



Infohub kick-off: website and social media accounts operational

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D4.1: Infohub kick-off: website and social media accounts operational WP4

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Bioeconomy Awareness and Discourse Project H2020-BBI-PPP-2015-2-1

Technical References

Project Acronym	BioCannDo
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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

Document history			
V	Date	Beneficiary	Author
1	January 2017	YOU _ ICO	Raffaella Moreschi, Silvia Raimondi



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0 Summary

As our primary target is the public in general, the BioCannDo communication has been designed to deliver contents about bio-based products and the bioeconomy in a straightforward, engaging and entertaining way which can be understood by the general public. Our project communication channels are based on the Infohub distribution model, which will be using both established formats (like journalistic articles, videos, social media posts) alongside new ones (e.g. story-telling, facts and myths and problem solving formats).

This deliverable is associated with the first steps in the project dissemination: the release of the project website and the starting of the social media activity.

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1 The Infohub

The goal of BioCannDo is to raise consumers' awareness about the bioeconomy. We consider this as a major challenge as most people are not fully aware of bio-based products, their potential and how these products can be used in everyday life.

Moreover, BioCannDo is also about **measuring consumer's reactions to our messages and people's level of engagement towards the concept of bioeconomy.** Our project will tackle this challenge through a combination of channels, which are all supported by the Infohub.

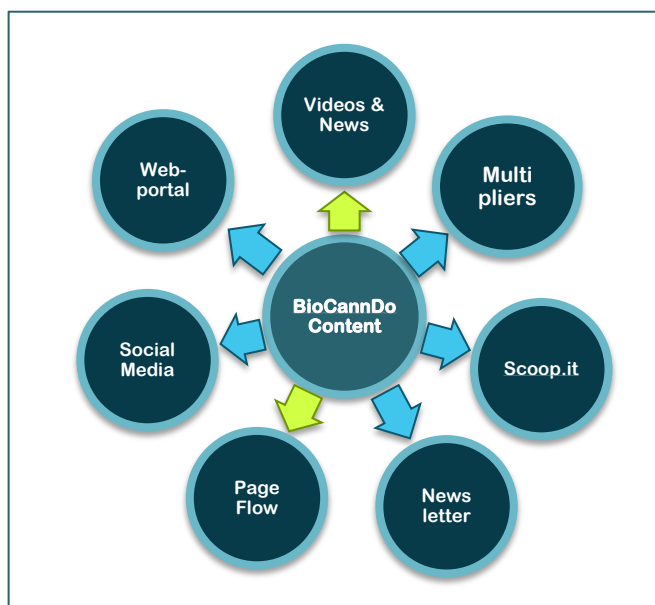
The Infohub is a flexible networking and distribution model which acts as an information broker of both original and existing information materials about the bioeconomy.
It operates in multiple ways.

The Infohub:

1. develops contents in multiple formats;
2. it distributes them;
3. it collects users feedback;
4. and monitors their impact.

It relies on several distribution channels:

Picture 1 – The BioCannDo Infohub



This deliverable is produced in conjunction with the launch of two channels of the Infohub: the web portal and social media activity.

1.1 Portal name and visual identity

To ensure the BioCannDo message resonates effectively with the general audience a new domain name has been developed for the Infohub channels and the website: “AllThings.Bio”.

This brand will be used to identify the BioCannDo materials and editorial production.

AllThings.Bio is also the project’s portal domain name.

The original project name - BioCannDo – will identify our project and the partnership which operates behind AllThings.bio. It will also be used for administrative tasks. The description of the BioCannDo objectives and partnership is available on the AllThings.Bio website at the internal page <http://www.allthings.bio/about/>.

The visual identity of AllThings.Bio, reflects the BioCannDo’s.



The following domains have been secured for the web portal:

