



EMB3Rs

Heat and Cold matching platform

D6.2 Project Website and Social Media Channels

AUTHOR :CORINNA BARNSTEDT

DATE : 17.02.2020



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°847121



Technical References

| | |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Project Acronym | EMB3Rs |
| Project Title | User-driven Energy-Matching & Business Prospection Tool for Industrial Excess Heat / Cold Reduction, Recovery and Redistribution |
| Project Coordinator | Zenaida Mourão |
| Project Duration | September 2019 – August 2022 (36 months) |

| | |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Deliverable No. | D6.2 |
| Dissemination level ¹ | PU |
| Work Package | WP6 – Results Leveraging |
| Task | T6.2 Results Dissemination |
| Lead beneficiary | European Science Communication Institute (ESCI) |
| Contributing beneficiary(ies) | INEGI, KTH, TUW, DTU, adelphi, E-THINK, INESC TEC, PDMFC, CIMPOR_INDISTR, UoW, Climaespaço, Emerson PM, CRES, ADENE, <i>University of Lund (TBC)</i> |
| Due date of deliverable | 02.03.2020 |
| Actual submission date | 02.03.2020 |

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 | Beneficiary | Author |
|-----|------------|-------------|-------------------|
| 1 | 18.02.2020 | ESCI | Corinna Barnstedt |
| 2 | 02.03.2020 | INEGI | Zenaida Mourao |
| 3.1 | | | |
| 3.2 | | | |



Summary

The present deliverable is “Other” in nature, i.e. it is not a report. For convenience, we provide a short report below about the structure and the features of the EMB3Rs website and the EMB3Rs social media channels on LinkedIn, Twitter, ResearchGate and YouTube.

The EMB3Rs website is set up along the details of Task 6.2 described in the Work Plan Table of Annex 1 “Innovation Action” of the Grant Agreement and the rules governing in the Consortium Agreement signed by the partners.

Disclaimer

Any dissemination of results must indicate that it reflects only the author's view and that the Agency and the European Commission are not responsible for any use that may be made of the information it contains.



Table of Contents

| | |
|----------------------------------------|-----------|
| TECHNICAL REFERENCES | 2 |
| DOCUMENT HISTORY | 2 |
| SUMMARY | 3 |
| DISCLAIMER | 3 |
| TABLE OF CONTENTS | 4 |
| THE EMB3RS PROJECT WEBSITE | 5 |
| 1.1 HOMEPAGE | 6 |
| 1.2 ABOUT EMB3Rs | 6 |
| 1.3 CASE STUDIES | 6 |
| 1.4 PARTNERS | 7 |
| 1.5 NEWS | 7 |
| 1.6 CONTACT AND FURTHER INFORMATION | 7 |
| THE EMB3RS LINKEDIN SITE | 8 |
| THE EMB3RS TWITTER FEED | 9 |
| THE EMB3RS RESEARCHGATE ACCOUNT | 10 |
| THE EMB3RS YOUTUBE CHANNEL | 10 |
| 2 UPCOMING FEATURES | 11 |
| 2.1 RESOURCES | 11 |
| 2.2 REGISTRATION | 11 |



The EMB3Rs project website

The overall objective of the dissemination and communication activities is to ensure that the EMB3Rs project website, set up at the very beginning of the project, is the entry point to the EMB3Rs work and achievements for both: the scientific and professional communities and other stakeholders' categories including end users and the general public. It contains all the institutional information about the EMB3Rs project. Besides that, the website acts as communication and dissemination channel for the project's results and for the involvement and enlargement of the stakeholder's community.

The share point for the EMB3Rs partners containing all institutional information including working documents and deliverables through a reserved partners' area, the team site. This is not part of this deliverable, as it was decided at the Kick-Off Meeting to use the existing private web share facility of INEGI.

A choice between several options for the domain name of the EMB3Rs website resulted in the following domain: www.emb3rs.eu. In addition, also the domain www.emb3r.eu was registered, in case of users would misspell the project. Both domain names have been reserved in June 2019.

The website is managed by ESCI and supervised by INEGI. All partners contribute to the contents of the website. The technical infrastructure of the site is developed by ANAXIMANDRE, who is also responsible for maintenance, hosting and search engine optimization (SEO). Statistics about visits and visitors of the website will be available in regular intervals.

The navigation within the website is easy and straightforward with pages accessible from the home page and subpages within the pages. At the current stage of the project, the website will be launched with a light but essential structure that could be enhanced and enlarged as more contents are generated by the project.

The main structure and the main features of the EMB3Rs website are presented below and an outlook for further features will be given in Chapter 2.

