ACTPAC

Funded by the European Union

ACTPAC	
Project number:	101135289
Project name:	A Complete Transformation PAth for C-C backboned plastic wastes to high-value Chemicals and materials
Topic:	HORIZON-CL6-2023-ZEROPOLLUTION-01-5
Type of action:	HORIZON-IA
Starting date of action:	1 January 2024
Project duration:	48 months
Project end date:	31.12.2027
Deliverable number:	D13.2
Deliverable title:	Initiation of project's electronic communication tools
Document version:	Ver1.1
WP number:	WP13
Lead beneficiary:	9 - M&S
Main author(s):	Celine Rabe (09-M&S), Damir Haskovic (09-M&S)
Internal reviewers:	Zheng Guo (01-AU), Bekir Engin Eser (01-AU)
Nature of deliverable:	DEC (Website, social media channels) | Additional Report
Dissemination level:	PU
Delivery date from Annex 1:	31.03.2024
Actual delivery date:	29.03.2024

Funded by the European Union. 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 the granting authority can be held responsible for them.

Summary of the Additional Report

This document is an **additional report** to the set up and delivery of the project website, social media, and communication channels of the ACTPAC project. The additional report provides information on the main digital resources and channels, which were implemented as part of the ACTPAC project.

First, the structure of the project website is explained, and its content is highlighted. Design, various sections and functions of the website are demonstrated by the means of screenshots.

Second, the social media channels and the newsletter are presented, which were set up as the project's digital distribution and dissemination tools.

Finally, the document provides a summary of the main facts in the conclusion. Both the project website and the social media channels represent a vital step for the project's communication and dissemination activities aimed at presenting up-to-date insights to relevant stakeholders. All of the project consortium partners will contribute to the growth of the set-up communication channels by either sharing, liking, subscribing, following, engaging or posting regularly.

Contents

Figures

Acronyms & Abbreviations

Term	Description
CMS	Content Management System
D	Deliverable
DEC	Dissemination, Exploitation, and Communication
EU	European Union
GDPR	General Data Protection Regulation
M	Month
PC	Personal Computer
PE	Polyethylene
PHP	PHP (recursive acronym for PHP: Hypertext Preprocessor)
PWS	Project Website
SEO	Search Engine Optimisation
T	Task
WP	Work Package

1 Overview of the project and the additional report

The ACTPAC project is funded by the European Commission as part of the Horizon Europe framework programme and the call "Industrial biotechnology approaches for improved sustainability and output of industrial bio-based processes (HORIZON-CL6-2023-ZEROPOLLUTION-01-5)". Within a period of 48 months, ACTPAC aims to develop a complete value-added industry-viable path to convert PE firstly into alkanes; then into high-value chemicals (monomers); and finally into PE-like but fully biodegradable polyesters. A zero-waste solution to the plastic waste management is thus created to keep plastics out of the environment, and reclaim their values. The new properties and specific applications of the new polyester plastics produced from upcycling of PE waste will provide SMEs with new business opportunities by scalable, flexible and robust multi-product manufacturing processes for on-demand and small-volume output production.

The scope of this additional report is to describe the established communication channels, to ensure that the ACTPAC project will have the greatest possible impact. These activities were initiated in the course of WP13, and the related T13.2 and will be continuously carried out throughout the project duration. The first tool that has been set up in T13.2 and that will be used to raise awareness about the ACTPAC project among the potential stakeholders, is the ACTPAC project website. The website represents the main communication tool for promoting the project and its results. As such, the website provides an overview of the background, the objectives, the consortium and the overall structure of the project. In addition, the website provides information about the project methodology and the expected impact of the project. Besides the project website, the social media channels are an essential part of the DEC activities. They are crucial for the continuous communication activities to provide potential stakeholders with regular updates about the progress of the ACTPAC project, to raise awareness about the project globally and to mobilize stakeholders in the exploitation phase. X (formerly Twitter) allows easy access to current information and will be used to inform and connect to the general public & citizens, plastic waste management companies, food packaging, biorefining or chemical companies, policy makers, regulatory agencies, authorities, research institutions and the scientific community. LinkedIn, as a professionally focused social media platform, will provide networking value to the project. The YouTube channel will be used to spread various audio-visual materials that are produced in the context of the ACTPAC project. Both the project website and the social media channels are essential for the communication and dissemination activities of the ACTPAC project aimed at presenting up-to-date insights to relevant stakeholders. The project website will be regularly updated and, whenever appropriate or necessary, new sections or subsections will be included. All of the project consortium partners will contribute to the growth of the communication channels by either sharing, liking, subscribing, following, engaging or posting regularly.

1.1 Structure of the additional report

The additional report for the deliverable 13.2 includes the following sections: Section 1 provides an overview of the project and the additional report. Section 2 presents the content and structure of the project website. The design, sections and functions of the website are demonstrated using screenshots. Section 3 presents the social media channels and the newsletter tool, which were set up as the digital distribution and dissemination tools. Section 4 provides the conclusion of this additional report presenting the future potential of using the channels that were implemented.

2 Project website

The ACTPAC project website is available via www.actpac.eu and is the main communication tool used to promote the project and its results. Main aim of the website is to inform relevant stakeholders globally and from the EU, including citizens, plastic waste management companies, food packaging, biorefining or chemical companies, policy makers, regulatory agencies, authorities, research institutions, the scientific community, and other projects about the ACTPAC project and provide relevant material on a project level (such as publications, deliverables, news etc.).

2.1 Structure

The ACTPAC website is built using WordPress, a free and open-source Content Management System (CMS) platform based on PHP, MySQL, and JavaScript, which allows to quickly deploy modern, easily accessed and web browser compatible websites [1]. As such, the website template utilises a dynamic web layout, which enables automatic and responsive size adjustments according to the screen display of the device in use; either it is a PC, a tablet or a smartphone. Moreover, the website uses the appropriate logo for the favicon, which further strengthens the ACTPAC project visual identity.

The ACTPAC project website is structured into six main areas. **Figure 1** shows the high-level sitemap of the website. In the following sections, each page and (sub)page on the website is briefly described. The main menu of the website allows to navigate through the different items, i.e., "Home", "News", "About", "Consortium", "Media" and "Contact". Furthermore, the main menu items are sub-levelled into (sub)pages which give further context to these items.

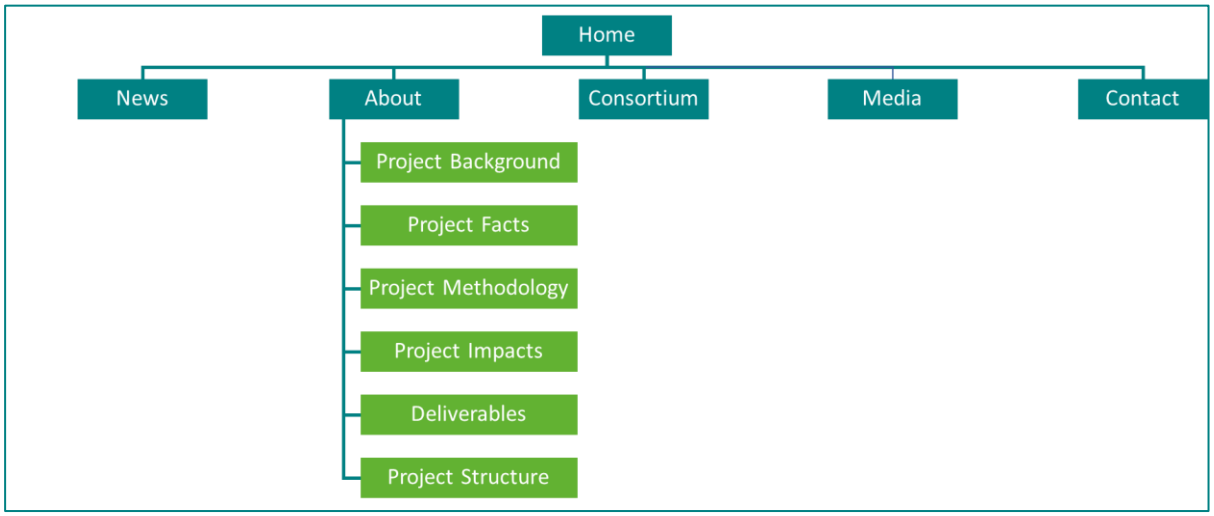

Figure 1. ACTPAC project website structure

2.1.1 Home page

Figure 2 shows the home page of the PWS. The home page offers a brief explanation of the ACTPAC project, an overview of the main objectives of the project and it presents the project consortium. The home page also includes the navigation menu which allows the user to switch between the different pages and (sub)pages. This bar is pinned to the top of the website and always remains visible, even when scrolling or switching between different topics and pages of the website.

