LIFE RecOrgFert PLUS

Del_07 – PROJECT WEBSITE AND SOCIALS

Project Information

Grant Agreement Number	LIFE20 ENV/IT/000229
Project Full Title	Organic-mineral fertilizers by using recovered sulphur & orange wastes as sustainable soil recovery from desertification
Project Acronym	LIFE RecOrgFert PLUS
Funding scheme	LIFE Environmental and Resource Efficiency
Start date of the project	01st September 2021
Duration	42 months
Project Coordinator	Antonio Scialletti (SBS)
Project Website	https://www.life-recorgfertplus.eu

Deliverable Information

Deliverable n°	07
Deliverable title	Project website and socials
Action no.	D1
Action Leader	SBS
Authors	Roberto Giovenco (SBS)
Contributors	All partners
Reviewers	Antonio Scialletti (SBS)
Contractual Deadline	31/12/2021
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Dissemination Level

PU	Public	**x**
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	

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Document Log

Version	Date	Description of Change
V1.1	22/12/2021	First draft
V1.2	31/12/2021	Final draft

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1 Executive Summary

Deliverable Project website and socials describes how the project website has been developed and the social channels opened for LIFE RecOrgFert PLUS project. These tools be considered the most relevant dissemination tools to be used by the project consortium in order to reach a wide public and communicate project progress and results.

Therefore, the main content of this document is focused on the description of the project website and socials in terms of design, structure and contents.

2 Introduction

The development of the website of LIFE RecOrgFert PLUS project is one of the activities related to Action D dealing with Public awareness and dissemination of results.

SBS has been in charge of the development of the website and of the creation of social accounts; they will be responsible of the management and update of these platforms regularly during the project.

The website can be found in the following URL: https://www.life-recorgfertplus.eu/

3 Main Objectives

Project websites are one of the main communication tools of projects funded under the LIFE Programme. To ensure maximum visibility to the LIFE RecOrgFert PLUS objectives and results SBS has set up a project website registered in the "eu" domain and with intuitive URLs to increase hit rates: https://www.life-recorgfertplus.eu/

The design of the website builds upon the following criteria and considers suggestions given in the EU Project Websites – Best Practice Guidelines (EC, 2010):

I. **Visual communication**: use of colours and/or photos, web pages are easy to browse, information is kept short, and links are included to websites, publications, and so on.
II. **Verbal communication**: the website uses simple phrasing, no jargon is used to attract the widest possible audience, e-devices are user friendly.
III. **Visibility**: maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of the site, adding keywords to the web page metadata; use of frequently used keyword search phrases both in the metadata and in the content's pages.
IV. **Regular update of contents**: the website is maintained by SBS and the update will be regularly done by the Webmaster upon inputs of the Project Dissemination Manager and of partners, the use of social media (e.g. social networks such as Twitter and LinkedIn) has been considered.
V. **Monitoring and feedback tools**: the website is linked to Google Analytics and Google Search Console to measure the number of visits and analyse the traffic both from a quantitative and quality point of view.

4 Description of work

4.1 Public website

LIFE RecOrgFert PLUS website provides:

- a brief overview of the project and further details about its objectives, structure and expected impacts;
- the composition of the project consortium, the links to the partners' websites and the contact of the project coordinator;
- access to the project public deliverables and to the dissemination material prepared (e.g. brochures, posters, press release and presentations);
- information about LIFE RecOrgFert PLUS news & events, such as project meetings and workshops, as well as conferences and external events where the project will have an active role (e.g. presentation of paper(s), organisation of sessions, stands with demos, etc.).

The public website has several sections and sub sections devoted to present the project to external visitors, all accessible from the home page and described into details in the following paragraphs.

In each section, at the bottom of the pages, you can find:

- ✓ the acknowledgement of the LIFE Programme funding, also by the inclusion of the relevant logo claiming that " With the contribution of the LIFE Programme of the European Union LIFE20 ENV/IT/000229";
- ✓ the logo of LIFE RecOrgFert PLUS LinkedIn profiles;
- ✓ some LIFE RecOrgFert PLUS project details.

