Horizon 2020 European Union Funding for Research & Innovation

Bio-based Industries Consortium

BBI JU

Bio-based Industries Research and Innovation action

CALL IDENTIFIER:	H2020-BBI-JTI-2019
TOPIC:	BBI-2019-SO2-R2
GRANT AGREEMENT NO:	887115
PROJECT ACRONYM:	CAFIPLA
PROJECT TITLE	Combining carboxylic acid production and fibre recovery as an innovative, cost effective and sustainable pre-treatment process for heterogeneous bio-waste
PROJECT WEBSITE	www.cafipla.eu

D7.3 Project homepage launched

START DATE OF PROJECT	**01.06.2020**
DURATION OF PROJECT:	36 Months
DELIVERY DATE:	Month 6
RESPONSIBLE FOR THIS DELIVERABLE	Wowra, Karoline DEC
AUTHOR	Wowra, Karoline DEC
KEYWORDS	Homepage, Dissemination, Communication, Exploitation

DISSEMINATION LEVEL: **PU-Public**

This project has received funding from the Bio Based Industries Joint Undertaking (JU) under grant agreement No 887115. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium

DISCLAIMER

This deliverable has been prepared in the context of the project CAFIPLA receiving funding from the Bio Based Industries Joint Undertaking (JU) in accordance with the grant agreement No 887115. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium).

Please refer to this deliverable as:
CAFIPLA – D7.3 (2020), Deliverable D7.3 – Project homepage launched. November 2020.

EXECUTIVE SUMMARY

The main aim of CAFIPLA is to develop an integrated pre-treatment process to convert heterogeneous organic materials to building blocks for the bio-based economy. To reach this aim, the CAFIPLA project focusses on an integrated biomass valorisation strategy that combines a carboxylic acid and a fibre recovery platform (CAP/FRP).

CAFIPLA is a market-oriented, R&D driven project strongly relying on an interdisciplinary approach, both within the consortium as through stakeholder involvement. Therefore, a strong dissemination, communication, and exploitation strategy is fundamental for the project's success and the exploitation of the project results beyond.

The current document presents the CAFIPLA website and supports external project communication. The description and analysis include the methodology behind the design and implementation of a dynamic, modern, and user-friendly website with multi-browser and multi-device compatibility. The first version of the website is ready and publicly available at www.cafipla.eu . The content of the website will be continuously updated with dissemination material (i.e. meetings, publications, results, etc.) until the completion of the project.

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ABBREVIATIONS

Table 1: CAFIPLA Abbreviations

ABBREVIATION	DESCRIPTION
TEC	Fundación Tecnalia Research & Innovation
DBFZ	Deutsches Biomasseforschungszentrum Gemeinnutzige GmbH
IDE	Idelux Environnement
BPG	Biopract GmbH
BOKU	Universität für Bodenkultur Wien
FRD	Fibres Recherche Developpement
OWS	Organic Waste Systems NV
ATB	Leibniz Institut für Agrartechnik und Bioökonomie e.V.
UGH	Universiteit Gent
BIO	Biotrend-Inovacao e Engenharia em Biotecnologia SA
AVE	Avecom
DEC	DECHEMA Gesellschaft Für Chemische Technik und Biotechnologie e.V.
AD	Anaerobic digestion
CAP	Carboxylic Acid Platform
FRP	Fibre Recovery Platform

1 INTRODUCTION - GOAL AND OBJECTIVE OF THIS DELIVERABLE

The deliverable *'D7.3 Project homepage launched'* of CAFIPLA project is part of *WP7 - Dissemination and Exploitation* and refers to the construction and publishing of the project's official website itself for reaching stakeholders, raising awareness, and encouraging engagement with CAFIPLA.
The deliverable marks the web presence and visibility of CAFIPLA as part of the 'online' projects' dissemination activity. The first website version is available online since November 2020 and it is continuously updated. A further update will be documented within *'D7.7 Project homepage Updated'* in M18.
To support knowledge dissemination and impact creation, public deliverables will be published on the project website. Moreover, the project's website and its content will be available after the conclusion of the project for at least 2 years.

2 WEBSITE ORGANISATION AND CONTENT

The website is built with the website builder WordPress[1] and operated by the CAFIPLA consortium member DECHEMA e.V., being responsible for CAFIPLA's dissemination and communication strategy.

2.1 WEBSITE STRUCTURE

The following Figure 1 shows in a diagram the sitemap of the initial working version of cafipla.eu.