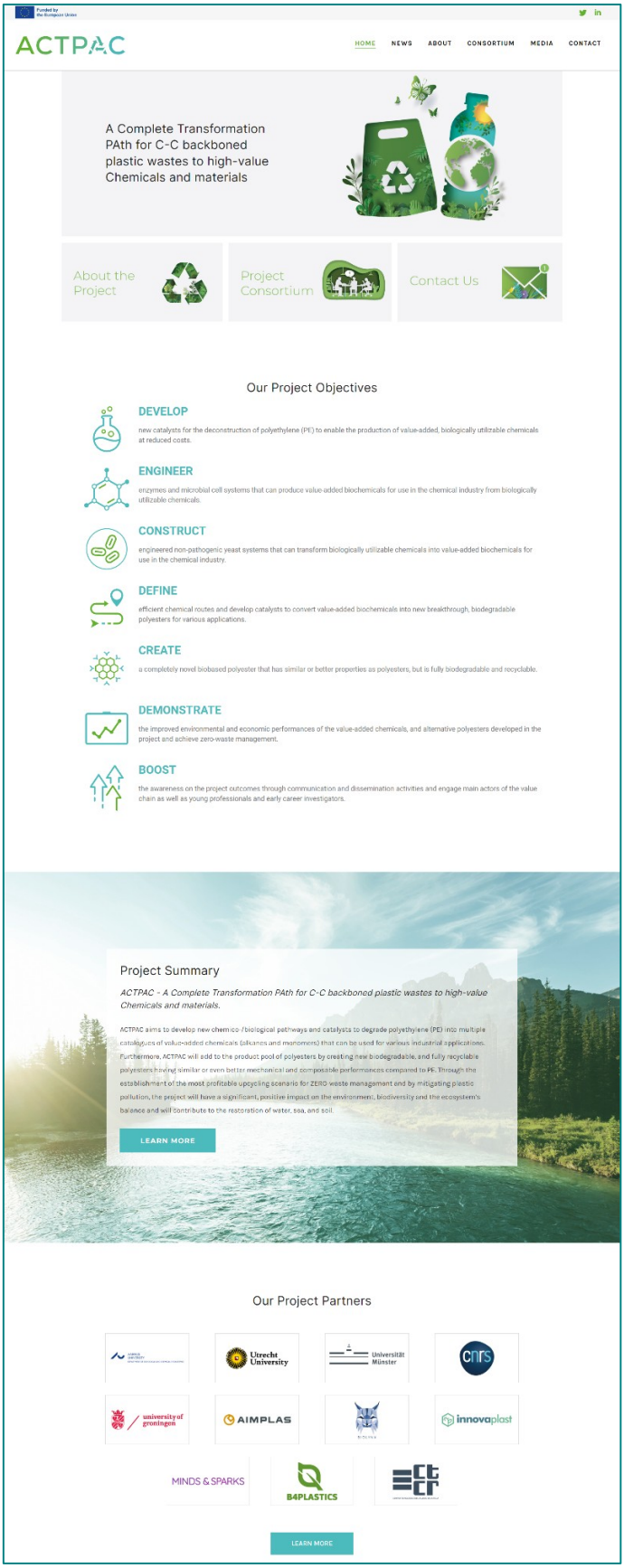

Figure 2. Home page

The footer of the website permanently shows the ACTPAC logo, the Horizon Europe funding acknowledgement, the contact of the project coordinator as well as links to all of the social media channels (**Figure 3**). In addition, the footer includes a "Quick Menu" that provides quick links to the main sections of the website. A line at the bottom of the footer provides the copyright disclaimer, as well as links to the website of MINDS & SPARKS, the project website creator, and to the "Terms & Conditions" webpage (described in section 2.1.7).

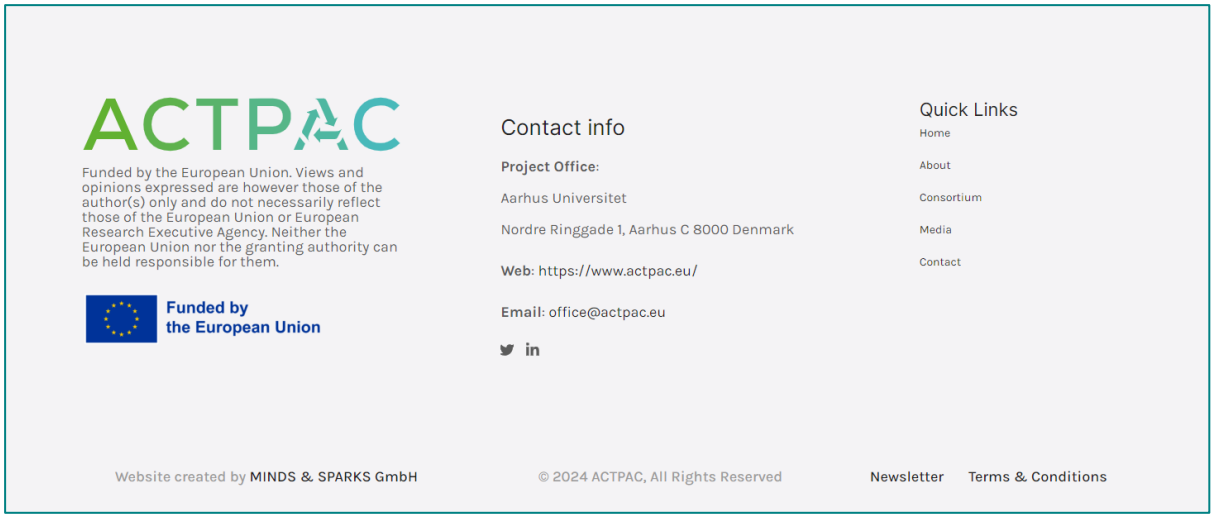

Figure 3. Footer section

2.1.2 News

The "News" section (**Figure 4**), contains articles written by the consortium. On the one hand, those articles provide readers with interesting project-relevant information from the fields of polymer science, catalysis, enzymology, metabolic engineering or biotechnology. On the other hand, they provide stakeholders with updates on the project, its progress, activities and events, complemented with relevant photos, images or links. All consortium partners are committed to provide relevant content for this section, as well as to sharing it.

