



Project title	MICROORC		
Project acronym	MICROORC		
Project number	101136248		
Project start date	01/11/2023	Duration	48 months

D7.4 – WEBSITE AND SOCIAL MEDIA PROFILES

Due date	30/04/2024	Delivery date	24/04/2024
Work package	WP7		
Responsible Author(s)	CIAOTECH		
Contributor(s)	ALL		
Reviewer(s)	Marianne Thomsen (UCPH)		
Version	1.0		
Dissemination level	PU		

VERSION AND AMENDMENTS HISTORY

Version	Date (MM/DD/YYYY)	Created /Amended by	Changes



TABLE OF CONTENTS

TABLE OF CONTENTS	2
LIST OF ABBREVIATIONS	3
EXECUTIVE SUMMARY	4
1 INTRODUCTION	4
2 MICROORC WEBSITE	5
2.1 WEBSITE STRUCTURE.....	7
2.2 THE PROJECT.....	7
2.2.1 About	8
2.2.2 Objectives	9
2.2.3 Impacts	10
2.2.4 Workplan	11
2.2.5 Deliverables.....	12
2.2.6 Partners.....	13
2.3 NEWS & PUBLICATIONS.....	14
2.3.1 News.....	14
2.3.2 Publications.....	15
2.3.3 Events	15
2.4 NEW TECHNOLOGIES.....	16
2.5 SUSTAINABLE PACKAGING SOLUTIONS AND FOOD WASTE PREVENTION.....	16
2.6 POLICY AND REGULATION	17
3 SOCIAL MEDIA.....	17
3.1 MICROORC LINKEDIN ACCOUNT.....	17
3.2 MICROORC TWITTER ACCOUNT.....	18
4 CONCLUSIONS	19



LIST OF FIGURES

FIGURE 1: MICROORC WEBSITE HOMEPAGE	5
FIGURE 2: THE CONTACT PAGE	6
FIGURE 3: THE NEWSLETTER PAGE	7
FIGURE 4: WEBSITE MENU STRUCTURE	7
FIGURE 5: THE ABOUT PAGE	8
FIGURE 6: THE OBJECTIVES PAGE	9
FIGURE 7: THE IMPACT PAGE	10
FIGURE 8: THE WORKPLAN PAGE	11
FIGURE 9: THE DELIVERABLES PAGE	12
FIGURE 10: THE PARTNERS PAGE	13
FIGURE 11: THE NEWS PAGE	14
FIGURE 12: THE PUBLICATIONS PAGE	15
FIGURE 13: THE EVENTS PAGE	16
FIGURE 14: MICROORC LINKEDIN ACCOUNT	17
FIGURE 15: MICROORC TWITTER ACCOUNT	18

LIST OF ABBREVIATIONS

Abbreviation	Definition
EU	European Union
EC	European Commission
HEU	Horizon Europe
D&C	Dissemination and Communication
CTEC	CiaoTech – PNO Group



EXECUTIVE SUMMARY

This document focuses to the official MICROORC website, established as the primary platform for project Dissemination and Communication. It serves as a central hub for sharing news, events, and updates relevant to MICROORC, ensuring stakeholders and the broader audience are well-informed and engaged. Additionally, the website acts as a repository for all public project documents, including deliverables, newsletters, Dissemination and Communication materials, and press releases.

Furthermore, this deliverable also focuses on the social media channels integral to the project's Dissemination and Communication strategy.

1 INTRODUCTION

Deliverable D7.4 Website and social media profiles deals with the public website of the MICROORC project, developed by CTEC and launched at M5 (March 2023), as well as the social media channels that will be used for the project Dissemination and Communication strategy.



2 MICROORC WEBSITE

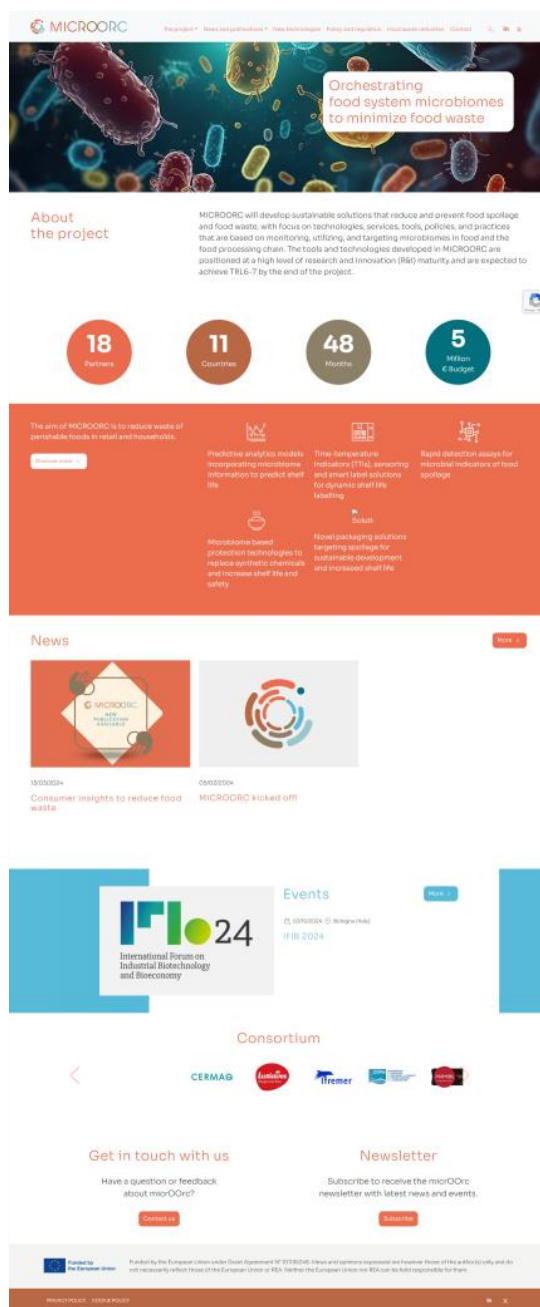


Figure 1: MICROORC website homepage

A dedicated, user- and mobile-friendly website for the MICROORC project has been developed and launched in M5 (March 2024) by CTEC. The website is the core online tool for informing on project objectives, activities, public results and updates (Figure 1).

