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Reducing environmental footprint, improving circularity in extractive and processing value chains (IA)

Grant Agreement No 101058310

WP 11 Dissemination and Exploitation

D11.1: Website portal and social media channels

ReSoURCE

Project website and social media channels

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Document description	This document introduces the respective newly developed website and social media channels.

Document revision history

Version	Date	Modification introduced	
		Modification reason	Author
V0.1	21/07/2022	1st version	RHI Magnesita
V0.2	26/07/2022	2nd version	RHI Magnesita
V0.3	28/07/2022	3rd version	RHI Magnesita
V1.0	29/07/2022	Final version for submission to EC	RHI Magnesita

Executive Summary

This deliverable presents the functionality of the official ReSoURCE project as well as introduces the newly created accounts on Twitter, LinkedIn, YouTube and ResearchGate.

1. INTRODUCTION

1.1 Purpose and scope

All EU-funded projects shall incorporate advocacy and communication activities designed to:

- raise awareness (of specific or general audiences) of their objectives;
- be transparent about the support provided by EU/Program;
- showcase the results and impact of this joint exercise.

A wide dissemination of project results is planned at European and International level. European and global public institutions, industry stakeholders, research centres, academia, innovation communities and supervising authorities are some of the main targets of the ReSoURCE outcome spread.

A communications strategy (including a detailed content plan for each channel) is being developed to reach the right audience and frame the release of project developments around the agenda of this target audience; report to the right stakeholders; raise public profile of the entities involved; and stand out in a crowded industrial landscape in general. The communications strategy will cover several information dissemination channels, among which are the website and social media accounts of the project.

The website provides all information about the ReSoURCE project, such as its main objectives, overview of the entities involved, related news, tangible results, etc. In addition, the website will incorporate a Blog feature, stimulating inter-change of knowledge and building up a professional community. The social media accounts feature short updates regarding the project developments, reaching an even wider range of interested people – thus enhancing both reporting and advocacy efforts.

A Research Gate account for ReSoURCE will be launched at a later stage of this project and is not discussed in this paper.

1.2 Structure of the deliverable

This deliverable is structured as follows:

- Section 2 introduces the ReSoURCE website; namely, subsection 2.1 elaborates on the website infrastructure (including details regarding its architecture and features of the underlying platform), while subsection 2.2 provides the website description. Furthermore, several website screenshots are inserted.
- Section 3 presents the newly opened accounts on Twitter, LinkedIn, YouTube and ResearchGate, specifying their objectives.
- Section 4 concludes this deliverable.

2. WEBSITE

2.1 Website infrastructure

2.1.1 URL

The ReSoURCE consortium has acquired the following URL, which is used by Internet users for accessing the respective website: *http://www.project-resource.eu.* Since 28 July 2022, the website is publicly available.

2.1.2 Website Architecture

The project's website is a public area, which consists of different content blocks, where visitors, among others, directly download the project's publicly available materials (such as reports, publications, press releases, etc.).

The programming of the website is done using the Content Management System (CMS) WordPress. For the purposes of this project, a brand-new WordPress theme was created, accounting for the needs of the ReSoURCE consortium. Moreover, to achieve maximum content creation efficiency, the pages are designed using a new user-friendly "Gutenberg Editor" by WordPress. This way, any additional "content" can be created using the pre-prepared content-blocks; which can be done intuitively and without any specific programming knowledge.

2.1.3 Other issues

2.1.3.1 Hosting

The website is hosted at the premises of www.easyname.com in Austria.

2.1.3.2 Website statistics

The website statistics are constantly recorded and stored, using Google Analytics; this way, the consortium members and other parties involved are able to extract useful information about the website operation, including data about the audience and their behavior flow.

2.1.3.3 Optimization and responsiveness

The website is compatible with the current versions of Microsoft Edge, Google Chrome and Mozilla Firefox under Windows 7 and 10. As for the mobile usage, the optimization is done for the latest Android version (with Google Chrome) as well as iOS (with Safari).

The website design and its technical solutions are adaptable to most displays of the respective devices: desktop, tablet, smartphone, etc. However, some features can differ significantly depending on the end device.

