



BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD

www.biovoices.eu



CONNECTING BIO-BASED FORCES FOR A SUSTAINABLE WORLD



This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774331

CONTACT US
info@biovoices.eu



CIVITTA

LOBA





BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD

DELIVERABLE 7.2

BIOVOICES WEBSITE

DELIVERABLE TYPE

Other

MONTH AND DATE OF DELIVERY

Month 03, March 2018

WORK PACKAGE

WP 7

LEADER

LOBA

DISSEMINATION LEVEL

Public

AUTHORS

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Programme

H2020

Contract Number

774331

Duration

36 Months

Start

January 2018



CONTRIBUTORS

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PEER REVIEWS

NAME	ORGANISATION
ALEXANDRE ALMEIDA	LOBA
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REVISION HISTORY

VERSION	DATE	REVIEWER	MODIFICATIONS
0.1	09/03/2018		INITIAL VERSION
1.0	29/03/2018	CONSORTIUM	FINAL VERSION

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1. INTRODUCTION

The BIOVOICES website will act as an institutional communication and dissemination channel of the project, comprising both institutional and promotional content about the project, including information about its scope, objectives, activities and key public results.

Other information such as news and events will only be accessible through BIOVOICES Platform. The institutional website will serve as the “front-door” of the platform. It is important that some information is only available on the platform in order to stimulate the need for users to register in order to access special and exclusive content. This platform will be developed under WP5 (D5.1, D5.2, D5.3, D5.4, D5.5, D5.6).



2. SETTING

The URL (Uniform Resource Locator) defined for the website was www.biovoices.eu, which focuses on the name of the project as its main component.

The domain selected was .eu because of its relevance at the European level and in reference to the fact that it is a European funded project.

3. OFFICIAL WEBSITE

3.1 FIRST VERSION

The first version of the official website was launched in March 28th 2018 (Month 3). It was developed using the most recent technologies as HTML5, CSS3, JavaScript, PHP and MySQL database and is presented in a responsive model suitable for all devices.

The BIOVOICES website will be an ongoing task and its structure will be dynamically developed during the lifespan of the project (36-months), when needed.

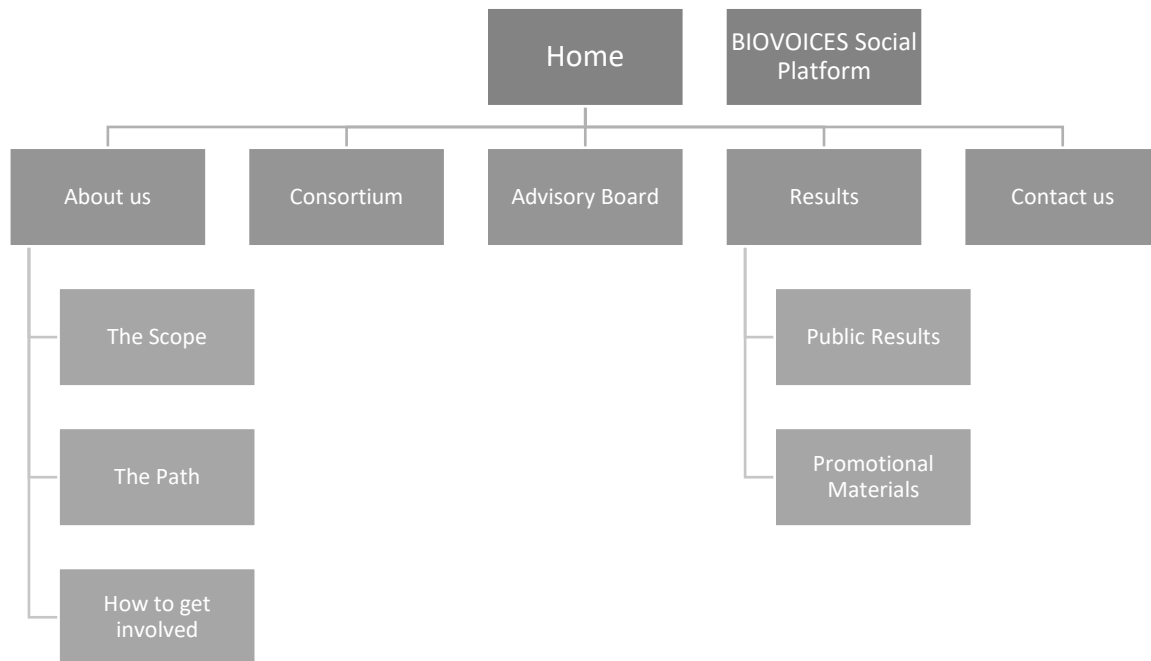
Although the content and structure of the website can be flexible and dynamic, growing in content and complexity in parallel to the project's progress and development, some features (such as information on BIOVOICES news and events) will only be included in the BIOVOICES Platform, only accessible through BIOVOICES official website.

