

**CERESiS: ContaminatEd land  
Remediation through Energy crops for  
Soil improvement to liquid fuel  
Strategies**



**D5.3: CERESiS public website  
& other means**

**H2020-LC-SC3-2018-2019-2020**

**Contract No: 101006717**

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# 1 EXECUTIVE SUMMARY

This report constitutes the **Deliverable D5.3: CERESiS public website & other means** of the project “ContaminatEd land Remediation through Energy crops for Soil improvement to liquid biofuel Strategies”, financed by H2020 (grant agreement No 101006717). The short name of the project CERESiS, a term that will be used hereinafter in this report.

The website and the accounts of the project in the social media aim to facilitate the project’s communication and dissemination needs and establish a link between the project and the external audience and relevant stakeholders. The website is publicly available with a user-friendly navigation structure and adheres to Web Content Accessibility Guidelines 2.0 of the W3C. The site URL is [www.ceresis.eu](http://www.ceresis.eu).

The CERESiS public website has been designed in a way that not only displays collected information, but also provides a communication pathway with interested parties. This will be an important measure towards ensuring the sustainability of the site and keeping it up to date not only for the period of the project but in the long-run.

## 2 INTRODUCTION

This report constitutes the **Deliverable D5.3: CERESiS public website & other means** of the project “ContaminatEd land Remediation through Energy crops for Soil improvement to liquid biofuel Strategies, financed by H2020 (grant agreement No 101006717). The short name of the project CERESiS, a term that will be used hereinafter in this report.

The website and the accounts of the project in the social media aim to facilitate the project’s communication and dissemination needs and establish a link between the project and the external audience and relevant stakeholders. The website is publicly available with a user-friendly navigation structure and adheres to Web Content Accessibility Guidelines 2.0 of the W3C.

The aim of D5.3 is to provide a detailed description and to report on the design, development and deployment of the web-based platform that was established to facilitate the communication and dissemination needs of the project. It also presents the accounts set up in various social media on behalf of the project.

## 3 PUBLIC WEBSITE

### 3.1 General scope

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For the purposes of disseminating and communicating the results of the project with the external audience and the stakeholders, a project-specific publicly available website with a user-friendly navigation structure has been developed. The site URL is: [www.ceresis.eu](http://www.ceresis.eu).

The CERESiS public website has been designed in a way that not only displays collected information, but also provides a communication pathway with interested parties. This will be an important measure towards ensuring the sustainability of the site and keeping it up to date not only for the period of the project but in the long run.

### 3.2 Public website General Specifications:

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- Static, displaying collected information.
- Provides a communication pathway with interested parties.
- ‘Minimal’, light and straightforward user interface focusing on the usability and clarity without compromising flexibility and security.
- Graphically designed according to the rules set out in the European Commission's Visual Identity Manual.
- Content developed according to Web Content Accessibility Guidelines 2.0 of the W3C.

### 3.3 Public website functionality provided to the users:

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- Access to textual and multimedia informational content
- Access to other informational material stakeholders may provide (reports, statistics etc.)
- Access to structured data content with search/filtering and sorting capabilities appropriate to the content-type
- A contact form will be provided that will allow users to contact either the coordinators of the Project and/or the Content Managers of the website
- Newsletter subscription mechanism
- Automatically generated emails with updates mechanism.

### 3.4 Public website features

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The public website is designed and developed in such a way to:

- Feature a user-friendly navigation structure, represented in the form of tabs, appropriate to the information it presents (Figure 3-1);
- Include the general public versions of the information produced through the project Activities (Figure 3-2);
- Provide access for online viewing of documents and functions for document downloading with protection controls (Figure 3-3);
- Provide the possibility for user subscription (Figure 3-4);
- Provide the possibility to share news and events hosted on the website directly with the project’s profiles in the various social media;
- Provide direct links to the project’s social media pages;
- Notify the users of the implemented privacy policy (Figure 3-5).

