

D5.2 Hub and spoke website

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Horizon 2020

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Intermin project partners

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Contents

PURPOSE..... 6

EXECUTIVE SUMMARY 7

INTRODUCTION 8

TARGET AUDIENCE 11

KEY MESSAGES 12

EXTERNAL COMMUNICATION USING WEBSITE 12

INTERNAL COMMUNICATION USING WEBSITE 12

PURPOSE

This document presents the planned Hub and spoke website of the INTERMIN project, that will be used as one of the main vehicles of dissemination and interaction with the public seeking information about raw materials training and training centres. At a first stage, the website will be a showcase website introducing the project through main tabs. At a second stage, once produced, the INTERMIN PORTAL containing the data base will be connected to the website. It is expected that the consortium, target audience and wider public will benefit from INTERMIN project website.

EXECUTIVE SUMMARY

The present document is a deliverable of the International Network Of Raw Materials Training Centres (INTERMIN) project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement 776642.

The document presents the project's Hub and spoke website, as one of the actions and implementation measures envisioned to efficiently communicate about project objectives and activities and disseminate project outputs in order to ensure the best exploitation of its results, as part of Work Package 5 – “Communication and dissemination”.

The INTERMIN Hub and spoke website will be systematically reviewed and updated as the data are collected and following input from the Consortium partners, Advisory board and relevant suggestions from the stakeholders.

A project website is available at <http://interminproject.org/> and will be used as one of the main vehicles of dissemination and interaction with the public seeking information about the INTERMIN project, but also about raw materials training and training centres. The project will run for 36 months from February 2018, and website is planned to be active throughout this period. At a first stage, the website will be a showcase website introducing the project through main tabs. At a second stage, once produced, the INTERMIN PORTAL containing the data base, will be connected to the website.

The project website ensures maintaining awareness of INTERMIN, informing on achievement of milestones and on any potential issues of interest, and promoting exchange of ideas among target stakeholders and wider public. Target stakeholders such as international agencies, regulators and policy makers, research centres, universities, training centres, SMEs, large companies and not for profit organizations active in social and economic development, environmental protection and potential end-users of the outcomes of INTERMIN Project, such as land-use planners and policy makers were identified in the dissemination and communication plan of the project.

INTRODUCTION

A project website is available at <http://interminproject.org/> and will be used as one of the main vehicles of dissemination and interaction with the public seeking information about the INTERMIN project, but also about raw materials training and training centres.

The website is structured into the following pages: About the project (about, objectives, work packages), Meet the team, Newsroom, Project results. At a later stage, the INTERMIN PORTAL containing the data base will be connected to the website. The data for each country will be displayed on interactive map. The website will also gather the list of events where partners will assist on behalf of the Consortium. There is also an Intranet site for the partners, where they can share relevant documents, editable presentations, budget and excel files etc.

The public sections of the website are managed by the WP5 leader; however, all consortium members are responsible for suggesting revisions and contributing to its contents (via the co-ordinator). In addition to providing general information about the project, such as plenary meeting updates, project milestones and links to existing systems and products, the website will be used as the main vehicle to disseminate public deliverables, as well as other reports the project may publish.

