



Project website, house style, and social media profiles finalized

DELIVERABLE 7.2

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Responsible partner: NILU, Norway, ECOS, Belgium
Report Author(s): Eleonora Longhin, Maria Dusinska, NILU
Reviewed by: Nils Bohmer, Christoph Steinbach (DECHEMA)
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Abstract

Among the communication and dissemination activities foreseen in WP7 “Communication And Links To International Bodies”, this task foresaw the delivery of a set of communication tools which will help to keep interested partners and stakeholders (public bodies, regulators, civil society, industry, general public, etc.). In particular this deliverable focuses on the finalization of:

- a project website, to inform interested partners and stakeholders about project details, developments and results; and to form the structured interface between the project partners, and the project and the outside world.
- a project communications style for different types of communications, to provide a coherent project “outfit”
- social media to provide more immediate views, comments and news

Here we present the accomplishment of this deliverable.

Briefly, the RiskGONE’s domain www.riskgone.eu has been selected and registered and the website has been operational as a draft version since April 2019. It is foreseen to be fully functional by the beginning of June. It will be implemented with communication tools and constantly updated along the duration of the project.

The visual identity of the project has been developed. The logo has been created as well as the house style and the templates for the different kinds of documents formats (.word and .ppt) both for dissemination activities (presentations) and reporting (templates for deliverables, milestones, etc.)

The RiskGONE Linked In profile has been created and linked to the website.

This deliverable report, D7.2, explains how these activities have been performed and finalized. It also gives an overview on how these activities will be maintained along the project duration.



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1. Introduction

This task aims at developing a set of communication tools to keep interested partners and stakeholders (public bodies, regulators, civil society, industry, general public, etc.) updated on project developments and results. A range of tools were foreseen to allow for flexible communications styles, including:

- Project website to inform interested partners and stakeholders about project details, developments and results; and to form the structured interface between the project partners, and the project and the outside world.
- A project communications style for different types of communications, to provide a coherent project “outfit”.
- Social media profiles were foreseen to provide more immediate views, comments and news.

The RiskGONE website (www.riskgone.eu) reflects the main focus of the project. It will be informative of the projects data, including partners’ profiles, project’s objectives, work plan, and progress over the lifetime of the project.

The website features a public section and a member area. The member area will support the interaction of partners and interested stakeholders, upon registration, with the RGC. A two-way communication tool for interaction with the RGC will be implemented in this section.

In the public section, open to all the interested stakeholders, communication will be given of all the dissemination activities and events of RiskGONE, and the publications and public deliverables will be distributed. The website will include details on the work of the RGC such as issues addressed, processes, contribution/consultation processes and outcomes. Other projects, as well as the NSC, will be linked to the RiskGONE website to maximise the common effort towards communication and dissemination. A forum is already available for anyone who would like to interact with RiskGONE project. The website also provides information on the different possibilities to communicate with RiskGONE. Training materials to be produced in other WPs (3-6) will be presented in a ‘resources’ area and linked to webinars and training videos proposed.

A regular project newsletter will be also distributed electronically providing brief updates on activities and results. A form to subscribe to the newsletter is available on the website.

Links to other specific tools outside the RiskGONE project, e.g. the DaNa “Ask the experts” function or national REACH helpdesks, will be established so that professional and non-professional users interested in having more information about the ENMs and/or toxicology issues can be directed to the proper resources and contact person. This section will be part of the “resources” area and will be updated continuously during the lifetime of the project.

The RiskGONE Linked In profile has been created and linked to the website, to maximize the visibility of the project.

The house style has been developed to provide visual identity to the project. This includes the logo, which has been developed by a designer after the consortium’s indications, and the style and format for all the materials produced in the project. Templates have been created to help the partners in the drawing up of the different kinds of documents (.word and

.ppt), both for dissemination activities (presentations) and reporting (templates for deliverables, milestones etc.).

2. Methodology

Website

The RiskGONE website has been created and developed during the first months of the project by NILU, ECOS and DECHEMA. All these partners contributed to the content, with special attention to make the text informative, and at the same time suitable for the general public. NILU and DECHEMA focused on the website technical issues, to make the website safe, user friendly and GDPR compliant. ECOS has taken care of the style of the website, to ensure that the visual identity is coherent through all the material produced in the project. The website is now available at www.riskgone.eu, with the following structure:

Homepage

The homepage presents a brief framing of the project and the possibilities of interaction for the user with the website.

In the homepage the user finds a link to the public forum. The forum is meant for any stakeholder to interact, comment and discuss about the RiskGONE project and risk management of nanomaterials in general. In order to ensure a sufficient level of control over improper content to be shared, the forum requires the registration of the user in order to leave comments, but it is open to everyone to read.

A newsletter will be also periodically distributed, to directly deliver news and updates on the development of the project to interested stakeholders. A link to the form to subscribe to the newsletter is present in the homepage.

