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D4.2 Press Kit and Project Website

The activities of the Black Sea CONNECT Coordination and Support Action are funded by the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 860055.

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CONTRIBUTORS:	Baris Salihoglu (METU) Ezgi Sahin (METU) Mustafa Yucel (METU) Pınar Uygurer (METU) Valeria Ibello (METU)
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1. Executive Summary

The deliverable "D4.2 Press Kit and Project Website" describes the aims and the development of the Black Sea CONNECT website: http://connect2blacksea.org. It also includes the project press kit (print materials as brochure, flyer and thematic area fact sheets) created as project dissemination material in the first three months which will be accessible on the website.

2. General assumptions and background

2.1. Project Website

The development of the project website is a task under Work Package 4: "Visibility and Dissemination". The work package leader Middle East Technical University (METU) has overseen the website (http://connect2blacksea.org) development process in a close cooperation with the designated sub-contractor, Indigo-Med, with the support of all project partners in terms of content provision and review.

The content of the website will be enriched as the project moves forward with news and events regularly posted and further blue growth-related studies and projects, while the main menus and pages will be updated with project work progress and results.

The website is a virtual platform for communicating and promoting the overall Black Sea CONNECT activities. It will be a vehicle for:

- Running and promoting the project,
- Providing a platform for project partners and stakeholders interested in the project,
- Accelerating involvement of project partners and stakeholders,
- Creating awareness of Black Sea and project results, and also
- Informing the community about the latest blue growth-related news and opportunities.

This tool will provide the main features of the action (e.g. objectives, timeframe, funding etc.) in a clear and structured way. The Black Sea CONNECT website ***is not totally designed as a classical 'project' website, instead the most important function of the website will be to bring the Black Sea Blue Growth Initiative to the forefront, with Black Sea CONNECT and the EU funding acknowledged.***

2.2. Press Kit

Press Kit, in other words communication toolkit, has been compiled with diverse material for dissemination at meetings, workshops, public events and exhibitions. Although some communication materials have been available since the first stages of the project, some have been generated with results obtained during the project lifetime, such as brochures, flyers and fact sheets.

Printed materials such as brochures, flyers and thematic area fact sheets, roll-up banners etc will be produced throughout the project's lifetime. These materials will be available on the project website.

- ***Brochures***

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Project brochures will be developed to provide a detailed overview of the project. Its purpose is to create further awareness and stimulate interest among concerned actors. The brochure will contain a thorough explanation of the project rationale and delineate in detail the project objectives and purpose. More brochures for specific events and activities may be developed if needed.

- ***Flyer***

Regarding flyers, paper and electronic versions have been produced and distributed widely. In terms of content, the flyer will explain the rationale behind the project and outline the methodology as well as expected advantages for the stakeholders, partnership and contacts. More flyers for specific events and activities may be developed if needed.

- ***Factsheets***

Thematic factsheets will be produced for the different target audiences (Science and Research Community, Industry and Business Sector and General Public).

- ***Templates***

Standardised Word and PowerPoint templates were developed with dynamic and interactive elements, containing the visual identity (logo) and the basic description of the project. MS Word templets will be used for external and internal deliverables and reports and MS PowerPoint templates will be used at internal and external events when presenting the project.

2.3. Social Media

Virtual social media channels are, nowadays, a necessity for the promotion of projects, initiatives as well as the website itself. Within this framework, the website has been developed an ongoing, parallel platform and strategy intended for social networking and web marketing of the project. This strategy will incorporate social networks (Facebook, Twitter, YouTube, etc.) in order to raise and maintain the public's awareness on project achievements. As well as raising an awareness on project achievements, social media accounts will be actively used to disseminate general information, news, upcoming events and updates about the project by transmitting catchy messages.

3. Website

3.1. Concept

The Black Sea CONNECT website aims to communicate the Black Sea CONNECT CSA project and the activities of the Black Sea Blue Growth Initiative to the respective audiences, including the scientific, academic and research community, the general public as well as policy and decision-makers, with specifically tailored content. The concept thus aims to present the Black Sea CONNECT CSA project and Black Sea Blue Growth Initiative different user categories; those who are interested/wish to be informed about the project and those who are active in blue growth activities, with a user-specific content architecture. To do so, the website structure was designed based on several users' profiles: scientific community, industry and business sector, citizens, youth and decision makers.