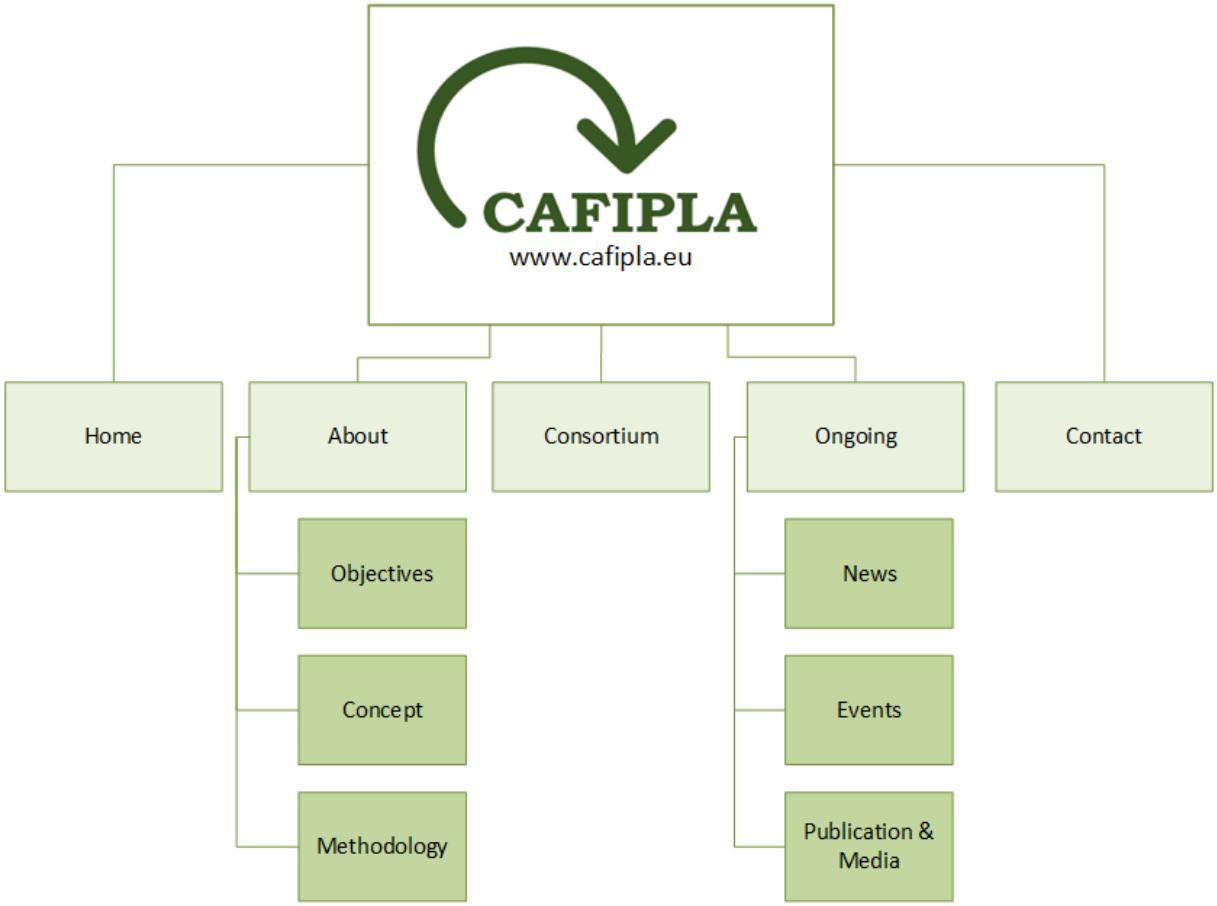

Figure 1: CAFIPLA website structure

[1] https://wordpress.org/

2.2 LANDING PAGE – HOME PAGE

The Landing page 'HOME' of CAFIPLA's website shows a quick overview of the main objective of CAFIPLA, CAFIPLA's project facts, a 'NEWS' section, and information about the consortium. The website visitor will be directed to the other pages by clicking on the different sections or the menus in the header and footer. Screenshots of the Landing page are shown in Figures 2 to 5 below.

An 'Accept Cookies' option is also available on the bottom of the 'HOME' page when loading the website for the first time (Figure 2 and Figure 6). For this, a WordPress conform plug-in GDPR Cookie Consent[2] is used. The policy information of the cookie refers to the 'LEGAL NOTICE' page.

