

ORIENTING

D5.8

Website & social media profiles

WP n° and title	WP5 – Engagement and Communication
Responsible Author(s)	LAV
Contributor(s)	ALL
Distribution level	PU
Version	V03
Keywords	Web portal, web programming, wordpress, communication strategy, social media

Disclaimer: This Deliverable reflects only the author's views and the Agency is not responsible for any use that may be made of the information contained herein.



DOCUMENT INFORMATION

Grant Agreement Number	958231
Project Title	ORIENTING: Operational Life Cycle Sustainability Assessment Methodology Supporting Decisions Towards a Circular Economy
Status (F: final; D: draft; RD: revised draft):	F
Planned delivery date	01/31/2021 (M3)
Actual delivery date	01/29/2021 (M3)
Distribution level: (PU = Public; PP = Restricted to other programme participants; RE = Restricted to a group specified by the consortium; CO = Confidential, only for members of the consortium)	PU

DOCUMENT HISTORY

Version	Date	Description of changes	Contributors
01	01/18/2021	First integrated draft	LAV
02	01/22/2021	Comments from partners integrated	ALL
03	01/29/2021	Final version	LAV

TABLE OF CONTENTS

1. EXECUTIVE SUMMARY	5
2. COMMUNICATION ACTIONS	6
2.1. WEBSITE	6
2.2. SOCIAL MEDIA PROFILES.....	11
3. CONCLUSIONS.....	12

LIST OF TABLES AND FIGURES

Tables

Table 1. Website structure & publication date	6
Table 2. Expected website impact.....	6
Table 3: Expected social media impact	11
Table 4: Social media objectives and publics	12

Figures

Figure 1: home page.....	7
Figure 2: partners page	8
Figure 3: contact page	8
Figure 4: About us page.....	9
Figure 5: responsive menu version for mobiles and tables.....	10
Figure 6: Twitter account	11
Figure 7: LinkedIn account.....	11
Figure 8: Youtube account.....	11

1. Executive Summary

ORIENTING (Operational Life Cycle Sustainability Assessment Methodology Supporting Decisions Towards a Circular Economy) takes up the challenge of developing a holistic Life Cycle Sustainability Assessment (LCSA) methodology that overcomes the key deficiencies of existing schemes to assess complex production-consumption systems, including product circularity. The methodology is supported by selected methods and tools that enable a successful application of the LCSA in practice and facilitate the communication of sustainability information. ORIENTING contributes towards the development of a future Product Sustainability Footprint (PSF) at European level and provides guidance for the development of Product Sustainability Footprint Category Rules (PSFCR). These latter should enable a fit-for-purpose, yet comparable and verifiable, reporting of the sustainability performance of products.

This report comprises the deliverable “*D5.8 Website & social media profiles*”. Its purpose is to create a website bringing together all public information about the project, as well as a private area intended for the stakeholders. The site will have information added monthly.

This report also presents the 3 social media ORIENTING profiles chosen to communicate the project, promote project results and news related to events, etc.

2. Communication actions

All Communication actions addressed in this Work Package follow the same design style devised in the first month of the project with the graphical identity presentation document.

2.1. Website

The ORIENTING website provides full details of the main objectives, partners, actions, progress, news and results of the project. It will also feature the project’s main outputs as well as the tools developed, and it will include a private area where stakeholders will have exclusive access to provide their feedback on the project. Additionally, even if the website is already published online, its appearance is temporary, and not all the options have therefore been activated yet.

The web structure is attached with the timing plan of each element of the menu publication dates:

Table 1. Website structure & publication date

	Web structure		Expected publication date
Main menu	Search	Explore specific content by search	5/2
	About us	Project presentation	5/2
	Partners	Consortium managing the project	5/2
	Publications	Public deliverables and other public documents	5/2
	Events	Calendar	5/2
	Latest news	Blog page to share latest news about the project	5/2
	Log in	Private intranet for stakeholders	26/2
Footer	Press	Press publications about ORIENTING project	5/2
	Social media	Twitter and LinkedIn links	28/1
	Subscribe	Newsletter subscription	5/2
	Contact	Contact form	28/1