The main features programmed for BIOVOICES website are:

- **RESPONSIVE** - The website platform will suit different devices such as mobile, tablet and desktop versions.
- **SOCIAL MEDIA SHARING** - The website is prepared to share information with social media networks such as Facebook, LinkedIn, Twitter, Instagram and YouTube.
- **NEWSLETTER SUBSCRIPTION** - The website has available a submission form for newsletter subscription requesting the name, the email and the sector of the user.
- **ACCESS TO BIOVOICES PLATFORM** – The website will serve as the “front door” for BIOVOICES platform. It will be where users can register and create an account.

3.2 SECTIONS AND INTERFACES

The website is composed by the following structure (sitemap) and interfaces:



3.2.1 Home

The Homepage includes an “Intro” with catchy phrases related to the project. This aims to grab the visitor attention to watch the video that follows which describes the Bioeconomy challenge and how the BIOVOICES project will tackle it.

Having the visitor’s attention, a call to action is followed to urge visitors into joining BIOVOICES community with 8 phrases that describe the advantages of joining the community and the platform. After that, it is given a countdown to BIOVOICES Platform Launch. When the platform is launched this space will be substituted by the platform entry page. Until then, the button “Get Access” will also be invisible.

Next, the visitor scrolls down into a form that he or she may fill in if he wants to receive more information about the project and its activities. For this, the user has to agree with the terms and conditions provided. Additionally, there is a direct access to the contact page in case the visitor wants to contact the consortium. Finally, it is showcased the EU flag with the project disclaimer, the project social media pages and the project email. This section is maintained throughout all website interfaces.

- About us

This section provides information on the project’s scope with a bioeconomy graphism, on how the project will tackle the bioeconomy challenge showing BIOVOICES activities, and on how interested parties can get involved in the project with a form to newsletter subscription and another form for expression of interest in joining BIOVOICES community and platform.

- Consortium

This section includes the information about the partners of the projects (i.e. organisation name, organisation website and a short description).

- Advisory Board

This section showcases the advisory board members by including their stakeholder group, photo, small biography and organisation.

- Results

In this area the visitor will be able to view and download BIOVOICES public results (i.e. deliverables), promotional materials and other useful materials. Some of the results will only be available through the BIOVOICES Platform for exclusivity. This page will be hidden until there are results to add.

- Contact us

In this section there's a form for interested parties to contact the BIOVOICES consortium. The visitors may fill in with their name, organisation (if applicable), sector (business, research, civil society or public administration) and their email. A box is available for the visitor to write his or her message to the consortium.

3.2.2 BIOVOICES Platform

This section will only be available on month 6. It will be an independent interface, but the registration and login must be made through BIOVOICES website homepage. More on this will be developed on the WP5 (D5.1, D5.2, D5.3, D5.4, D5.5, D5.6).

3.4. STATISTICS AND MONITORING

The BIOVOICES website uses Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help optimise the website and the communication and dissemination strategy.

Relevant statistics that will be monitored are the following:

- Number of visitors
- Unique visitors
- Etc.

The IPs of the partners will be requested in order to filter the visualisation coming from inside the consortium.



