



## Bio-based Industries Research and Innovation action

**CALL IDENTIFIER:** H2020-BBI-JTI-2019

**TOPIC:** BBI-2019-SO2-R2

**GRANT AGREEMENT NO:** 887115

**PROJECT ACRONYM:**



**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](http://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).

It must be stressed that the views expressed in this CAFIPLA Deliverable D7.3 Project homepage launched are the sole responsibility of the authors and do not necessarily reflect the views of the Bio Based Industries Joint Undertaking (JU).

The author and the reviewers do not accept any liability for any direct or indirect damage resulting from the use of this CAFIPLA Deliverable D7.3 (2020), its content or parts of it. The results achieved, conclusions made, and recommendations given by the author should not be interpreted as a political or legal signal that the Bio Based Industries Joint Undertaking, The European Commission or any other political or legal institution intends to take a given action.

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](http://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.

## TABLE OF CONTENT

Disclaimer .....	2
Executive Summary .....	3
Table of content .....	4
List of figures .....	5
List of tables .....	5
Abbreviations .....	6
1 Introduction - Goal and objective of this deliverable.....	7
2 Website organisation and content.....	7
2.1 Website structure.....	7
2.2 Landing page – Home page .....	8
2.3 Legal Notice and Impress .....	10
2.4 ABOUT .....	10
2.4.1 Objectives .....	11
2.4.2 Concept.....	12
2.4.3 Methodology .....	13
2.5 Consortium .....	14
2.6 ONGOING .....	15
2.6.1 News, Events, Publication, and Media .....	15
2.7 Contact .....	16
2.8 Other specificities.....	16
2.8.1 Search function.....	17
2.8.2 Newsletter subscription .....	17
3 Conclusions.....	17

## LIST OF FIGURES

Figure 1: CAFIPLA website structure .....	7
Figure 2: Screenshot CAFIPLA landing page (i) .....	8
Figure 3: Screenshot CAFIPLA landing page (ii) .....	8
Figure 4: Screenshot CAFIPLA landing page (iii) .....	9
Figure 5: Screenshot CAFIPLA landing page (iv) .....	9
Figure 6: Information about GDPR cookie options .....	9
Figure 7: Legal Notice page .....	10
Figure 8: Impress page .....	10
Figure 9: Screenshot CAFIPLA Objectives (i).....	11
Figure 10: Screenshot CAFIPLA Objectives (ii).....	11
Figure 11: Screenshot CAFIPLA Objectives (iii).....	12
Figure 12: Screenshot CAFIPLA Concept (i) .....	12
Figure 13: Screenshot CAFIPLA Concept (ii) .....	13
Figure 14: Screenshot CAFIPLA Methodology (i).....	13
Figure 15: Screenshot CAFIPLA Methodology (ii).....	14
Figure 16: Screenshot CAFIPLA Methodology (iii).....	14
Figure 17: CAFIPLA consortium page .....	15
Figure 18: CAFIPLA News page .....	15
Figure 19: CAFIPLA Publications and media page .....	16
Figure 20: CAFIPLA Contact page .....	16
Figure 21: CAFIPLA search function.....	17
Figure 22: CAFIPLA Newsletter subscription .....	17

## LIST OF TABLES

Table 1: CAFIPLA Abbreviations .....	6
--------------------------------------	---

## ABBREVIATIONS

Table 1: CAFIPLA Abbreviations

ABBREVIATION	DESCRIPTION
TEC	Fundación Tecnalia Research & Innovation
DBFZ	Deutsches Biomasseforschungszentrum Gemeinnützige 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<sup>1</sup> 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](http://cafipla.eu).