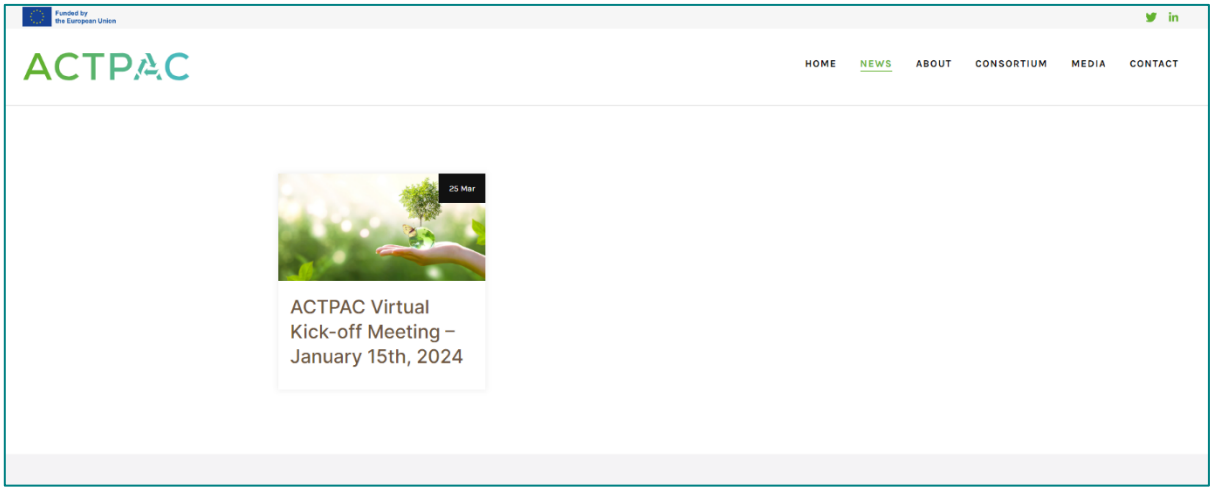

Figure 4. News section

2.1.3 About

The "About" section (**Figure 5**) provides information about the project background, project impacts and the main project facts, including the project duration, the reference number and the funding programme.

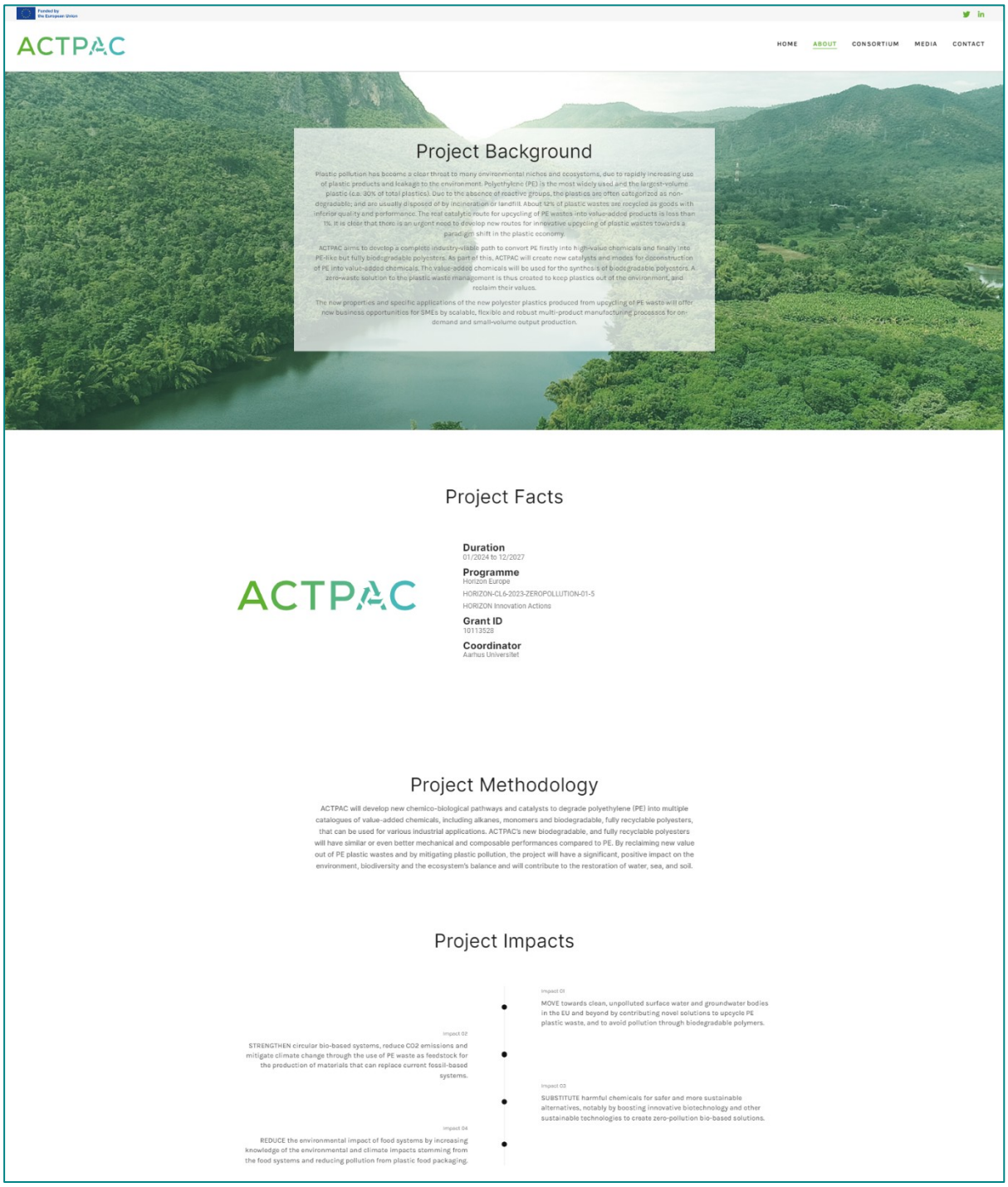

Figure 5. About: Project Background, Project Facts, Project Methodology, Project Impacts

The subsection "Deliverables" (**Figure 6**) lists all public project deliverables, which will be available for download as the project progresses.