The website is available in English at the URL <https://www.MICROORC.eu> and it has been set up using WordPress as Content Management System, and it has been developed taking into consideration the EC guidelines for dissemination and communication; for this reason, the footer of each website page displays the EU flag and disclaimer stating that MICROORC is receiving funding from the Horizon Europe research and innovation programme.

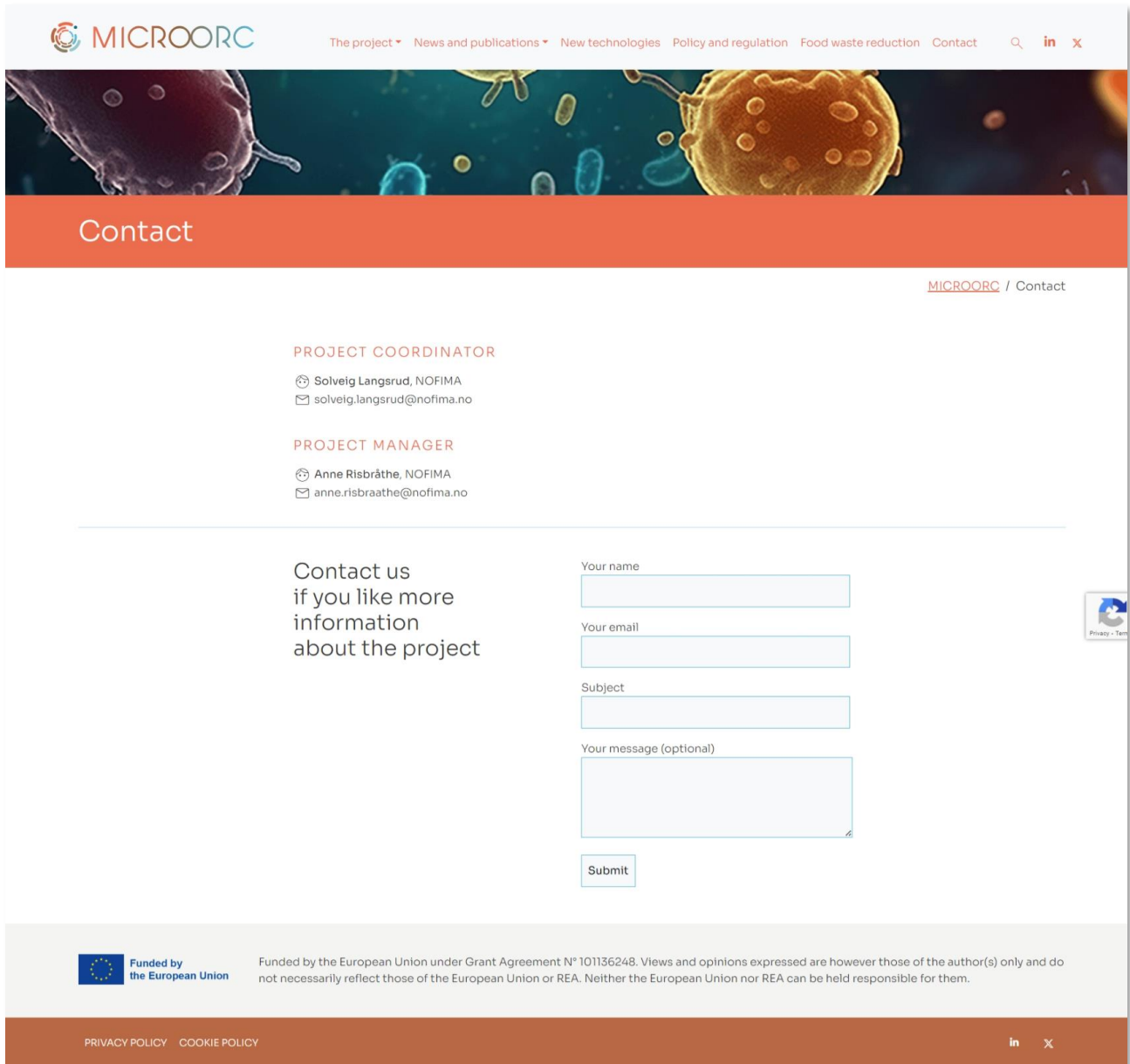
The website serves as the primary tool for Dissemination and Communication within the project. It facilitates the dissemination of news, events, and updates related to MICROORC, ensuring that key stakeholders and the general audience remain informed and engaged. Additionally, the website functions as a repository for all public documents generated throughout the project, including deliverables, newsletters, Dissemination and Communication materials, press releases, and more.

The website will also allow the consortium to:

- Inform the public about the background and goals of MICROORC.
- Establish connections with other EU-funded projects and initiatives addressing similar topics.
- Promote widespread awareness of the project's activities and initiatives.
- Streamline the adoption of the project's outcomes.

From the footer of the homepage, it is possible to reach out to the section “Get in Touch with Us”, which automatically reconnect to the “Contacts” page, a simple contact form to allow visitors to ask for more details about MICROORC directly to the consortium. In addition, the information of the project coordinator is displayed (Figure 2).





The screenshot shows the 'Contact' page of the MICROORC website. At the top, there is a navigation bar with the MICROORC logo and links to 'The project', 'News and publications', 'New technologies', 'Policy and regulation', 'Food waste reduction', and 'Contact'. Below the navigation bar is a large banner image featuring various microorganisms. The 'Contact' title is prominently displayed in a red bar. The page content includes contact information for the Project Coordinator (Solveig Langsrud, NOFIMA) and Project Manager (Anne Risbråthe, NOFIMA). A contact form is provided with fields for 'Your name', 'Your email', 'Subject', and 'Your message (optional)', followed by a 'Submit' button. The footer contains the European Union logo, funding information, and links to 'Privacy Policy' and 'Cookie Policy'.