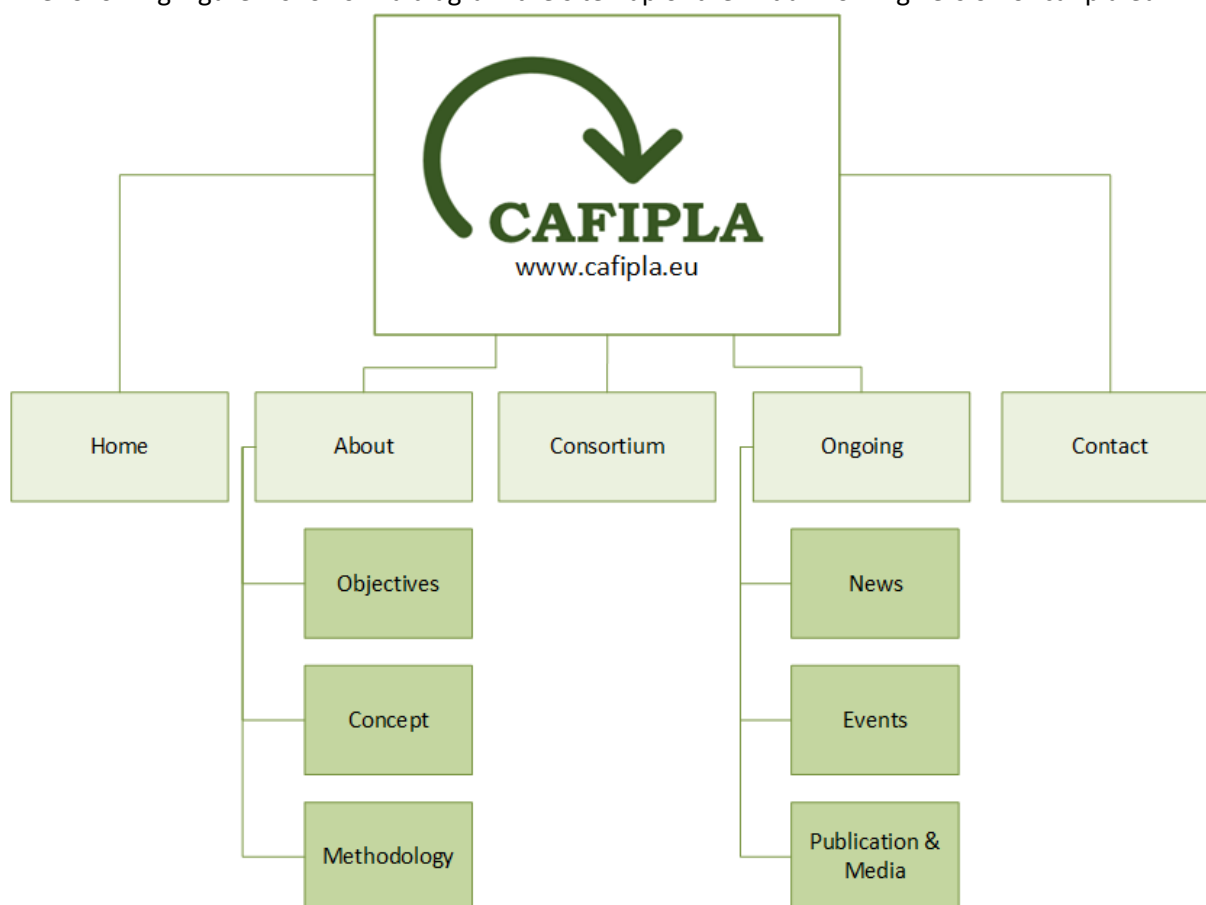


Figure 1: CAFIPLA website structure

<sup>1</sup> <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<sup>2</sup> is used. The policy information of the cookie refers to the ‘LEGAL NOTICE’ page.

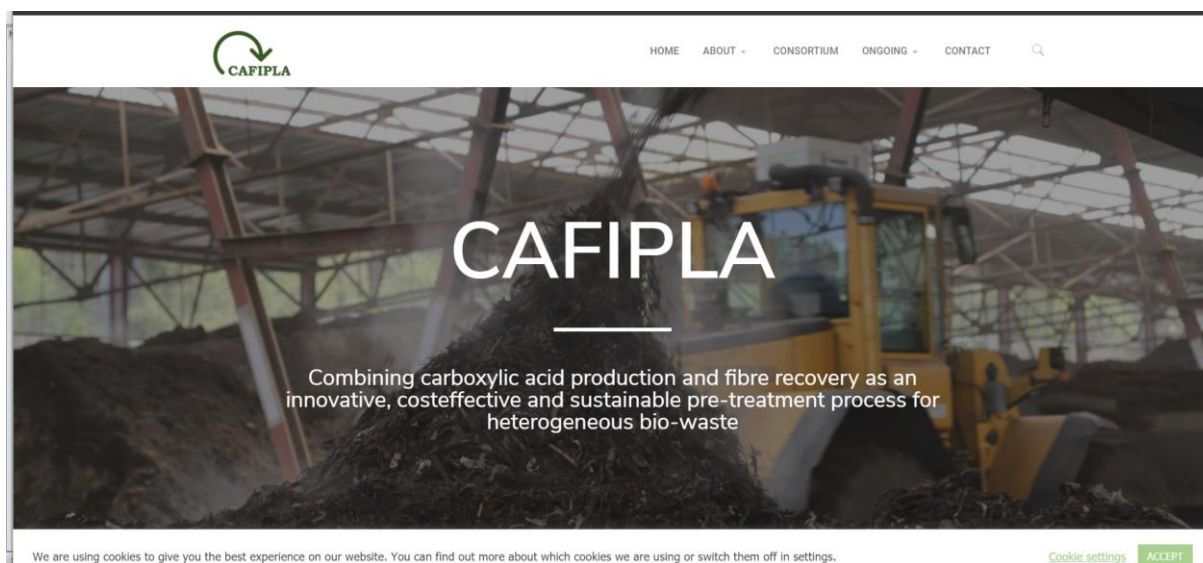


Figure 2: Screenshot CAFIPLA landing page (i)