Figure 3-1 Tabs in the CERESiS website

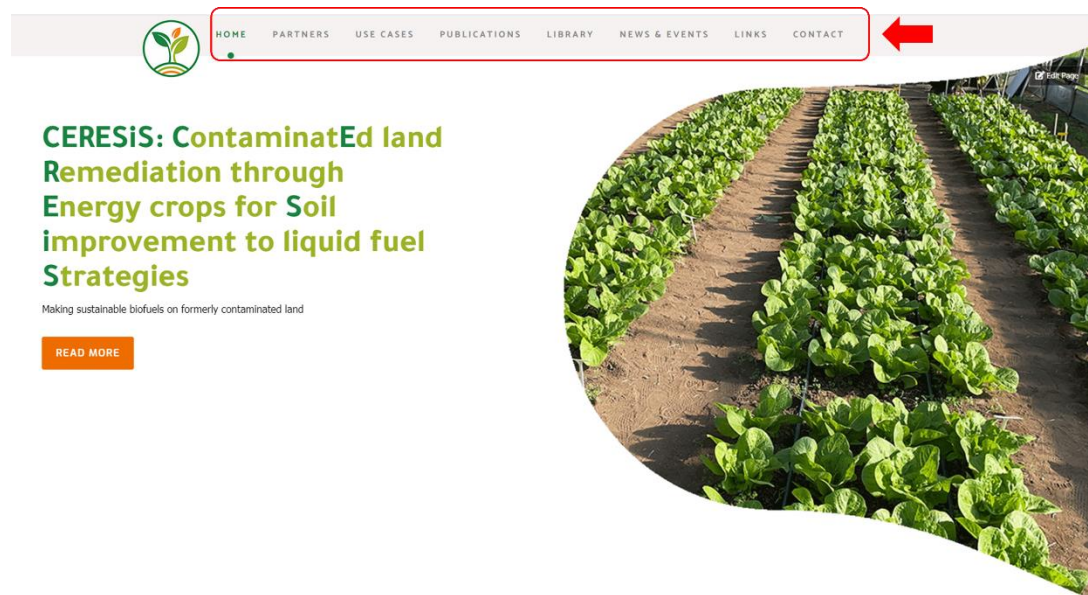


Figure 3-2 Postings of project activities



Figure 3-3 Postings of publications

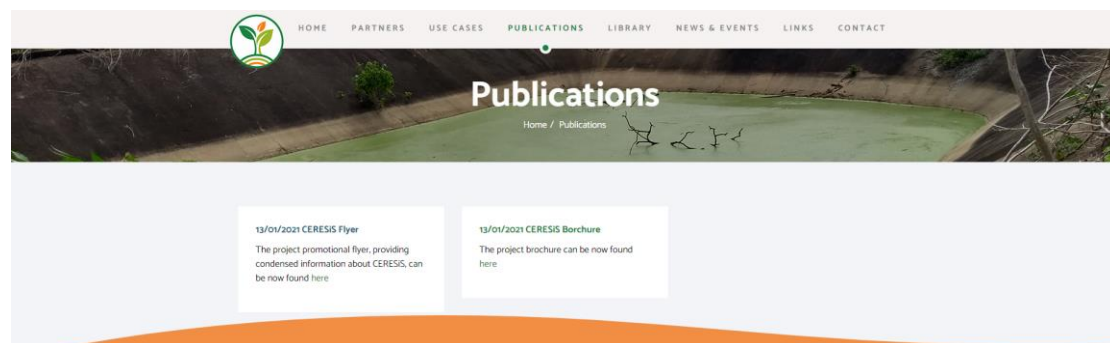


Figure 3-4 User subscription function





Figure 3-5 Private policy

HOME PARTNERS USE CASES PUBLICATIONS LIBRARY NEWS & EVENTS LINKS CONTACT

# Privacy Policy

Home / Privacy Policy

Privacy Policy of **ceresis.eu/**  
This Application collects some Personal Data from its Users.

**Personal Data collected for the following purposes and using the following services:**

<b>Analytics</b> Google Analytics Personal Data: Tracker, Usage Data	<b>Managing contacts and sending messages</b> Mailchimp Personal Data: address, company name, country, email address, first name, last name
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**Contact information**

**Owner and Data Controller**  
Exergia S.A., Voukourestiou 15, 10671, Athens, Greece  
Owner contact email: [it@exergia.gr](mailto:it@exergia.gr)

Latest update: January 14, 2021  
libenda hosts this content and only collects the Personal Data strictly necessary for it to be provided.

[Show the complete Privacy Policy](#)

## 4 OTHER MEANS

Acknowledging the significant penetration of social media in our lives nowadays, CERESiS will make good use of them as means to inform and stay connected with policy makers, scientific/technical communities as well as reach out to the more general public. It is an ideal outreach channel to support and amplify all elements of the dissemination strategy and key project milestones.