MICROORC The project ▾ News and publications ▾ New technologies Policy and regulation Food waste reduction Contact 🔍 in x

Contact

[MICROORC](#) / Contact

PROJECT COORDINATOR

👤 Solveig Langsrud, NOFIMA
✉ solveig.langsrud@nofima.no

PROJECT MANAGER

👤 Anne Risbråthe, NOFIMA
✉ anne.risbraathe@nofima.no


Contact us
if you like more
information
about the project

Your name

Your email

Subject

Your message (optional)

 **Funded by the European Union**

Funded by the European Union under Grant Agreement N° 101136248. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor REA can be held responsible for them.

[PRIVACY POLICY](#) [COOKIE POLICY](#) in x

Figure 2: the Contact page

In addition, from the footer of the homepage, it is possible to also reach out to the 'Newsletter' page (Figure 3), from which the readers have the opportunity to subscribe to the MICROORC project newsletter.



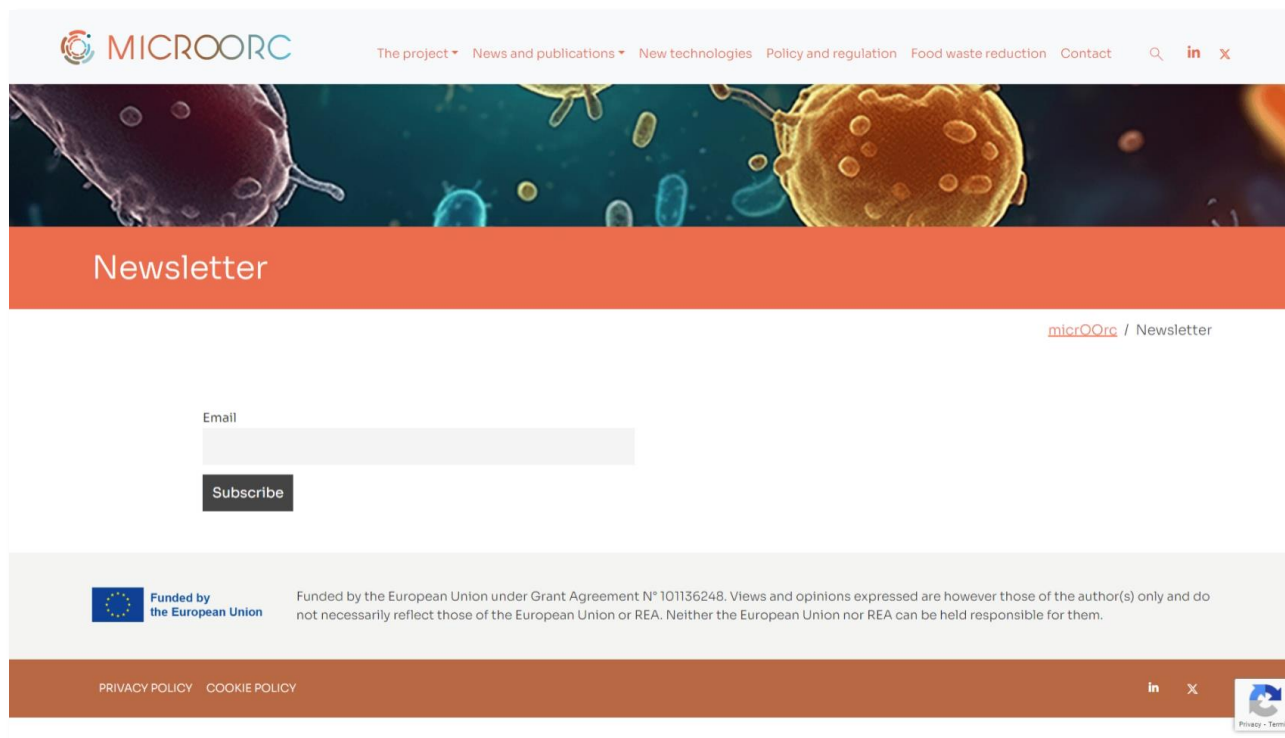


Figure 3: the Newsletter page

2.1 Website structure

Six areas have been conceived for the website – as showed in figure 4 – to provide a comprehensive description of the MICROORC aim and goals, the project participants, the related initiatives and how to get in contact with the consortium.

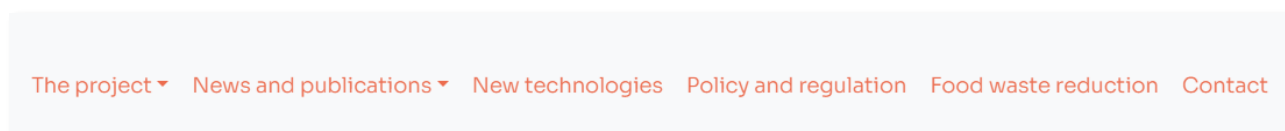


Figure 4: website menu structure

2.2 The project

Structured in 6 subcategories, the “project” page provides information about MICROORC, its aim and impacts, the project workplan, the public deliverables and the organizations involved in the initiatives.



2.2.1 About

The page provides a comprehensive overview of the MICROORC aim and goals, including icons for reflecting the areas (Figure 5).



Figure 5: the About page

Thematic Entry points represents: 1) Innovative process control and monitoring tools to accurately determine product shelf life, 2) packaging material innovations aiming to prolong shelf life, 3) Sustainability assessment to value chains and consumer perceptions influencing the system level performance of different solutions developed (in 1) and 2)), 3) Regulatory enablers and barriers influencing solution development and market entry of solutions, 4) Dissemination and exploitation



strategies targeting all stakeholder groups (academia, industries, governance/policy makers and civil society/consumers).

2.2.2 Objectives

In the “Objectives” section, the objectives of the project are described, as reported in Figure 6.