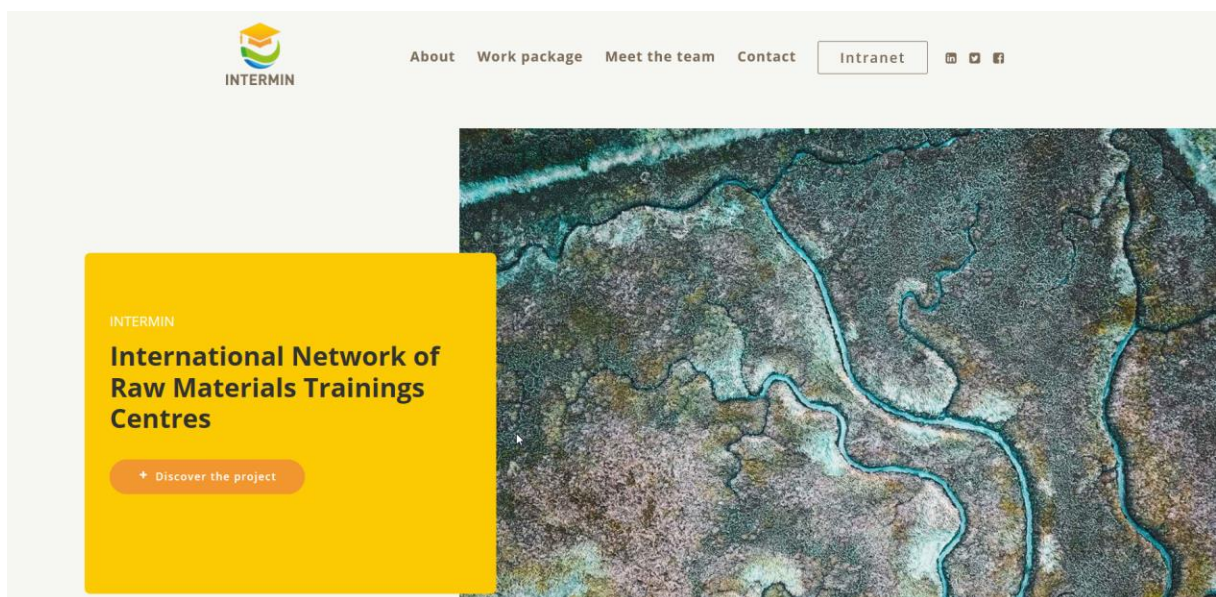
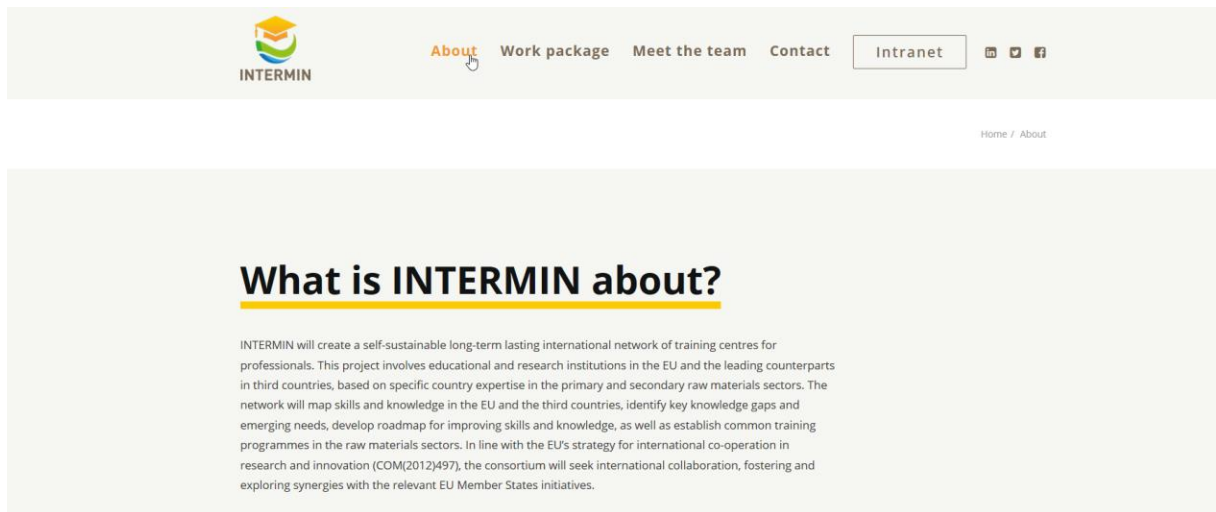