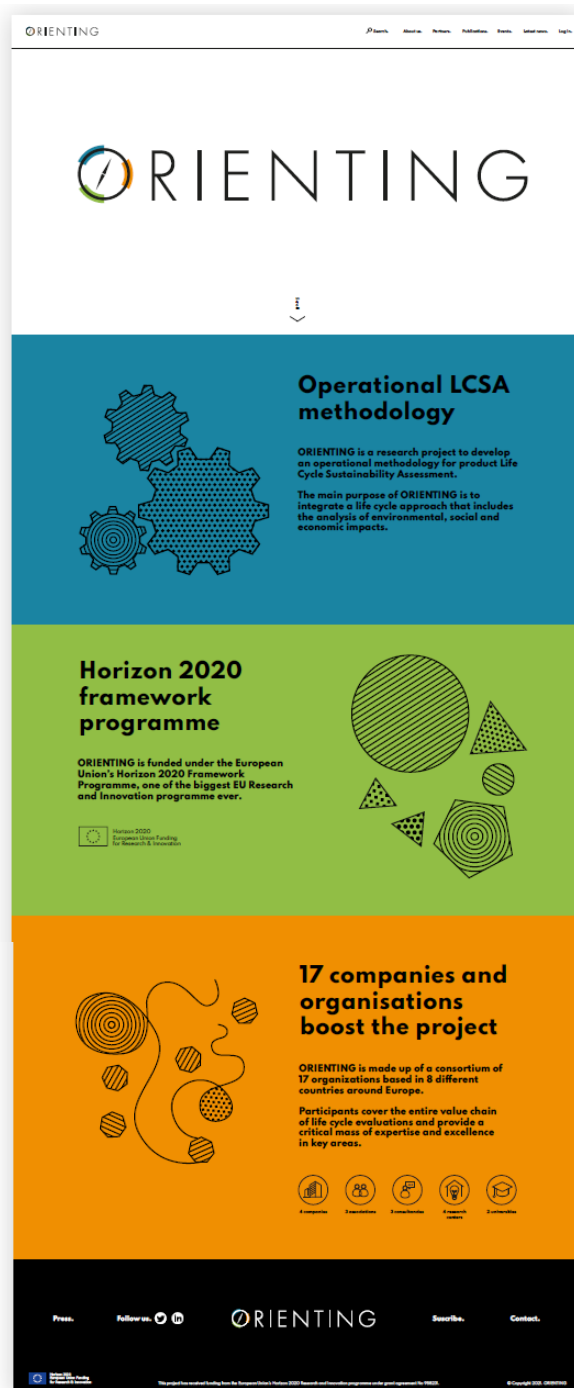
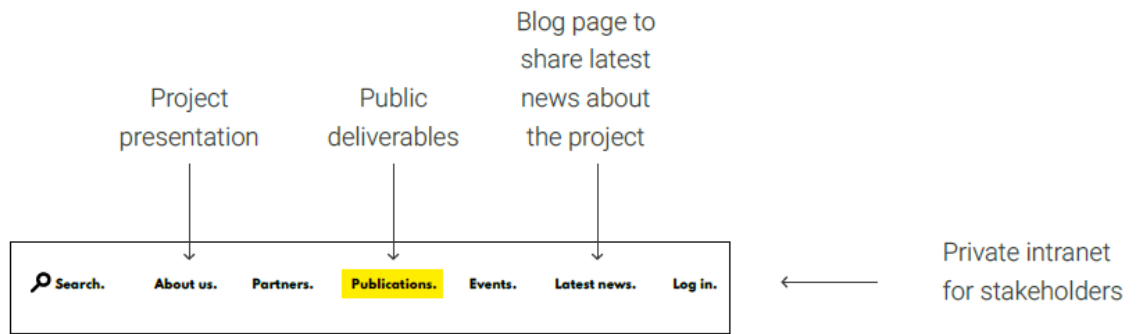
The website domain is www.orienting.eu and has been developed with a Wordpress template created for the occasion.

The website was put online in January 2021 and will be regularly updated during the project period. All public deliverables will be updated to the website. After the conclusion of the project, the website will be maintained online for at least 5 years under TEC’s responsibility.

Table 2. Expected website impact

Expected impact		Communication strategy
Monthly visits	300	Promoting the website on social media (e.g. LinkedIn groups) and e-mail (e.g. Newsletter to target groups)
Total downloads	2,000	Presenting public reports in a clear and attractive manner
Total subscriptions of stakeholders	500	Dissemination of newsletters & relevant news
Nº. references from partners website	30	Links to project website

Figure 1: home page



← 3 coloured sections are shown as examples to see how icons, contents and typography are presented on the website.

← Every section with each color, transmitting dynamism and modernity

Other sections appear on the main page, thus transmitting proximity and speed to answer questions. It also acts as a footer.



Figure 2: partners page

The screenshot shows the 'Partners' page of the ORIENTING website. The page has a white header with the ORIENTING logo and navigation links. Below the header, the title 'Partners.' is centered. A paragraph of text explains that ORIENTING is a consortium of 17 organizations from 8 European countries, covering the entire value chain of life cycle evaluations. Below this text is a grid of 17 partner logos, including ActivA, Anthesis Levola, BASF, eifer, Fraunhofer, PRÉ, SOLANA, tecnalia, TERNUA, and VTT. The footer is black with social media icons, the ORIENTING logo, and contact links.