Already in M2 CERESiS set up a Twitter (Figure 4-1) and a LinkedIn account (Figure 4-2).

**Figure 4-1 Twitter account of CERESiS (<https://twitter.com/CERESiS3>)**



CERESiS will use Twitter as its primary social media channel and its feeds will aim to:

- Identify stakeholders and influencers;
- Distribute CERESiS original content (videos, reports, publications, etc.);
- Highlight key results and outcomes of CERESiS research;
- Attract and maintain interest of potential users and key influencers;
- Announce project events (e.g., conference, workshops, seminars, etc.);
- “Follow” relevant EU associations, organizations, etc., to enhance visibility of the project.

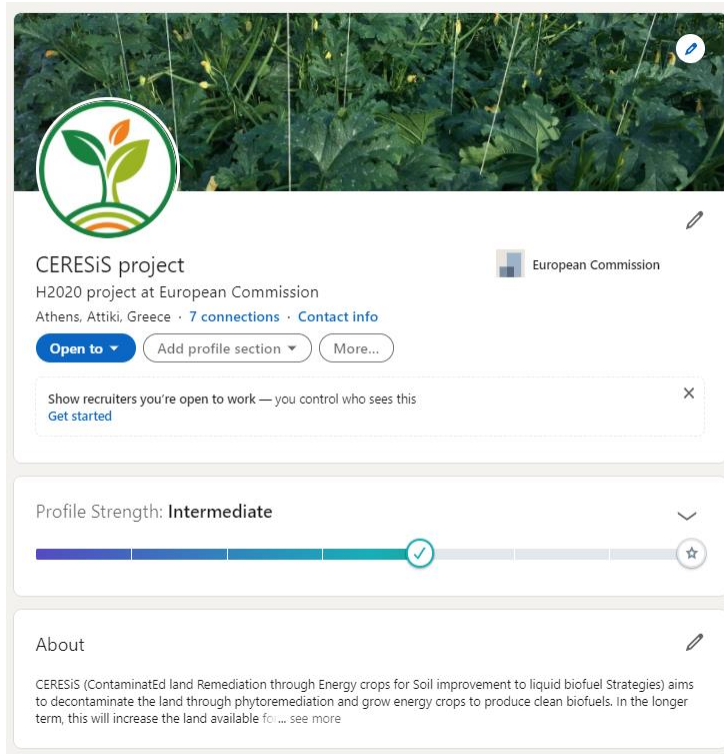
Some of the main hashtags/ topics are: #biomass #renewables #pyrolysis #decarbonisation #bioenergy #ClimateChange #sustainable #decontamination #phytoremediation #biofuels. The relevant stakeholders are also being identified, tagged and engaged on an ongoing basis.

CERESiS will also seek to gain additional visibility by leveraging event hashtags, where partners of the project appear.

A “project page” account has been created in LinkedIn to feed project news and targets. EXERGIA encourages the consortium members to post updates and articles about their work and challenges in CERESiS from a personal point of view. Such peer-to-peer insights

delivered to personal professional contacts can be very effective in creating awareness and impact.

**Figure 4-2 LinkedIn account of CERESiS**  
(<https://www.linkedin.com/company/70877014/admin/>)



## 5 MONITORING

EXERGIA S.A. is monitoring the effect of the CERESiS website and of other means via the establishment of KPIs that were decided already at the proposal stage and summarized in Table 5-1. If rendered necessary (i.e., there is a risk one or more KPIs will not be achieved), remedial action will be taken.

**Table 5-1 KPIs and their target values**

Key Performance Indicator for dissemination	Target value
Project Website: N° of Visits	3000
Public deliverables: N° of downloads	200
LinkedIn followers	100
Twitter – followers	100

## 6 RESOURCES

The development and implementation of the public website, as well as the establishment of social media accounts, is part of the activities in WP5 of the project. The respective WP leader, i.e., EXERGIA S.A., has formulated a dedicated small team of experts to support the development, operation and maintenance, as well as monitoring of the website and accounts in social media.

It is also expected that the project participants will be strongly involved in keeping the website up to date. In particular, the project participants will contribute with material and information to be uploaded in the public website and have committed to disseminate the information further (i.e., re-tweet, share, etc.) within their networks.

A separate project budget line aiming at covering the expensed of the public website (i.e., development and hosting) has been considered as well.