4. LAYOUTS

4.1 HOMEPAGE

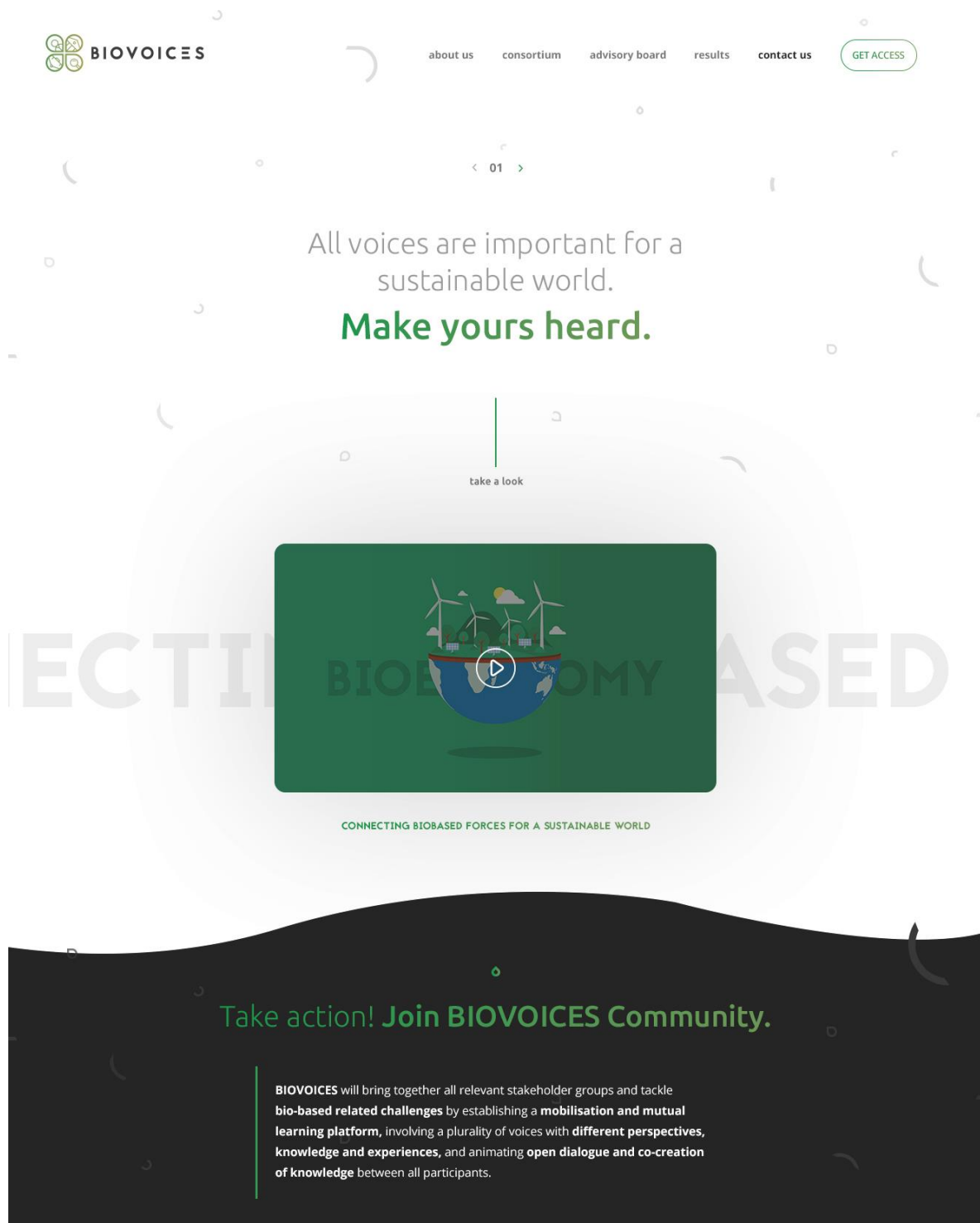


Figure 1: First Half of the Homepage



Have access to a wealth of **knowledge on bioeconomy and biobased** products and applications

Access **workshops, labs** and mobilization and mutual learning **events** (live and online)

Raise **awareness** and **promote dialogue** on bioeconomy and the benefits of biobased products

