



D8.2 – PRIMED Website and Social Media Accounts

PROJECT INFORMATION

GRANT AGREEMENT NUMBER	101135353
PROJECT TITLE	Redesigning the Primary Sector for Maximizing Bioeconomy Development
PROJECT ACRONYM	PRIMED
FUNDING SCHEME	Lump Sum (Action grant)
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CALL IDENTIFIER	HORIZON-CL6-2023-CIRCBIO-01
PROJECT WEBSITE	http://www.primed-project.eu/

DELIVERABLE INFORMATION

DELIVERABLE N° & TITLE	D8.2 – PRIMED Website and Social Media Accounts
WP NO.	8
WP LEADER	Inveniam (Cartago Ventures S.L.)
DELIVERABLE CREATOR	Inveniam
CONTRIBUTING PARTNERS	ALL
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CONTRACTUAL DEADLINE	30 th April, 2024
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DOCUMENT LOG

VERSION	DATE	AUTHOR	DESCRIPTION OF CHANGE
V1.1	01/04/2024	Júlia Gómez, Estefanía González, Lucía Salinas, Anna Martí	Table of contents, initial version
V1.2	15/04/2024	Mario González	Internal review, feedback
V2.1	20/04/2024	Mario González	Final version approval
V2.2	23/04/2024	Mario González	Ready for submission

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Content

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Executive Summary

This document provides a general overview of the structure and contents of the PRIMED project website and Social Media accounts. It reflects, at the time of writing this report, the current status and the planned content and features evolution that will be developed along with the progress of the project over its 36M lifespan. Possible modifications and improvements might be identified in future to address any needs not identified at this stage of the project.

The website provides the main point of initial contact and information to the research community, industry, stakeholders, and general public. It is intended to publish both general content on the project, but also links to the Open call processes and the Toolbox. Also, this document provides an overview of the Social Media accounts, together with some screenshots.

PRIMED WEBPAGE

Hosting & Management

The PRIMED website is available since April the 26th, 2023 at:

<http://www.primed-project.eu/>

The domain has been bought and it is hosted by SiteGround (Unlimited number of visitors, No bandwidth limits, Guaranteed uptime 99.99% of the time, Free SSL, CDN, Automatic daily site backup for one-click restoration in case of issues.)

The PRIMED website is mainly managed by the partner INVENIAM. Management of the blog section is also given to partner INVENIAM in order they may contribute on writing blog posts.

PRIMED project website will be updated and extended continuously throughout the project. The website will also have a pop out where the user will be able to decide the use of cookies. In this area the user will be able to find the Privacy overview, and then accept the use of strictly necessary cookies and 3rd party cookies. The website also provide links to the project partner's websites, public material such as Press Releases and the project social media (LinkedIn, Facebook and X).

Landing Page

The home page of the project's site represents the front-end message of the PRIMED project to communicate the main objectives, including a general overview of the project partners, video, a summary of the latest activities containing all the essential information that can be openly shared with the audience (articles and social media posts).

The first view of the PRIMED landing page is visually attractive to keep the attention of the visitors and shows the brand of the project clearly, with the logo and colours. The different sections are clearly seen as well as a short description of the project. This section can lead the visitor directly to the project description by clicking on the Project button.

Next, there is a list of the consortium members and a button that redirects the visitor to the Partner section for further information.

At the end of the home page, there is the section for latest news and social media publications.

The Footer contains the disclaimer required by the European Union for EU funded projects as well as links to PRIMED' s social media (Twitter, LinkedIn and Facebook), a contact email address and the Cookies and Privacy policies. The Footer is visible from any sub-page of the website.

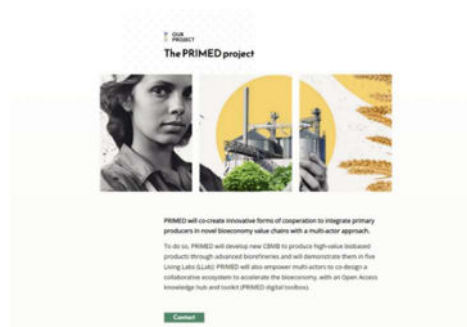


Figure 1- Landing page screenshot.

Project

The project section, see Figure 2, will display characteristics of the project in a very visual way, showing the project duration, the number of partners, the countries involved and the project's total funding. Further along the way, there is the description of the PRIMED ecosystem and living labs. This section also contains the goals or expected outcomes of the project are shown once clicking in the different icons. Also, a brief description of the 10 work packages along with the main milestones & impact is available.

