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EXELISIS

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Publishable Executive Summary

The SECRETed project will fully exploit the potential of Systems and Synthetic Biology toolboxes and their application within aquatic biotechnology to develop novel hybrid compounds for the agrochemical, pharmaceutical, cosmetic and chemistry sectors. Biosynthetic pathways of marine and extremophilic microorganisms will be reverse engineered to infer the individual roles of their constituent genes, which will be further combined for the production of non-natural biosurfactants and siderophores with tailor-made properties. Biosurfactants are compounds with surface-active nature tendency to adsorb at interfaces, while siderophores have the ability to chelate and transport Fe³⁺ ions. The amphiphilic nature of biosurfactants and marine siderophores provides an exciting opportunity to develop methods of biosynthesis that would enable the exchange of their hydrophobic and hydrophilic parts, among other structural changes. The development of hybrid molecules would allow the exploration of new-to-nature compounds endowed with the combination of their respective properties, to address new applications. Machine Learning algorithms, inspection of databases, and new experimental and computational-based data will be employed to build a unique microbial amphiphilic compound chemical space to identify the desired genetic mechanisms. Detected genes will be reverse engineered to standardize and modularize associated metabolic elements, with a purpose to broaden their benefits by searching for Industrial-driven formulations based on suitable microbial hosts. The Design-Build-Test-Learn methodological steps will be used to produce new microbial strains that support the selected genetic elements and satisfy sustainable industrial processing solutions for the production of biosurfactants and siderophores. The SECRETed consortium is comprised of 15 partners across 9 European countries.

Deliverable 9.1 is a public report produced in contexts of WP9: “Exploitation, Communication, and Dissemination activities” and Task 9.2: “Communication and Dissemination activities”. The aim of these activities is to drive messages of the project to targeted audiences and build the impact of the SECRETed project and its research outputs. This report presents the actions and the results related to the design of the SECRETed website, its presence in social media and the design of SECRETed logo.

The website constitutes a key dissemination tool and has been created to provide information about the SECRETed project to the General Public and target audiences. The project overview, its impacts and news, events and published material are available for viewing and downloading through the website to all visitors. In addition, through the SECRETed website, the partners have authorised access to a private area, where confidential material is uploaded and shared among them. The SECRETed project has also launched a page in 3 social media platforms (Facebook, LinkedIn and Twitter) to maximize the dissemination and communication potential with a continuously growing and strongly engaged network

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1. Project Website

Key role of SECRETed website is to increase public awareness through visual and comprehensive presentation of project aspects and outcomes. The website will be employed to inform public and the professional audience (Table 1) about the overview and objectives, the developed products, the impacts, the progress and the work plan of the project, as well as about dissemination activities, including upcoming events, public deliverables and scientific articles. The website is created through the WordPress Platform and is based on:

- increased attractiveness towards engagement of individuals
- material to increase public awareness
- easy navigation across website
- SEO to maximize engagement and traffic in the site

The website includes a public and a private area. The public area is an open access platform easily reached by interested stakeholders. Private area is allowed only for partners and consists of the area to share project material (deliverables, reports, data files, etc) within the consortium. The structure of the website is:

- **Home:** This page presents basic information and provides summaries of key parts of the project and website (for early attraction and engagement of the visitor) and link to other pages for early attraction and engagement of the visitor.
- **Project:** This section serves information about the Overview, the Objective, the Partners and the Work packages of the SECRETed project.
- **Outcomes:** This section includes descriptions of the products to be developed (biosurfactants and siderophores) and key impacts of the project.
- **News & Events:** This page informs visitors for past and upcoming events as well as news related with progress and related outcomes of the project.
- **Dissemination Kit:** The section includes all dissemination material including Digital Material (poster, flyer, roll up), Public deliverables and Publications (e.g. scientific articles) related to the SECRETed activities.
- **Newsletter:** A newsletter subscription form is also provided to increase engagement with public.
- **Partners area:** A redirected page out of SECRETed website to enable sharing of material among partners
- **Contact:** This page enables visitors to communicate with the webpage administrator.