2.2 Website Description

The structure of the ReSoURCE website consists of the following landing pages:

- Homepage
- About us
- Team
- Publications *(pre-prepared on the website back-end, but are currently invisible due to the lack of content)*
- Milestones *(pre-prepared on the website back-end, but are currently invisible due to the lack of content)*
- Blog - content blocks
- Contact

The above structure with the additional text blocks is depicted in the website map (Figure 1).

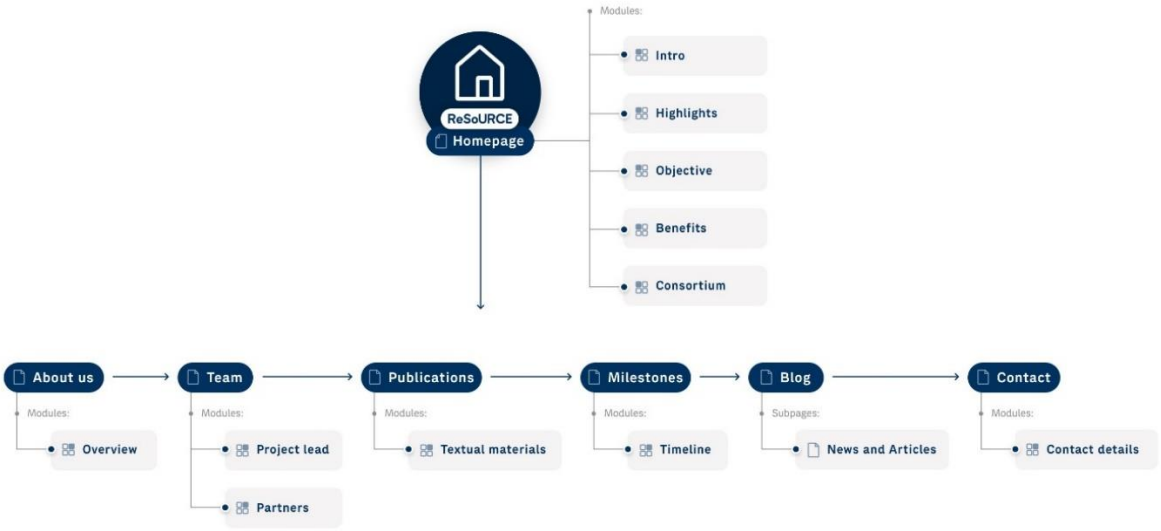


Figure 1. Website map

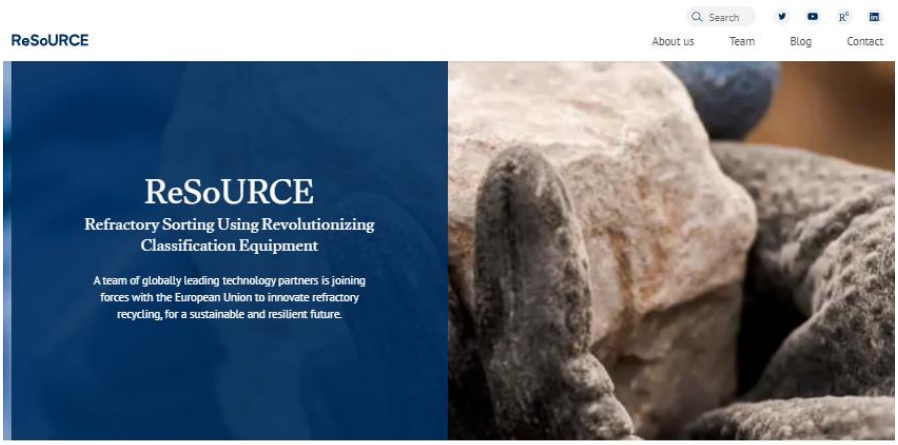
The following sections provide an overview of the project website, including screenshots and short descriptions.