The technical infrastructure and the graphical interface of the EMB3Rs website was set-up at the very beginning of the project and approved by the consortium. The website is structured in a homepage and four main sections: About EMB3Rs, case studies, partners and news.

1.1 Homepage

The main elements of the homepage have been developed in order to give the site visitors a concise and short overview of EMB3Rs project, to enhance the collaboration and interaction among EMB3Rs partners and stakeholders, as well as to facilitate easy access to information.

The landing page provides two short preview sentences of the About section: “Determining the costs and benefits related to excess HC utilisation routes for industry and end users“. It will further provide a link to the EMB3Rs introductory video as soon as the editing is finalised and additionally give an overview of the latest news.

At the bottom of the homepage, links to the different pages of the website, the social media channels and a link to legal information on the website are given.

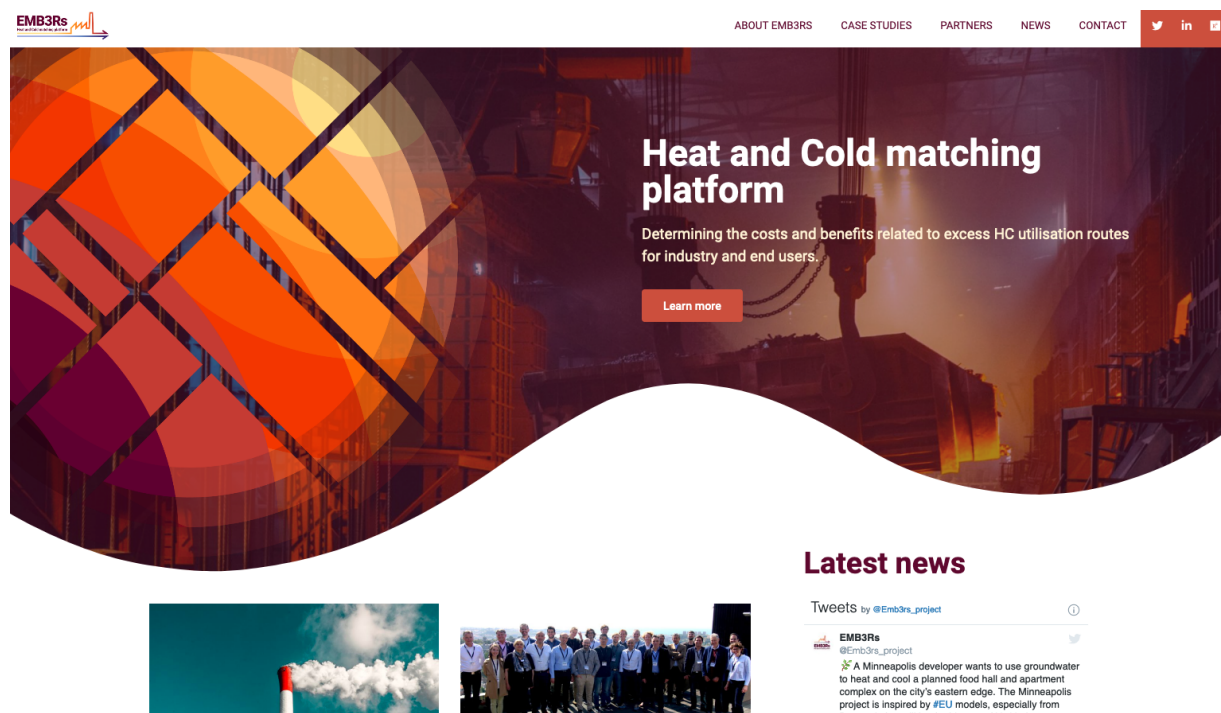


Figure 1: The EMB3Rs homepage

1.2 About EMB3Rs

The “About” section presents how EMB3Rs is structured as a project. It describes the aims and objectives of EMB3Rs as well as the impacts expected and points out five key messages of the project.

1.3 Case studies

On the “Case studies” page readers find information about all case studies of EMB3Rs project. The location, role in the project and leading partner are mentioned and described.

1.4 Partners

On the page “Partners”, each organisation of the EMB3Rs consortium is presented with the logo and a hyperlink to their respective addresses. Additional information on the partner’s role in the coming months are given as well.

1.5 News

The page “News” is still fairly empty, but as the project progresses, it will include news articles, interviews and press releases in chronological order. They will deal with different aspects of the EMB3Rs case studies or specific events. ESCI in cooperation with the coordinator and / or project partners will feed the News sections.

In addition, the current Twitter lead will be displayed at the right side of this page, so that viewers can quickly review the latest Twitter feeds and subscribe to it, if they want.