Figure 1: LIFE RecOrgFertPLUS website

The website has the aim of reaching the general public: for this reason, project website characteristics are:

- A good quality of visual communication (considering the use of colours and/or photos, web pages easy to browse, information kept short and so on);
- A precise verbal communication (simple but direct phrasing, all jargon words will be explained in a clear way to attract the widest possible audience);

- Regular update of contents (the update will be regularly done by the Webmaster upon inputs of the Project Dissemination Manager and of partners, with a coordinated use of social media - such as Twitter and LinkedIn).

To catch the widest audience, the languages of the website are UK English and Italian.

The following sections and information are envisaged at an early stage:

➢ **Home Page:** it includes a general description of the project, providing links to important and recent articles, news and pages.

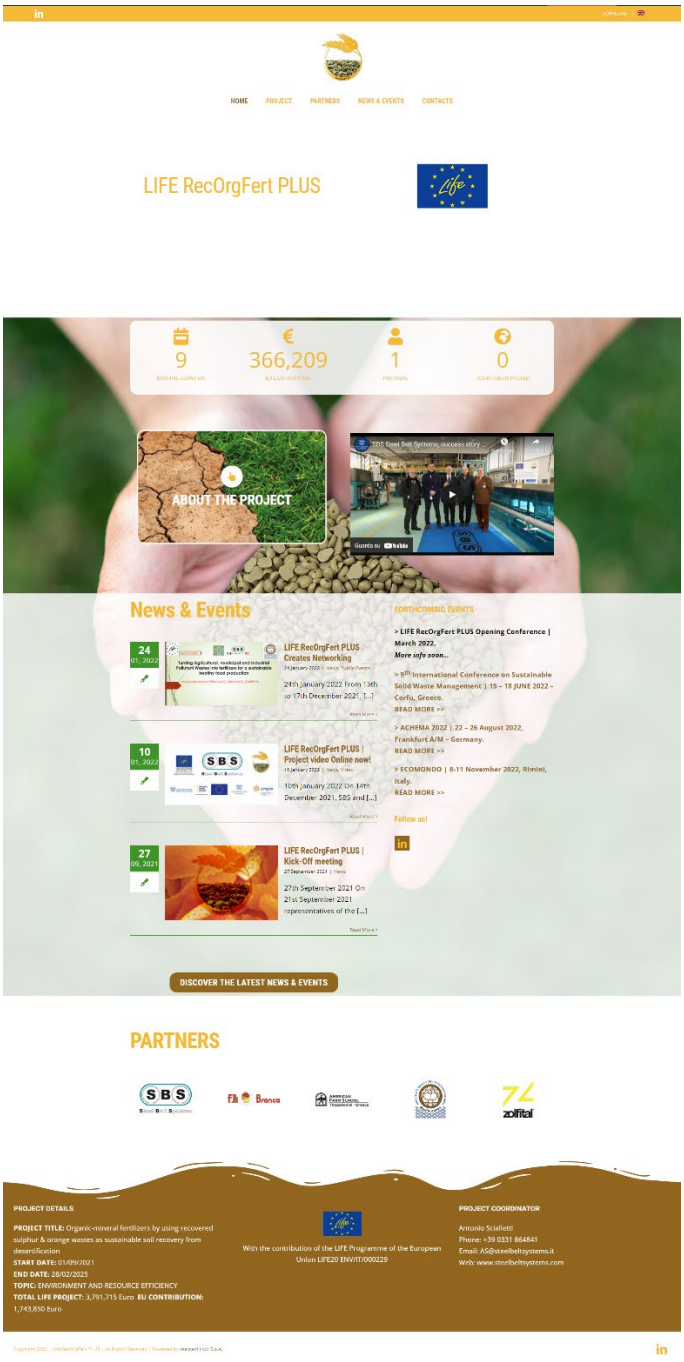

Figure 2: LIFE RecOrgFert PLUS Home page

➢ **Project**: It includes generic information about the project, as its start/end date, its final aim and its importance for the United Nations Sustainable Development Goals (SDGs);

Figure 3: LIFE RecOrgFert PLUS Project

The label “Project” on the main menu introduces 4 subsections related to the project structure.