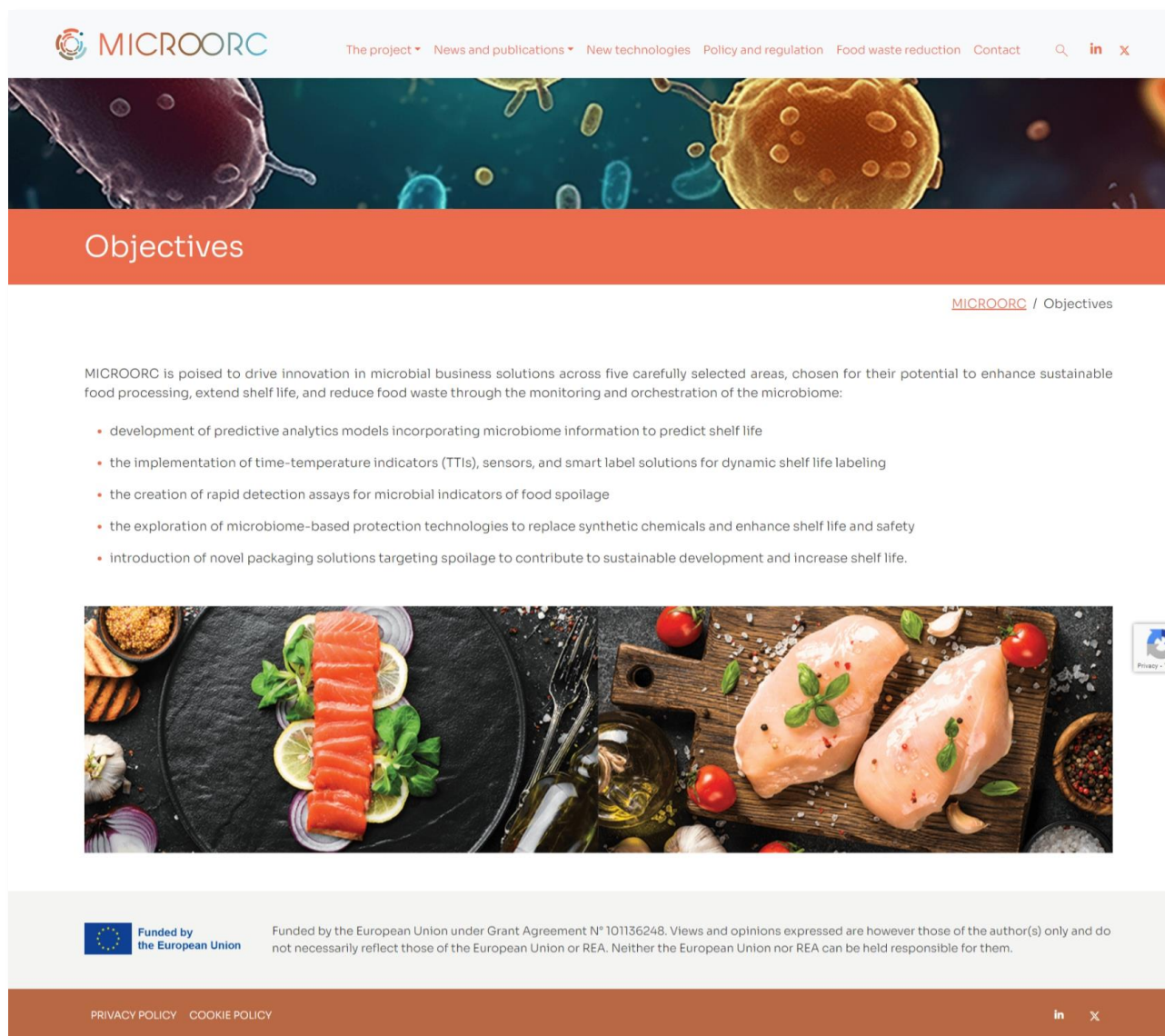


Figure 6: the Objectives page



2.2.3 Impacts

In this page, are presented the MICROORC impacts (Figure 7).