2.2.1 Homepage

The Homepage provides users with:

- a teaser video (which can be updated at any time);
- a full name of the project and its boilerplate;
- highlights from the “Blog” landing page;
- objectives and benefits of the project;
- logos of the consortium partners and link to their respective websites;
- links to “About us”, “Team”, “Blog”, and “Contact”;
- links to “Publications” and “Milestones” will appear as soon as the first relevant content is available, as mentioned above.

Figure 2 below is a screenshot of the Homepage.



Highlights

Show All →

July 26, 2022

ReSoURCE social media accounts are launched

We're delighted to announce that the newly created ReSoURCE website is now live, along with the accounts on LinkedIn, Twitter, and YouTube!

read more

World Environmental Day 2022

Climate change is one of the most urgent and complex challenges of our time. We only have one planet, and we all share the responsibility for it...

read more

EU Project ReSoURCE has kicked off

The three-day meeting took place from 13-15 June at RHI Magnesita's Technology Center Leoben, where we hosted our consortium partners...

read more

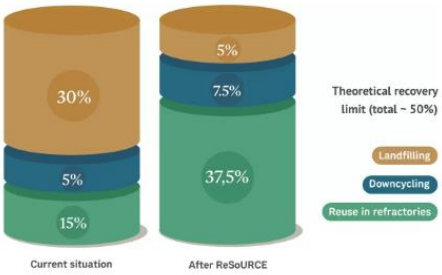
RHI Magnesita is leading an EU Horizon Project for the first time

The project comes with a total budget of €8.5 million for a consortium of eight internationally renowned partners from research and industry...

read more

Objective

The project aims to ensure the green and digital transformation of refractory recycling. It will innovate the full process chain with an AI-supported multi sensor sorting equipment as its core technology.



Source: RHI Magnesita, 2022

Benefits

Achieving the ambitious goals set in the ReSoURCE project comes along with significant economical and societal benefits:

- Save 800 kilo tonne of Co2 emissions per year
- Save 760 GWh of energy per year
- Save 800 kilo tonne of landfill capacity per year
- Digital transformation of manual processes
- Upskilling of workforce
- Strengthen EU's raw material resilience

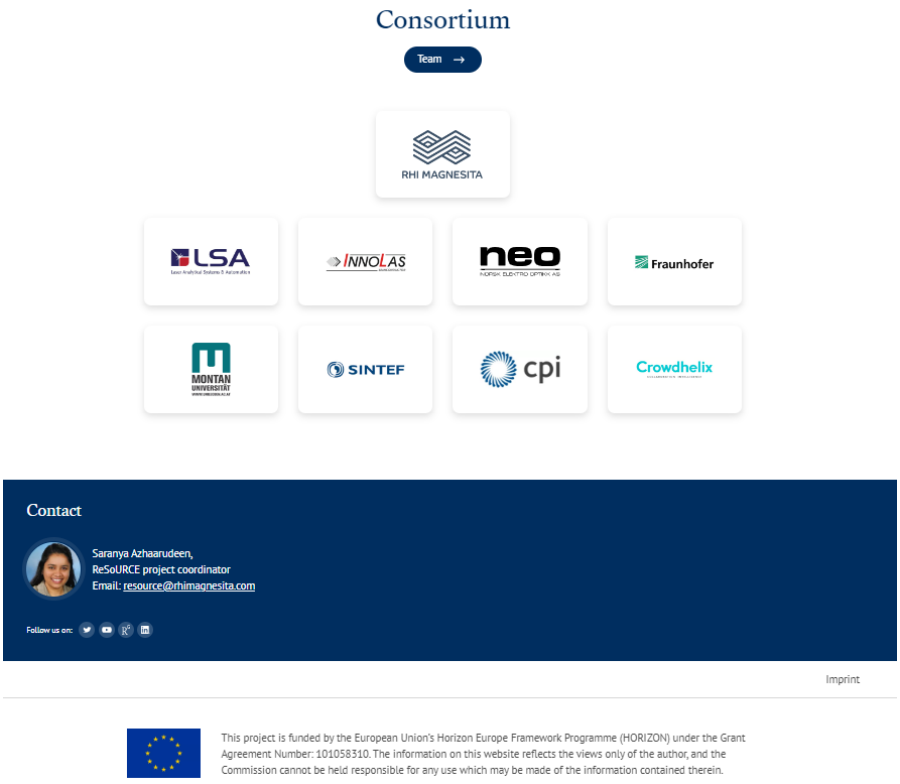
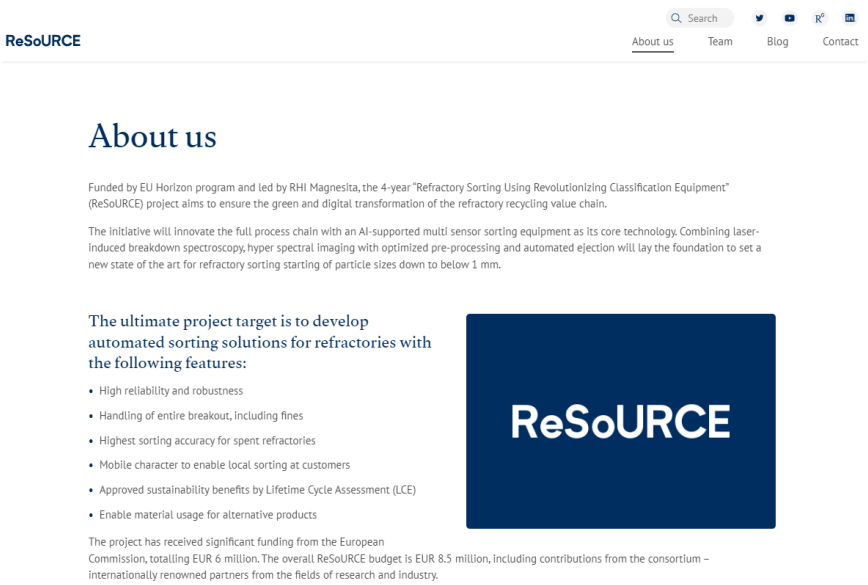