The visibility and efficiency of SECRETed website will be measured with metrics indicating the number of visitors and contacts to the webpage administrator with the use of google analytics services.

The website is reachable at the domain: <http://secreted.eu/>

Table 1: Target audiences

Target Audience	Description
General public	Individuals, Environmental NGOs, organisations,
Industrial stakeholders	Agriculture, Food, Cosmetics, Construction, Hospital & Clinics, Environmental remediation, Detergents.
Research Community	Research institutes, Academia, Geneticists/ Biotechnologists/Marine Products experts
Public Bodies	European and regional authorities
Younger audience	Students & Schools
Partners of consortium	All partners

1.1. Homepage

The appearance of the Home page is important for the viewers, as it depicts the first impression to the visitor and attracts his/her interest in the project and presence (time) on the website. Therefore, the selected theme aims to maximize instructiveness and easy navigation across the website, paying special attention to a modern and attractive appearance.

The top side presents the SECRETed logo, a search machine to the website, the link to redirect to Partners area and links to the project social media. Followingly, there is the fix drop down menu to navigate over the SERCERTed website pages following the structure of the website (Home; Project; Outcomes; News & Events; Dissemination kit; Contact), as presented in the previous section.

The main body of the homepage includes sections presenting summaries of the key pages (associated links to them) related to the project Overview (Duration and number of Beneficiaries, Work Packages, and participating countries), key Objectives, Outcomes, Latest News, Subscription to Newsletter.

The footer bar includes 4 sub-sections for the Sitemap, Contact information, Project details and Funding.

The bottom side includes links to SECRETed social media.

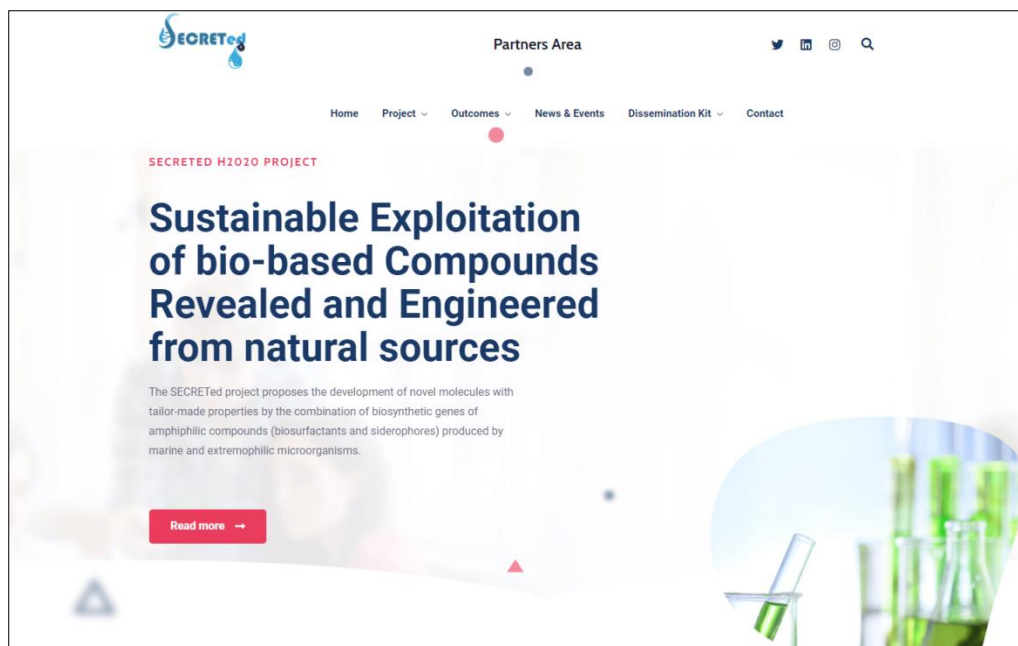


Figure 1 SECRETed Website Homepage

1.2. Project

This section aims to inform, attract and achieve strong engagement with the visitors by providing the general concept of the SECRETed project emphasizing to its goals and work. The section provides access to four pages including the Overview, the Objectives, the Partners and the Work Packages of SECRETed project.