Annotations on the left side:

- Informative page of all stakeholders of Orienting project.
- All the logo will be on 30% grey, but when you activate one, it'll be 100% black. An animation will move the grill down and show the information related to the partner.

Annotations on the right side:

- The header, like in all other pages, has a white background. Desappears once scrolling down and appears again when scrolling up.
- All individual pages have a similar structure, to follow an order and create a pattern.

Figure 3: contact page

The screenshot shows the 'Contact' page of the ORIENTING website. The page has a bright yellow background. The title 'Contact.' is centered at the top. Below the title is a contact form with fields for Name, Surname, Company, E-mail, and Comments. There is a 'Send.' button and a checkbox for 'I accept the terms and conditions'. The footer is black with social media icons, the ORIENTING logo, and contact links.

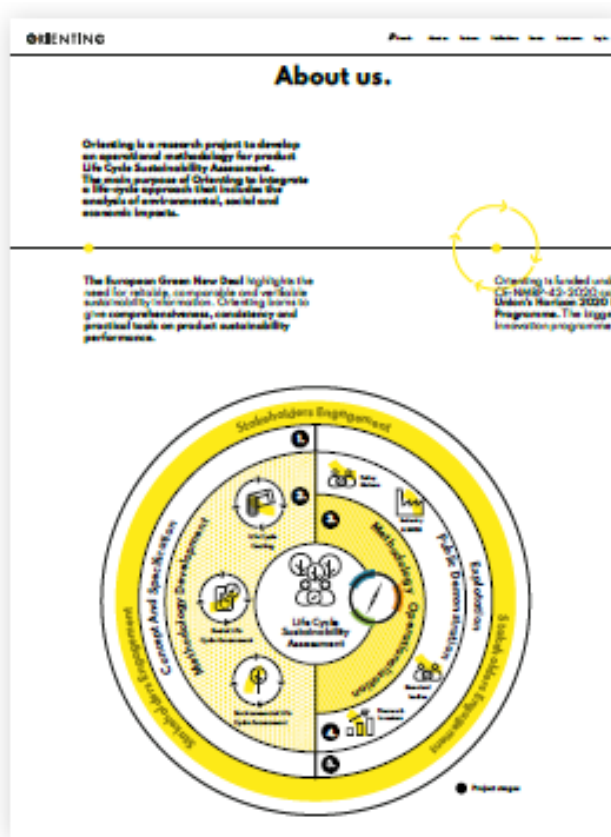
Annotation on the left side:

- Easy and intuitive contact form.

Figure 4: About us page

Animated texts and graphics that move in while scrolling down through the page.

An interactive infographic to explain what Orienting is about. This helps to see the information organized and not to saturate the page with all the information together.



Designed like a compass, with sections and patterns colors, icons and graphic elements for helping to understand to the methodology.

Example of icon. Simple and clear, always with corporate arc of the Orienting logo.

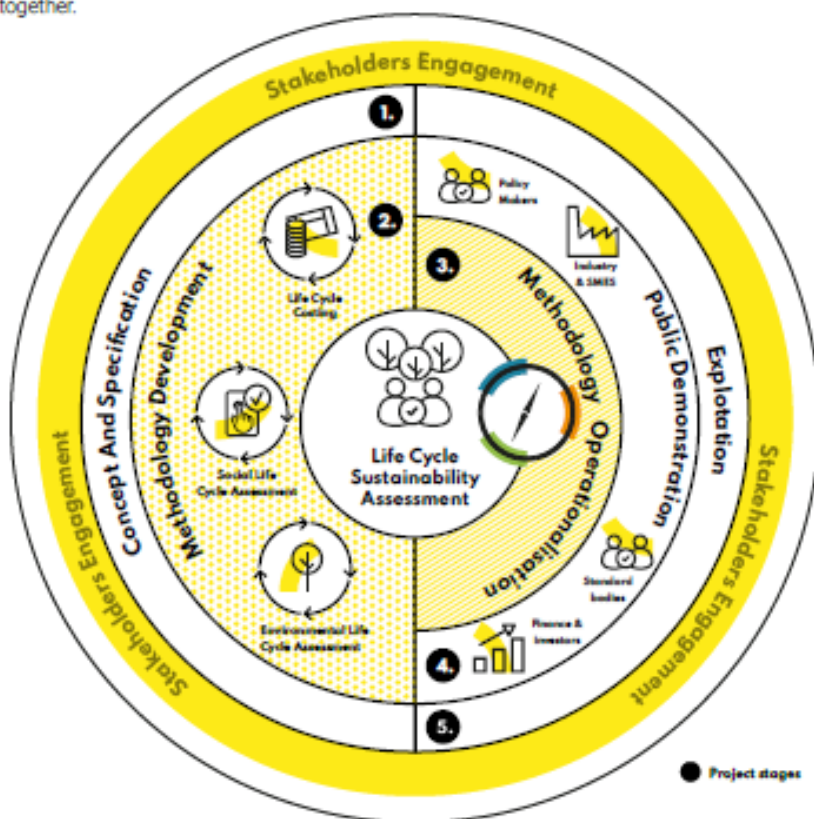
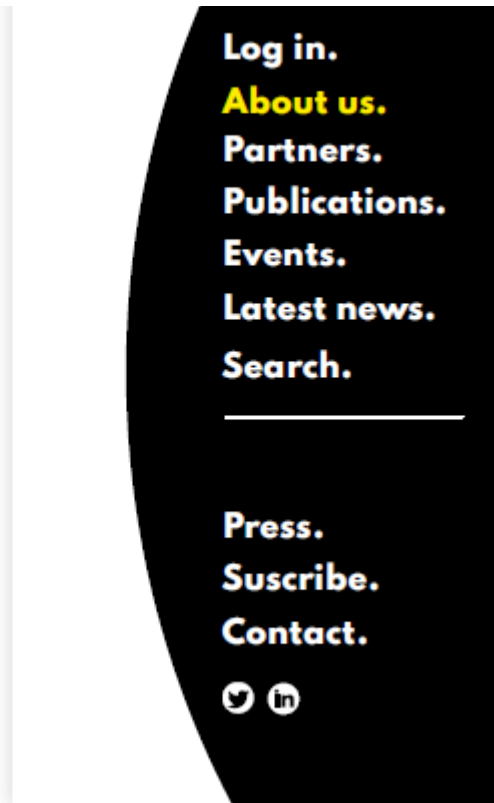