Figure 2. ReSoURCE Homepage screenshot

2.2.2 About us

In this landing webpage (Figure 3), an overview of the ReSoURCE project is presented, with the outline of its main target, approach, funding, and partners.



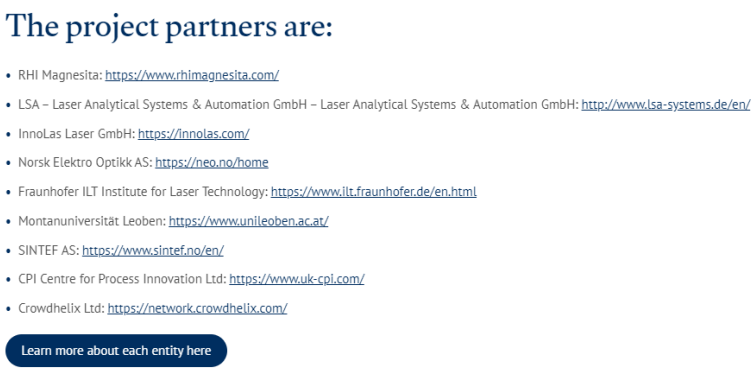


Figure 3. ReSoURCE "About us" screenshot

2.2.3 Team

This landing page (Figure 4) introduces the project consortium. All partners' logos are displayed and links to their official websites are provided. In addition, a short description about their mandate and a role within the ReSoURCE project is available.