Figure 3: Screenshot CAFIPLA landing page (ii)

<sup>2</sup> <https://wordpress.org/plugins/cookie-law-info/>



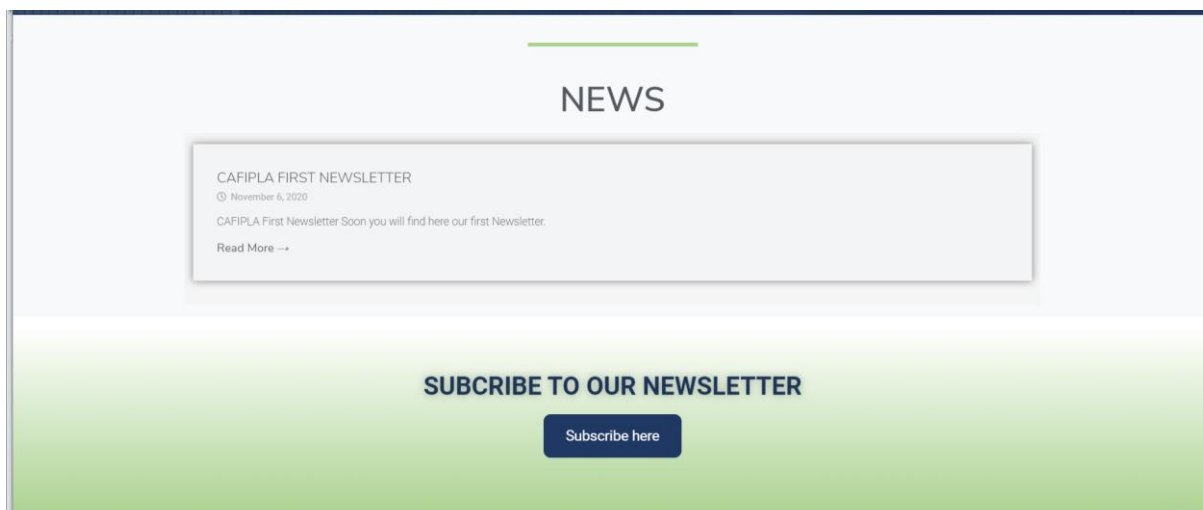


Figure 4: Screenshot CAFIPLA landing page (iii)

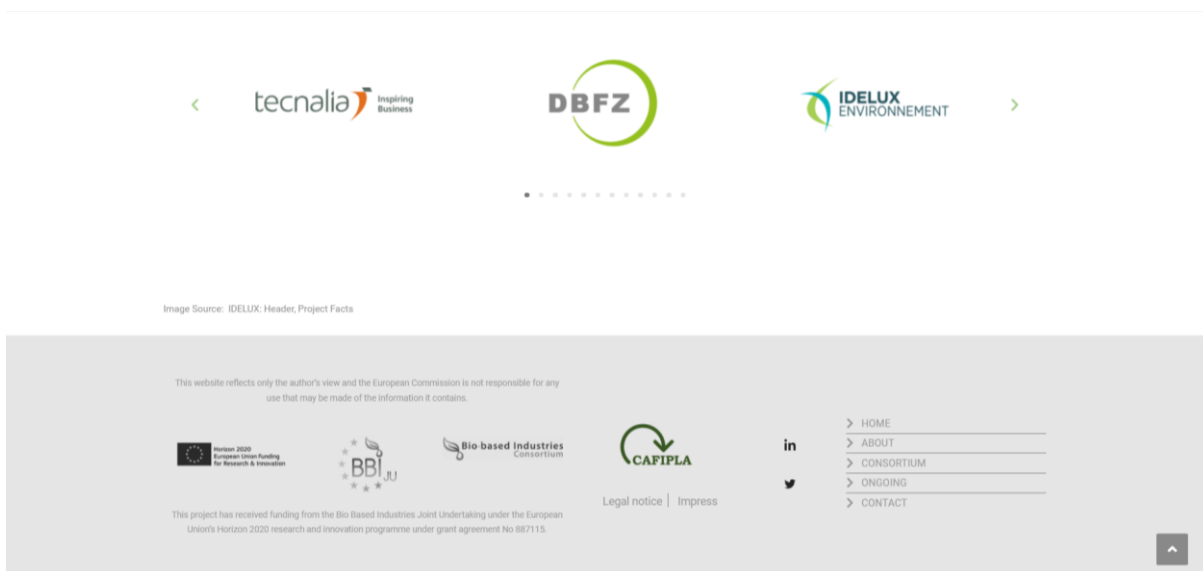


Figure 5: Screenshot CAFIPLA landing page (iv)