These subsections are:

- **Target problem:** it defines the Environmental problem targeted, specifically the explanation of agronomic techniques developed within LIFE RecOrgFert PLUS that can improve productivity, in terms of quantity and quality of products, as well as sustainability of farming, by promoting the conservation of natural resources, protecting the soil and reducing the environmental impact;

Figure 4: LIFE RecOrgFert PLUS Problem targeted

- **Foreseen impacts:** it explains the impacts that this project has defined.

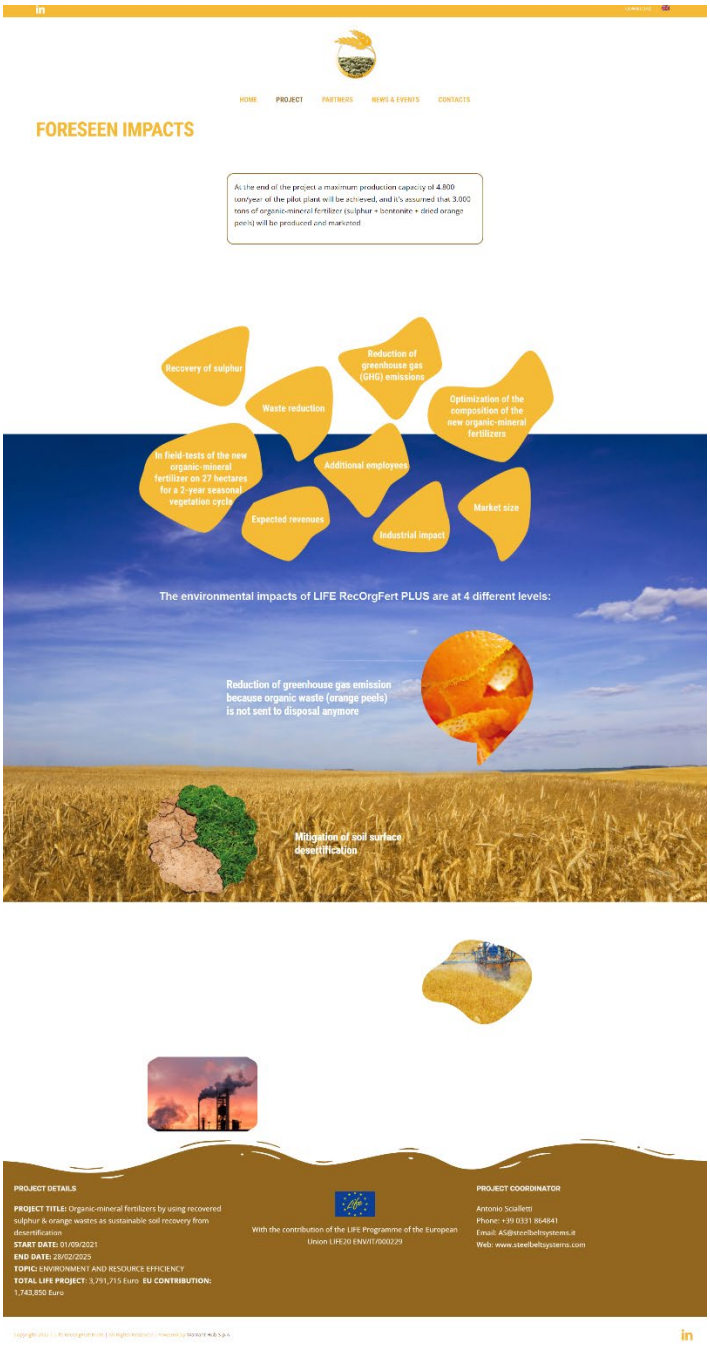

Figure 5: LIFE RecOrgFert PLUS Foreseen impacts

- **Project Progress:** it shows how much project actions are improving and their status;

