

Standards and Regulations for the Bio-based Industry STAR4BBI



**Work Package 5**

**D5.2**

**Website**

PUBLIC

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*Prepared by*

Tatevik Babayan

nova-Institut GmbH

nova-institut.eu

[tatevik.babayan@nova-institut.de](mailto:tatevik.babayan@nova-institut.de)

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## Website

### 1. Summary

The present document is deliverable 5.2 “Website” of the STAR4BBI project. The objective of this report is to present the website specifications, the structure and the public appearance within the project duration since the website went online. As the communication and dissemination strategy in the beginning of the project has defined, the project website has served as a communication means for reaching broad distribution of the results of the project, as well as for internal communication and sharing of information within the project partners. The first website went online in October 2017. The second website of the project was published at [www.star4bbi.eu](http://www.star4bbi.eu) domain in 2019. In this report, the second website (under the domain [www.star4bbi.eu](http://www.star4bbi.eu)) will be presented more in detail, since this will be the one that will remain online and as a representation of the project after the end of the project.

To ensure fast and effective communication inside the project, an internal platform for secure communication within the project consortium was also set up under the [www.biobasedeconomy.eu](http://www.biobasedeconomy.eu) domain.

Figure 9 shows the structure of the internal website for the purpose of information exchange within project partners.

### 2. Website development

As a dissemination measure, the website is a channel which allows for a quick and broad distribution and exchange of information on the progress of the project to interested parties, stakeholders and the public. The STAR4BBI consortium has outlined the content, that is relevant for the public and the relevant stakeholders, which has been implemented on the website.

The website was firstly launched under already existing domain of [www.biobasedeconomy.eu](http://www.biobasedeconomy.eu) under the subpage: Projects, STAR4BBI. Development, access and improvements of the website at the backend was carried out by the Netherlands Standardisation Institute. The preliminary website went online in October 2017. Thus, the project Milestone of reaching the establishment of the website in Month 6 was achieved on time.

The second website of the project was published at [www.star4bbi.eu](http://www.star4bbi.eu) domain in June 2019. The website on the first domain ([www.biobasedeconomy.eu](http://www.biobasedeconomy.eu)) is linked to the new website ([www.star4bbi.eu](http://www.star4bbi.eu)), so the search for the first web-page leads to the new website. In this report, the second website (under the domain [www.star4bbi.eu](http://www.star4bbi.eu)) will be presented more in detail, since this will be the one that will remain online and as a representation of the project after the end of the project. To ease the communication in this report the website under the domain [www.biobasedeconomy.eu](http://www.biobasedeconomy.eu) will be named as the “first website” and the website under the domain [www.star4bbi.eu](http://www.star4bbi.eu) will be named as the “second website”, as shown in Table 1.

Table 1 Naming of the websites that will be discussed in this report

Website naming presented in this report	Domain where the website is located
First website	<a href="http://www.biobasedeconomy.eu">www.biobasedeconomy.eu</a>
Second website	<a href="http://www.star4bbi.eu">www.star4bbi.eu</a>

Both websites have been set up with the well-established WordPress system (<https://wordpress.org>). This content management system (CMS) guarantees a long-term availability of up-to-date features that can be accessed without any hurdles. It is user-friendly and receives many updates and technical support from a big international community of users and programmers. After the end of the project, the second website will remain online in order to make the project results accessible for the public in a long-term perspective.

### 2.1. The development of the website

After the project start nova-Institut was according to the Grant Agreement in charge of the development of the website. However, it was internally discussed that reaching the relevant stakeholders would be easier and more productive if the website would be hosted under the [www.biobasedeconomy.eu](http://www.biobasedeconomy.eu) domain, where other BBI projects, such as INNPRO-BIO, KBBPPS, OPENBIO are hosted as well. Therefore, the already existing domain [www.biobasedeconomy.eu](http://www.biobasedeconomy.eu) was firstly used in order to provide relevant information and research on the bio-based economy in one place. The website is hosted on NEN's server and was developed and maintained by NEN. It runs on Wordpress CMS, including features such as a contact database, confidential exchange of documents in the internal section news, events etc. The first website was launched in October of 2017.

The conclusions from the project review meeting by the European Commission addressed the needs for improvement and regular updates of the website to provide information on project activities and results, as well as to include dissemination materials available.

The STAR4BBI project team started to plan the implementation of the improvements based on the Commission requirements. However, the technical limitations of the first website did not allow the full implementation of the improvements that STAR4BBI team discussed and decided to implement on the website. Therefore, the improvements that were possible to achieve for the first website were implemented. For the future development it was decided that a second website would be launched, that is to remain as the main website and where all the updates are technically possible to carry out. Figure 1 shows the outline of the first page of the first website. STAR4BBI is to be found under the "Projects" "STAR4BBI".