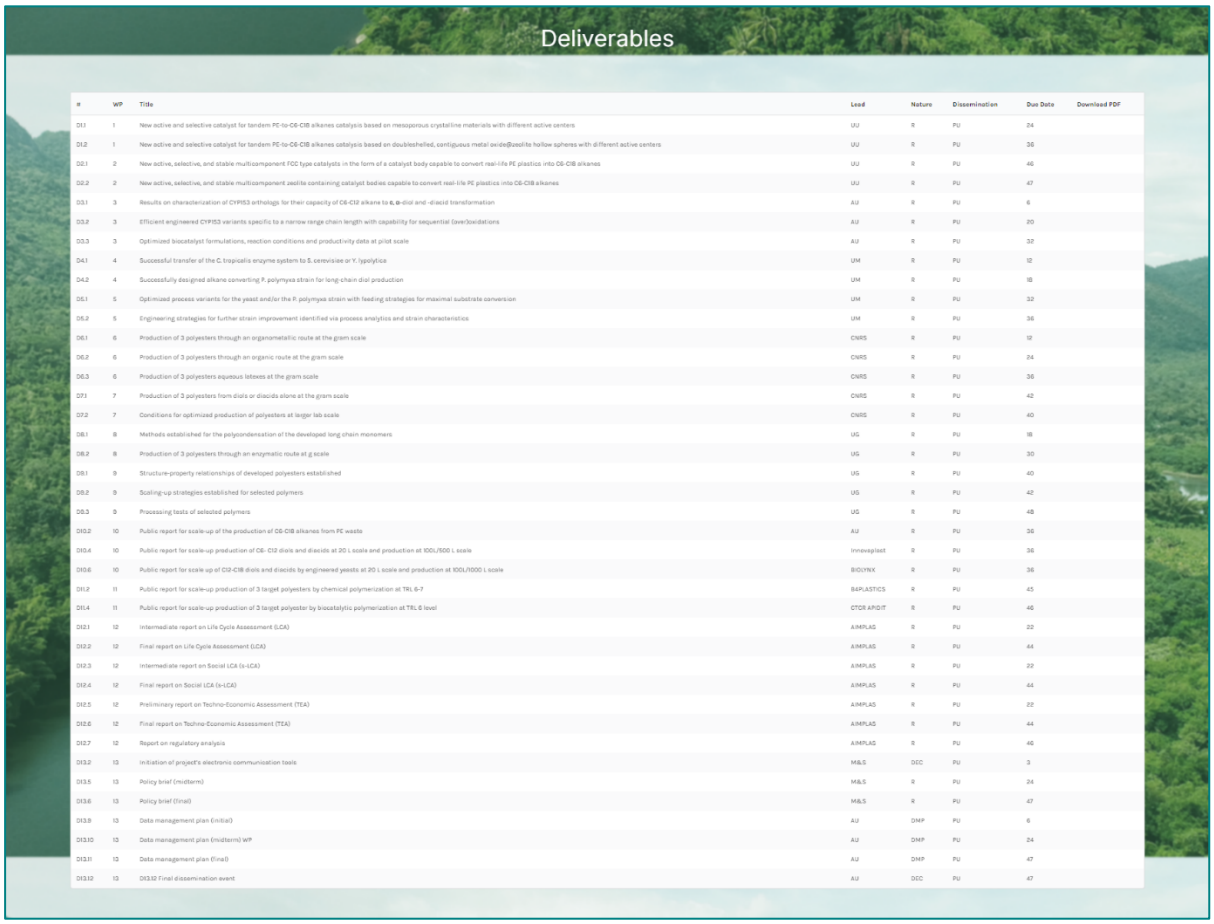

Figure 6. About: Deliverables

Finally, the subsection "Project Structure" (**Figure 7**) lists all the work packages of the project.

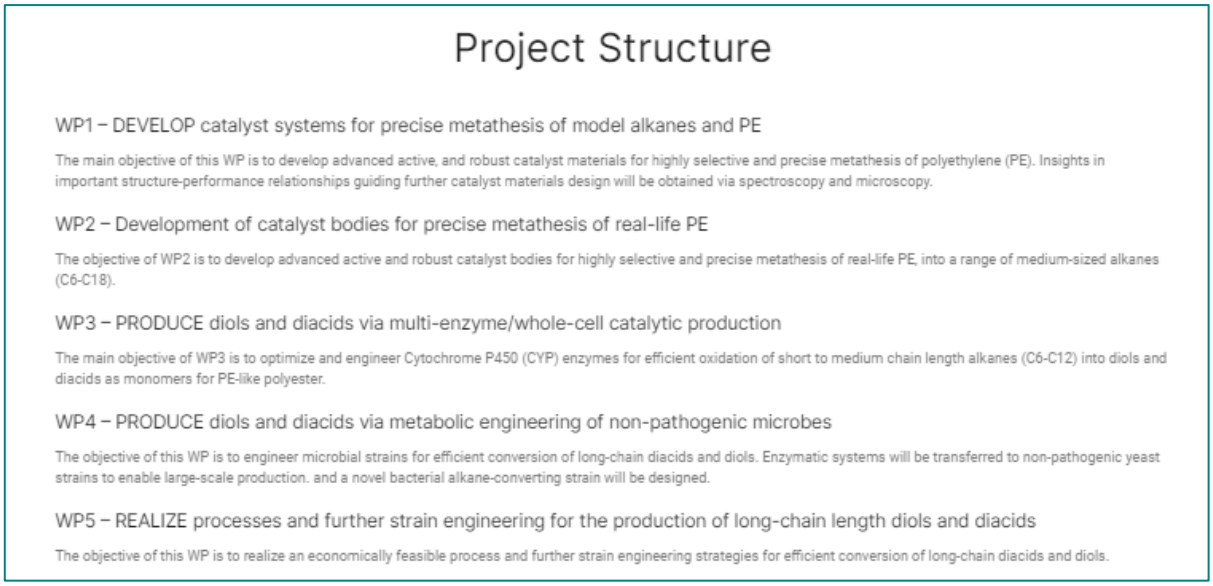

Figure 7. About: Project Structure

2.1.4 Consortium

The "Consortium" section introduces the project partners to the visitors of the website (**Figure 8**). Each partner is presented with their logo, a short description and a link to the most relevant websites and channels of the institution or company.

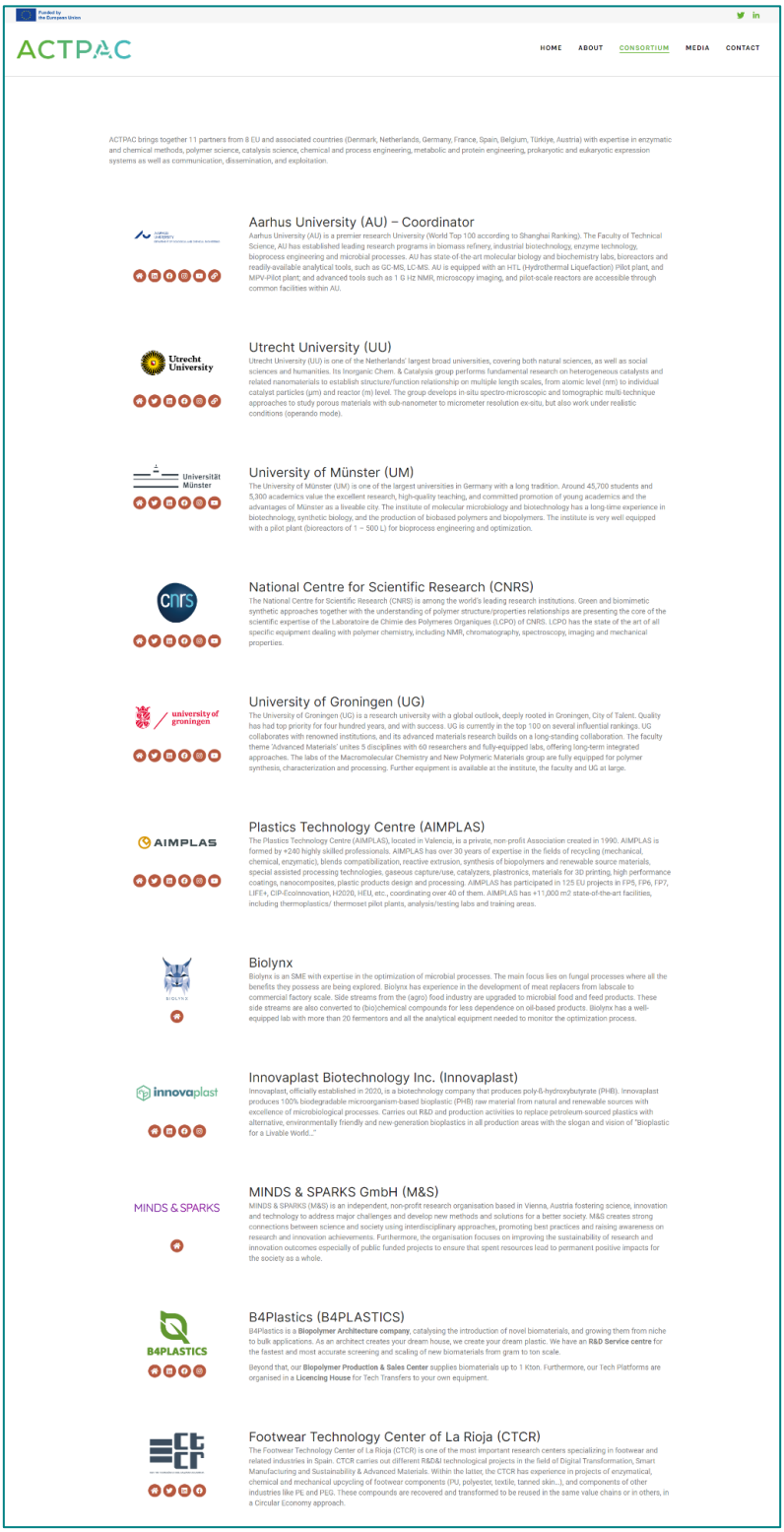

Figure 8. Consortium

2.1.5 Media

The "Media" section allows website visitors to download the ACTPAC Logopackage as well as the ACTPAC Leaflet (**Figure 9**).