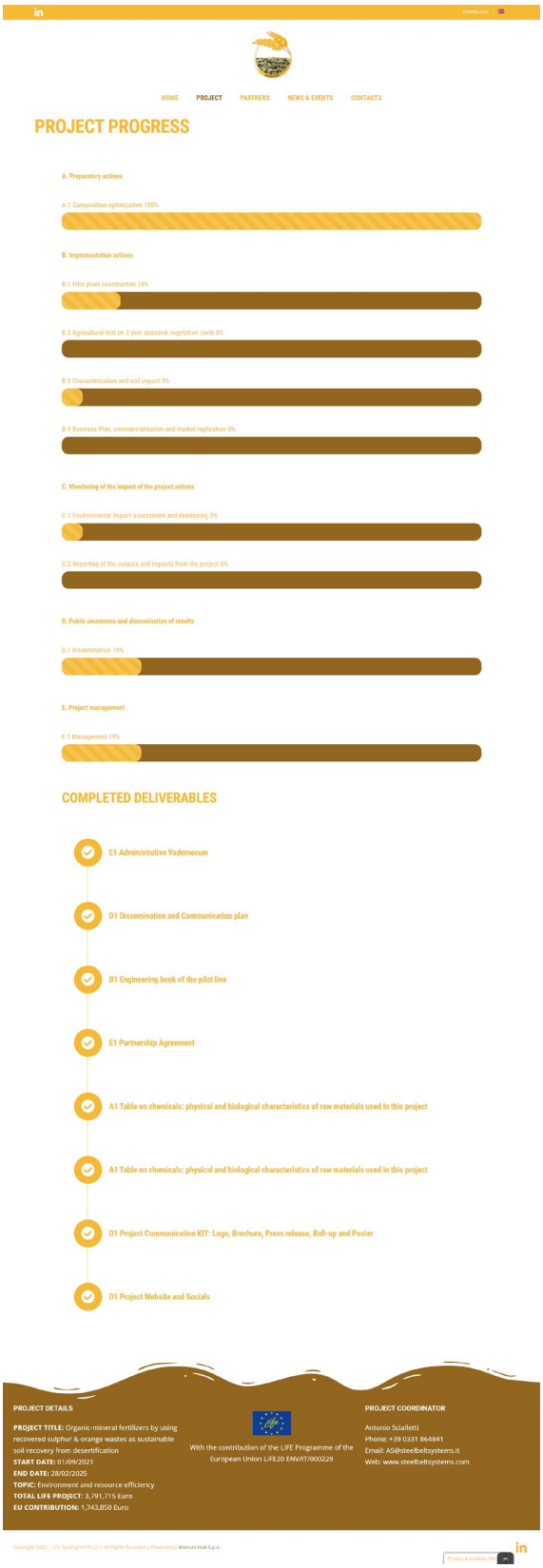

Figure 6: LIFE RecOrgFert PLUS Project progress

➢**Partners**: it shows the description of the consortium and the role of each partner.

Figure 7: LIFE RecOrgFert PLUS Partners

➢ **News and Events**: It informs about events, opportunities, meetings, and conferences, as well as relevant external events.