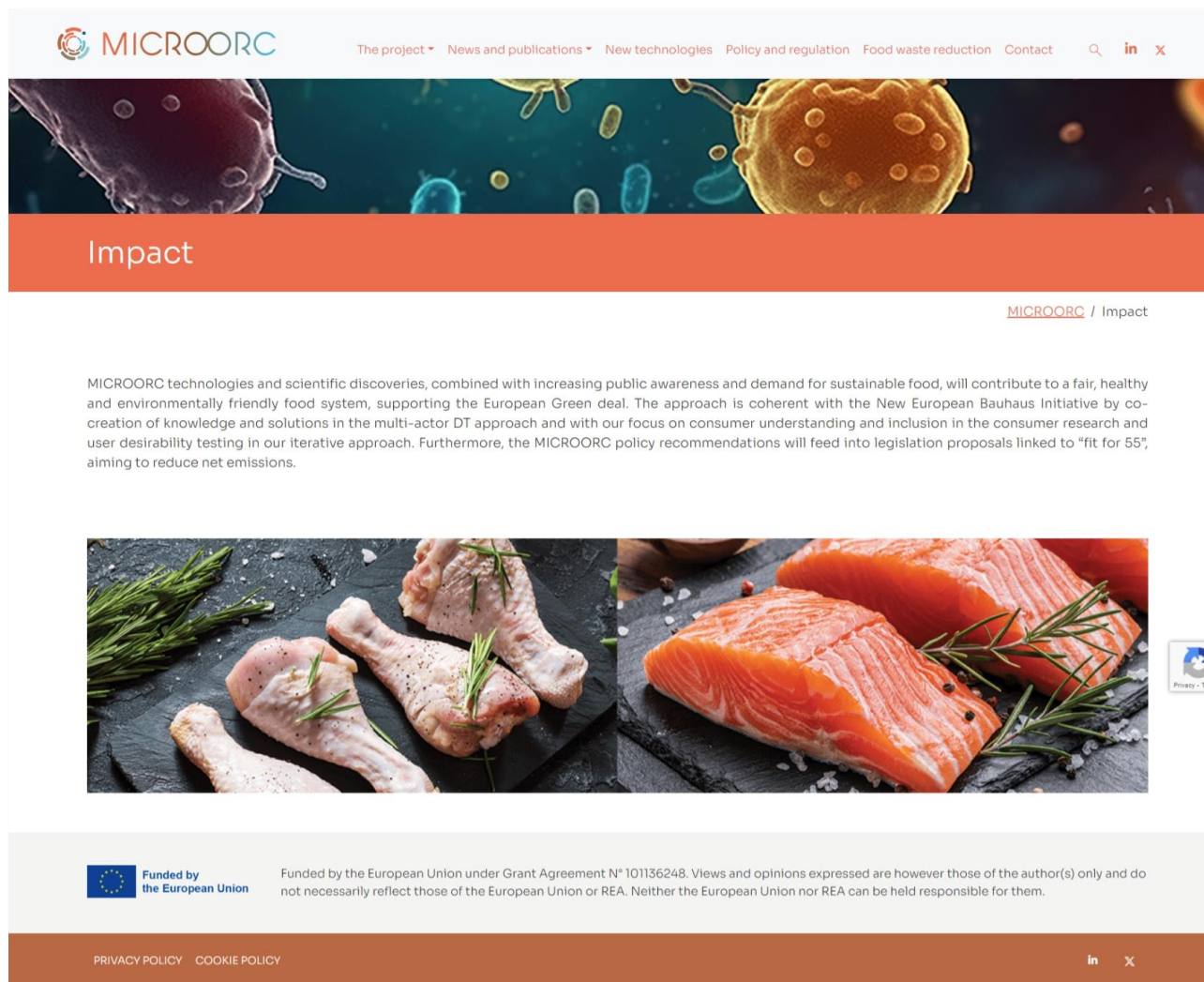


Figure 7: the Impact page



2.2.4 Workplan

On the 'Workplan' page, the seven work packages are presented, including icons reflecting the different areas (Figure 8). These are designed to address the project's specific objectives, upon which the project is built.



Figure 8: the Workplan page



2.2.5 Deliverables

The 'Deliverables' page will be used as a repository for all the public deliverables and other public documents that will be prepared and submitted throughout all the project lifetime, including the project newsletter (Figure 9).

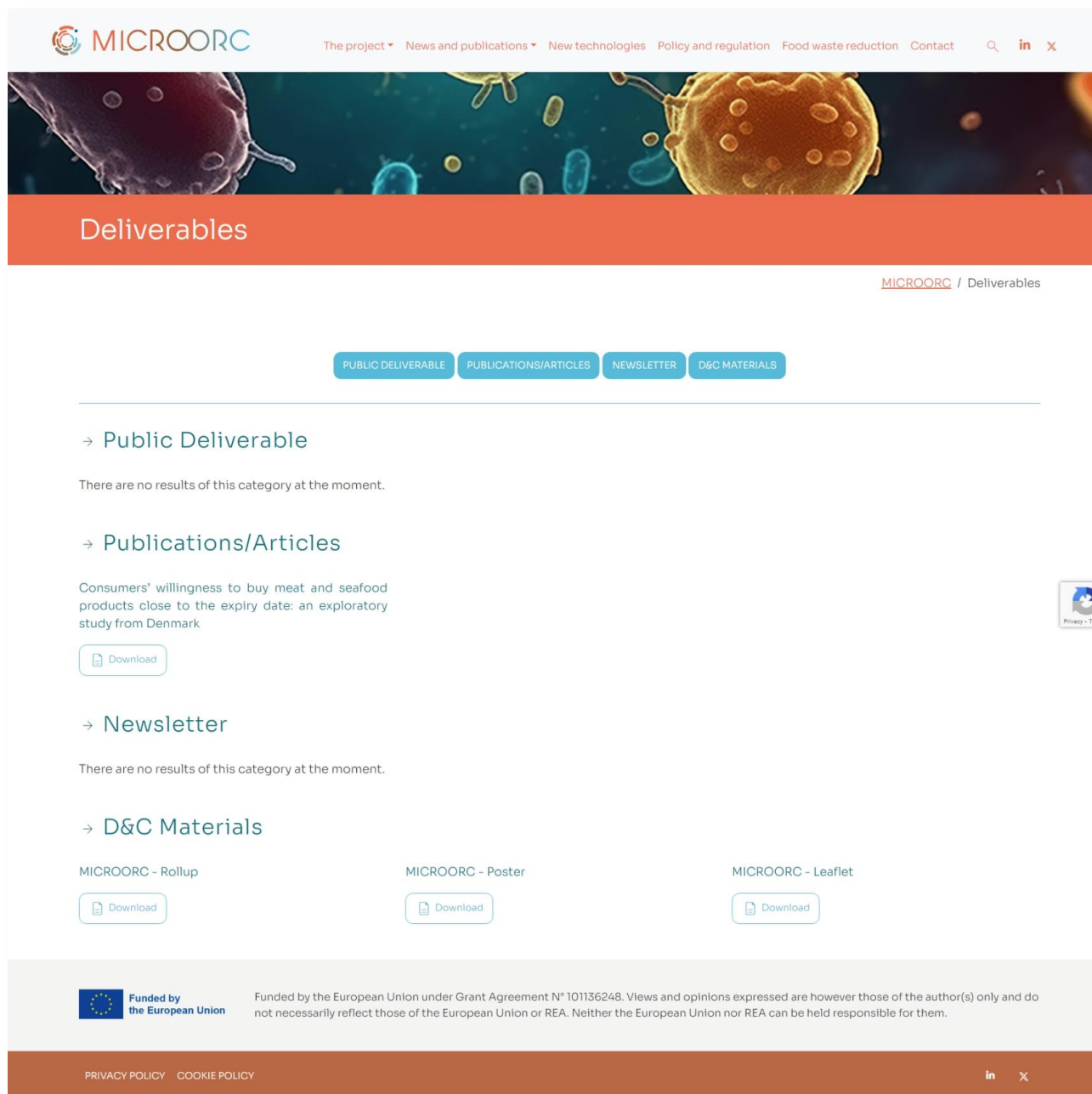


Figure 9: the Deliverables page



2.2.6 Partners

The 'Partners' page displays the logo of the project participants, as well as a short description of each partner, its role within the project and link to the website is provided.