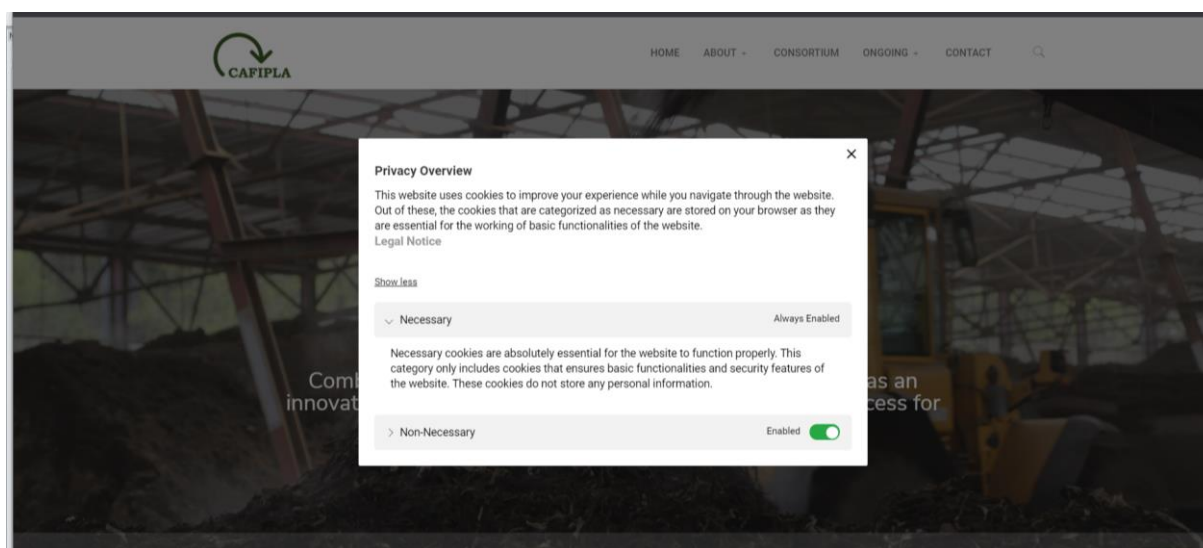


Figure 6: Information about GDPR cookie options

## 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<sup>3</sup>).

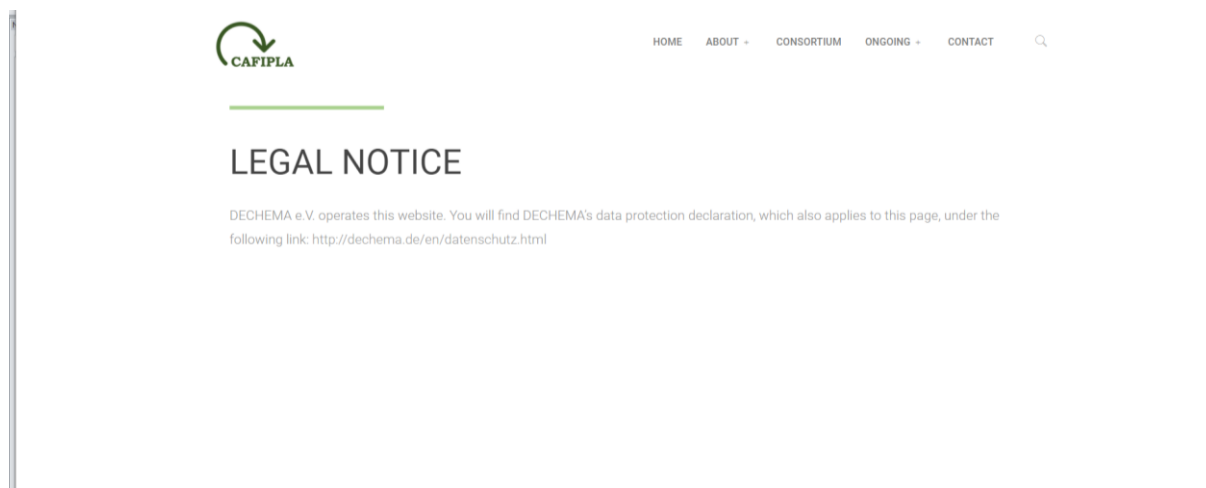


Figure 7: Legal Notice page



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.