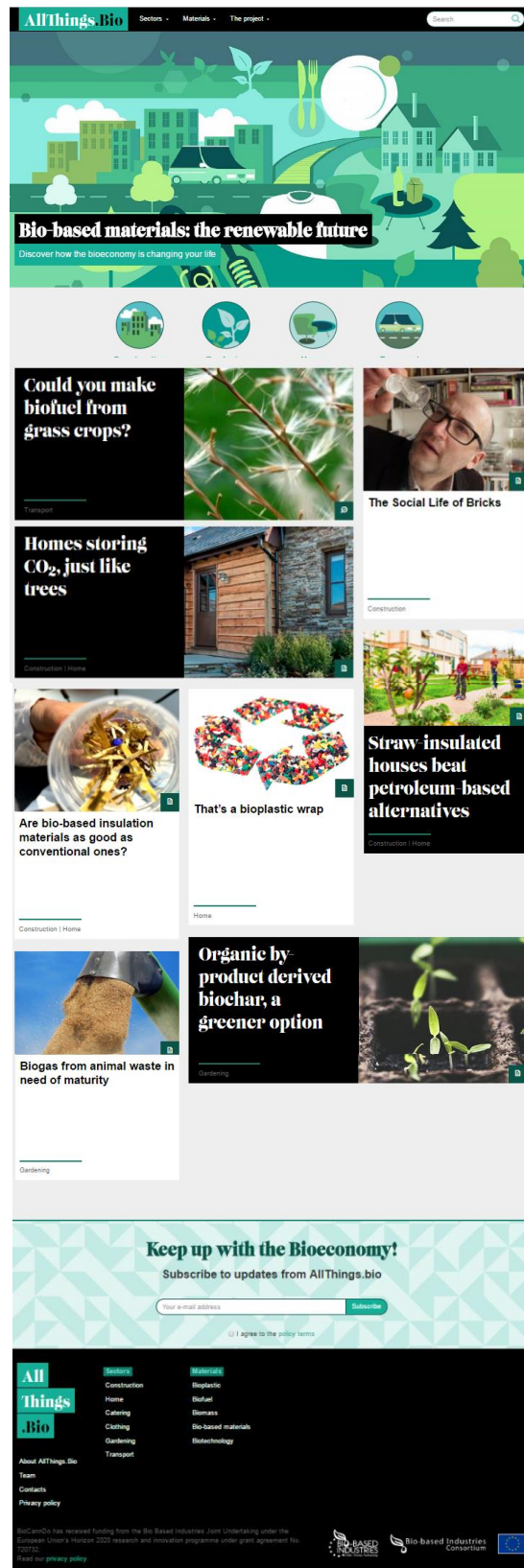
- allthings.bio
- allthingsbio.eu (redirecting to allthings.bio)
- allthingsbio.com (redirecting to allthings.bio)

1.2 The web portal

The project web site is available at the URL www.AllThings.Bio.

The website has been published on 27 January 2017, featuring the static elements of the website and its core structure. Additional contents and sections will be implemented during the course of the project once they will become available and in line with the output of the other work packages (namely from WP3, WP5 and WP6).

Picture 2 – The AllThings.Bio website home page

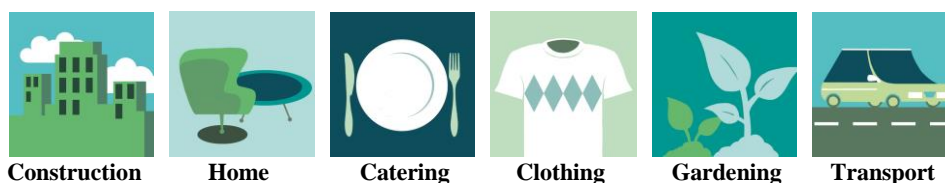


The project home page illustrates the areas where bio-based products are used. They have been defined according to the application they have in the consumers' life.

These application areas will be consistently used in AllThings.Bio to label the contents published on the portal and delivered through the Infohub:

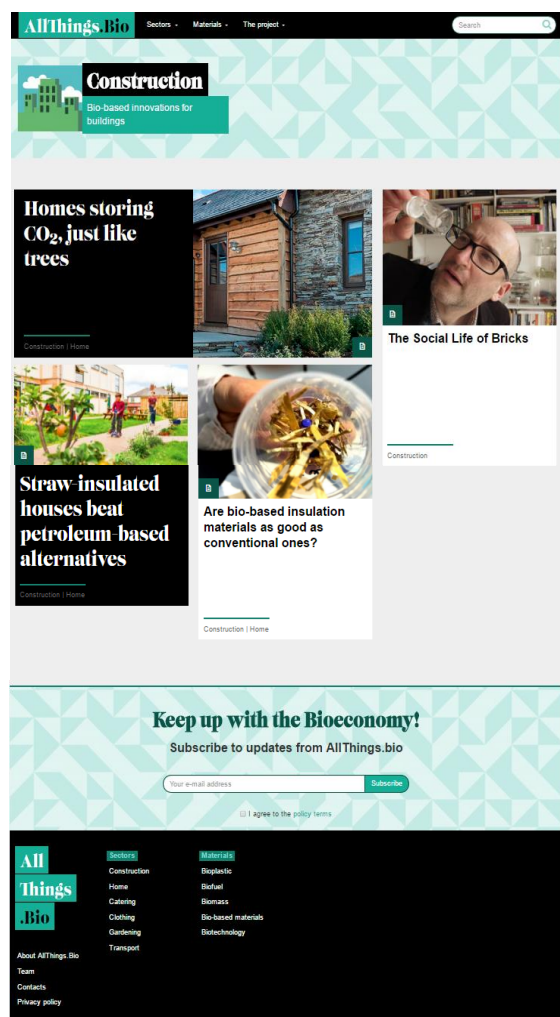
- Construction
- Home
- Catering
- Clothing
- Gardening
- Transport

Picture 3 – The icons representing the AllThings.Bio application areas



From the homepage visitors are taken into internal “thematic” pages which showcase a selection of contents about an application area produced and collected by AllThings.Bio.