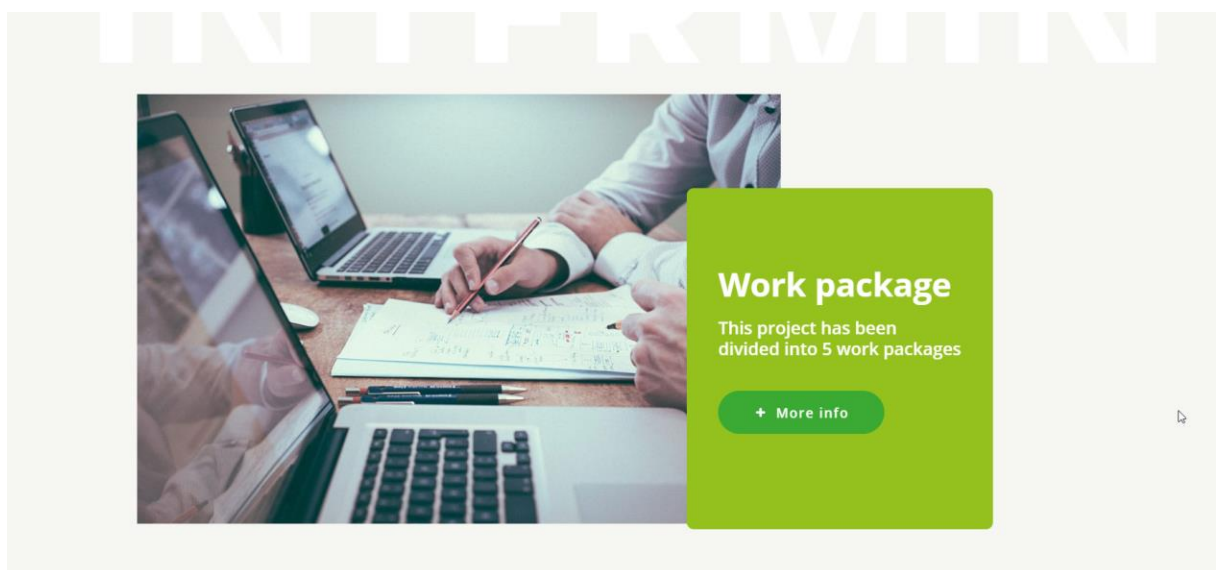