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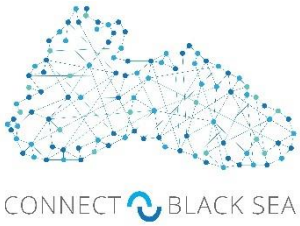
3.2. Style

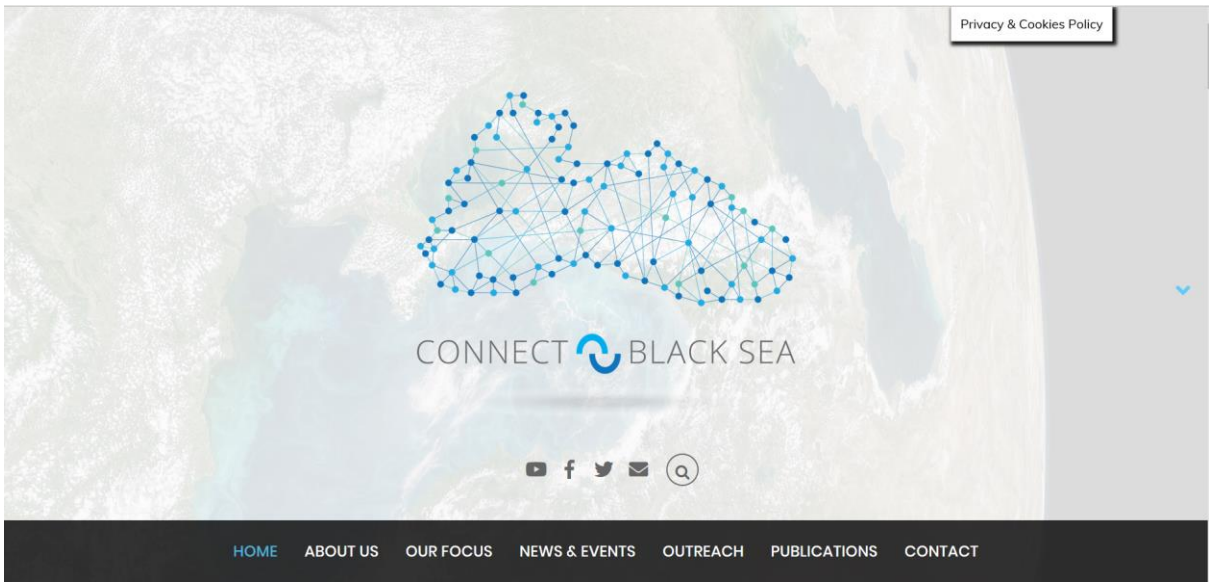
The design of the website mirrors the concept of the project logo and the project visual identity, as described in D4.1 – Dissemination, Communication and Exploitation Plan:

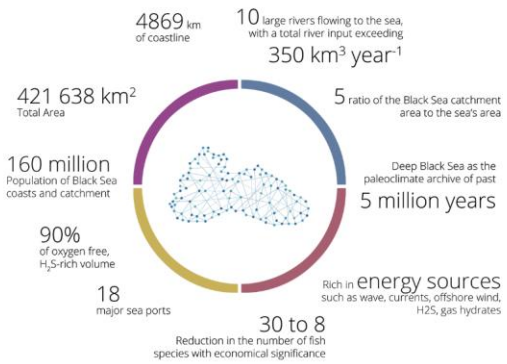
Figure 1 – Black Sea CONNECT Vertical Logo

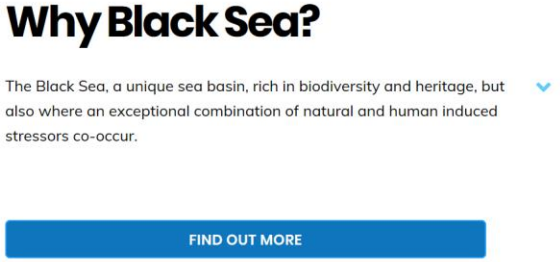


The logo depicts the connecting Black Sea basin and its actors for a resilient, sustainable and well-valued sea. For the website, blue growth-related images, descriptive visuals, icons and illustrations have been selected.