1.6 Contact and further information

The bottom of the homepage provides links to additional important information, such as the contact details of the coordinator and media partner, legal information and links to the four social media pages that will be used by EMB3Rs: Twitter, LinkedIn, ResearchGate and – when the introduction video is finalised - also YouTube.



The EMB3Rs LinkedIn site

At the kick-off meeting of the project the LinkedIn Page of EMB3Rs has been launched. It will be a way to connect to the professionals, who are interested in the project, but prefer to follow a LinkedIn group, rather than using Twitter or visiting the website on a regular basis. Figure 2 provides a snapshot of the EMB3Rs LinkedIn page.

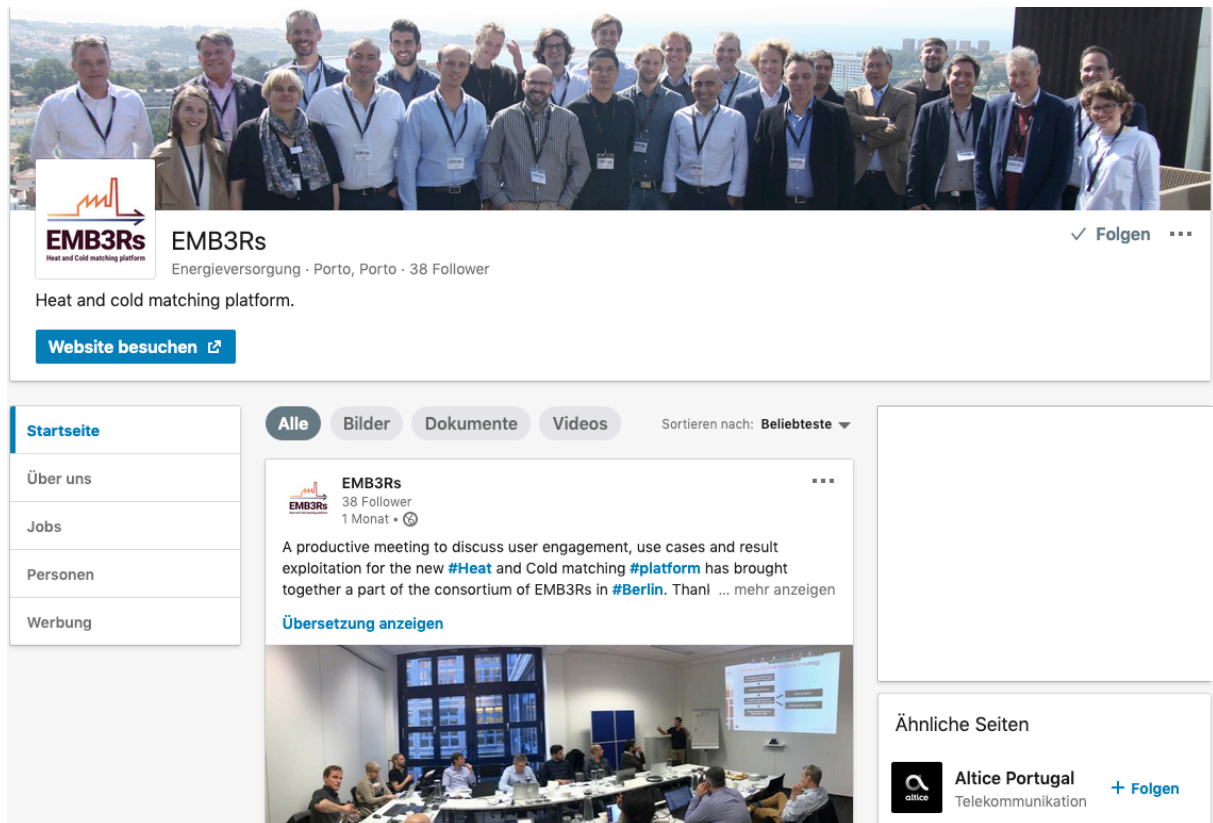


Figure 2: EMB3Rs LinkedIn page

The EMB3Rs Twitter feed

During the EMB3Rs Kick-Off Meeting in September 2019, ESCI has also set up an EMB3Rs Twitter feed and has started to post the first EMB3Rs news, such as a press release about the Kick-Off Meeting. The partners have already started re-tweeting EMB3Rs news, which has resulted in a steady increase in activity. We expect to reach definitely more than 100 followers by the end of year one.