Figure 1: <http://interminproject.org/>

Figure 2. <http://interminproject.org/about/>Figure 3. <http://interminproject.org/work-package/>

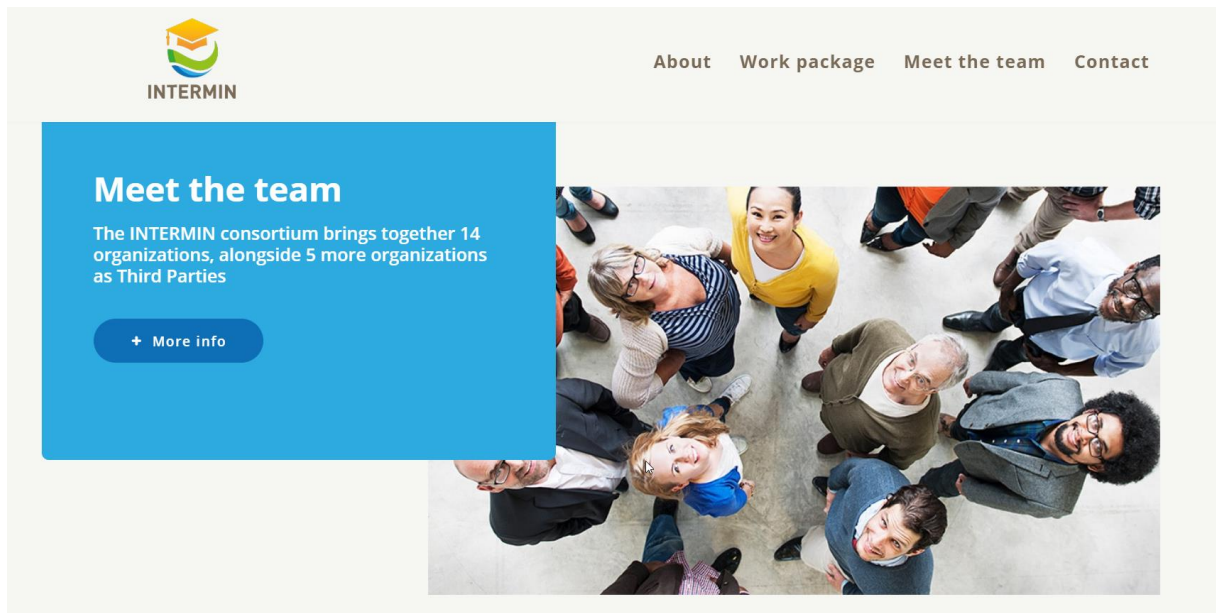


Figure 4. <http://interminproject.org/meet-the-team/>

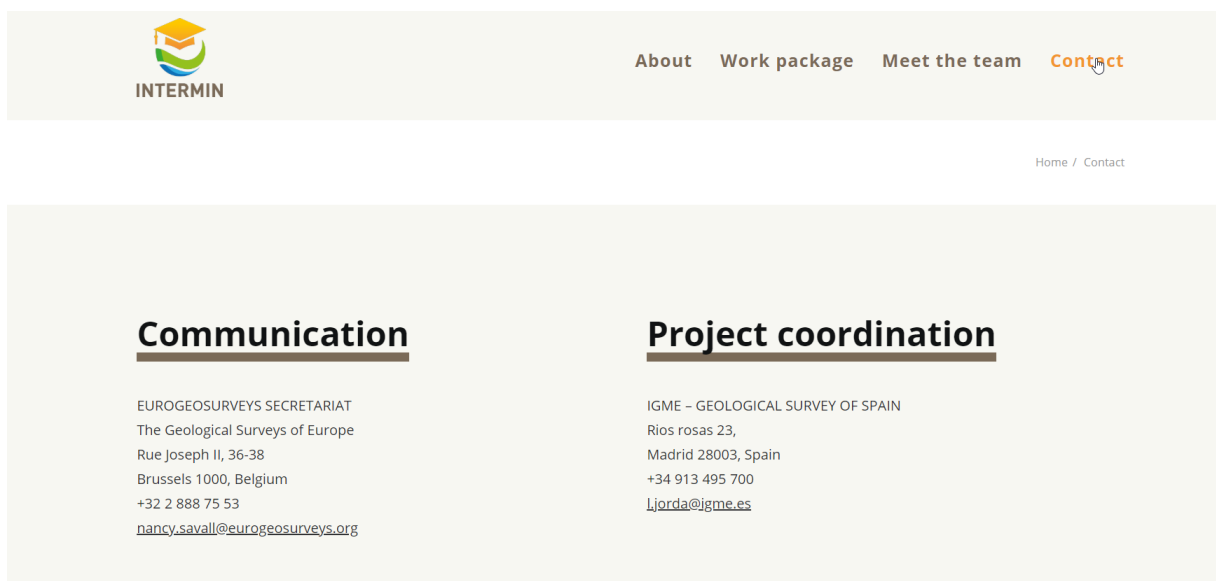


Figure 5. <http://interminproject.org/contact/>

Social media channels, for example Twitter, Facebook and LinkedIn, will help to extend dissemination of project activities and results and, in particular, engage the general public and some media. All Consortium members will also use of their websites and social media networks to highlight project progress, upcoming events and publications.