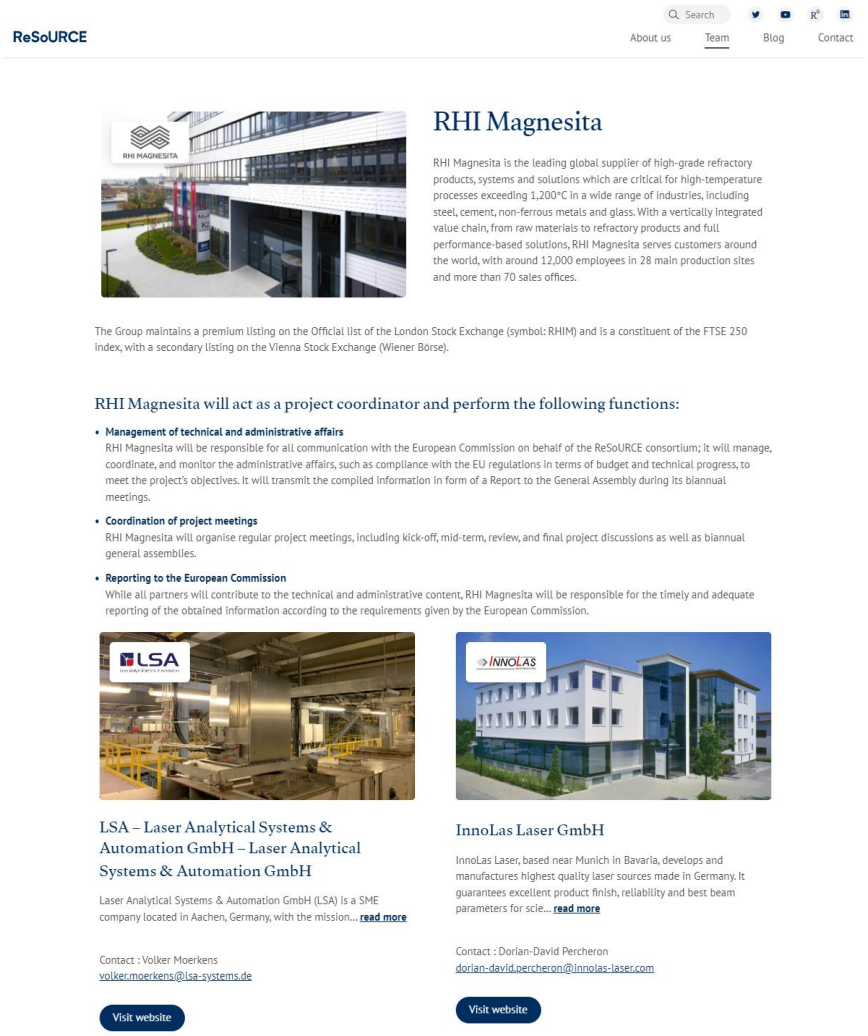


Figure 4. ReSoURCE "Team" screenshot

2.2.4 Publications

The "Publications" landing page will provide access to the project's publications, reports and public deliverables produced throughout its duration.

2.2.5 Milestones

In this landing page, a synopsis of the ReSoURCE approach and the results that the project is expected to achieve will be presented, specifying the exact timelines and key events.

2.2.6 Blog

The "Blog" landing page, as illustrated in Figure 5, showcases to news, (scientific) articles, interviews, events' announcements, etc.

On top of the "Blog" webpage, the user can activate the following filters for easier reference:

- Category (e.g. news, event, interview, etc.)
- Author
- Partner

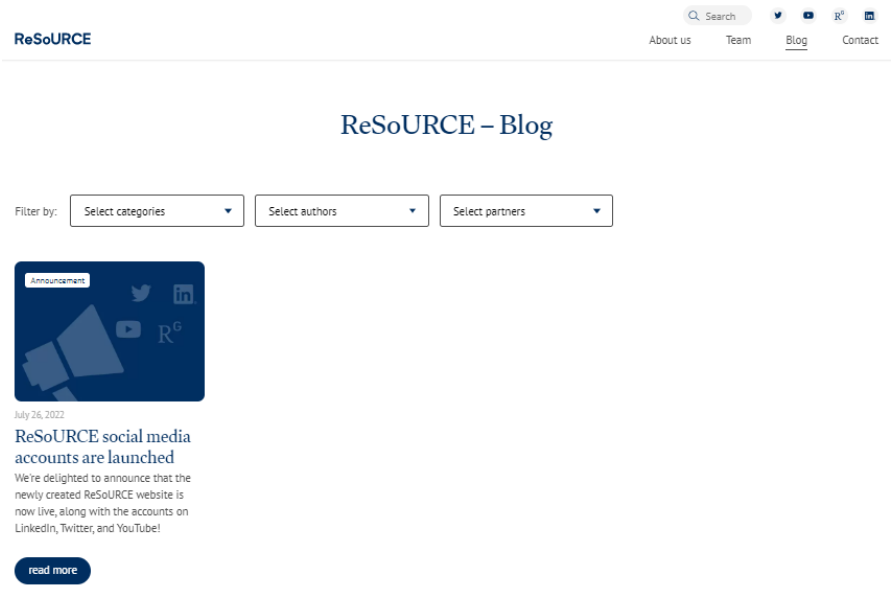


Figure 5. ReSoURCE "Blog" screenshot

2.2.7 Contact

A “Contact” landing page (Figure 6) gives contact details of the Project coordinator and the Communications focal point.

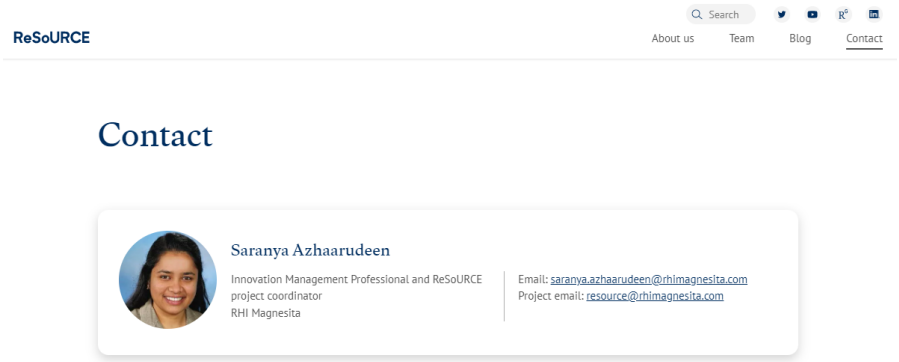


Figure 6. ReSoURCE “Contact” screenshot

2.2.8 Additional Features

On top of every webpage, icons leading to the project’s contact email as well as the respective social media accounts are available. A search button functionality is also included on the top right corner.

In addition, the website footer contains an Impressum and an acknowledgement of the EU funding.

3. SOCIAL MEDIA

The ReSoURCE's presence on major social media channels is established for the purposes of reporting on project's developments; sharing news; highlighting tangible results; building a community; and reaching a wider audience in general.

Further activities in this area will be described in the aforementioned communications strategy and social media content plan, which are currently being under development. For now, the Twitter, LinkedIn, YouTube and ResearchGate accounts have been set up and their objectives have been identified – details in the next subsection.

3.1 ReSoURCE Twitter Account

As of July 2022, the project created a Twitter account, which can be followed here: https://twitter.com/2022ReSoURCE.

Twitter is a website that offers a social networking and microblogging service. The ReSoURCE project team considers Twitter as an important tool for donor/stakeholder communications as well as for building a scientific community. Figure 7 below shows the ReSoURCE Twitter account.

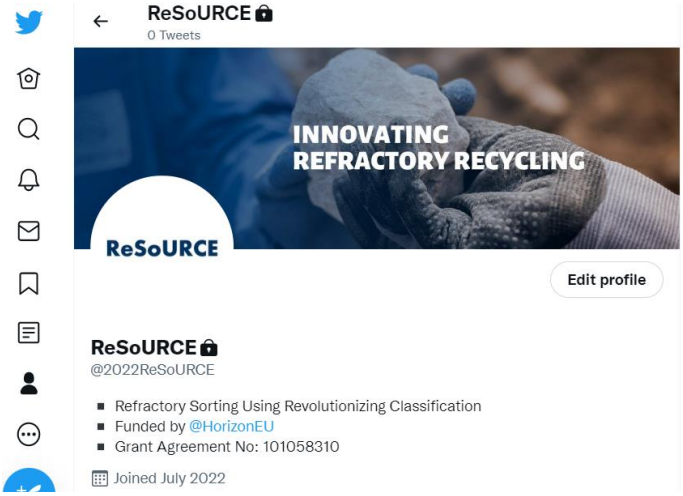


Figure 7. ReSoURCE Twitter account screenshot

3.2 ReSoURCE LinkedIn Account

As of July 2022, the project created a LinkedIn account, which can be followed here: https://www.linkedin.com/company/project-resource/.