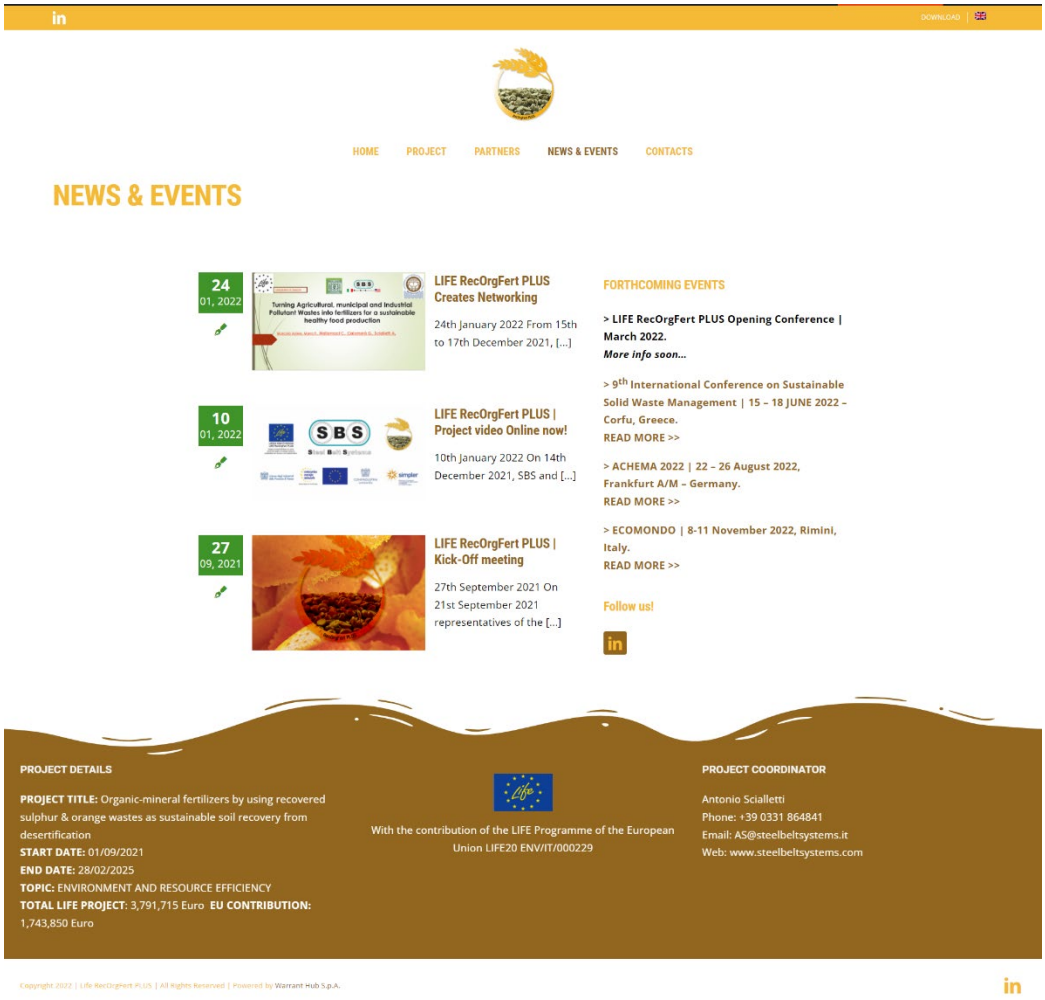

Figure 8: LIFE RecOrgFert PLUS News and Events

The label News and Events contains a subsection:

- **Publications**: It contains a list of titles and dates with the reference link to the articles or news that magazines / newspapers / research centres dedicated to the project.

Figure 9: LIFE RecOrgFert PLUS Publications

➢**Contacts**.