The Overview: The page provides the overall concept of the SECRETed including the targeted products categories and their applications as well as the methodological steps and specific approaches towards their production.

The Objectives: The page summarised the specific objectives of the SECRETed project.

The Partners: The page presents the logo, the name, a short description and the contribution (including related WPs) of each partner to the Project.

Work Packages: The page presents the workplan of the project including the title, the leader, the duration and a description of each WP.

1.3. Outcomes

This section is unfolded over three pages presenting product categories and impacts in contexts of the SECRETed project. The involved pages are:

Biosurfactants: The page presents a description of the biosurfactant products category

Siderophores: The page presents a description of the siderophore products category

Impacts: This page provides an overview of the specific and wider impacts associated with activities of the SECRETed project with respect to:

- **Environmental, economic and social impacts**
- **Biodiversity**
- **Contribution to EU and UN Goals**
- **Applications**

1.4. News & Events

This page presents all news and past & upcoming events related to activities in contexts of SECRETed project and its consortium. The assets of this page include reports on the project progress and meetings, partners and project achievements, announcements and participation in conferences and relative events. The information provided for each posted new/event includes the date, title, a short description and a link (if available in each case). The content of this page will be continuously updated during the project.

1.5. Dissemination Kit

This section provides access to three pages including dissemination materials, public publications and deliverables.

Digital material: Includes presentation of printed and online material, including flyers, brochures, press releases, roll-ups and other dissemination materials in a digital format. This material is provided in high quality in order to be printed in case of attending physical events, whenever needed.

Publications: This page presents open access publications and links to associated repositories/journals, as well as options for direct downloading.

Public deliverables: This page provides direct access and downloading of public deliverables of the SECRETed project.

1.6. Newsletter

Mailchimp® Marketing Platform will be used to operate the SECRETed newsletter. A form for subscription to the newsletter will be available on the website to the interested visitors, by filling in details, including their email. By these means, the visitors will receive notifications related to the SECRETed project's organised events, new newsletter versions etc.

1.7. Contact

This page includes the contact form through which the visitors can communication with the website administration by filling in (in the contact form) their name, email, subject of communication and their message.

1.8. Partners Area

The **Partners Area** will be created by IDENER, the project coordinator, and will be hosted in the company's servers. A button named as "Partners area" is placed at the top of SECRETed website to redirect and provide to partners authorised access to this private area (out of SECRETed website) for sharing information, data and other material among them. General public will not have access to this area. A verification process for access to **Partners Area** is followed by requesting the username and password of each partner. Full access will be also provided to the European Commission Officer, if requested. A request to the webpage administrator is needed to create an account for the Partners area.

2. Social Media

Social media have a strong power to accelerate and boost communication with billions of users around the world. Access to social media is easy and free offering a great potential to maximize dissemination activities. Facebook counts 2.9 billion monthly active users, Twitter has 206 million monetizable daily active users worldwide, while LinkedIn counts a total number of 756 million users, also serving a more professional environment. All three platforms show a powerful communication potential and, thus, the SECRETed project has started its presence by setting up a dedicated page and profile to each platform.

EXELISIS created the SECRETed pages on these three platforms and has started sharing information regarding the project. The pages has been used to present project's news, updates of partners, pictures, progress of project, upcoming events and links. The SECRETed social media pages aims to attract public users and professionals related with scientific regions, industries and products addressed in contexts of the SECRETed project. The partners of the SECRETed project are expected to invite their network to follow and like the SECRETed project pages in Facebook, LinkedIn and Twitter, providing that way another channel for engagement with the SECRETed website. Indicators including number of visits, engagement rate, number of followers and impressions are utilised to calculate the accessibility and efficiency of SECRETed social media pages.