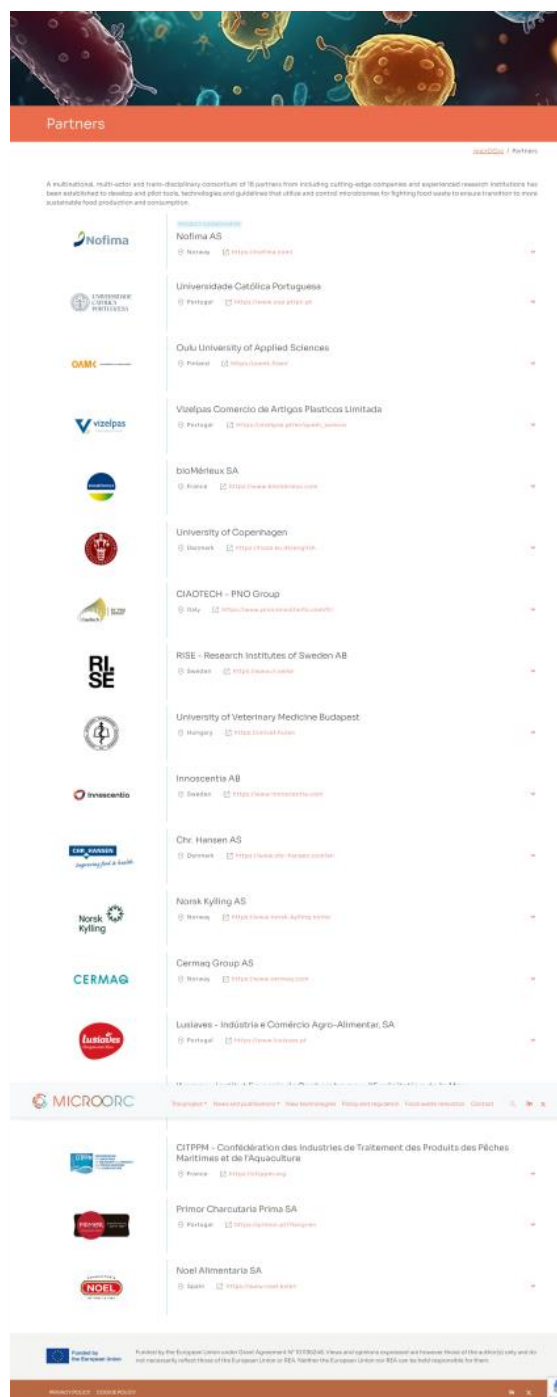


Figure 10: the Partners page



2.3 News & Publications

This section will be regularly updated with news about the project progress, list of events relevant for MICROORC, and the publications that will be released in the framework of the project.

2.3.1 News

In this page will be published news related to the project progresses, including consortium meeting, events participation, scientific and popularized publications released by the consortium, and insights on the technical results achieved in the frame of MICROORC (Figure 11).