Figure 5: responsive menu version for mobiles and tables

The main menu
will appear like a
flat window, with
all the section of
the website.



2.2. Social media profiles

3 social media ORIENTING profiles are set up to disseminate the existence of the project, generate stakeholder contact circles, promote project results, news and events. And also to participate in public discussions about the main topics of the project. Partners will also promote the project with their social media channels.

Table 3: Expected social media impact

Expected impact		Communication strategy
Nº. of posts/messages/tweets:	8 per month	Promoting project results and news related to events, etc. Participating in LinkedIn discussion groups and promoting results. Other relevant news on policy, research, etc.
Visits to posts:	100 per month	

The following images show the look & feel of the Twitter, LinkedIn and Youtube accounts:

Figure 6: Twitter account



Figure 7: LinkedIn account

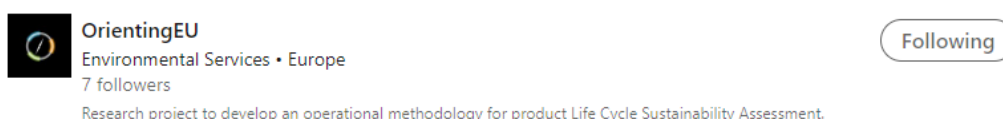
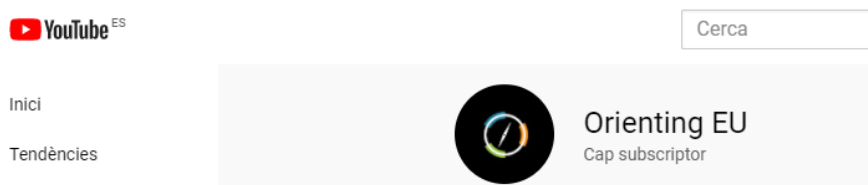


Figure 8: Youtube account



The content creation will aim to follow the project achievements, promote linked events and raise awareness about the project between stakeholders. The tone for communication will be adjusted to the different audiences. Posts in

Linkedin, for example, will use a more technical language. Tweets will care for a more accessible vocabulary. For both media, visual content will be preferred.

Table 4: Social media objectives and publics

	Twitter	Linkedin	Youtube
Main objectives	Introducing ORIENTING Consortium to a wider audience, mostly sustainability, and circular economy lovers. Sharing ORIENTING news, achievements and progress. Use of hashtags and explanatory visual content. Monitoring of related trending topics.	Introducing ORIENTING Consortium to a technical and expert audience of related sector. Sharing ORIENTING news, achievements and progress. Use of hashtags and explanatory visual content. Monitoring of related trending topics.	Upload ORIENTING video presentation, interviews and other video materials to be embed on ORIENTING website, newsletters and on the other Social Media channels.
Public	This channel is mostly focused on the general public	Life Cycle practitioners (from academia, research and technology organisations) and decision makers (large, medium and small companies, industry associations, policy makers and financial actors)	This channel is mostly focused on the general public

3. Conclusions

The corporate identity which identifies the materials presented in this Work Package, also characterises the remaining communication elements, documentation and identification materials for the ORIENTING project. All ORIENTING partners are encouraged to use them for each communication and dissemination actions. The communication elements presented have been presented to the Consortium and approved by all the partners.