Figure 2 – Website Home Page







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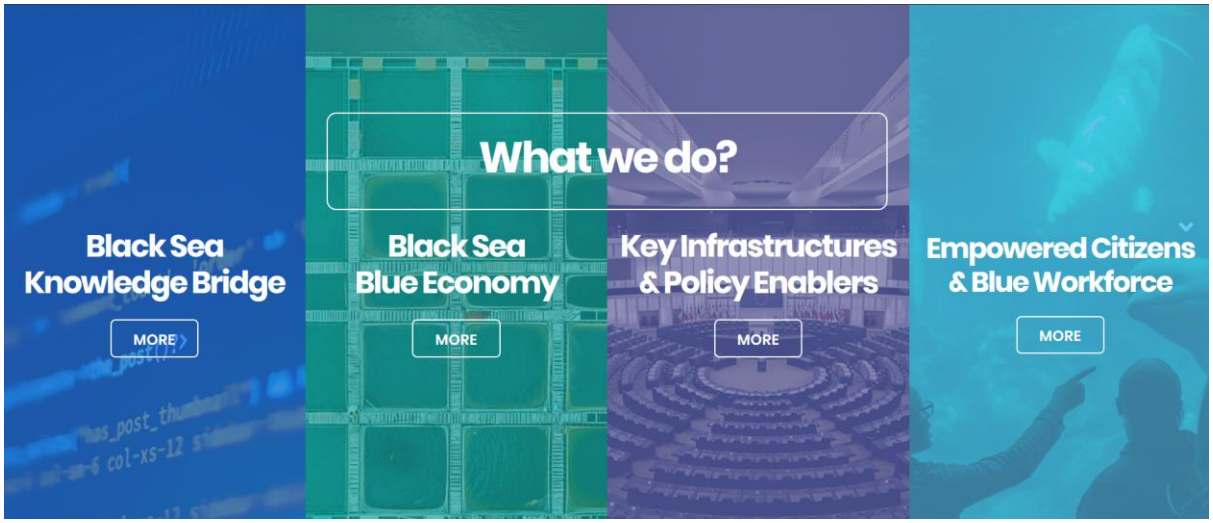


News

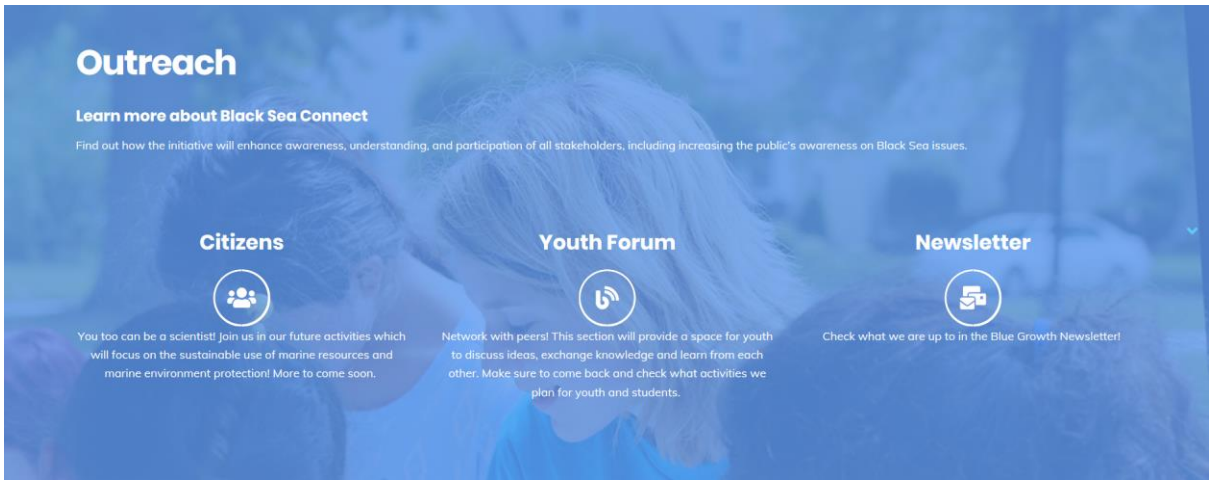
Stay up to date on the Black Sea Blue Growth Initiative developments and progress.

Check out our news section for more and don't forget to subscribe to our newsletter for regular updates!