Have access to **recommendations and policy briefs** that address the challenges related to bioeconomy

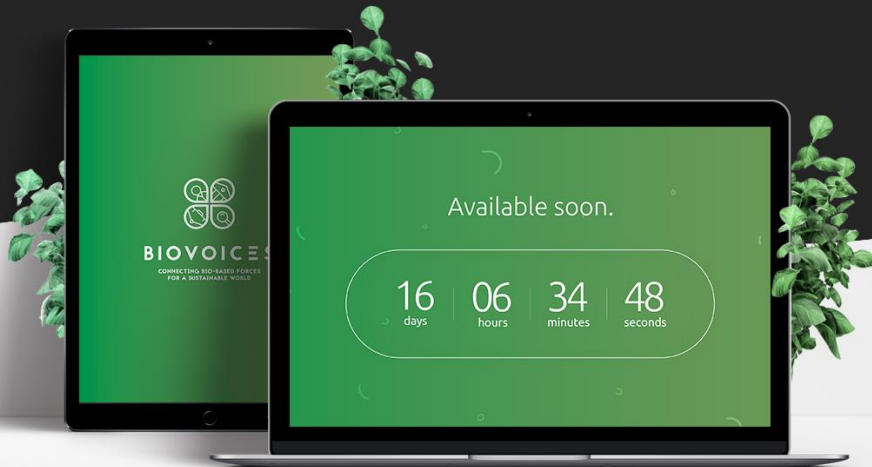
Learn more about the **barriers and opportunities** for the development of biobased value chains

Increase your knowledge about bio-based **market opportunities** including action plans and processes

Get in contact with all **relevant stakeholders**: companies, researchers, policy makers, general public, active in the bioeconomy field

Share and have access to relevant **documents, videos and pictures**

Stay tuned for the release of the **BIOVOICES Platform**.



Do you find this interesting? **Then Share.**



Want to receive more information about the project and its activities?
Register here.

Catarina Per your sector

organisation (if applicable)

your e-mail

I agree with terms and conditions

Contact Us.



Be a part of the community

— info@biovoices.eu

LOBA

Figure 2: Second Half of the Homepage

PARTNERS

APRE | FVA | PEDAL Consulting | National Research Council of Italy | CIVITTA | LOBA | Nova ID FCT | Q-Plan International | FMCC | Wageningen University & Research | Minerva | Asebio | ICLEI



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4.2 ABOUT US

BIOVOICES

[about us](#)
[consortium](#)
[advisory board](#)
[results](#)
[contact us](#)

GET ACCESS

Get to know the Project!


About us.

Know more about

- **The Scope**
- The Path
- How to get involved

The Scope

Bioeconomy for a sustainable world



01

The bioeconomy is Europe's answer to the key environmental, societal and economical challenges the world is facing today. The bioeconomy is focused on reducing the dependency on limited natural resources, transforming manufacturing, promoting sustainable production of renewable resources from land, fisheries and aquaculture and their conversion into bio-based products and bio-energy, while growing new jobs and industries.


The bioeconomy wide diffusion depends on the active collaboration of a broad range of stakeholders, including industry, researchers, civil society and public authorities. This collaboration demands new interactions and synergies, all of which imply the building of trust and mutual learning between these stakeholders.

It is therefore crucial that the society is involved in the development and governance of the bioeconomy. Effective societal awareness, engagement, education and training schemes need to be developed, since there is no sustainable bioeconomy without the direct involvement of civil society in a co-constructive mode, with a societal appraisal of bioeconomy.

In that sense, bioeconomy products and services can only become economically viable when they are accepted by the society, which not only depends on its quality but also on the trust citizens have in the governance of bioeconomy.

Studies show that consumers and citizens in general have little awareness and knowledge of bio-based products. Furthermore, cooperation within bio-based value-chains (between bio-based producers, converters, B2B, B2C (and along bio-based value-chains (with governments at different levels, CSOs) is still unusual.

BIOECONOMY FOR A SUSTAINABLE WORLD



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Figure 3: The Scope (Without Footer)

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GET ACCESS

Get to know the Project!