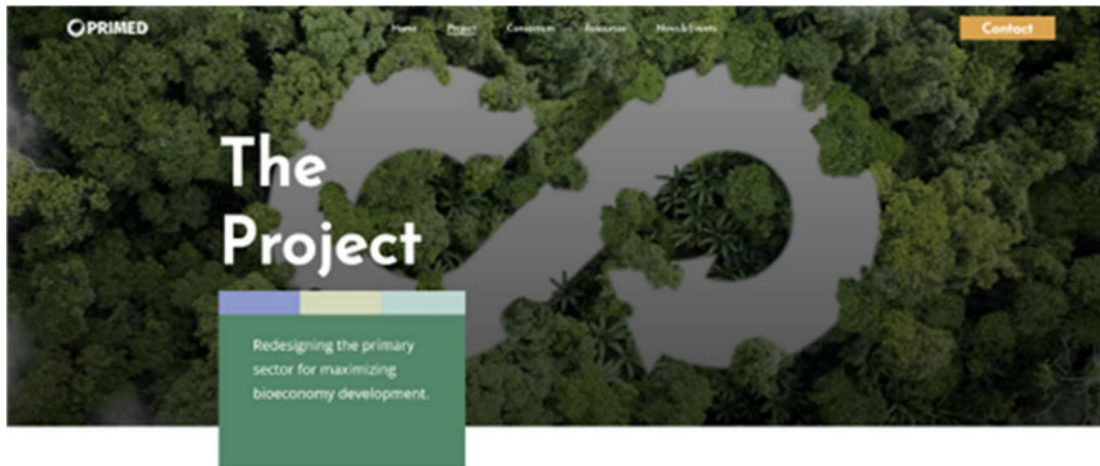


Figure 2- The project section screenshot

Consortium

A map is presented with all the involved partners in their respective geographical locations in Europe. It is an interactive map with the name and description of each partner involved. Below, there is a card for each partner of the Consortium with links to their sites and social media and a short description.

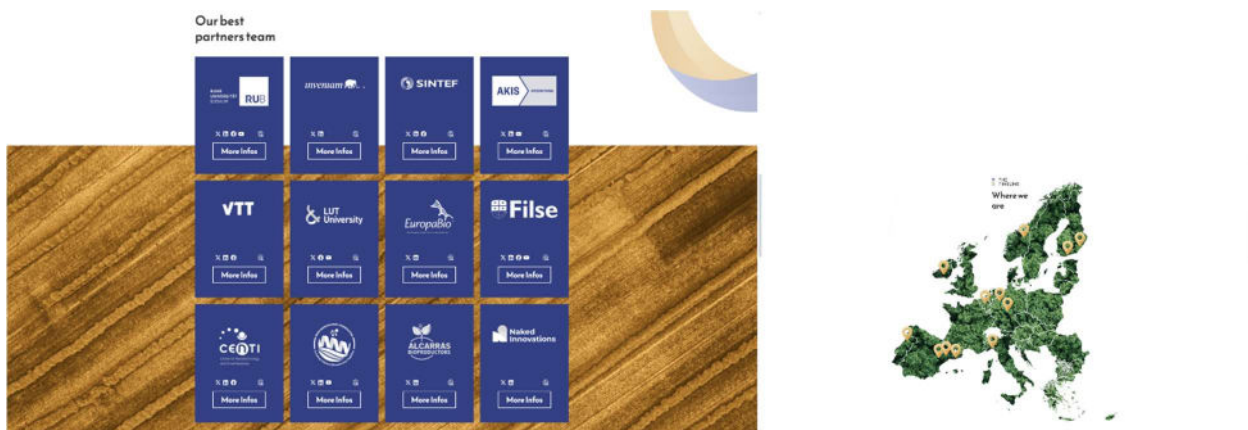


Figure 3- The consortium section screenshot.

Resources

In these sections, there are 2 detachable tabs. First one with PRIMED Resources and the second one External Resources. Inside of each one of them, the name and the link to download the different pdf files.

This part of the website will also include the public deliverables. This section will be continuously updated to show the latest work and deliverables.

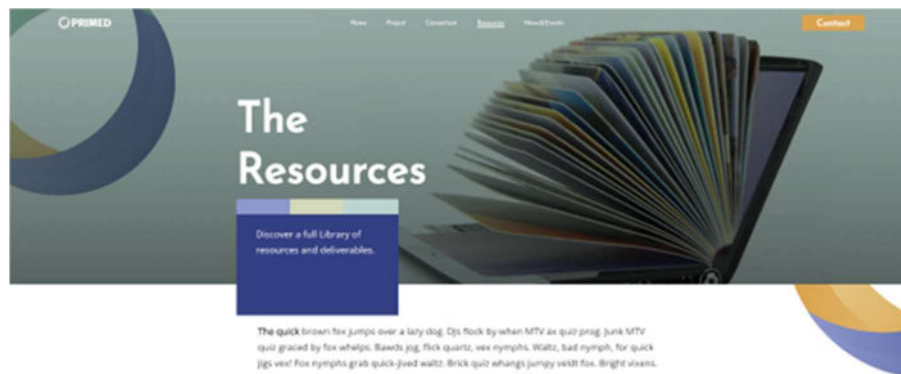


Figure 4- The resources section screenshot.

News & Events

This section will display the latest news of the project which will be related to the progress of the project and the different events attended by the partners in the form of a small calendar.



Figure 5- The news & events section screenshot.

Contact

The contact section is made to allow the public to get in touch with the PRIMED project. This section includes a contact form and the links to the project's social media.