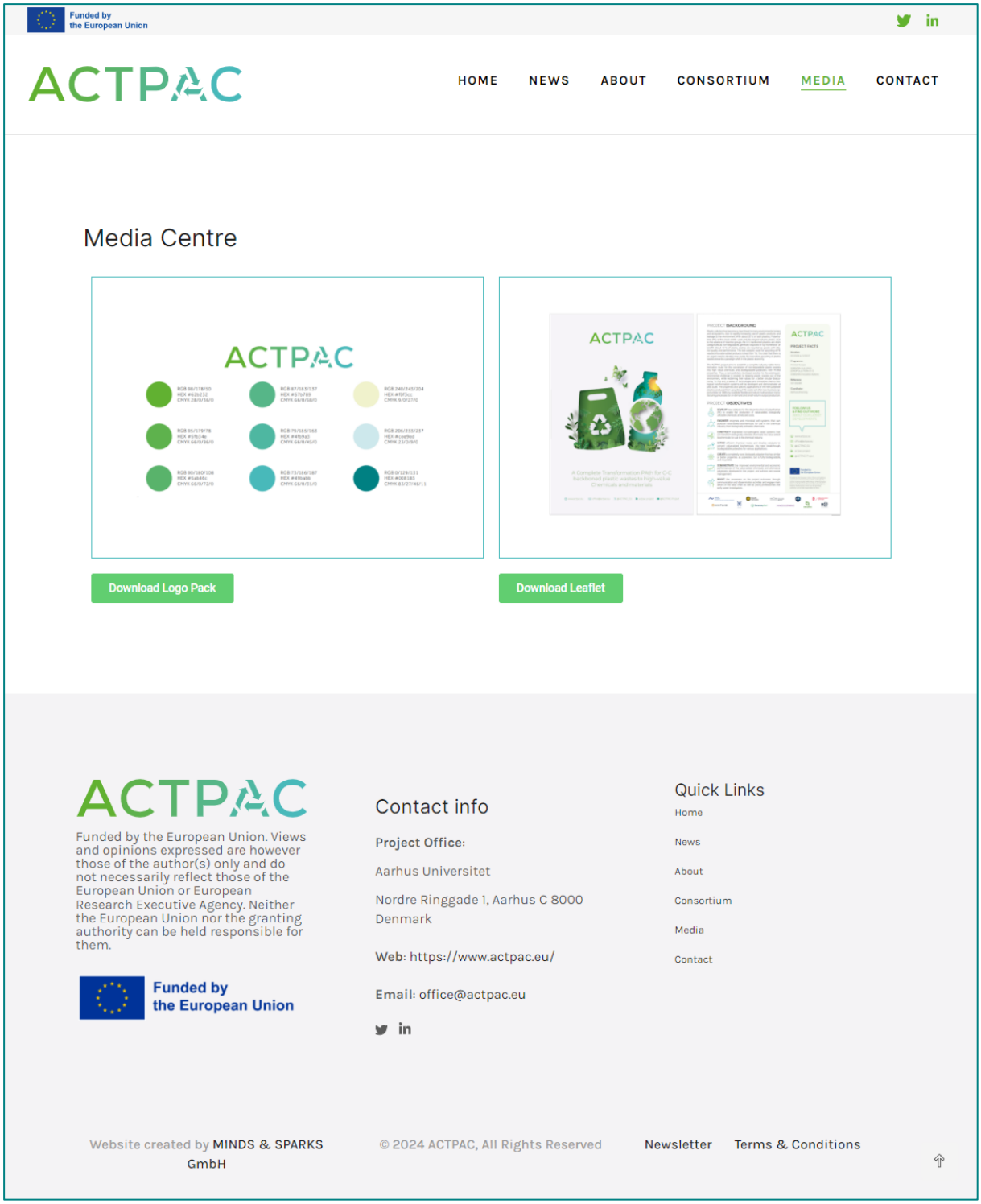

Figure 9. Media Centre

2.1.6 Contact

The "Contact" section (**Figure 10**) shows the contact details and the location of the coordinator (Aarhus University) of this project via an embedded "Google Maps" view. It provides a contact form for getting in touch with the project team. For more information about the project or specific enquiries, a single point of access email is provided (office@actpac.eu). The contact form requires a name, email address, subject and main body to be filled out. Based on the specific inquiry and the topic, the responsible consortium partner will be notified in order to provide the appropriate response in time.

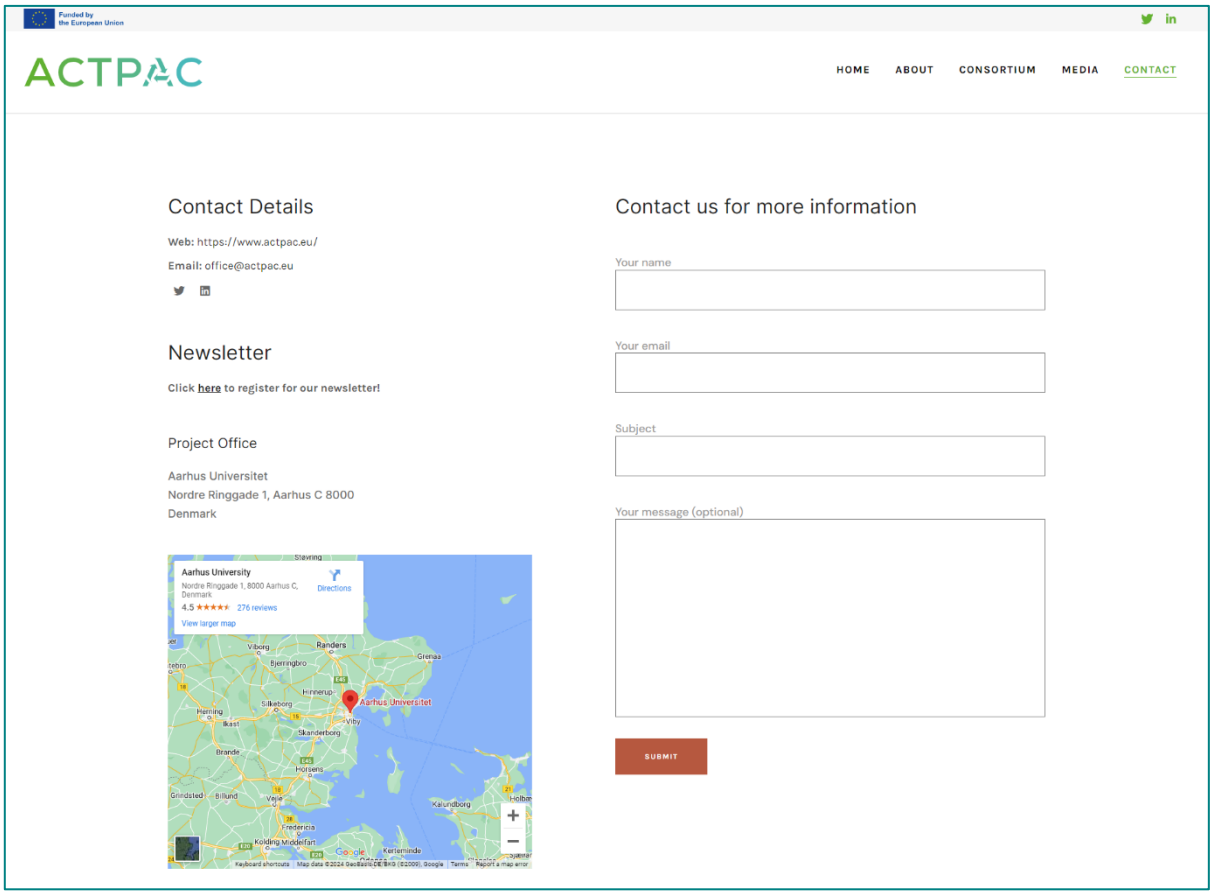

Figure 10. Contact form

2.1.7 Terms & Conditions

In accordance with the General Data Protection Regulation (GDPR), the website also contains a "Terms & Conditions" subpage (**Figure 11**), containing information about the handling of personal data, the transfer of data to third parties, data security and a "Disclaimer of liability". In addition, the imprint, restrictions regarding the use of the website, the GDPR and information about the ownership of the website are provided. The "Terms & Conditions" page is linked from the footer section of the webpage, providing contact details of the project website creator MINDS & SPARKS GmbH.

