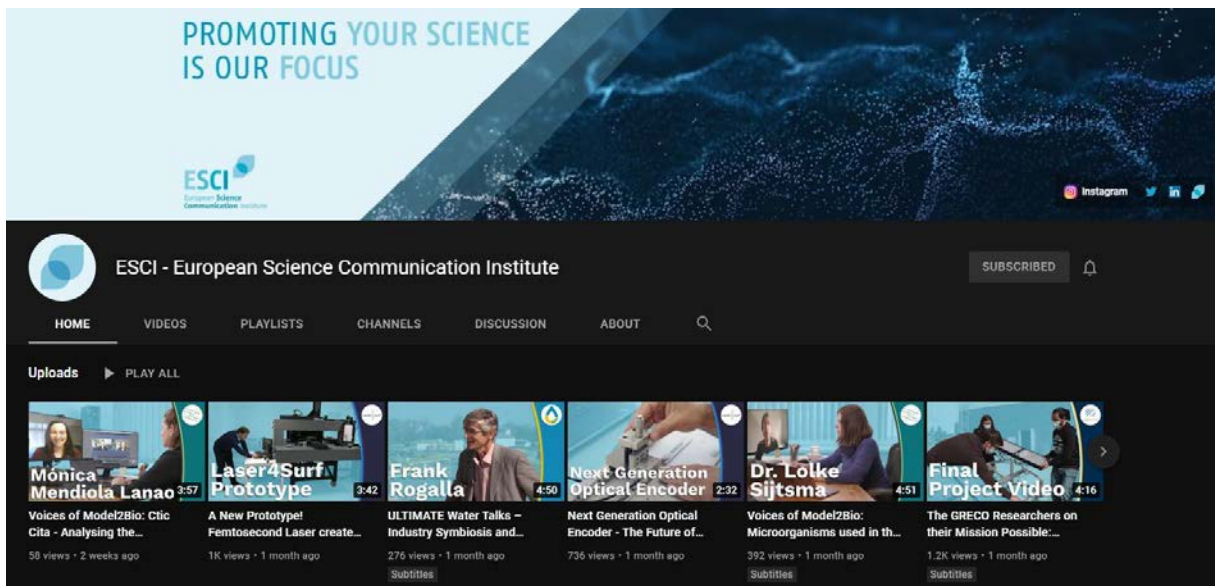


Figure 8: ESCI Youtube channel where the SALEMA videos will be published



4. Conclusions and Outlook

Overall, the project website is an important step in improving communication and dissemination activities. It is going to serve as a main information hub for project related content, news and events. Together with the social media channels it creates a solid online presence for the project. The website and it's sub pages are going to be regularly updated under the lifetime of the project and managed according to the communication needs.