About us

The RiskGONE project is presented here. The user can read about the aims of the project and its structure. The partners of the consortium are listed here, with link to the website of their institute. The EU contribution, the resources and timeline of the project are presented.

News and Events

All the news and information about events, workshop, and meetings organized within the project will be published here.

Resources

In this page it will be possible to find and download training material, publications and public deliverables of the project.

Risk Governance council

In this page the RGC is presented, to explain its role, aim and characteristics. The page will be updated with further information about the RGC as the pre-council will be established accordingly to the project DoW, as it will develop until the final RGC will take shape.

Contact



Information about the project Coordinator, the Deputy coordinator, and the project Manager, and on how to get in contact with them, can be found here.

Area for registration and log in

In order to ensure a proper level of security, registration is required to comment on the public forum. The registration for this level doesn't require any approval from the website administrators and occurs with a double opt-in process, according to the GDPR. Registration at a higher level is required to access the member area. This is where stakeholders can interact with the RGC. This level of registration requires the approval of the administrators of the website (one among NILU, ECOS and DECHEMA).

Member area

In this area the stakeholders can directly interact with the RGC. The two ways communication tool will be present here.

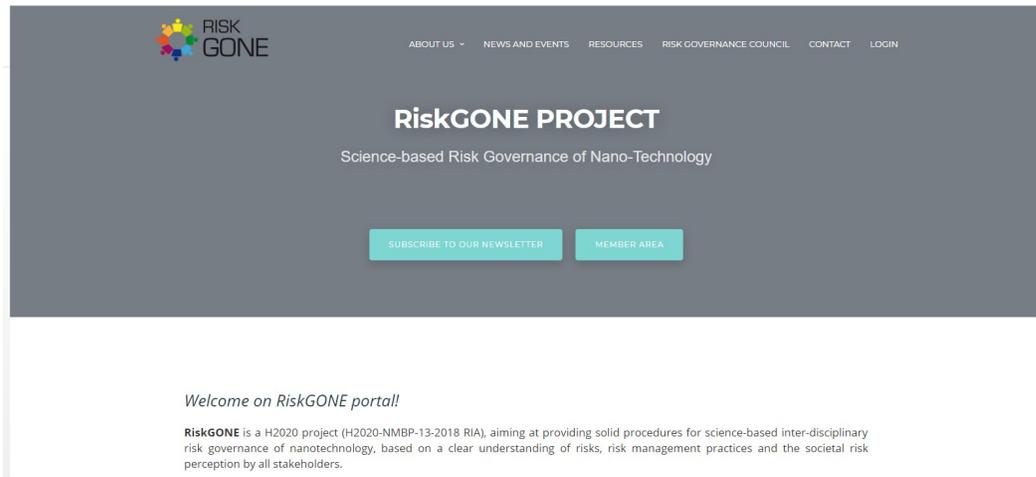


Figure 1: Screenshot of the current homepage of RiskGONE website. The background will be updated with images from the project.

The structure and the content of the website will be constantly updated along with the development of the project, in order to provide a reliable, informative and interesting tool for the users.

House style

The communication style for RiskGONE project was developed to ensure a coherent narration and project “outfit”, and confer visual identity to the project.

RiskGONE project logo

The task of drawing the project logo was assigned to a professional designer. The designer was selected by the WP7 core working group (NILU, DECHEMA and ECOS) after evaluation of different providers. DECHEMA's reference designer was finally selected based on quality/price ratio evaluation. The expenses were shared between DECHEMA and NILU.

The designer developed the logo starting from the input, drafts and ideas provided by the WP7 core working group and all the partners of the consortium. A final and unanimous agreement on the RiskGONE logo was reached by the General Assembly (one representative for each partner) during the kick off meeting in Oslo in February 2019.

Document templates

The style and format of all the materials produced in the project will be coherent with the house style. ECOS developed the house style, also based on the logo approved by the partners. Templates have been created by ECOS, DECHEMA and NILU to help the partners in the drawing up of the different kinds of documents (.word and .ppt), both for dissemination activities (presentations) and reporting (deliverables, milestones etc.). The final templates have been distributed to the consortium in April 2019.

Social media

Social media are nowadays a crucial communication tool. The use of social media for RiskGONE project has been foreseen in the DoW to provide more immediate views, comments and news to the interested stakeholders. Linked In and Twitter have been suggested as possible media in the DoW. After discussion, the WP7 core working group (NILU, DECHEMA, ECOS) decided to focus on Linked In that will serve for the RiskGONE purposes better and it is more appropriate together with the website and other communication activities.

3. Conclusion

The project website, house style, and social media profile have been successfully finalized, and will provide communication tools to the consortium along the whole duration of the project. No deviations have to be reported.



www.riskgone.eu | riskgone@nilu.no

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