About us.

Know more about


The Scope

- The Path

How to get involved


The Path

Addressing the Challenge




02


BIOVOICES will increase the quality, the relevance, the know-how and the social acceptability of bio-based products for a prosperous bioeconomy and a sustainable world.




Creation of a MML (Mobilisation and Mutual Learning) Platform




Support and animate the co-creation among the stakeholders



Develop an action plan to raise citizen's awareness on BBP

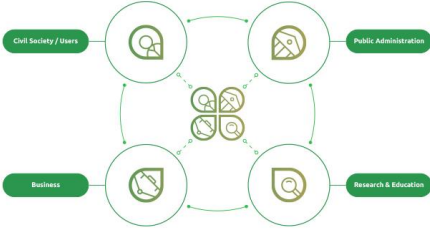


Design strategies to address large public



Develop stakeholders-oriented actionable knowledge

BIOVOICES is creating a Mobilisation and Mutual Learning (MML) platform in bio-based domain with the objective of promoting dialogue and co-creation of research, innovation, development and political context in bio-based economy between the stakeholders of the quadruple helix model: civil society/users, industry, researchers, civil society and public authorities.



With the ultimately goal of fostering the awareness of the wider public about the benefits and potential social, economic and environmental impact of the bioeconomy and widening the diffusion of bio-based products (BBP), the project will focus on the following actions:

- 1. Develop an action plan and dedicated strategies to address the large public, including:**
 - Knowledge platform
 - Events and multiplication workshops
 - Social media campaigns
 - Informative app
- 2. Enhance co-creation activities, such as develop stakeholder-oriented policy briefs, co-created within the stakeholders involved in the project.**

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Figure 4: The Path (Without Footer)



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Get to know the Project!

About us.

Know more about:

- The Scope
- The Path
- How to get involved

How to get involved



03

Are you included in one or more of these groups (industry, researchers, civil society and public authorities) and have interest in discussing and co-creating with other stakeholders about the benefits and impact of bioeconomy in the society, fostering actions to trigger social acceptability of bio-based products?

Then, the activities promoted in BIOVOICES are relevant to you.

Subscribe our Newsletter

Get first-hand information about BIOVOICES activities and events happening closer to you

SUBSCRIBE

Express your interest to JOIN the Knowledge Platform

You will be the first to use and benefit the Knowledge Platform

CONTACT US

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Register here.

your sector

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— info@biovoices.eu

Figure 5: How to get involved (With Footer)

PARTNERS

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13



4.3 CONSORTIUM


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Meet the partners!
Know the consortium.




APRE
Agency for the Promotion of European Research

APRE, Agency for the Promotion of European Research [→](#)




FVA
NEW MEDIA DESIGN

FVA New Media Research [→](#)



PEDAL
CONSULTING

PEDAL Consulting, s.r.o. [→](#)



National Research Council of Italy


National Research Council of Italy [→](#)

CIVITTA

Civitta Eesti AS [→](#)


LOBA

LOBA - Customer Experience Design [→](#)




NOVA ID FCT
Associação para a Transferência de Tecnologias da FCT

Nova ID FCT [→](#)




Q-PLAN
INTERNATIONAL

Q-PLAN International [→](#)



FM Management Consultancy SRL

FM Management Consultancy SRL [→](#)



WAGENINGEN
UNIVERSITY & RESEARCH


Wageningen Research [→](#)

Minerva

Minerva Communications UK Ltd [→](#)

asebio

ASEBIO, Asociación Española de Bioempresas [→](#)



ICLEI
Local Governments for Sustainability

ICLEI Europe [→](#)


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Figure 6: Know the Consortium

PARTNERS

APRE | FVA | PEDAL Consulting | National Research Council of Italy | CIVITTA | LOBA | Nova ID FCT | Q-Plan International | FMCC | Wageningen University & Research | Minerva | Asebio | ICLEI





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about us | consortium | advisory board | contact us