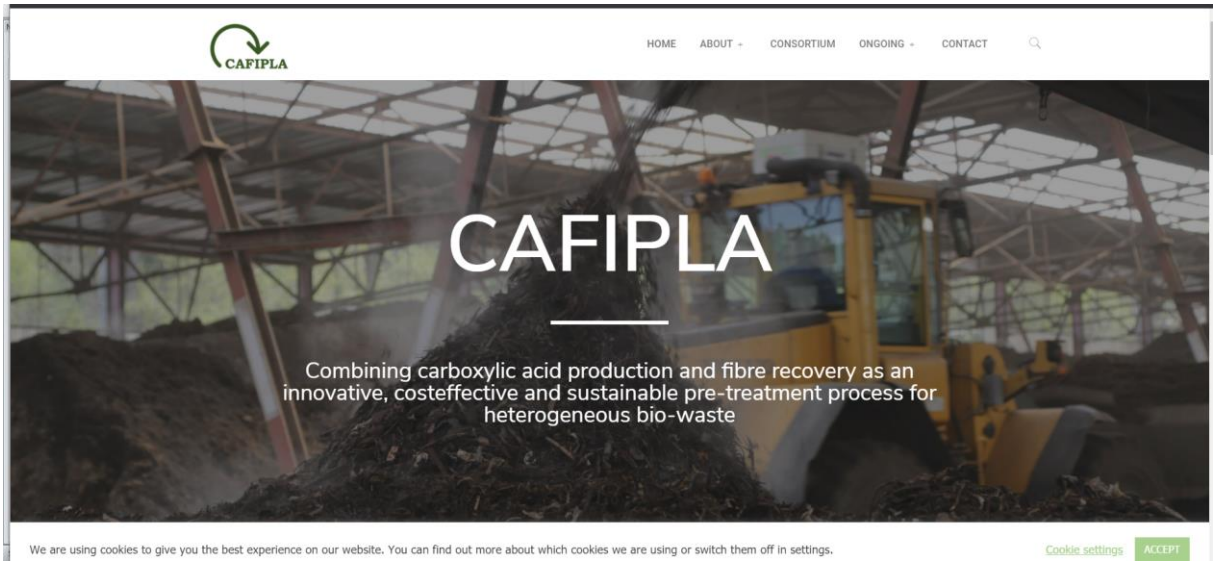

Figure 2: Screenshot CAFIPLA landing page (i)

Figure 3: Screenshot CAFIPLA landing page (ii)

[2] https://wordpress.org/plugins/cookie-law-info/

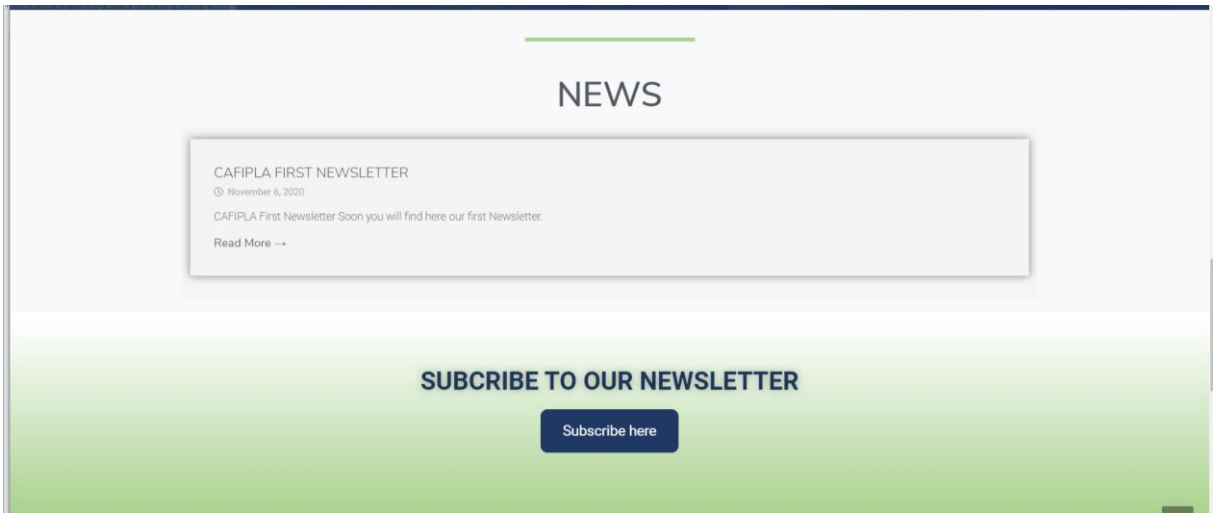

Figure 4: Screenshot CAFIPLA landing page (iii)

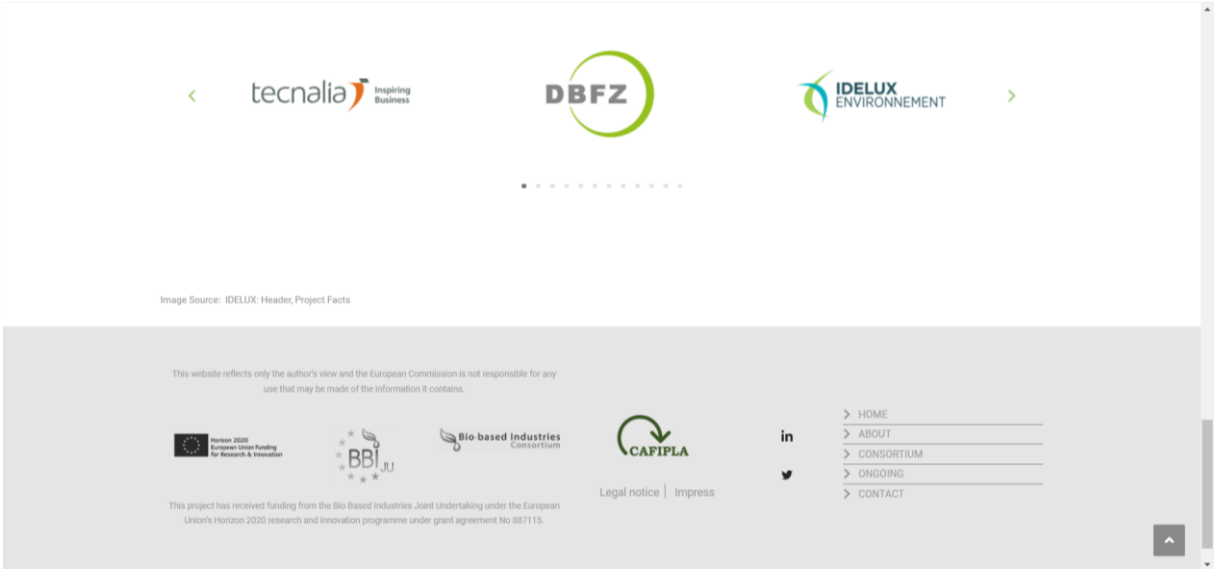

Figure 5: Screenshot CAFIPLA landing page (iv)