## Website

Figure 1 STAR4BBI first website under [www.biobasedeconomy.eu](http://www.biobasedeconomy.eu) domain



The second website has gone online on 20.06.2019. The first website is linked to the second website, so that stakeholders and interested parties who were informed or had used the first website can be directed to the new one automatically. Figure 2 shows the outline of the first page of the second website.

Figure 2 STAR4BBI second website under [www.star4bbi.eu](http://www.star4bbi.eu) domain



## 2.2. The external part of the website

The website's public area serves for the dissemination of information about the project to interested parties, stakeholders, the wider academic and industrial communities and the general public.

## Website

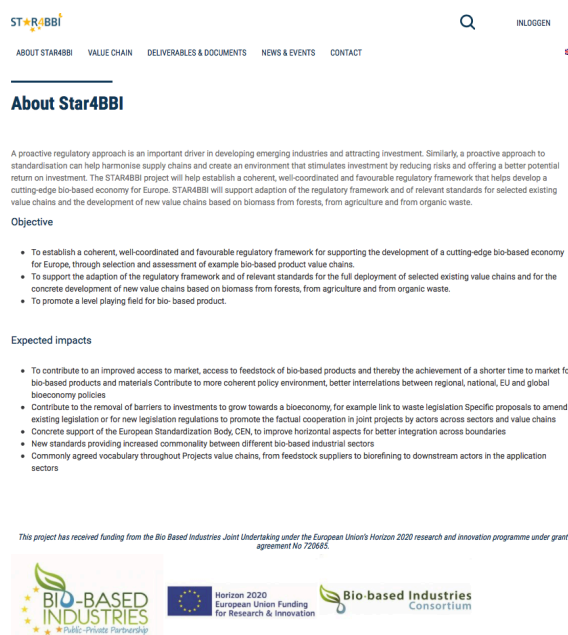
The structure of the second website is comprised of the following pages:

- About STAR4BBI
- Value chain
- Deliverables & documents
- News & events
- Contact

All the pages of the website contain information about the funding agreement as well as the logos of Bio-Based Industries, Horizon 2020 and Bio-based Industries Consortium.

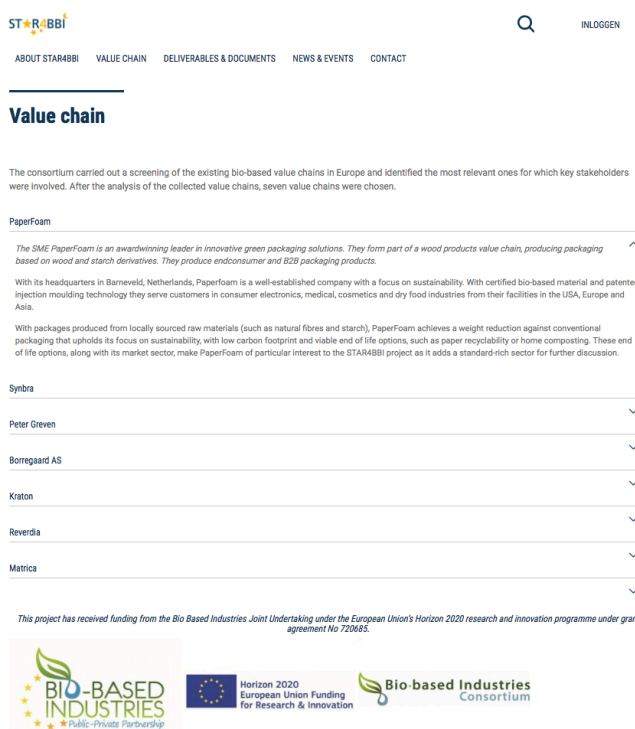
**About STAR4BBI** page presents general information about the project, its objectives and the expected impacts that the project is going to deliver. The layout of the page is given in Figure 3.