<sup>3</sup> <https://gdpr-info.eu/>

## 2.4.1 OBJECTIVES

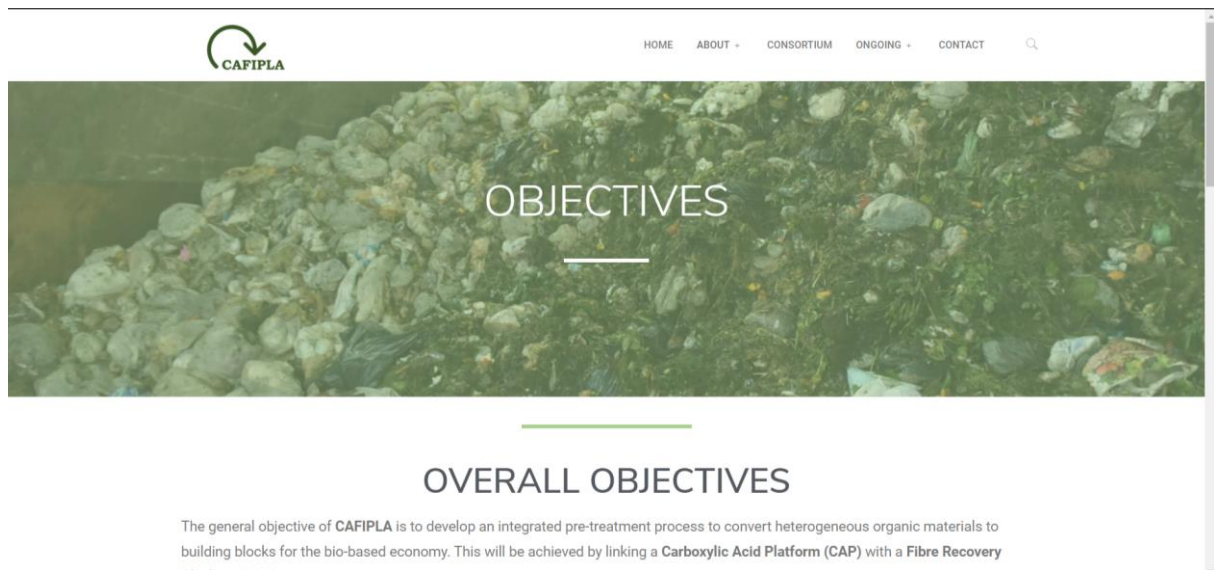


Figure 9: Screenshot CAFIPLA Objectives (i)



Figure 10: Screenshot CAFIPLA Objectives (ii)



Figure 11: Screenshot CAFIPLA Objectives (iii)

## 2.4.2 CONCEPT

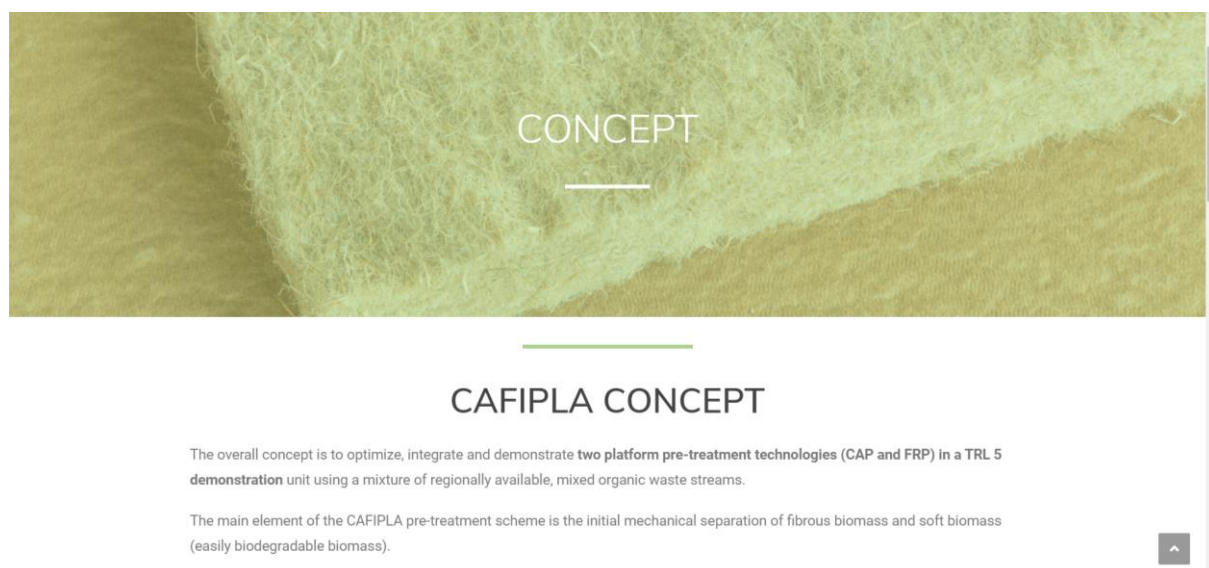


Figure 12: Screenshot CAFIPLA Concept (i)