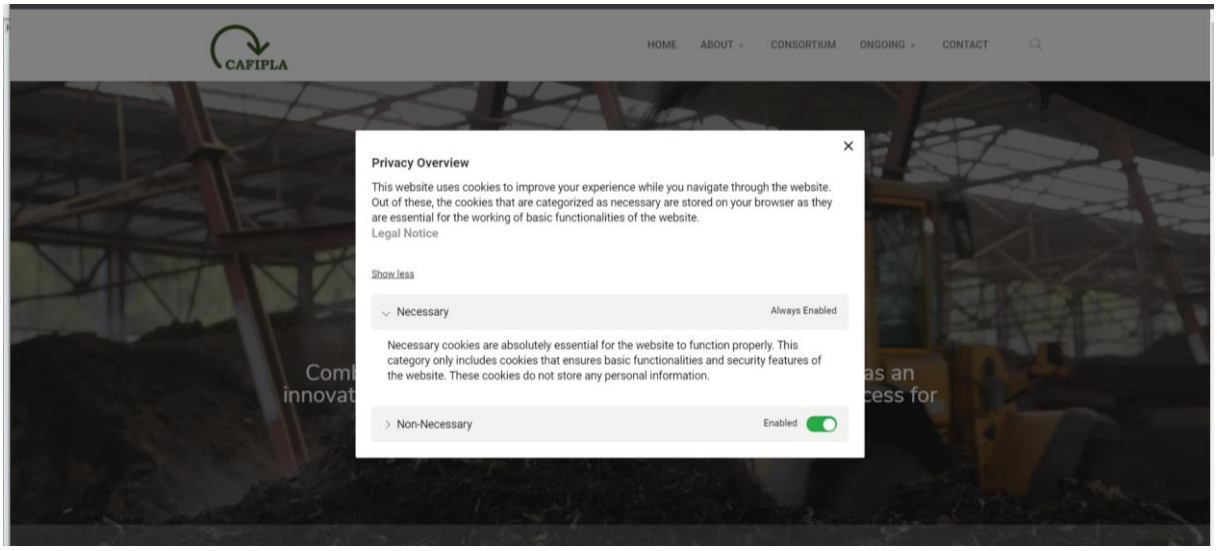

Figure 6: Information about GDPR cookie options

2.3 LEGAL NOTICE AND IMPRESS

The 'LEGAL NOTICE' and 'IMPRESS' pages provide information about the page operator, which is DECHEMA e.V. as dissemination and exploitation manager. The legal notice is referring to DECHEMA e.V. data protection policy, which is align with the EU General Data Protection Regulation (GDPR[3]).

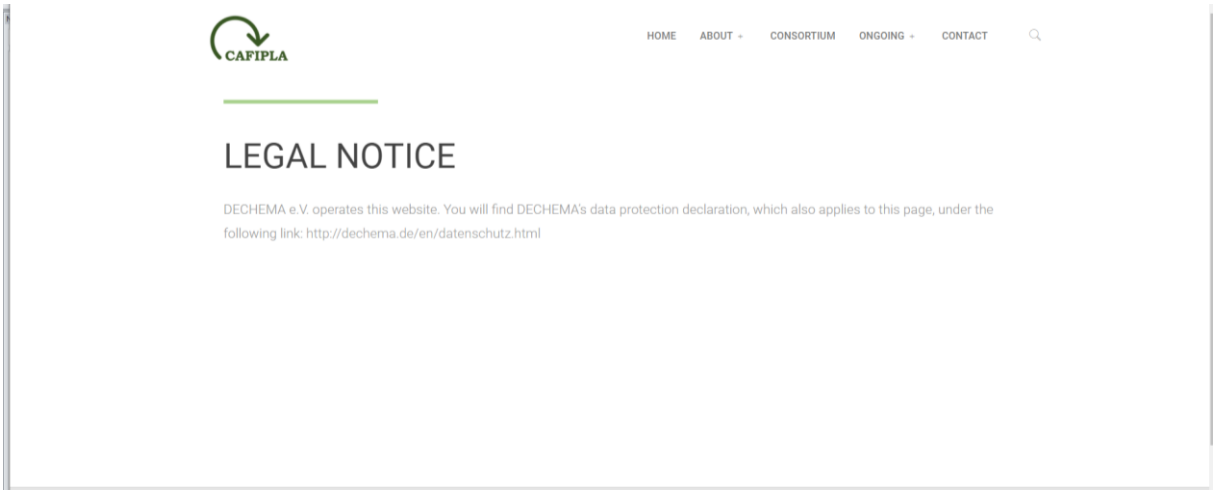

Figure 7: Legal Notice page

Figure 8: Impress page

2.4 ABOUT

The 'ABOUT' pages explain all relevant project topics, including the objectives, the concept, and the methodology. The 'ABOUT' page is separated into three different subpages so that the website visitors can change between the relevant subtopic they are interested in. Figures 9 to 11 show the CAFIPLA 'OBJECTIVES' page, figures 12 to 13 the CAFIPLA 'CONCEPT' page, and 14 to 16 CAFIPLA's 'METHODOLOGY' page.