Picture 4 – The Construction thematic home page



These contents follow different formats, which have been illustrated in D2.1. They are:

- **Journalistic article posts**, which have a focus on bioeconomy related topics. Where appropriate they can be integrated by factsheet boxes which clarify the key points outlined in the post. They can be also associated to comment boxes and mini-surveys;
- **Keyword posts (glossary)** – Bioeconomy related keywords and/or technical contents used in the website posts will be crosslinked to the glossary;
- **Fact or myth posts** are journalistic articles aimed at tackling controversial issues of public interest. They can also be associated to mini-surveys;
- **Problem solving posts** offer practical solutions generated by bio-based products and materials to tackle issues consumers may have;
- **Storytelling - multimedia bioeconomy stories** are developed through Pageflow® a multimedia instrument designed to create a narrative on a given topic. They are suitable to present difficult or complex contents;
- **Video posts** present bioeconomy related research in a stimulating and catchy manner, suitable to attract attention also from the non-experts.

When existing resources and contents cannot be re-packaged according to the BioCannDo formats, they will be delivered through more traditional formats:

- **Directory of projects and key networks about the bioeconomy** - which will point readers to projects and organizations directly involved in the topic dealt by our posts;
- **External resources** - papers to articles and public deliverables to research projects related to a specific topic;
- **Educational resources** – existing resources as well as those developed by BioCannDo, as well as a network of European university and research centres specialised in bioeconomy research.

A sector event section of the website will also be included, alongside a registration facility for those wishing to follow the project and receive the materials produced by them.

As the objective of the Infohub is also to collect users' feedback, understand their reaction and their level of engagement about bioeconomy topic, our website also hosts "User generated content" based on the following formats:

- **Mini-surveys** measure readers' feeling/attitudes after reading a post;
- **Comment box** to collect possible comments and the reaction of the users who have read a certain post;
- **Science Quiz**, which will be based on a format able to trigger the reader's interest on bio-based materials.

For the distribution of journalistic articles (following the "Journalistic Article Post" format) and videos the Infohub will also rely on external platforms, namely news multipliers with syndication agreements with youris.com. The multipliers used by the Infohub will be Cordis.Wire, AlphaGalileo and Phys.org.

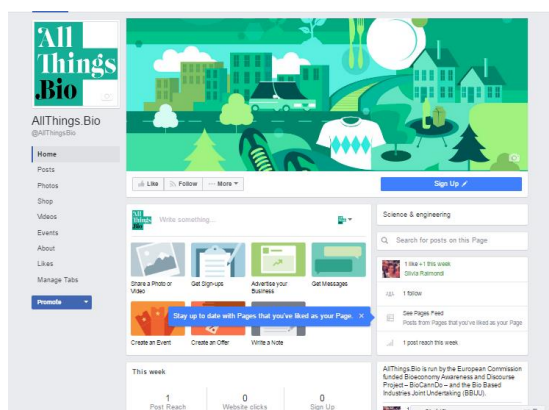
As for the portals, youris.com will monitor the number of visits of the AllThings.Bio communication materials published on external multipliers.

1.3 Social media

AllThings.Bio will have a social media presence on Facebook and Twitter.

The AllThings.Bio **Facebook page** [@AllThingsBio](#) has been published on 30 January 2017 and has been designed following the visual identity of AllThings.Bio.

Picture 5 – @AllThings.Bio Facebook page



At the initial stage of the project, updates will be regular yet occasional, and they will become more frequent once original contents from the project will be produced.

As the BioCannDo Description of Action document indicates that activities aimed at increasing user participation will also be promoted online through dedicated online campaigns – we plan to use Facebook advertising campaigns to promote the contents of the Infohub and stimulate people to follow us and subscribe to our Facebook page and to the AllThings.Bio website.

As for our **Twitter strategy**, AllThings.Bio uses @CommNet_EU, an account already existing around the topic of the Bioeconomy.

This approach gives us the advantage of exploiting the existing CommNet community which counts today nearly 300 followers (whilst creating one from scratch will take a considerable amount of time before we reach tangible results). The CommNet twitter followers will also be invited to register on the website and become part of the core AllThings.Bio community. We envision activity on twitter will continue as the project progresses, more contents will become available.



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