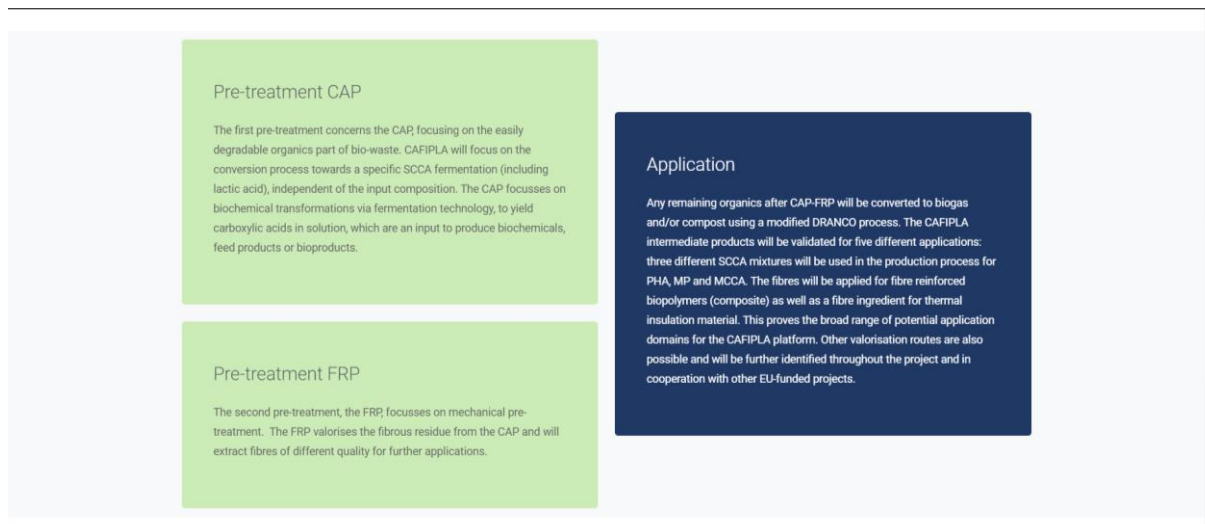


Figure 13: Screenshot CAFIPLA Concept (ii)

### 2.4.3 METHODOLOGY



Figure 14: Screenshot CAFIPLA Methodology (i)

## CAFIPLA METHODOLOGY

The CAFIPLA project will establish a combined carboxylic acid and fibre platform as key initial steps of an integrated biorefinery.

The approach and methodology to reach this objective is based on four core components.




### Research and development

CAFIPLA project key activities are the development of novel process technologies and innovative approaches to radically alter the pre-treatment in biorefineries. The CAFIPLA project combines physical, chemical, enzymatic and bacterial processes, all at soft operating conditions, to efficiently obtain carboxylic acids and fibres. In its innovation strategy, the CAFIPLA projects puts the emphasis on process control, both in the case of chemical and biological processes, to obtain the desired product spectrum, product quality and product quantity for a wide variety of biomass input streams. These pre-treatment activities are directly linked to the subsequent conversion steps that result in the production of biomaterials, biochemicals and





Figure 15: Screenshot CAFIPLA Methodology (ii)




### Demonstration

CAFIPLA process development phase will result in demonstration activities at TRL 5. This demonstrator case study will be implemented at the IDE site in Tenneville (Belgium). The demonstration will focus on technical performance, combined with environmental and techno-economic aspects.







### Continuous innovation

The CAFIPLA project will include the development of a post-project implementation plan to ensure the sustainable adoption of the project results. This will be realized by dissemination of non-confidential results, including interaction with stakeholders to exchange knowledge and ensure validation of the project results and development of business models to demonstrate the economic opportunities upon implementation of the CAFIPLA pre-treatment strategy.

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).