Meet the

APRE | Project Coordinator
Italy

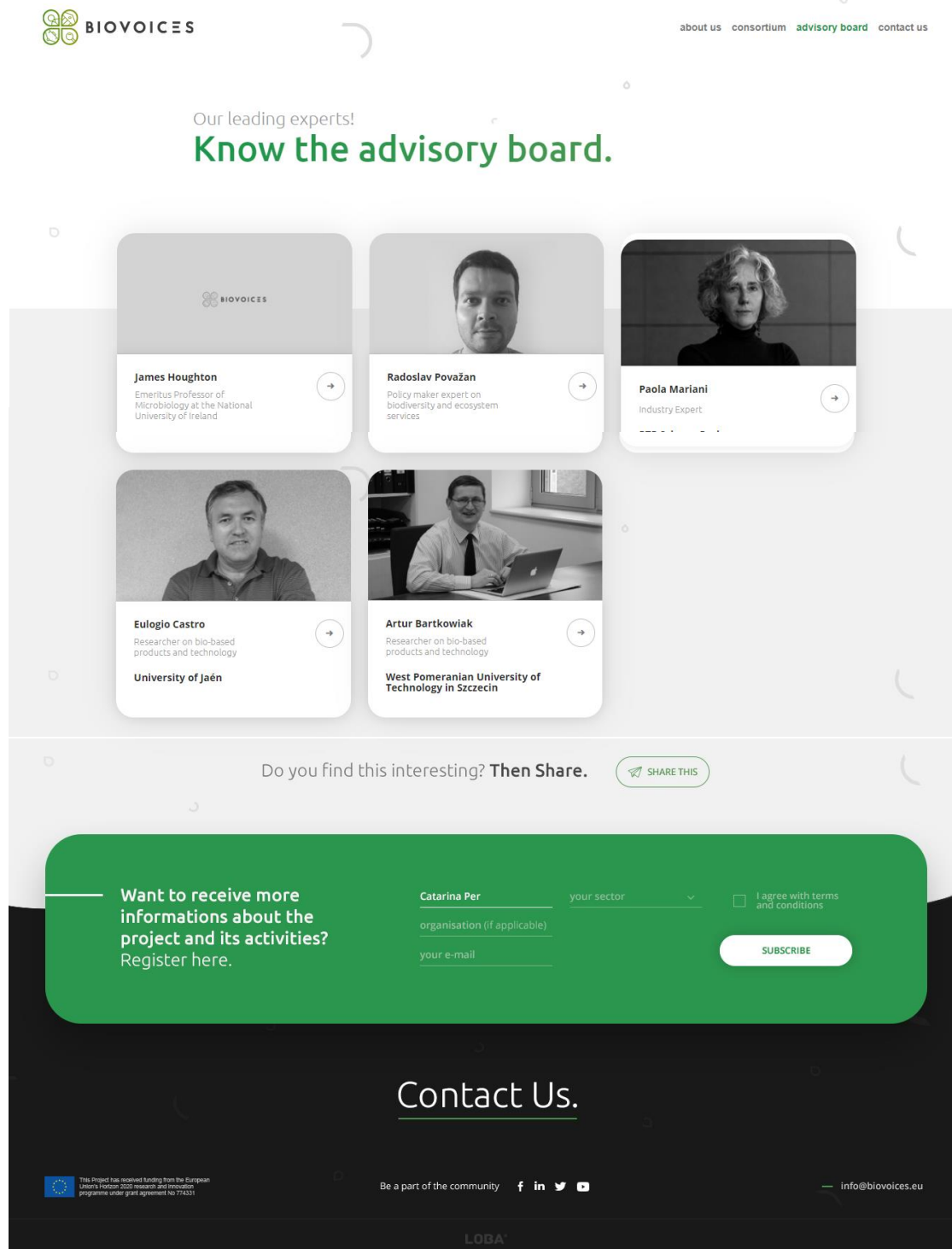
Visit website

Academia to targeted stakeholders – industry, professional and trade associations, policy-makers, NGOs and consumers – and in developing capacity and confidence within the research and bioeconomy communities in communicating to and with the wider world. The company has an established reputation in working in leadership and contributory roles across EC funded projects (FP5, 6 & 7, H2020), for delivering training for projects and groups of ESRs in strategic communications planning and delivery, and to managing effective communications programmes that deliver impact. Minerva has a strong heritage in working with broad bioeconomy topics and controversial issues such as GM, malnutrition and rural issues as well as in specific