Figure 3 “About STAR4BBI” website page



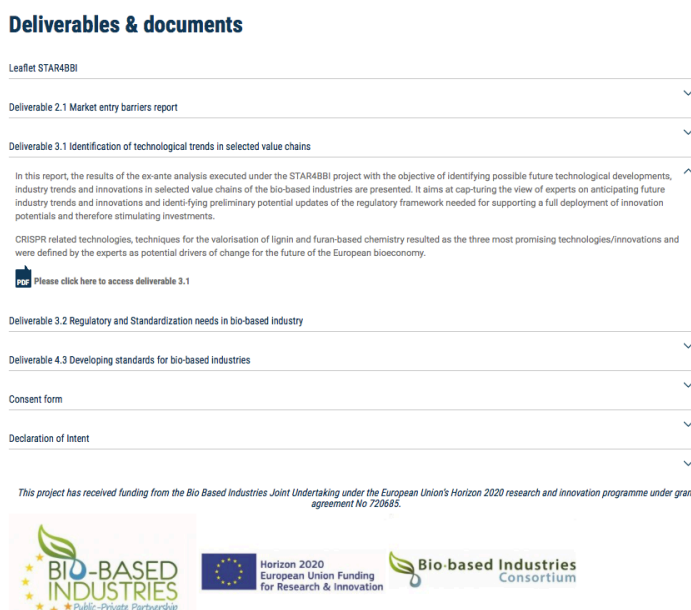
**Value chain** page presents the names of the companies and the value chains, which had been chosen as real cases for analysis and studies within the project. Each of the listed value chains are presented in detail, as pictured in the example of the PaperFoam in Figure 4.

Figure 4 “Value Chain” page of the STAR4BBI project website



**Deliverables & documents** page lists all the public deliverables of the project (see Figure 5). The final public deliverables which will be submitted by the 31.08.2019 to the EC will be similarly uploaded on this page. A more detailed text including the key words of the content of the deliverables is included on the website. This was deliberately done this way, to access the documents of the deliverables through a google search when searching for the key words concerning the content of the deliverables. Additionally, the leaflet of the project is to be found under this page too. The consent form and the declaration of intent have been included on the website for focal points or value chains that were requested to participate in the project as study cases.

Figure 5 “Deliverables & documents” page of the STAR4BBI project website



**News & events** page presents STAR4BBI relevant news and events. Apart from content generated by the project, and the events that have been organised within the project work, other relevant news and events have been added on the website as well.

Figure 6 “News & events” page of the STAR4BBI project website

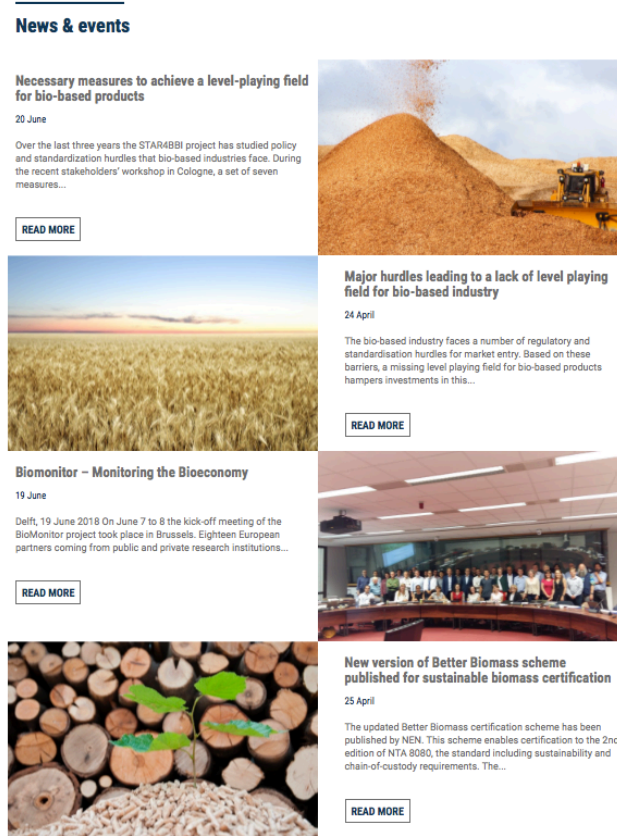


Figure 6 illustrates how the news are presented on this page. Additionally, all STAR4BBI past events and press releases are posted under this page as well, as displayed in Figure 7.



## Website

Figure 7 Past events and press releases of the STAR4BBI project posted on the website

Past events	
<a href="#">STAR4BBI Stakeholder Workshop 14th of May 2019 - Assessing Bio-based Product Value Chains</a>	▼
<a href="#">Third Webinar 15th of January 2019 – Algae and aquatic biomass for use in bio-based products</a>	▼
<a href="#">STAR4BBI Stakeholder Workshop 23th of October - Improved Standards and Certificates for Bio-based Industries</a>	▼
<a href="#">Second webinar 16th October - Focus group webinar on gene editing technologies</a>	▼
<a href="#">First webinar 30th of July - Focus group webinar on valorization of lignin and furan-chemistry technologies from sugars to produce FDCA</a>	▼
Press releases	
<a href="#">26th of March 2019 - Developing standards for bio-based industries</a>	▼
<a href="#">24th of April 2019 - Major hurdles leading to a lack of level playing field for bio-based industry</a>	▼
<a href="#">20th of June 2019 - Necessary measures to achieve a level-playing field for bio-based products</a>	▼
<a href="#">15th of November 2018 - Horizontal standards to deliver a better integration and support to bio-based industry</a>	▼
<a href="#">3rd of December 2018 - Common language across the value chains of bio-based products – where are the real challenges?</a>	▼