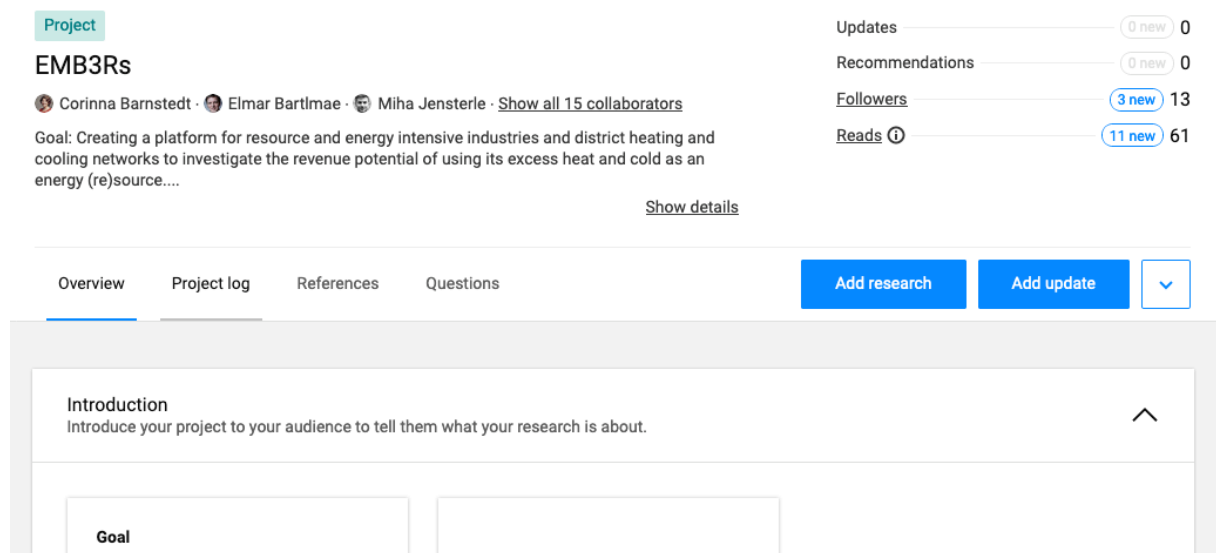


Figure 3: The EMB3Rs Twitter Account with currently 47 followers

The EMB3Rs ResearchGate account

A ResearchGate account will act as platform for scientists specialised in heat reuse topics to gain awareness about the EMB3Rs project and the scientists collaborating. Scientific publications will be published there as well.

Figure 4 provides a screenshot of the EMB3Rs ResearchGate account.



The EMB3Rs YouTube channel

With the launch of the introductory video, also the EMB3Rs YouTube Channel will be launched. It will provide users and stakeholders to view in one location, all the videos we will produce on the EMB3Rs project, including the Final video or also short interviews to be used in our EMB3Rs social media campaign.

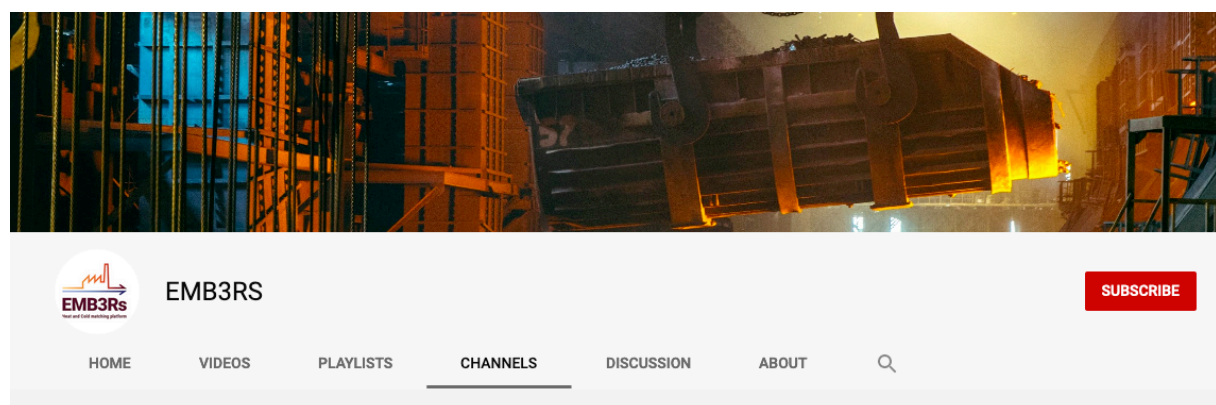


Figure 5: The EMB3Rs YouTube channel

2 Upcoming features

2.1 Resources

An additional page “Resources” will enable to publish all public deliverables and scientific papers of the project as soon as the first publication is finalised.

2.2 Registration

For the upcoming workshops ESCI will add a registration form to the website. Participants of the workshops will be able to register here and to accept the use of their data compliant to the EU rules on GDPR.