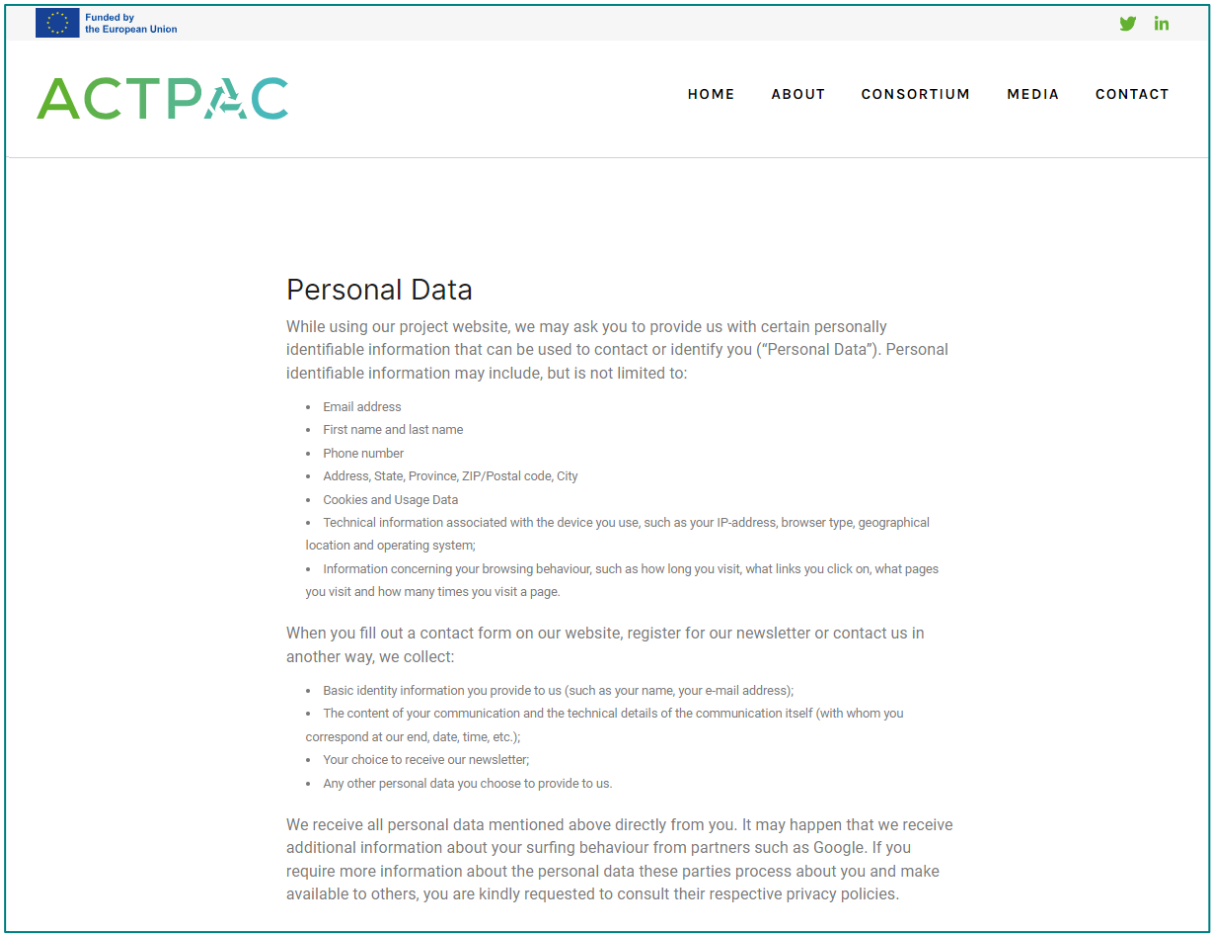

Figure 11. Snippet of the Terms & Conditions page

2.2 Search engine optimisation

The website has installed a SEO plugin which will increase the visibility of the site. In addition, the website is connected with Google Search Central (formerly Webmasters) tools to increase the project index in search engines (**Figure 12**). The plugin itself provides several tools used to optimize the website for search engines and to help analyse and understand the overall readability. Furthermore, it makes it possible to establish a connection with the project's social media, allowing to control the preview card image, title and text for each project website URL posted on X (formerly Twitter).

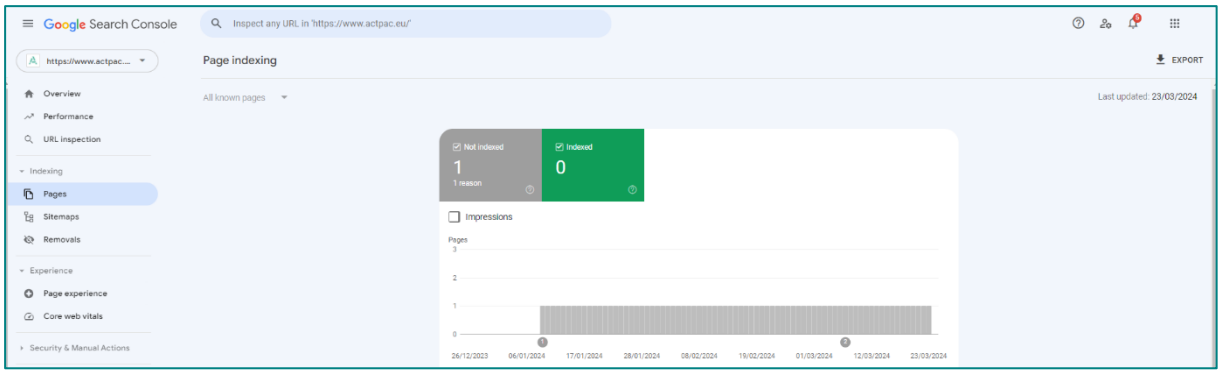

Figure 12. Google Search Central

2.3 Google analytics

The project website is connected also with Google analytics (**Figure 13**) which will help to survey the usage of the site from end users in different dimensions like location, language, device, technology, demographics, browser and more. These insights will be used for any potentially necessary adjustment of the website in order to continuously attract relevant project stakeholders and the general public. The use of this plugin is in accordance with GDPR.