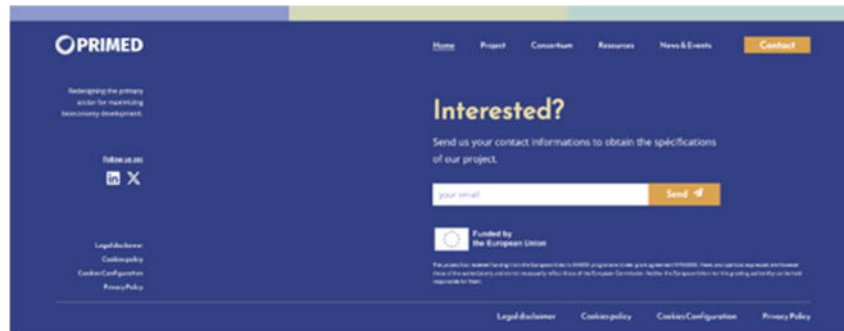


Figure 6- The contact section screenshot.

PRIMED SOCIAL MEDIA ACCOUNTS

In addition to the webpage and following the strategy of the D&C plan. Official accounts in LinkedIn, X and Facebook have been launched in April 2024.

LinkedIn

The PRIMED LinkedIn page is at [PRIMED Project | LinkedIn](#)

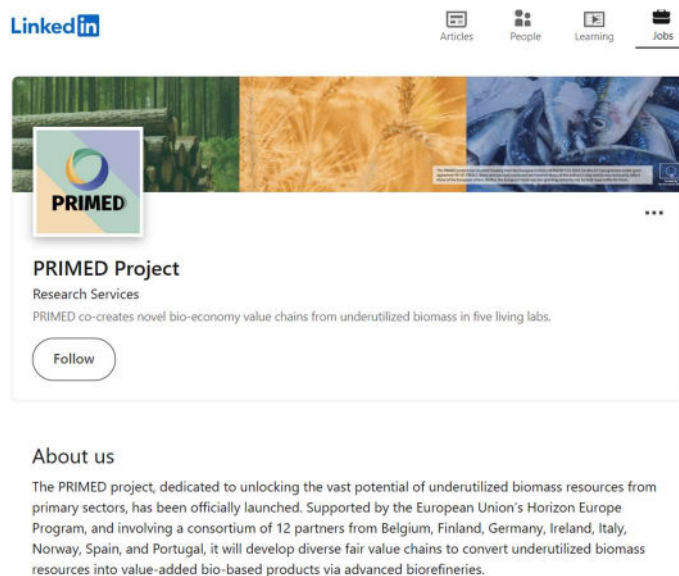


Figure 7- LinkedIn screenshot.

X

The PRIMED X's profile is at <https://twitter.com/PRIMEDproject>

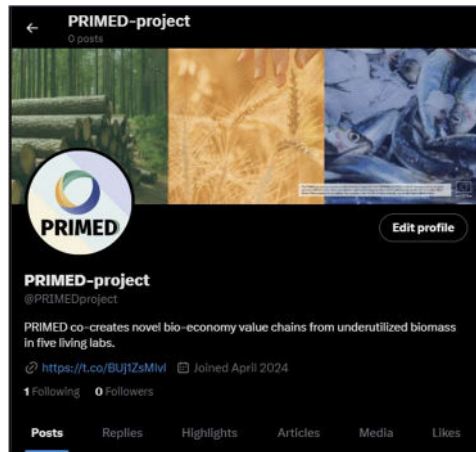


Figure 8- X's PRIMED account screenshot

Facebook

The PRIMED Facebook page is at [Primed Project | Facebook](#)

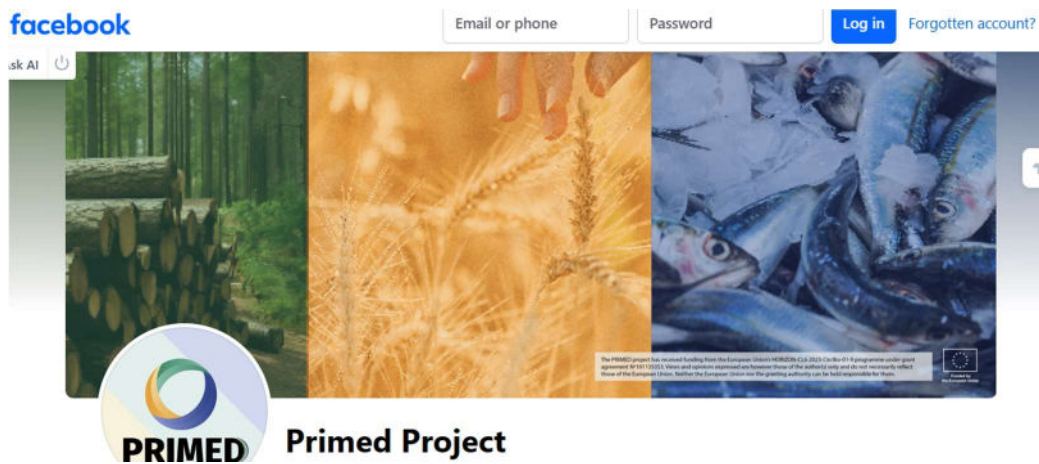


Figure 9 - Facebook page screenshot