[3] https://gdpr-info.eu/

2.4.1 OBJECTIVES

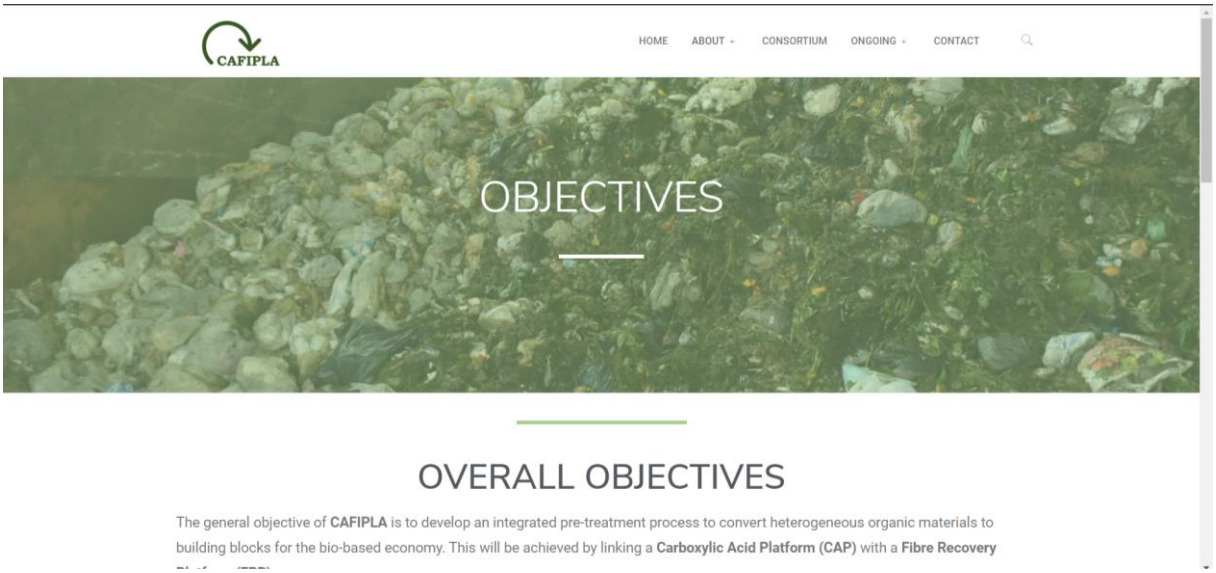

Figure 9: Screenshot CAFIPLA Objectives (i)

Figure 10: Screenshot CAFIPLA Objectives (ii)

Figure 11: Screenshot CAFIPLA Objectives (iii)

2.4.2 CONCEPT

Figure 12: Screenshot CAFIPLA Concept (i)

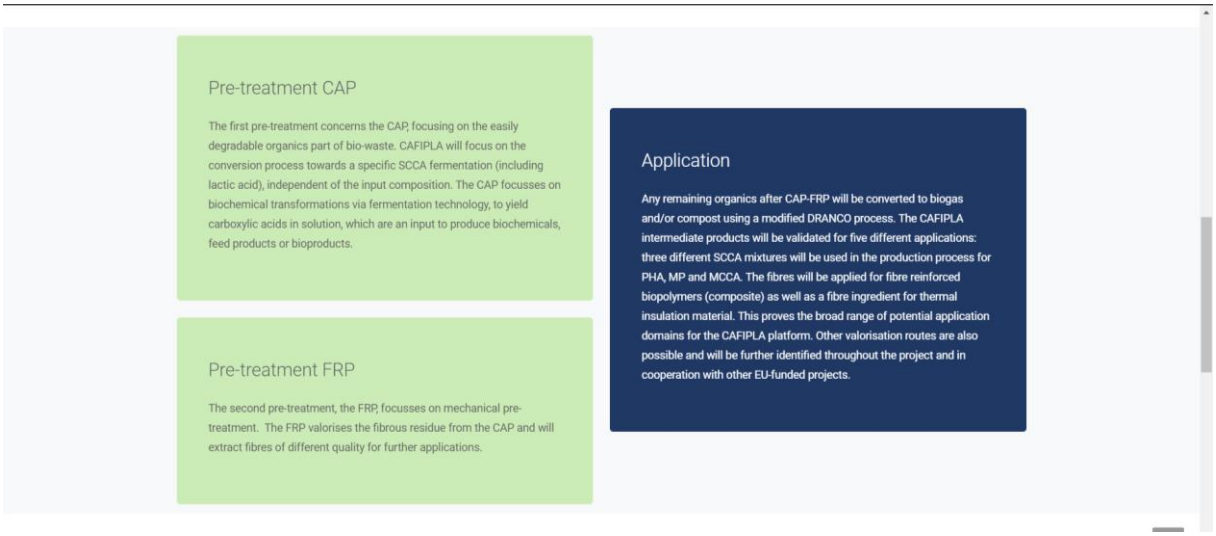

Figure 13: Screenshot CAFIPLA Concept (ii)

2.4.3 METHODOLOGY

Figure 14: Screenshot CAFIPLA Methodology (i)

