



D7.3 CHIC web site and social media platforms launched

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1 Summary

During the first three months of CHIC project, the logo has been designed and the project website and social networks have been launched.

The actual deliverable provides the delivery of the CHIC logo, website and social networks to the external stakeholders.

Images of the logo, website and social networks are provided in Annexes I, II and III.

2 Introduction

The purpose of this document is to provide to the stakeholders and general public the main channels to get all the public information and data from CHIC project.

3 Aim of the CHIC website and social networks

The CHIC website provides a convenient channel for data sharing among the consortium partners and one of several means of outreach to other stakeholders and the general public. Accordingly, the website comprises a public domain component that can be accessed by anyone via the internet and a private, password-protected area available solely to the consortium partners and authorized stakeholders. A hierarchical, individualized access system ensures restricted access to the private website content, e.g. allowing certain stakeholders to reach a limited number of pages. The CHIC website has been published in March 2018 (month 3) with the basic information from the project.

The website has been linked to the social networks:

- Facebook: it is the most “social” of the social networks. However, companies and professionals use Facebook because of its popularity. It is the most popular social network with more than 900M users (most of the Facebook users have ages between 18 and 29- year-old but around the 70% of the middle age adult online population has a Facebook profile). The Facebook aimed audience of the CHIC profile are general public that does not know anything about New Plant Breeding Techniques and their positive impact for the society when they have been responsibly developed.
- Twitter: it is the social network usually used to inform in a fast and short manner of what is happening in a specific area (microblogs). Any news related to the project (result, meeting, conference, publication...) will be published in Twitter and also any relevant news or updates in these fields using #chicory, #NPBTs on a regular basis.
- LinkedIn: is the most popular professional social network. With more than 150M users it is the main tool people and companies use to establish commercial relationships. To support exploitation of commercial results LinkedIn can be quite



useful that's why it will be used to support this activity during the last 2 years of the project.

- Youtube: it is a powerful tool to make closer to humans a specific brand. Videos are a powerful tool to get closer to a specific audience. One aim of the CHIC communication and dissemination plan is to use the videos to communicate with all type of audiences. It is expected that a disruptive video with educational objectives during the 3rd year of the project.
- Instagram: it is a social network which is growing faster than the others. It is only to publish pictures; however, it can be very useful when attractive pictures are published.

The website and social networks will be updated on a weekly basis and/or anytime there is a project's item of interest for the stakeholders to be published. Partners' own websites and social networks will be also updated with CHIC's new publications. EPSO will disseminate CHIC material through the EPSO website, newsletter and twitter.

4 Project Logo

The project logo was designed between the coordinator (WR), partner n° 11 (ASSF) and partner n° 17 (IDC).

It is based on the Fibonacci sequence represented in many forms in the nature. The colors are based on the natural colors of the chicory flowers.

Annex 1 contains the CHIC logo.

5 Website

The CHIC website (<http://chicproject.eu>) is online since March 2018. It is divided into the different sections:

- About: it contains the main information about CHIC project:
 - What is CHIC?
 - Objectives and activities
 - Expected Impacts
- Consortium: it contains the description of the partners and the links to their websites.
- Communication: all items produced during the project life to communicate to the stakeholders and general public will be uploaded to this section. It contains the following sections:



- News
- Press Release
- Logo
- Newsletters
- Videos
- Public deliverables.
- Events: It is expected that partners will attend to several conferences and events. Also, it is expected to have several CHIC events (trainings, workshops with farmers, final conference). Any CHIC event or related to CHIC will be published in this section and also announced in social networks.
- Training: This section will announce and also share with the audience all the activities, results, presentations, videos...related to training activities planned for CHIC project.
- Partners only: Access to the private section of CHIC project.

ANNEX 2 contains pictures about the CHIC website.

6 CHIC Social Networks

The links to the different social networks profiles are:

- Link to CHIC Facebook profile: <https://www.facebook.com/H2020.CHICproject/>
- Link to CHIC Twitter profile: https://twitter.com/H2020_CHIC
- Link to CHIC Linked In profile: <https://www.linkedin.com/in/h2020-chicproject/>
- Link to CHIC youtube profile: https://www.youtube.com/channel/UCdEvOAE0_sWd3i1SyGF5nCw
- Link to CHIC Instagram profile: <https://www.instagram.com/h2020.chicproject/>