2.1. Facebook



Facebook, the biggest social media platform in the world, was initially developed to assist in communication without boundaries and limitations. In this scope, the SECRETed project takes advantage of the capability of Facebook to effectively reach and interact with the general public through messages in order to share its concepts and updates. The general public can access the SECRETed Facebook page through the link: <https://www.facebook.com/SECRETedProject>

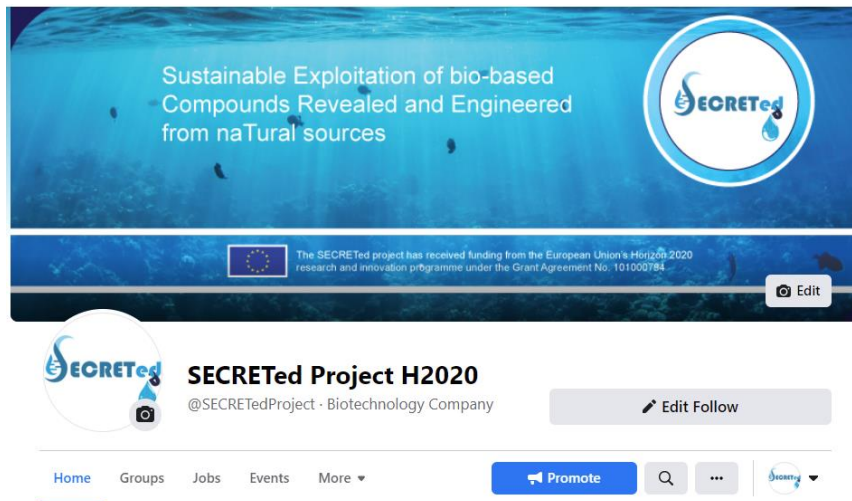


Figure 2: SECRETed Facebook

2.2. LinkedIn



LinkedIn offers a professional environment suitable for business related activities.

The SECRETed project aims to disseminate its results to professionals working in markets of household detergents, cosmetics, industry, food processing, chemicals, agriculture, textiles, plastics, coatings, adhesives, and the medical field as well as to build a network with Industry, Academia and investments fields. The general public can access the SECRETed page in LinkedIn through the link: <https://www.linkedin.com/company/secreted-project-h2020>

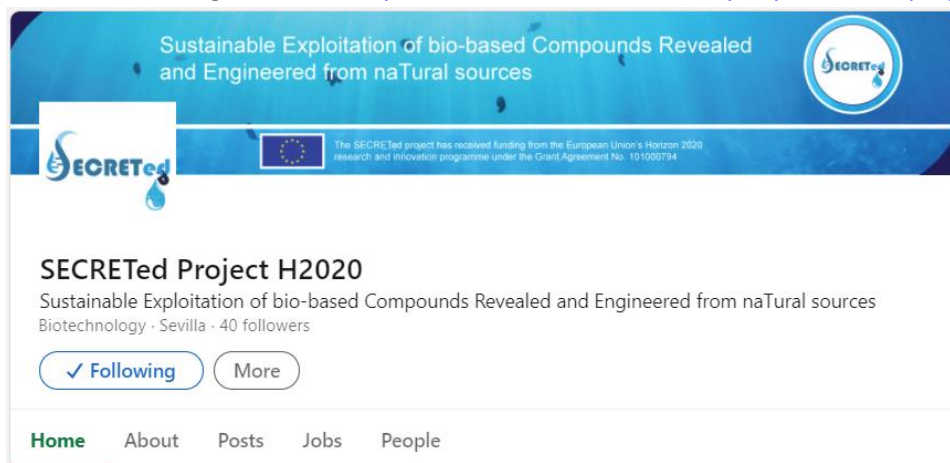


Figure 3: SECRETed Linked In

2.3. Twitter



Twitter is suitable for communicating online news and building social networks. Its scope is offered for publishing news and information through short posts that can be easily read and followed by the general public. Twitter's hashtags have been proved quite effective to maximize the communication potential of the SECRETed outcomes, since they are used by

the search engine machine of Twitter. Any latest news and progress of SECRETed project will be shared to users that subscribed to Twitter page of SECRETed. The general public can access the SECRETed Twitter page through the link: <https://twitter.com/SecretedH>