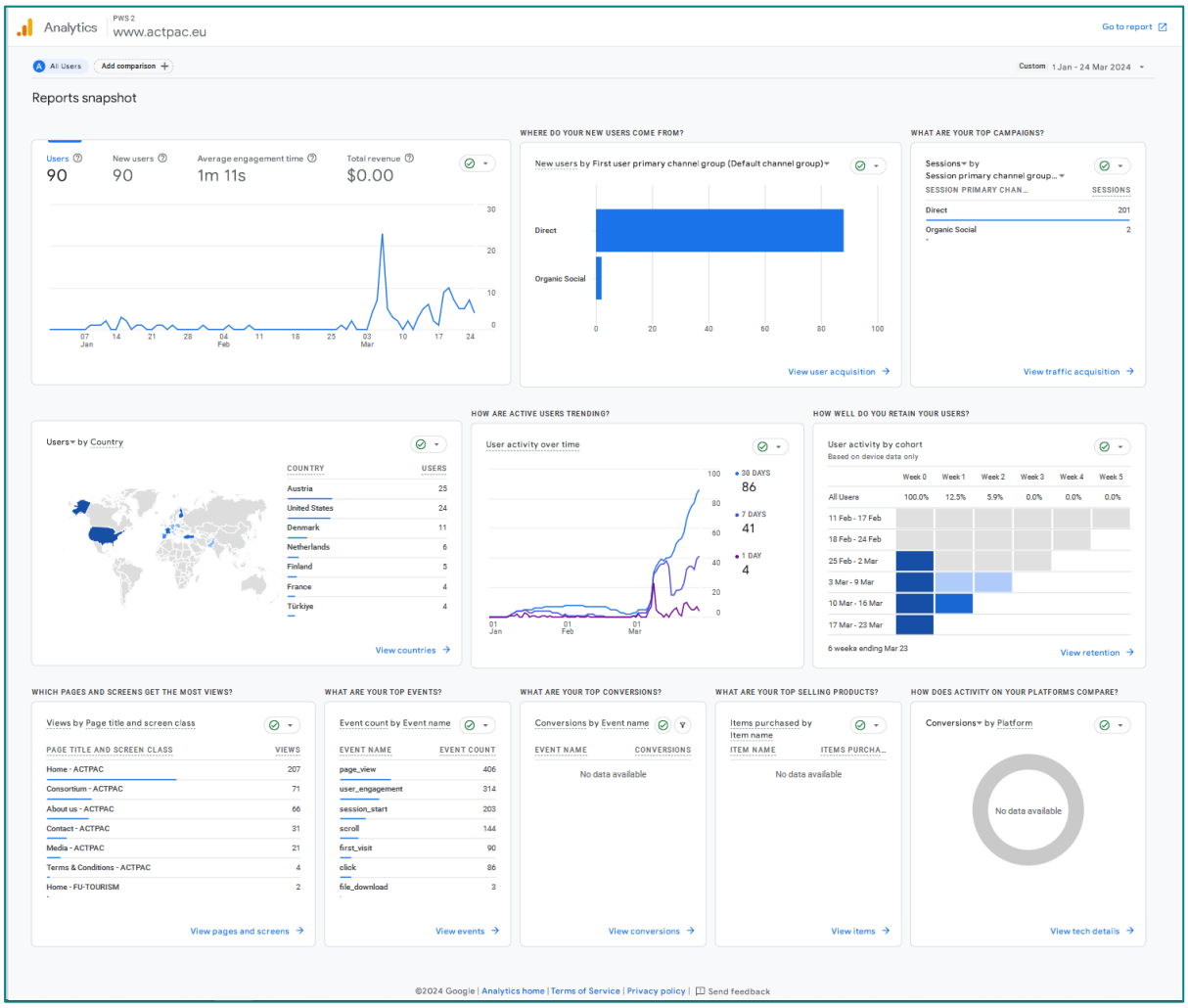

Figure 13. Google Analytics

3 Social media channels and communication activities

In order to attract maximum attention to the ACTPAC project, accounts on the most relevant social media platforms were created to distribute content. The social media channels will provide communication and updates throughout the duration of the project, in order to reach the desired dissemination and communication impact. The ACTPAC project utilises an X (formerly Twitter) account, a LinkedIn page and a YouTube channel, all created, operated and maintained by MINDS & SPARKS GmbH (M&S). All the consortium partners are contributing to the growth of the social media channels by sharing, liking, subscribing, following, engaging or posting regularly.

3.1 X (formerly Twitter)

As an initial communication channel aiming to increase the presence and visibility of ACTPAC, an X (formerly Twitter) page has been created, available via www.twitter.com/ACTPAC_EU. Information about project outcomes, relevant events, publications and similar information, will be shared whenever appropriate.

X will be used to disseminate current information about the project scope, as open feedback channel and to establish two- way dialogues with the wider public. Initially, information will be provided about project activities, as well as relevant information related to the ACTPAC project.

X provides its users with the capability to effortlessly share content from others, thereby allowing a rapid expansion of post reach. Additionally, users can mention people or organisations by writing @username. Thus, other channels can be made aware of posts that are relevant to them and can also be encouraged to share or interact with posts.

When posting on X, it is recommended to use the project's X handle @ACTPAC, along with @HorizonEU and the #HorizonEU as well as with further relevant hashtags to give tweets more visibility. These can include #climate #circularsystems #upcycling #circulareconomy #biobased #biodegradable or #recyclable. Furthermore, the hashtag #ACTPAC will be used in the project communication.

The project's X account is shown in **Figure 14**. According to Article 17.3 of the Grant Agreement "Quality of information — Disclaimer", and since X has a 160-character limit for profile information, the following sentence is pinned as the profile bio:

"Funded by @HorizonEU. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the EU or the granting authority."

Figure 14. ACTPAC X page

3.2 LinkedIn

LinkedIn is, on the other side, a professionally focused social media platform which provides networking value to the project. Therefore, as shown in **Figure 15**, the ACTPAC LinkedIn page has been created and is available via http://www.linkedin.com/company/actpac-project/.

LinkedIn will enable the ACTPAC project to take full advantage of the consortium network partners and business contacts globally and from the EU. The main aim is to provide concise information about the main ongoing activities, outcomes, goals, future plans, and to connect with related projects and initiatives, and with various stakeholders and professionals in the fields of polymer science, catalysis, enzymology, metabolic engineering or biotechnology. These contacts can in turn help to identify the latest information, events and opportunities, and emerging important topics.

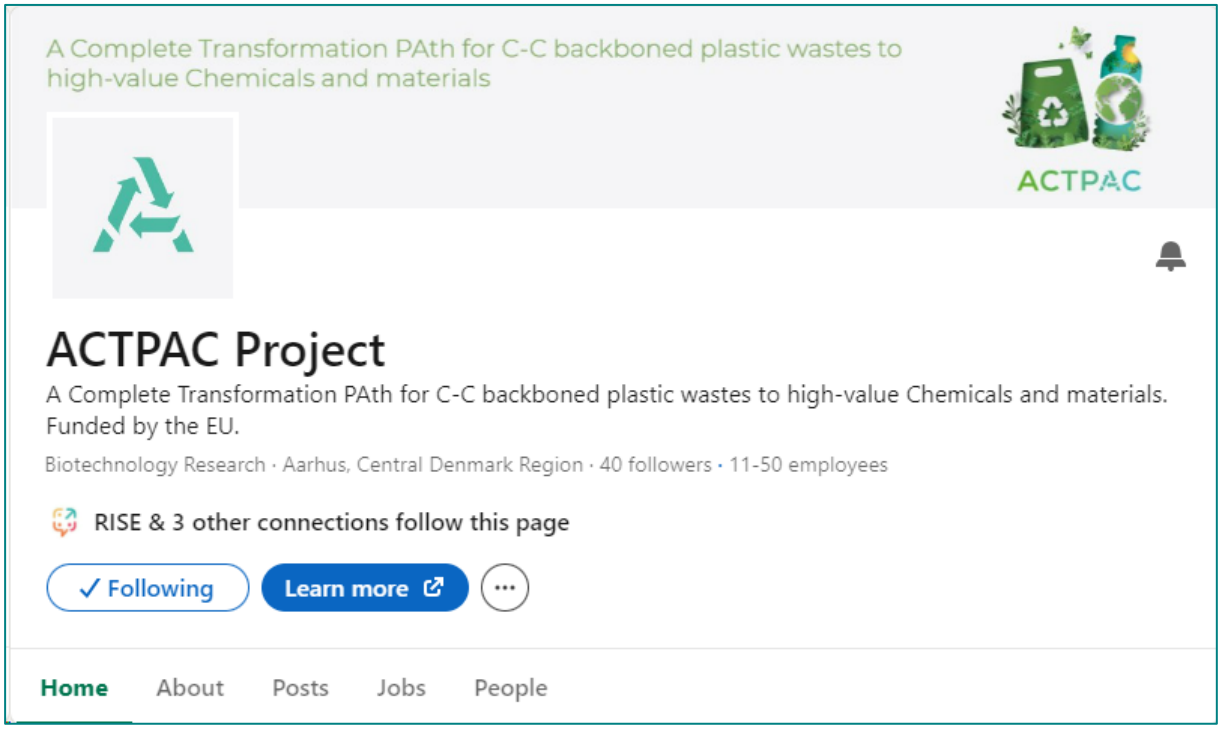

Figure 15. ACTPAC LinkedIn page

3.3 YouTube

The YouTube channel has been created to share and document important audiovisual information or recordings in the context of the ACTPAC project (**Figure 16**). The channel is accessible via the link https://www.youtube.com/@ACTPAC-Project. YouTube is a popular medium and the ACTPAC Consortium will take full advantage of the communication impact that this medium can add to the project's public profile.