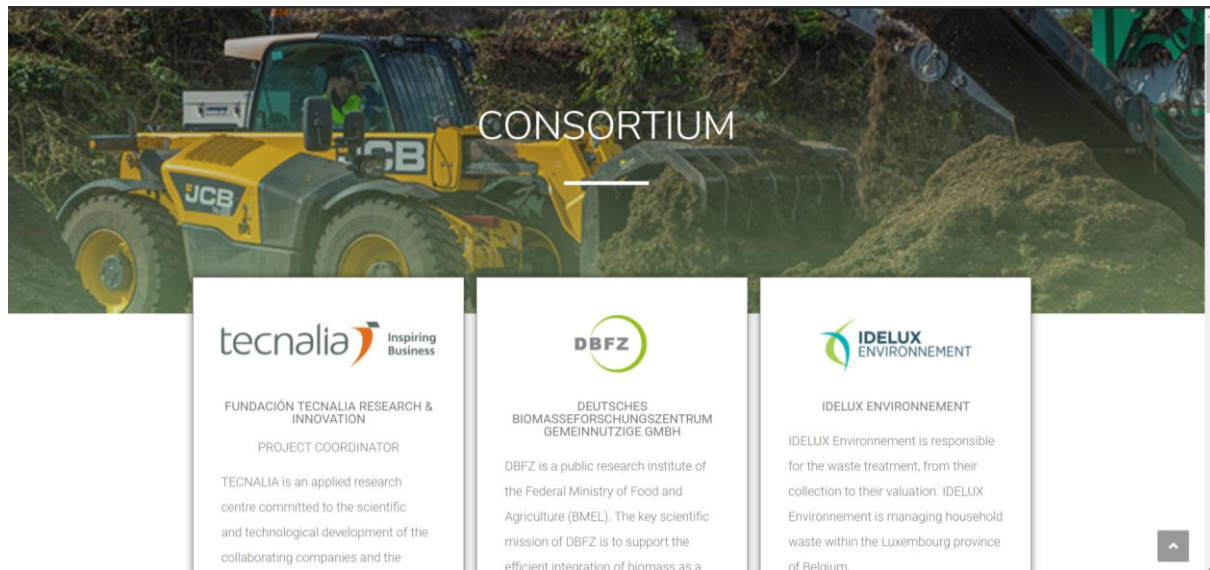


Figure 17: CAFIPLA consortium page

## 2.6 ONGOING

Under the page 'ONGOING' the website visitor will be informed about CAFIPLA'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