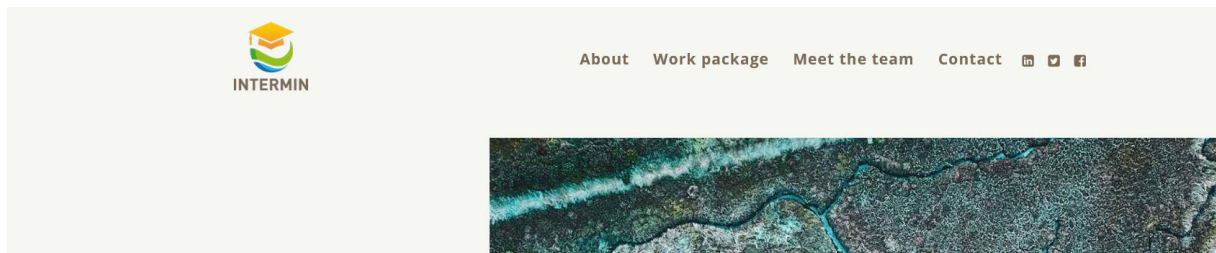


Figure 6. Main menu of the website with the links to the social media channels

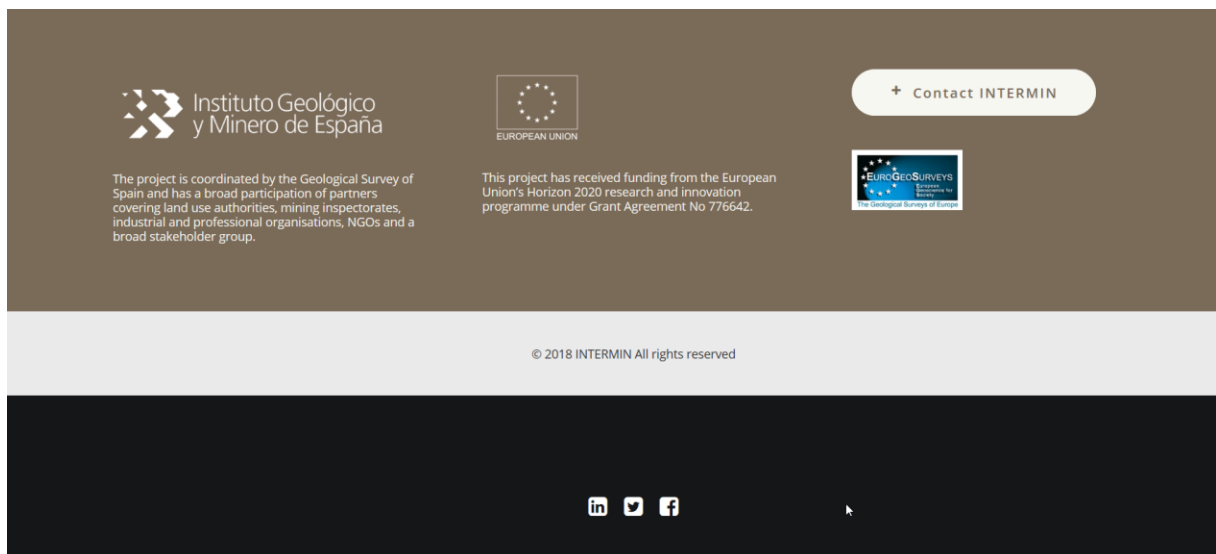


Figure 7. Lower part of the website with the links to the social media channels

TARGET AUDIENCE

INTERMIN's target audience covers the entire value chain of mineral raw-materials at the European level. Efficient communication should therefore take into account the characteristics of each target group in order to increase the stakeholders' awareness about the project deliverables and results and provide the participants with accurate and reliable information, as it was defined in the Communication Strategy (D5.1).

KEY MESSAGES

The key messages are tailored to each of the audience groups outlined in the Communication Strategy (D5.1). The style of INTERMIN messages reflects a balance between the need of information and the benefits delivered by the project. These benefits will be different for each target audience. Simplicity and consistency are essential to ensure that the target audience understands and retains the information. The delivery of key messages will be phased throughout the duration of the project.

EXTERNAL COMMUNICATION USING WEBSITE

The website is composed of the INTERMIN logo, of a dynamic banner with the aim to catch the attention of the people and suggests the main purpose of the project, supported by the short sentences that drive you to discover the project.

INTERMIN website contains all relevant information about the project (project objectives, information, news, event announcements, public reports, presentations, etc.). It has been carefully designed and set up to address policy makers, the scientific community, and the general public, in the most effective way through a user-friendly interface. The website is in English. All projects activities will be published in the website in order to provide visibility and transparency.

Website analytics will be used to identify the subject areas of most interest to users.

INTERNAL COMMUNICATION USING WEBSITE

The INTERMIN intranet platform will also be integrated into the website. This platform will allow all the consortium partners to share documents.

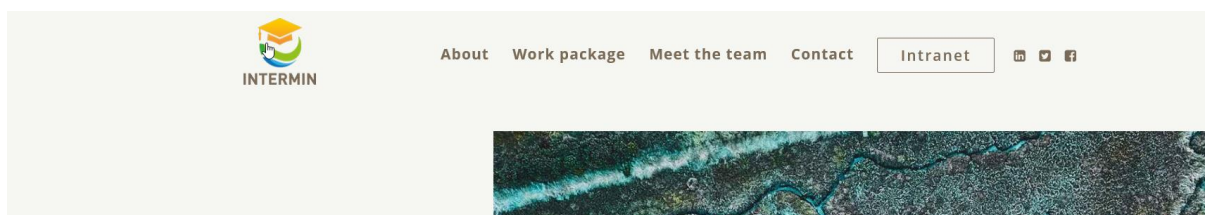


Figure 8. Main menu of the website with the link to Intranet