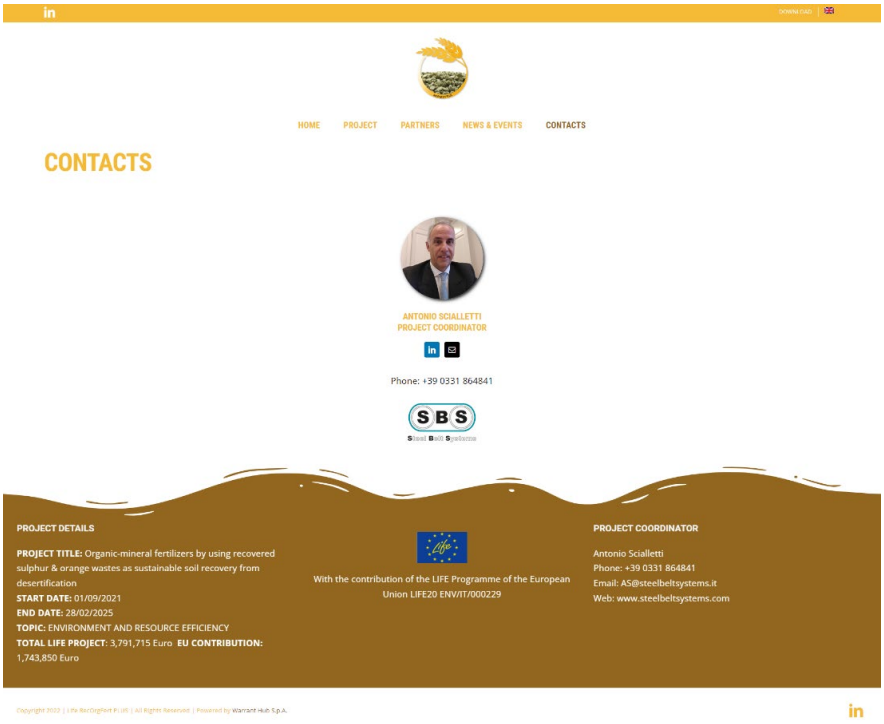

Figure 10 LIFE RecOrgFert PLUS Contacts

The header of the website contains a button to switch the language from Italian to UK English and vice-versa.

Moreover, the header of the website contains other specific sections:

- **Social media**'s link
- **Download:** a section where all users can download the project Communication Kit.