Figure 15: Screenshot CAFIPLA Methodology (ii)

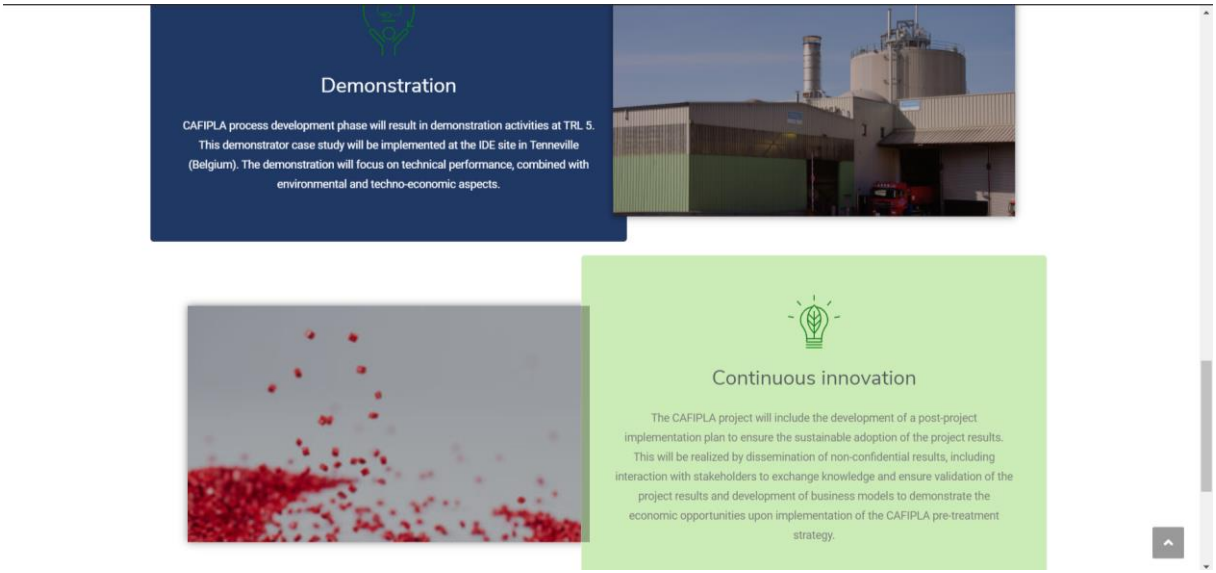

Figure 16: Screenshot CAFIPLA Methodology (iii)

2.5 CONSORTIUM

Within the 'CONSORTIUM' page each CAFIPLA consortium partner is introduced in detail including links to each social media and webpage (Figure 17).

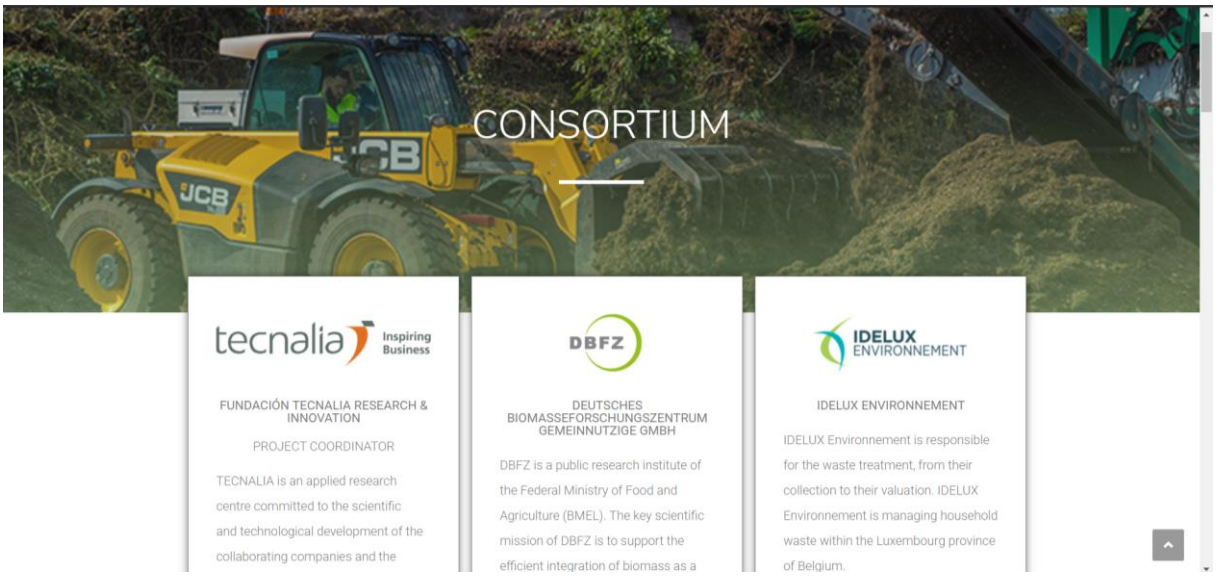

Figure 17: CAFIPLA consortium page

2.6 ONGOING

Under the page 'ONGOING' the website visitor will be informed about CAFPLA's news and events. Further, publications, and media will be provided. Figures 19 and 20 show screenshots of the 'ONGOING' page section.