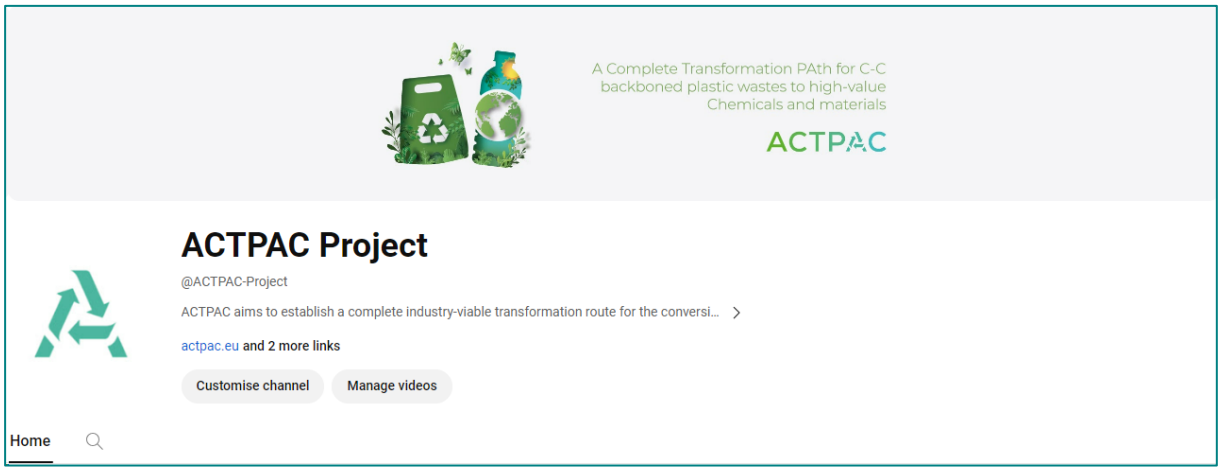

Figure 16. ACTPAC YouTube channel

3.4 Newsletter

A newsletter will be created and will be accessible via the ACTPAC project website. As shown in **Figure 17**, a signup form has already been implemented. The newsletter will be sent out at least twice a year throughout the project. This is a continuous action as part of Task 13.2. The newsletter will be sent to all relevant stakeholders in the field.

The newsletters will be mainly used as a tool for communicating project updates, project outcomes or for events announcements. The newsletter signup form, which has been implemented on the project website, is designed in accordance with the GDPR. Users thus have to give their explicit consent to sign up for the newsletter. All newsletters will be designed in a GDPR-friendly way and only be sent out to contacts who signed up to the form themselves or who have given explicit consent to add them to the contact list.

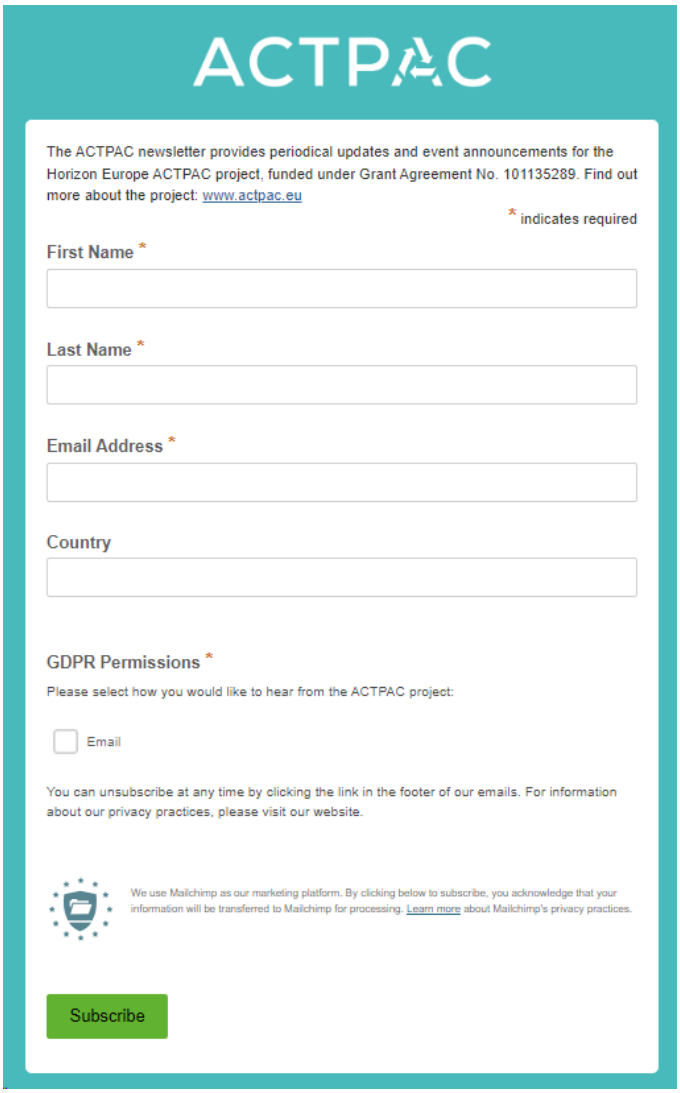

Figure 17. ACTPAC Newsletter signup form

4 Conclusion

This **additional report** presents information on the main digital resources and channels which were set up as part of the ACTPAC communication and dissemination strategy. The project website will serve as an important resource and as a main communication tool for promoting the project and its results to the general public & citizens, plastic waste management companies, food packaging, biorefining or chemical companies, policy makers, regulatory agencies & authorities, research institutions and the scientific community. Next to presenting static information (e.g., project facts), the website will also present dynamic content which will be updated on a regular basis (news, public deliverables, publications, promotional materials, etc.).

Additionally, the social media channels are used as further distribution and dissemination tools. An X (formerly Twitter) account, a LinkedIn page and a YouTube channel for ACTPAC have already been set-up, posts are being made on a regular basis and the number of followers is steadily increasing. As the project progresses, it is foreseen to expand the project website with further content and subpages. Furthermore, during the course of the project, the website and the social media channels will be continuously filled with updates and materials from the ACTPAC project. Additionally, a newsletter will provide regular updates on project outcomes or events.

All of the project consortium partners will contribute to the growth of the communication channels by either sharing, liking, subscribing, following, engaging or posting regularly. Likewise, the ACTPAC consortium will commit to identify any potential emerging communication challenges, so they can be properly addressed in a timely manner in case they occur.

References

[1] "WordPress: Publish your passion," WordPress. https://wordpress.org/ (accessed March 25, 2024).

Websites

ACTPAC project website: https://www.actpac.eu/

ACTPAC X (formerly Twitter) account: https://twitter.com/ACTPAC_EU

ACTPAC LinkedIn page: https://www.linkedin.com/company/actpac-project/

ACTPAC YouTube channel: https://www.youtube.com/@ACTPAC-Project