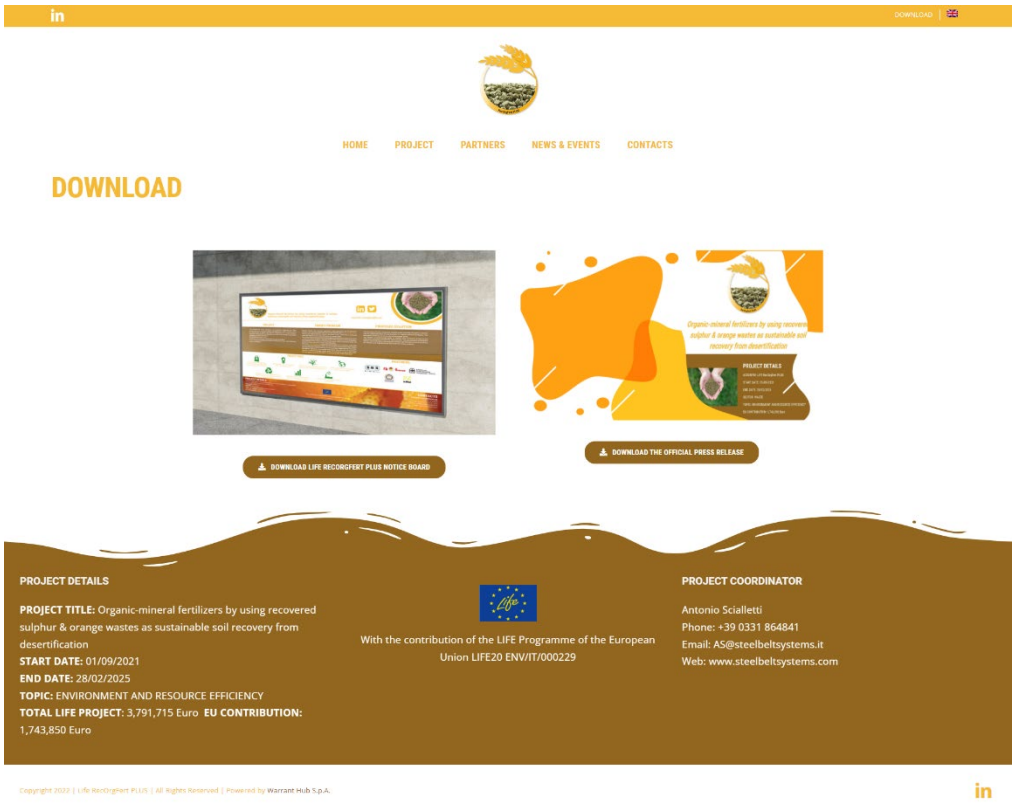

Figure 11 LIFE RecOrgFert PLUS Download

4.1.1 Website management and further development

The website management is in charge of the project Dissemination Manager who will update the website according to the Project Commnuication and Dissemination Strategy.

The website key performance indicators will be tracked and circulated to the project management board on regular basis. Google analytics will be used to track the number of visits and to analyse trends in the behaviours of visitors to the project's website.

All updated will be posted with frequency depending on activities delivered by the project plan.

4.2 Social media

The social media strategy will need to be flexible and to follow the developments and progresses of the project. The strategy will be evaluated regularly, and modifications will be made where necessary to meet the objectives of communication and dissemination of LIFE RecOrgFert PLUS.

Social Media accounts will be created on the two major professional-oriented social networks (LinkedIn and Twitter) to disseminate information about the project and interesting information in the field of mineral organic fertilizers and environmental issues. Social media channels will allow the project to share catching messages for quick dissemination purposes and establishing a virtual dialogue, with the same channels, to relevant stakeholders, including relevant projects/initiatives. A LinkedIn account is already available at the following link: https://www.linkedin.com/company/life-recorgfert-plus .

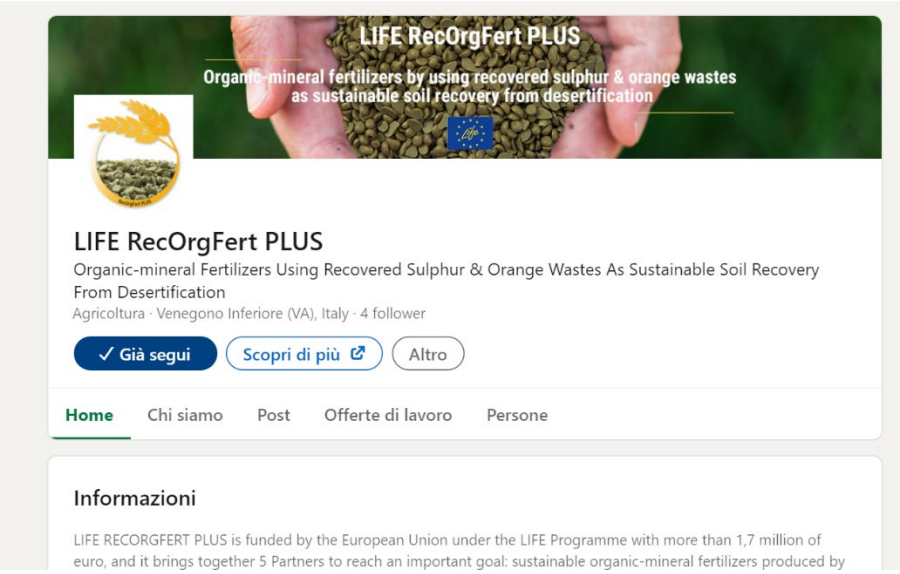

Figure 12 LIFE RecOrgFert PLUS LinkedIn

A Twitter account will be created as the second step of project promotion. Use of Twitter will be focused on broadcasting relevant LIFE RecOrgFert PLUS news, calls, events, and partners activity. The final aim of the Twitter's page is to increase project awareness, disseminating key results and outputs particularly to the general public and civil society. The page will be implemented with an editorial plan every 3 months to achieve a proficient level of engagement and correctly define each post.

5 Conclusions

This deliverable has outlined the approaches and early-stage activities that are fundamental for the dissemination and communication actions of LIFE RecOrgFert PLUS. All the improvement of the strategy will follow project needs and progresses.