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**Contact** page contains contact information of the coordinator Ortwin Costenoble for interested parties to connect and receive information about the project procedures and outcomes. Figure 8 illustrates this page on the STAR4BBI website.

Figure 8 Contact page of STAR4BBI project website



### 2.3. The internal part of the website

The internal part has been used for a convenient sharing of documents and to facilitate communication between project members. The internal part can only be accessed by users with username / password.

Documents can be shared via a front-end upload section. This functionality guides the uploader to structure documents & files according to a predefined structure. Figure 9 shows the structure of the internal part of the website.

## Website

**Consent form and letter of intent** have been developed by the partners in order to declare the intent of the research while contacting companies as representatives of the value chains which have been analysed within the project.

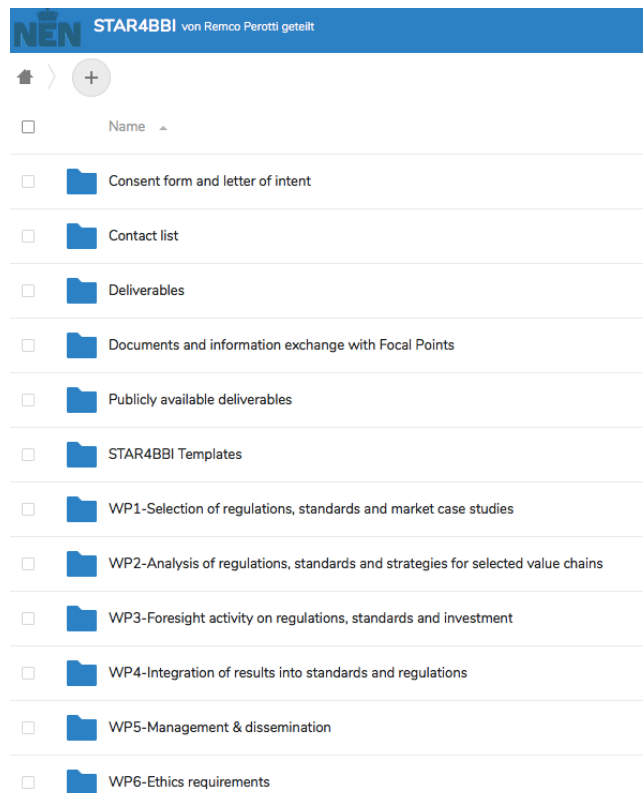
**Contact list** contains contact information of all project partners.

**Deliverables:** Final versions of all submitted deliverables are uploaded in this folder.

**Publicly available deliverables:** Here the publicly published deliverables are uploaded.

**WP1 through WP6:** Documents concerning the development and research of the work packages were uploaded here.

*Figure 9 Internal website structure*



### 3. Logo

In terms of external communication, the logo of the project plays an important role, to represent the project in all communication materials.

Each of the partners delivered a tentative logo to internally evaluate and discuss the type of a logo that would be accepted and approved by all partners. Based on the discussions NEN developed a final compilation of logos, from which all partners picked the following one (below). The logo has served as the project's identity throughout the project duration and will continue to remain as such after the completion of the project.

It depicts the name of the project STAR4BBI as the project acronym and some attributed features. The final logo is depicted below:





Materials used for the dissemination activities, such as public presentations, press releases, materials for the workshops carried out during the project, the leaflet of the project etc. have always included the logo as the project label.

#### 4. Conclusions

Both websites have served as platforms where all STAR4BBI relevant information, such as communication campaigns, materials and events has been collected and presented. The final results of the project, such as the final public deliverables, will be similarly uploaded on the second website.

The team has not kept track of website visits nor have we included a feedback option. Several events of people or other EU projects having reached out to the project team for information can be recalled.

## Website

### Contact

Tatevik Babayan – [tatevik.babayan@nova-institut.de](mailto:tatevik.babayan@nova-institut.de)

nova-Institut GmbH  
Chemiepark Knapsack  
Industriestraße 300  
50354 Hürth, Germany

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