LinkedIn is a social network that focuses on professional networking. For the ReSoURCE project, it is essential in terms of B2B communications. Figure 8 depicts the ReSoURCE LinkedIn account.

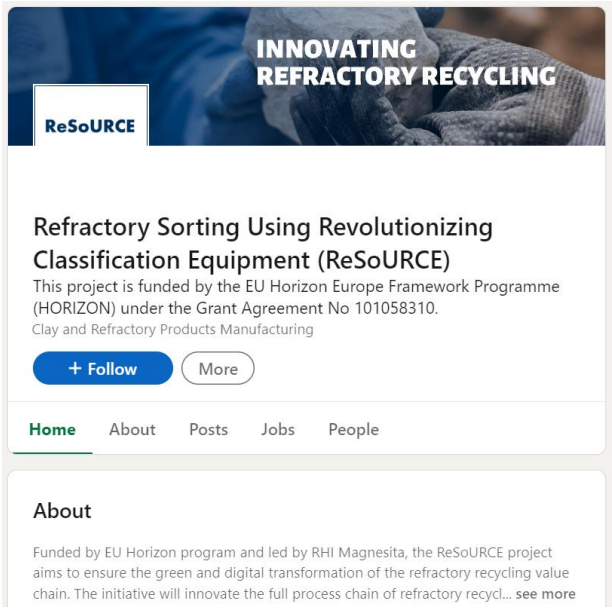


Figure 8. ReSoURCE LinkedIn account screenshot

3.3 ReSoURCE YouTube Account

As of July 2022, the project created a YouTube account, which can be followed here: https://www.youtube.com/channel/UCUP7_n9N4JHpq09uHu3e97Q.

YouTube is the internet's most dominant website for streaming free videos online and providing instant feedback. The ReSoURCE team uses it as a platform for publishing videos that raise awareness about the key messages of the project. Figure 9 depicts the ReSoURCE YouTube account.

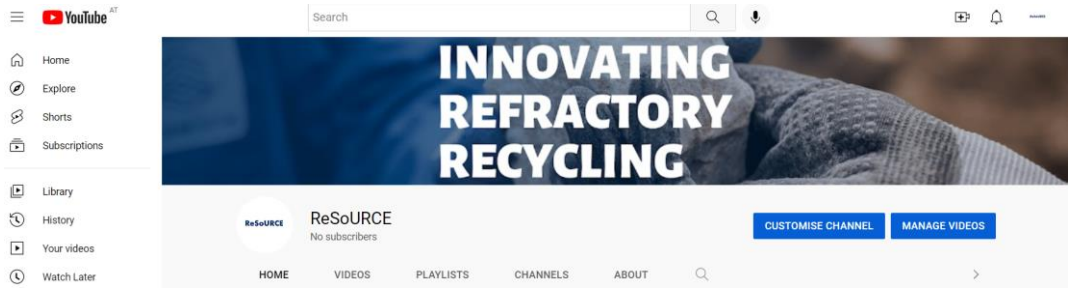


Figure 9. ReSoURCE YouTube account screenshot

3.4 ReSoURCE ResearchGate Account

As of July 2022, the project created a **ResearchGate Account**, which can be seen as an account with the name Project Resource.

ResearchGate is a platform for the scientific community mainly to share the research and collaborate with other researchers and get advanced in the research. Figure 10 depicts the ReSoURCE ResearchGate account name's screenshot.

Figure 10. ReSoURCE Researchgate account name's screenshot

4. CONCLUSIONS

This deliverable, D11.1 Website portal and social media channels, is part of the WP11 Dissemination and Communication and provides information regarding the design and implementation of the ReSoURCE website and set up of the project's social media accounts.

The ReSoURCE website as well as Twitter, LinkedIn, YouTube and ResearchGate accounts are made publicly available since the early stages of the project and are important are viewed as key knowledge dissemination channels. All digital presence will be maintained and updated on a regular basis throughout the project's duration.