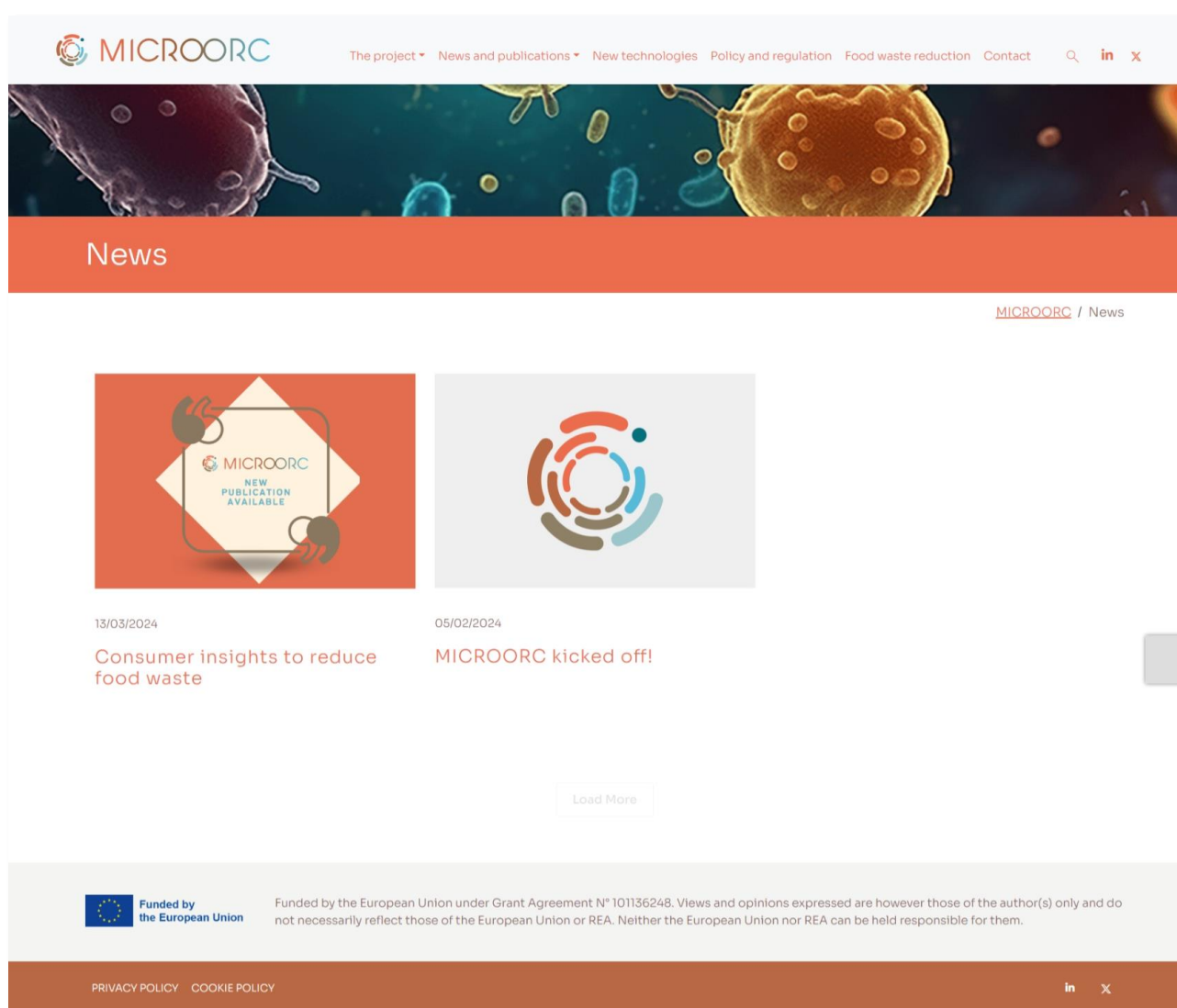


Figure 11: the News page



2.3.2 Publications

On the 'Publications' page will be presented both the scientific and popularized publications that will be realized by the consortium within the MICROORC lifetime.

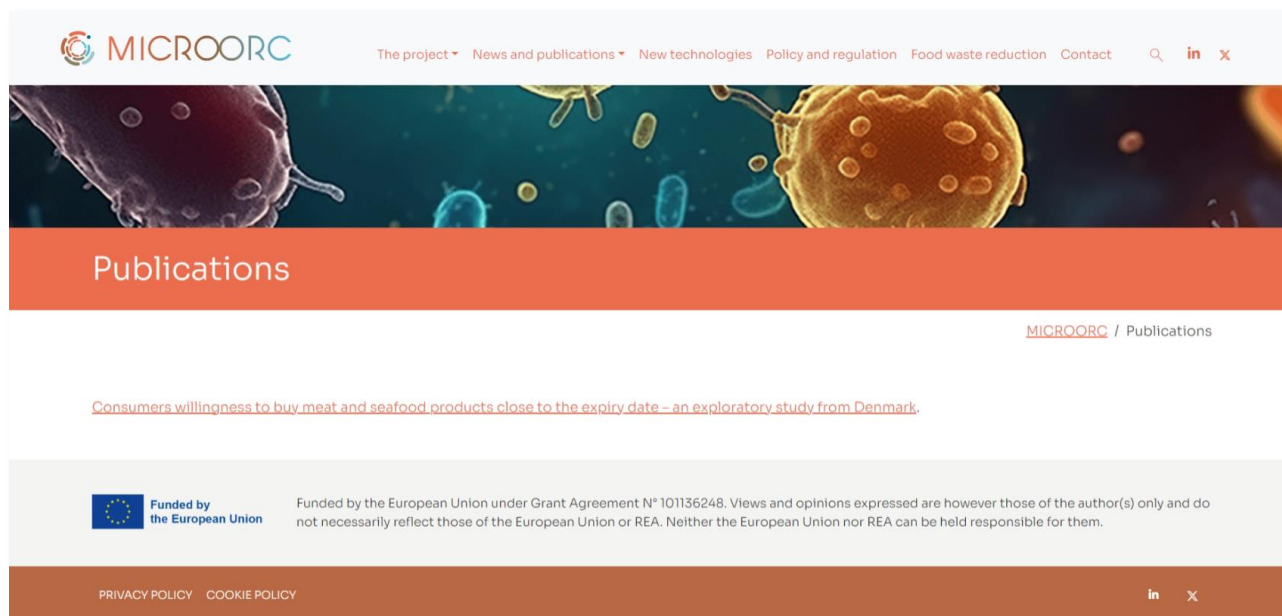


Figure 12: the Publications page

2.3.3 Events

In the 'Events' page will be collected relevant national and international events in line with the MICROORC scope that the consortium might find interest to join and in which showcase the project (Figure 12).