Annex: additional material for the website

a) Infographics

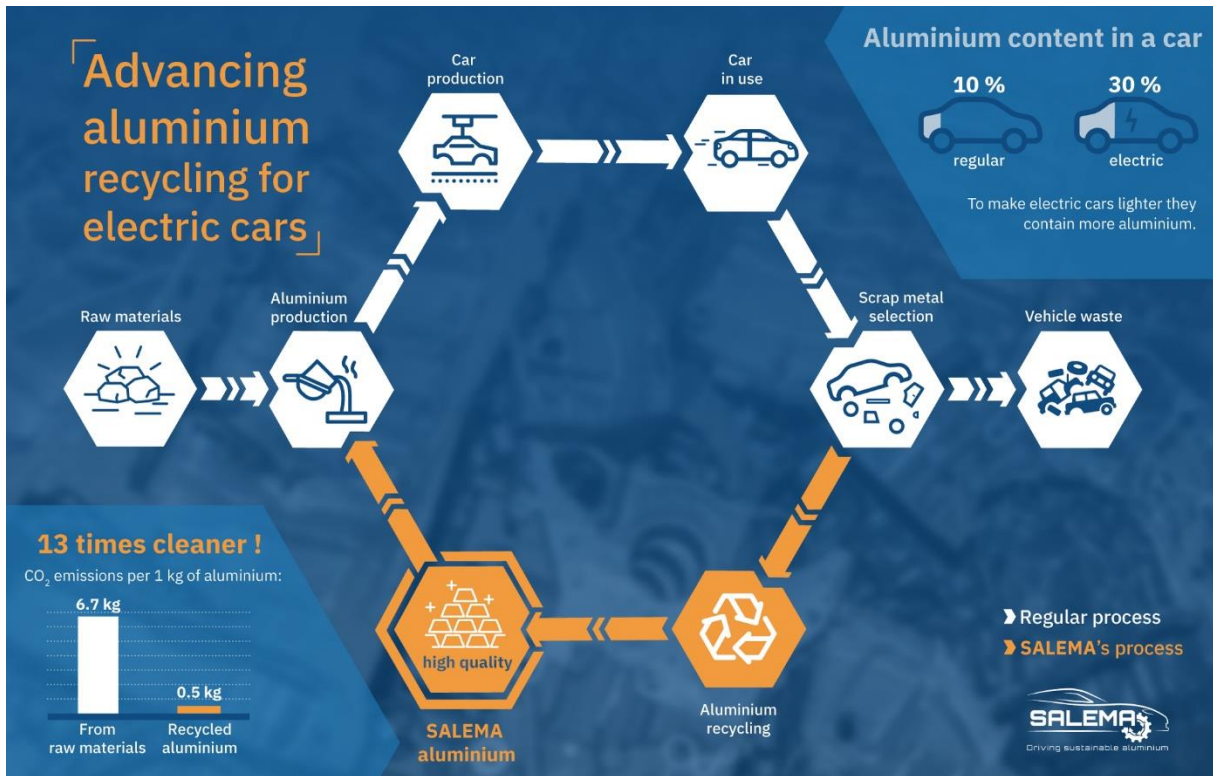


Figure 9: Infographics about the Circular economy solutions of SALEMA

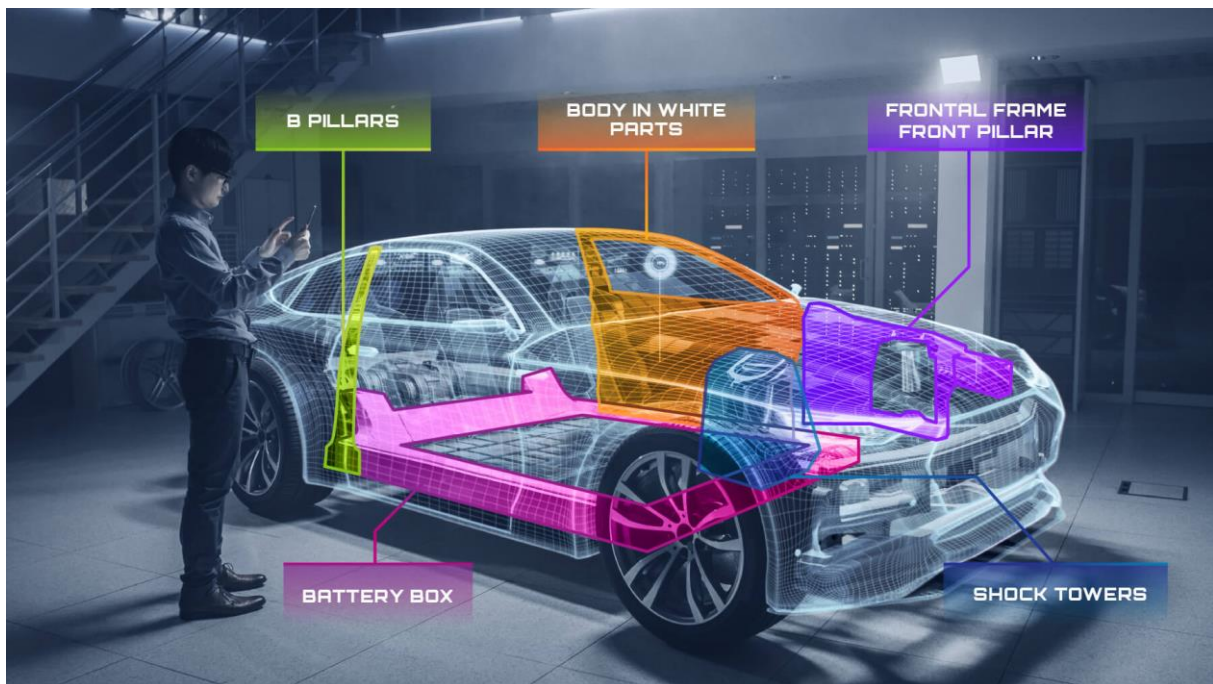


Figure 10: SALEMA Demonstration car parts infographic