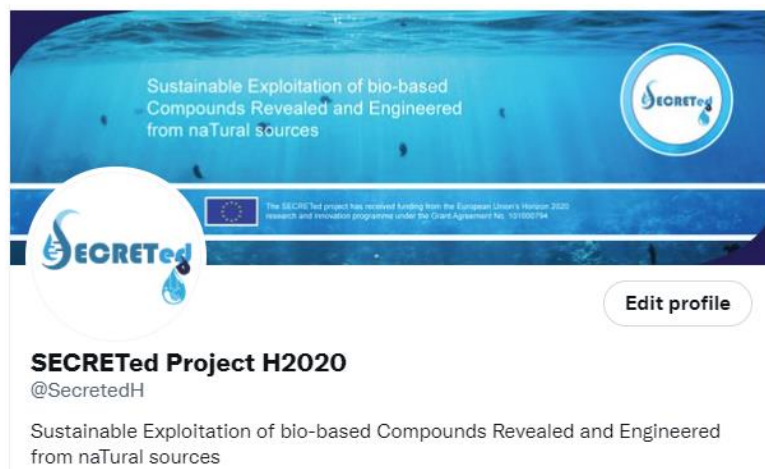


Figure 4: SECRETed Twitter

3. SECRETed Logo

The SECRETed Logo constitutes a unique identifier of project's identity. It will be widely used for all dissemination activities (newsletter, posters, flyers, roll-ups, website and social media). Its main aims are to distinguish SECRETed project against other relevant projects, to boost marketing exploitation and to attract stakeholders originated in Industry, Academia and General Public.

3.1. Logo design Strategy

The design of SECRETed logo has been based on three main guidelines:

Project name: The project name constitutes a pun between the words "secret" and "secreted". The first implies the (*secret*) hidden potential of marine microorganisms to produce the desired compound, while the second the exit (*secretion*) of those compounds out of the microorganisms.

Scientific field: The project aims to exploit marine microorganisms for the production of biosurfactants and siderophores. This approach drives the selection of blue shades to depict the relationship of the project with aquatic biological resources. A *padlock* connecting the logo name with a droplet (filled with a chemical), implies the use of approaches to unlock the potential of marine (implied by the *droplet*) microorganisms for the production of siderophores and surfactants (*chemical* in the droplet).

Marketing indicators: A logo supporting the exploitation strategy of the project. The logo must distinguish the project from similar projects and be unique. Moreover, an easy-to-

remember scheme and appealing characteristics are vital for the exploitation phase of the project.

The above strategy contributed to the design of four suggested logo versions provided below:



Figure 5: SECRETed Logo 1



Figure 6: SECRETed Logo 2



Figure 7: SECRETed Logo 3



Figure 8: SECRETed Logo 4

3.2. The Final Logo

Based on the candidate logo versions (Section 3.1), an open voting procedure based on the opinion of all partners of the consortium was conducted in the period **June 30-July 8, 2021** for the selection of the final Logo 4 (Figure 22). This logo was used in social media and the website. Alternative versions were designed to serve different purposes. All versions of the SECRETed logo are presented, as follows:



Figure 9: SECRETed Main Logo



Figure 10: SECRETed Logo no colored



Figure 11: Other logo versions

4. Future Work

Future work includes continuous improvements on visual representation of the website as well as updating of its content. The SECRETed website will preserve its online present for at least 2 years after the completion of the project. EXELISIS will undertake maintaining of the website and the social media, while indicators for updating these dissemination channels will depict the progress of the project on a monthly basis. Finally, dissemination questionnaires have been already created and shared with all partners to gather valuable information about publications, participation to workshops, events and conferences, as well as upcoming events.

5. Conclusions

The SECRETed website will play a key role in dissemination activities related to research activities, outcomes and impacts. It will raise and accelerate visibility, dissemination and exploitation of projects results and bridge target audiences (including stakeholders) with the projects' consortium. Moreover, the presence of SECRETed project in Social Media through its page in Facebook, LinkedIn and Twitter will aid towards the implementation of the dissemination strategy and its goals. Both the website and social media profile will be continuously updated and improved with respect to progress and demands during the project.