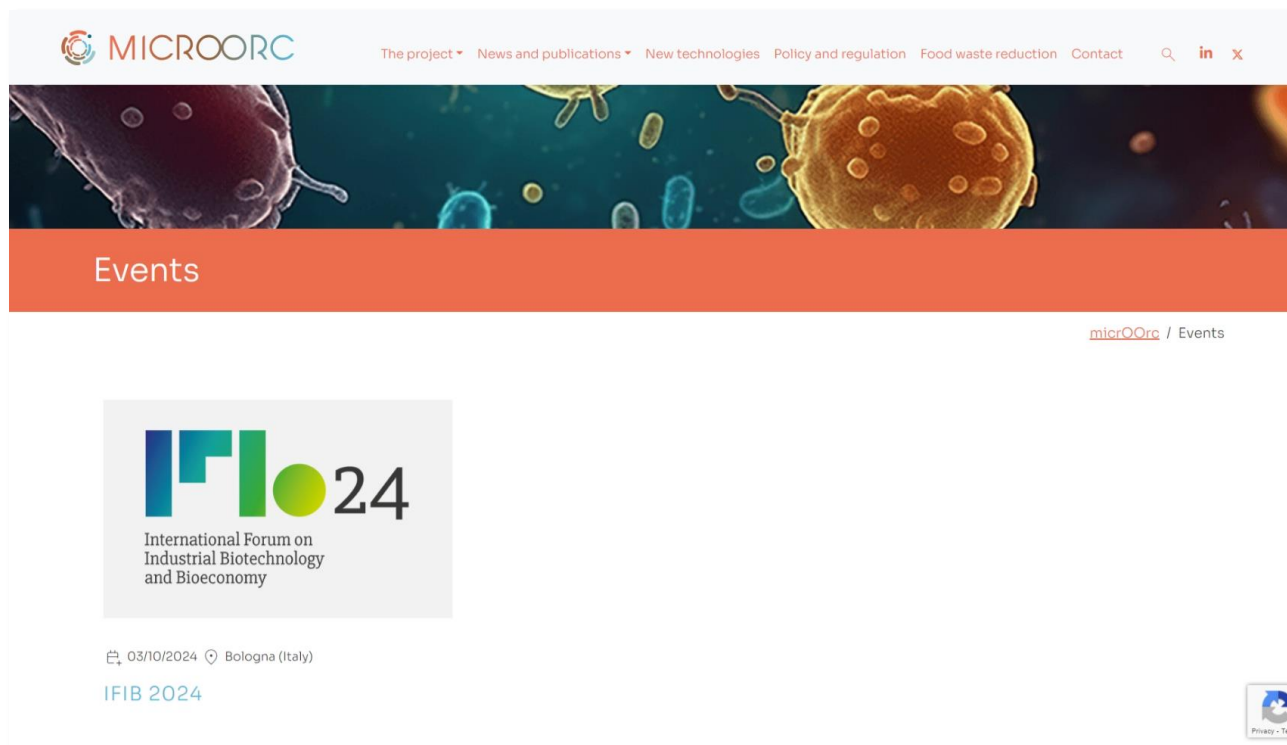


Figure 13: the Events page

2.4 New technologies

This page will be updated with news related to the technologies developed in the frame of the project.

2.5 Sustainable packaging solutions and food waste prevention

This page will be updated with information about food waste reduction.



2.6 Policy and regulation

This section will be updated with insight on policy and regulation.

3 SOCIAL MEDIA

The project plans to actively utilize social media platforms such as LinkedIn and Twitter to disseminate content and expand the MICROORC community.

In December 2023 (M2), the project launched its [LinkedIn](#) and [Twitter](#) accounts and began sharing initial posts and tweets.

In general, social networks are utilized to distribute posts regarding updates, events, and project meetings, as well as to disseminate press releases and newsletters, tailored to their respective languages and user bases. Partners recognize the potential of these communication tools and thus are making their own social media accounts available to enhance MICROORC's visibility among their followers and customers.

3.1 MICROORC LinkedIn Account

LinkedIn stands out as the premier social network for business and employment, primarily serving as a platform for professional networking, even at the level of policy makers. Given these factors, the MICROORC consortium has chosen to view LinkedIn as an effective tool for disseminating its outcomes. Specifically, it will be utilized to establish connections with stakeholders, EU Platforms, industry representatives, and other EU-funded projects within the same domain.

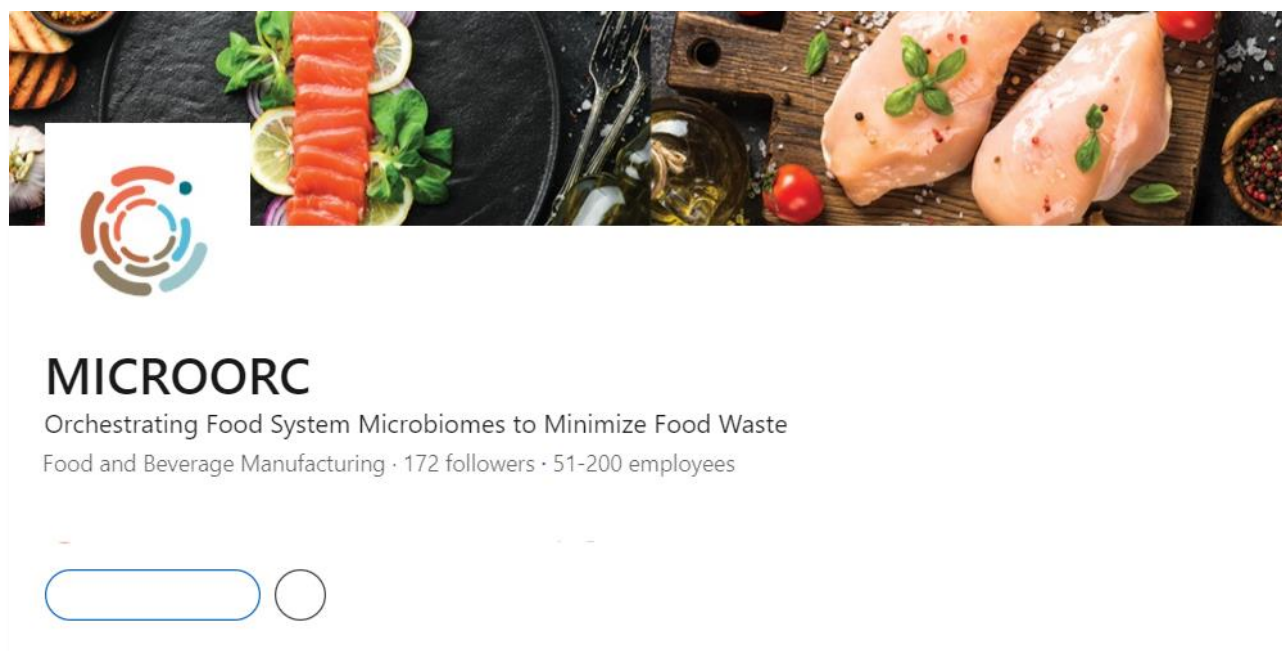


Figure 14: MICROORC LinkedIn account



3.2 MICROORC Twitter Account

Twitter is an online platform for news and social networking, enabling users to post and engage with messages known as "tweets," which are limited to 280 characters. This medium offers inherent features that facilitate visibility enhancement through the use of hashtags and trending topics. For instance, relevant hashtags like #EUAgriPromo, #foodwaste, #innovation, and #foodquality can effectively amplify the reach of the MICROORC project. Additionally, when participating in events organized by third parties, the project leverages official event accounts and hashtags to further boost its visibility.



Figure 15: MICROORC Twitter account



4 CONCLUSIONS

This deliverable provides information about the MICROORC website, as well as the social media channels launched for the project, which will be used to boost the visibility of MICROORC's results and progress.

The MICROORC project website is designed to be a crucial component of the project's Dissemination and Communication strategy. It will serve to inform and engage stakeholders and a broad audience by consistently sharing updates on project results and progress. Additionally, it will function as a repository for public documents, making them available for download. Visitors can also learn more about the organizations involved and easily contact the coordinator through the website.

The MICROORC LinkedIn and Twitter have been launched and will be used throughout all project course to disseminate content and expand the MICROORC community.