2.6.1 NEWS, EVENTS, PUBLICATION, AND MEDIA

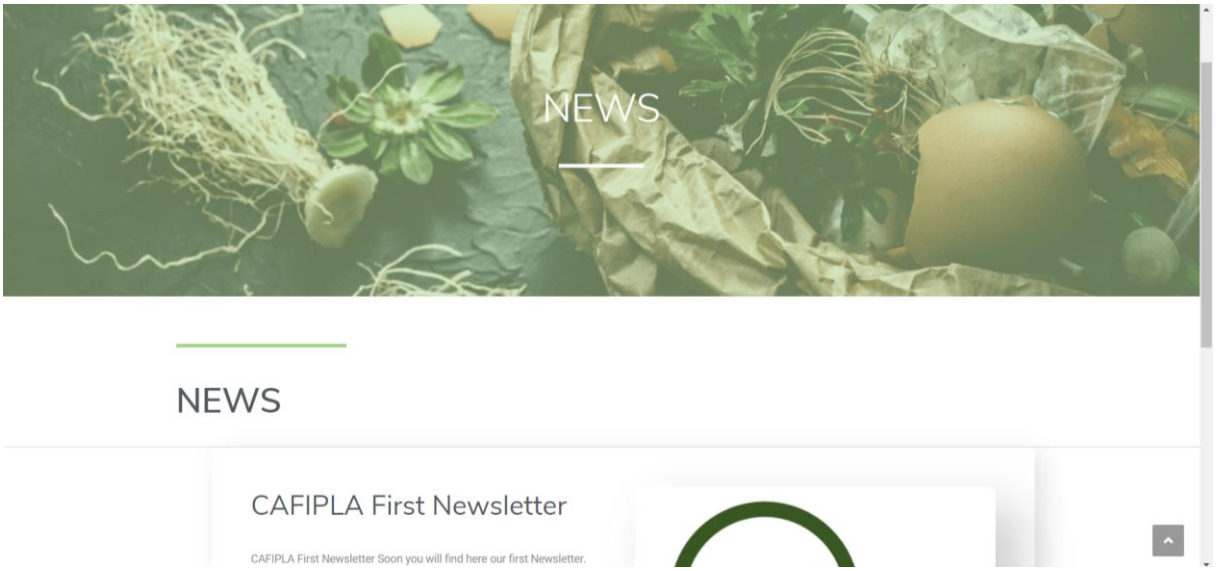

Figure 18: CAFIPLA News page

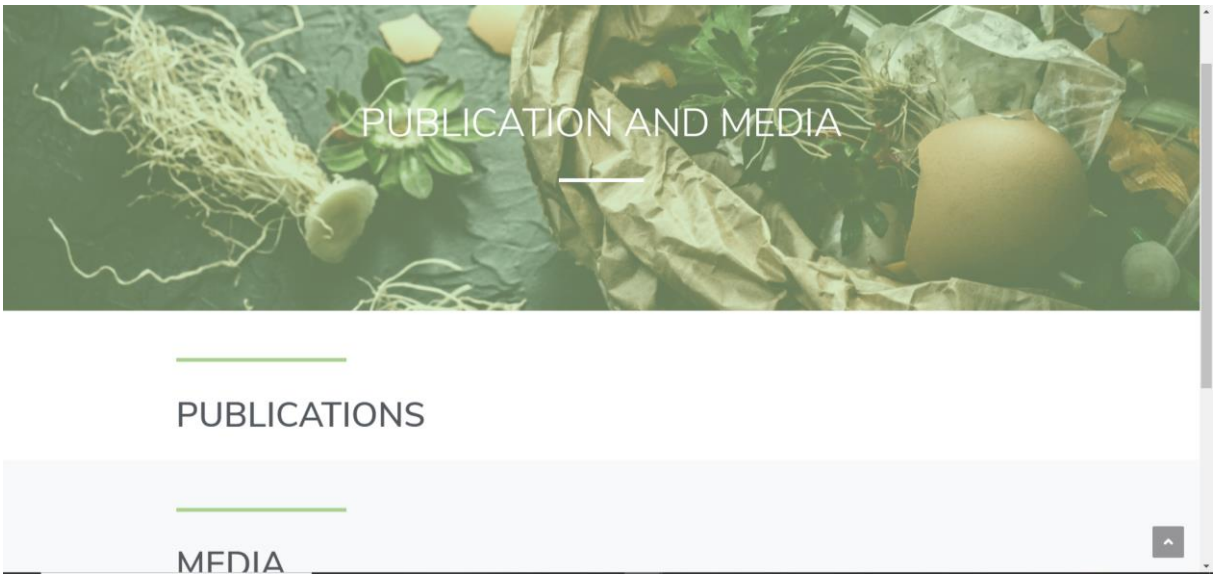

Figure 19: CAFIPLA Publications and media page

2.7 CONTACT

The 'CONTACT' page aims at providing the website visitor the possibility to get in contact with the CAFIPLA consortia. A contact form (Figure 20) is provided in which the visitor can fill in relevant information (name, institution, email) to get in contact with CAFIPLA.