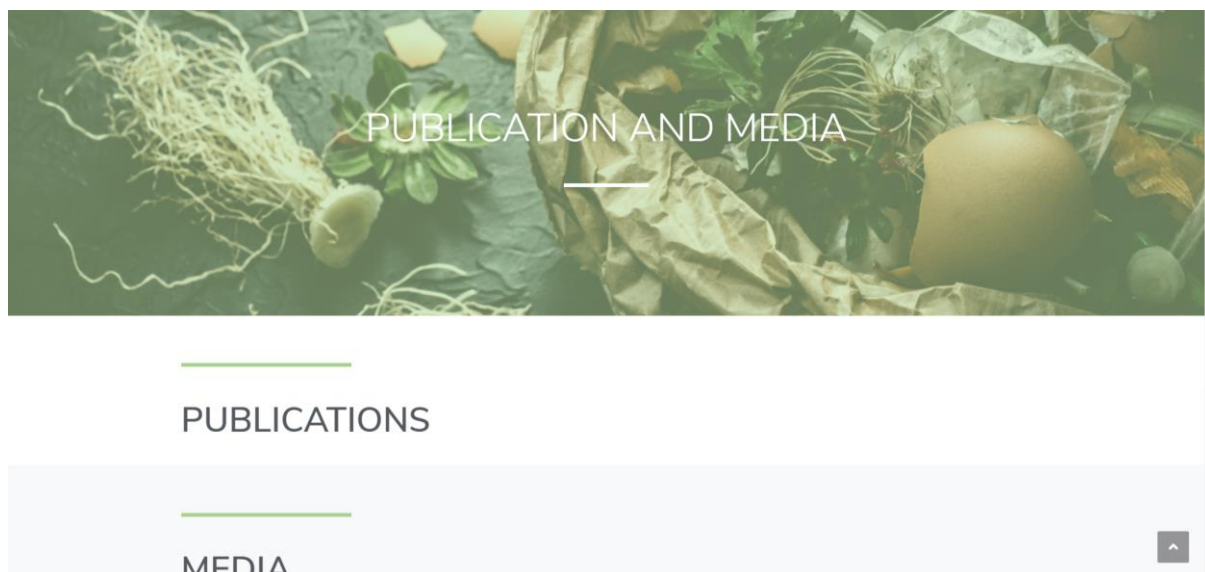


Figure 19: CAFIPLA Publications and media page

## 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.

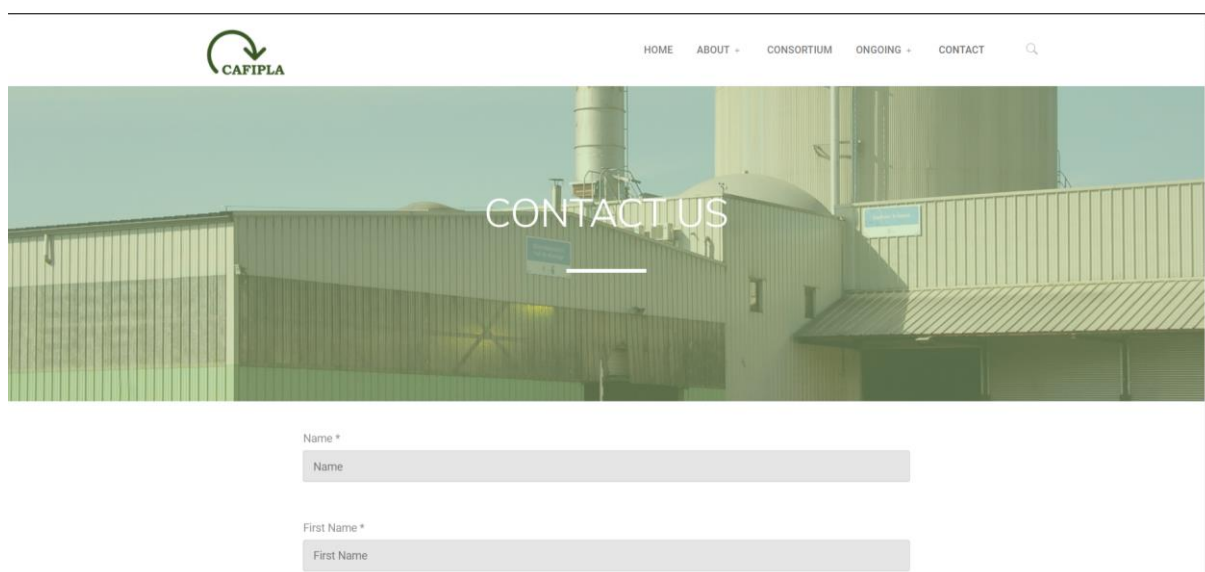


Figure 20: CAFIPLA Contact page

## 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

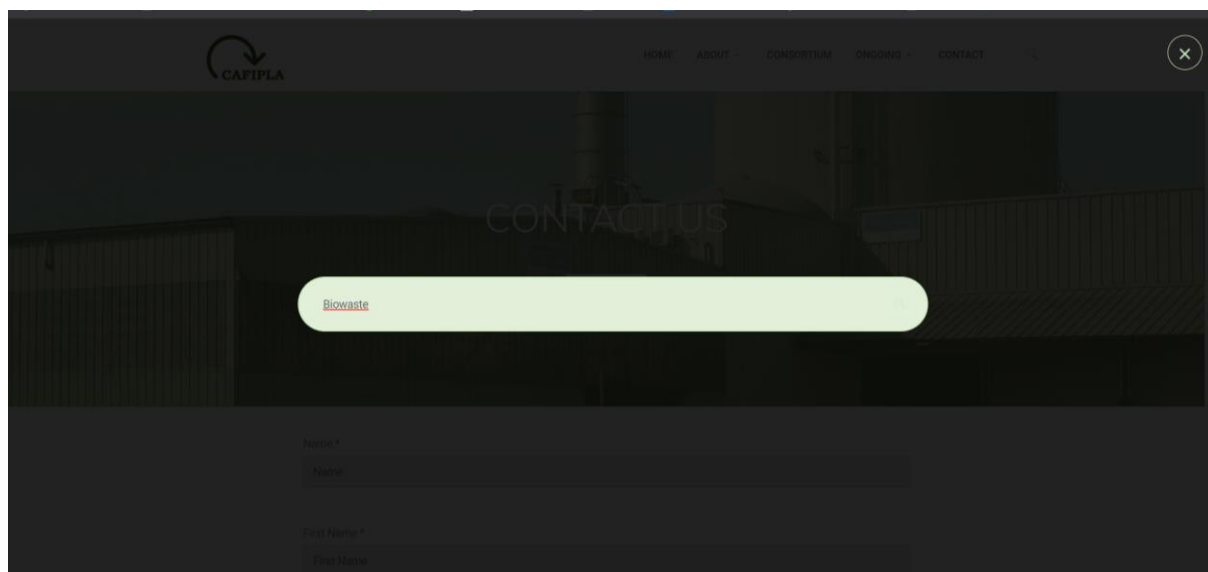


Figure 21: CAFIPLA search function

### 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.