Projects involved in:
HORIZON 2020 - BIOBRIDGE
HORIZON 2020 - INNO-4-AGRIFOOD
HORIZON 2020 - SISCODE
HORIZON 2020 - NANO2ALL

Figure 7: Know the Consortium (Detail page of each member)

4.4 ADVISORY BOARD



BIOVOICES about us consortium **advisory board** contact us

Our leading experts!
Know the advisory board.

James Houghton
Emeritus Professor of Microbiology at the National University of Ireland

Radoslav Považan
Policy maker expert on biodiversity and ecosystem services

Paola Mariani
Industry Expert

Eulogio Castro
Researcher on bio-based products and technology
University of Jaén

Artur Bartkowiak
Researcher on bio-based products and technology
West Pomeranian University of Technology in Szczecin

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organisation (if applicable)

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Figure 8: Advisory Board



Paola Mariani
Industry Expert
PTP Science Park

Visit website —

Paola Mariani holds BSc summa cum laude in Animal Science, at the Faculty of Veterinary Medicine, University of Milan, Italy. Ph.Sc. in Molecular Genetics, at the Swedish University of Agricultural Sciences, Uppsala, Sweden. Ph.D. in Animal Genetics, at the Faculty of Veterinary Medicine, University of Milan, Italy. Currently Bioeconomy Programme Manager, in charge of research activities aiming at setting microalgae based bioremediation systems and the exploitation of agri-food waste and by-products as raw materials for novel bio-processes, with special reference to microbial based processes. Previously in charge of metagenomics and metatranscriptomics studies regarding host/pathogen interaction, mainly aiming at identifying diagnostic and treatment targets. Her group has established universal DNA based diagnostic assays, and created microbial, DNaseq, and RNAseq datasets and bio-repositories. She filed for two patents (PCT/EP2009/056219, PCT/IB2009/052810)

Figure 9: Advisory Board (Detail Page of each member)





4.5 RESULTS

BIOVOICES about us consortium advisory board **results** contact us GET ACCESS

Know our
Public Results.

Know more about our

- Public Results
- Promotional Materials
- Any Other Things
- Any Other Things
- Any Other Things

Public Results

Public Results
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Public Results
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Public Results
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Public Results
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organisation (if applicable)

your e-mail **SUBSCRIBE**

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Figure 10: Results (Public Results view)





4.6 CONTACT US

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Get in touch!
Fill in the form.

your name
Catarina Oliveira

organisation (if applicable)
Biovoices

your sector

your e-mail

message
You can write your message in this field You can write your message in this field You can write your message in this field You can write your message in this field You can write your message in this field You can write your message in this field You can write your message in this field You can write your message in this field

SEND IT

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Catarina Per

organisation (if applicable)

your e-mail

your sector

public administration
civil population
public administration
civil population

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Figure 11: Contact us



5. CONCLUSION

The official website platform can be visualised at www.biovoices.eu. Both the content and structure of the web portal will be updated, maintained and improved when needed.

The progress of the project will be closely monitored and reflected in the project's website but specially through the BIOVOICES platform.

The link for the website will be included in all promotional material and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, Newsletter, Social Media, emailing, events, etc.

The objective will be to strategically use the different communication and dissemination actions, which reach different type of audiences, to direct them towards BIOVOICES official website and specially to the social platform that gathers other important materials to the stakeholders.

The use of google analytics will help to monitor the performance and improve the communication and dissemination strategy.



APRE, Agency for the Promotion of European Research

www.apre.it
Italy



FVA New Media Research

hwww.fvaweb.eu
Italy



PEDAL Consulting, s.r.o.

www.pedal-consulting.eu
Slovakia



National Research
Council of Italy

National Research Council of Italy

www.cnr.it
Italy



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Portugal



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Portugal



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Greece



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Romania



Wageningen Research

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The Netherlands



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United Kingdom



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Spain



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