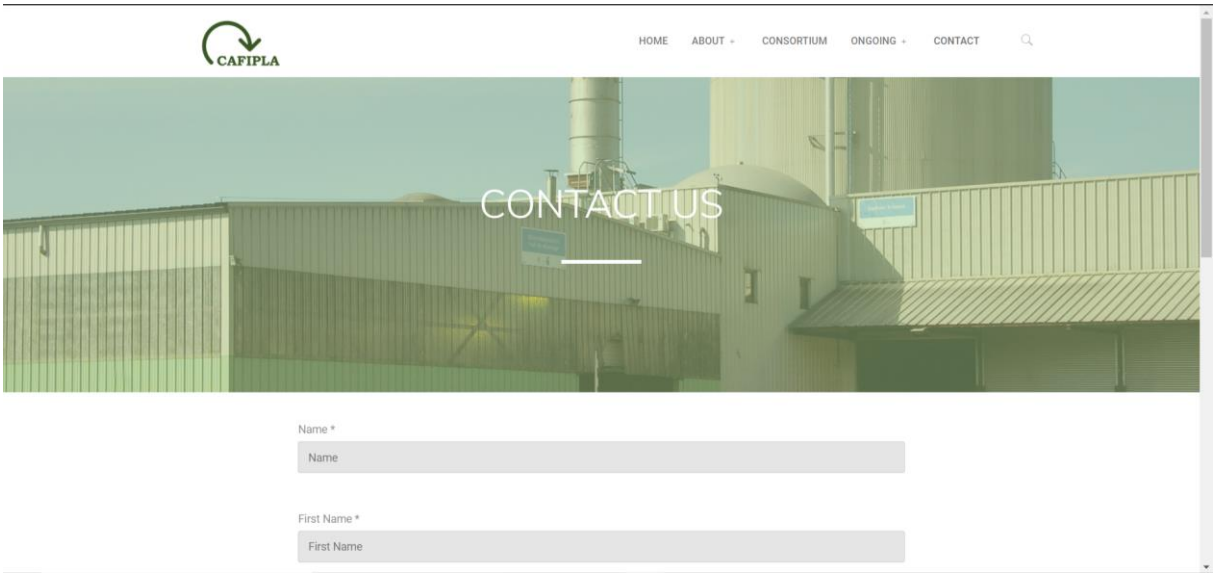

Figure 20: CAFIPLA Contact page

2.8 OTHER SPECIFICITIES

The visitors of CAFIPLA's website can use the search engine (Figure 21) to look for specific project topics. Further, a newsletter contact form (Figure 22) is provided for a double-opt-in newsletter description. Details for newsletter subscription and provision are provided in deliverable D7.4.

2.8.1 SEARCH FUNCTION

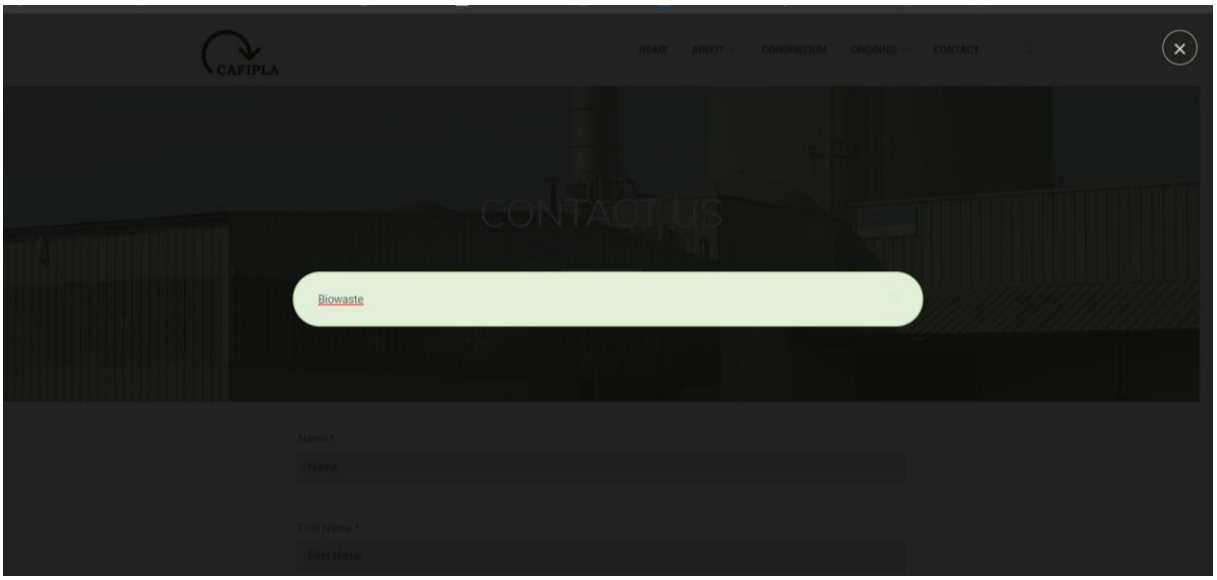

Figure 21: CAFIPLA search function

2.8.2 NEWSLETTER SUBSCRIPTION

Figure 22: CAFIPLA Newsletter subscription

3 CONCLUSIONS

This document describes the project's website which is considered as the online CAFIPLA project presence. The website will be continuously updated during the CAFIPLA project.