Kick off Meeting | Brussels

Towards a resilient, healty an better-valued Black Sea by 2030: Implementation of the Black Sea Strategic Research and Innovation Agenda, launched in Bucharest in May 2019, is now underway. The kick-off meeting

Recent Tweets



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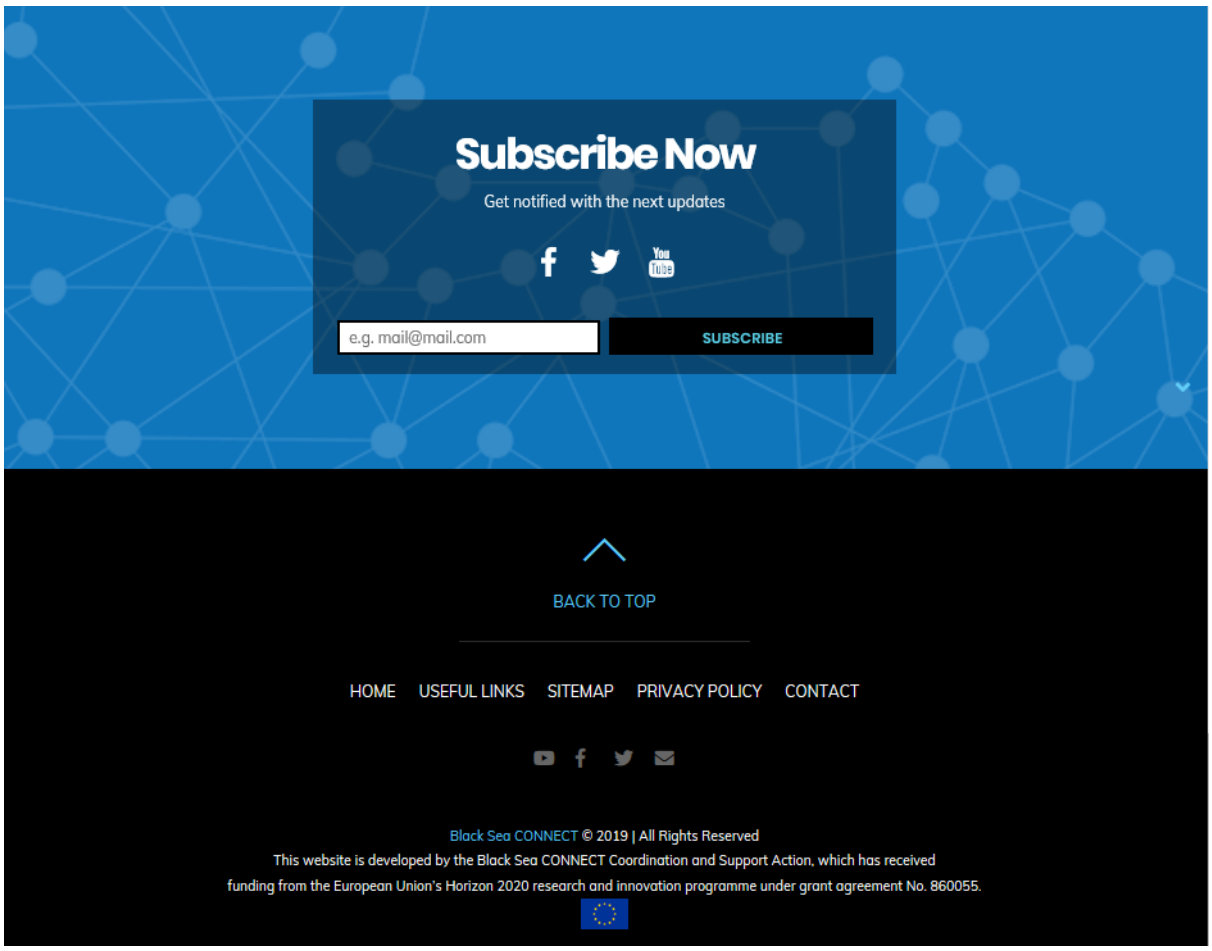

3.3. Architecture

The website aims to give an overview of the project description and goals in the framework of the Black Sea Blue Growth Initiative. In that sense, the website will represent both the Black Sea CONNECT CSA and the broader Initiative that the CSA is supporting. Yet, as mentioned above, the website will not be a classical 'project' website, instead the most important function of the website will be to bring the Black Sea Blue Growth Initiative to the forefront, through the activities of the Black Sea CONNECT project. It will be a platform through which people can access information on the Black Sea Blue Growth Initiative, Black Sea Strategic Research and Innovation Agenda, linked projects, entities and infrastructures.

The table below gives an overview of the final architecture of the website. Given the preliminary stage Black Sea CONNECT is currently at, it is important to note that website is still a work-in-progress. Some pages remain invisible until they can be fed with relevant content. This is the case for the sub-section “The SRIA (Our Focus)”, “Outreach” and the “One Stop Shop” and their sub-pages.

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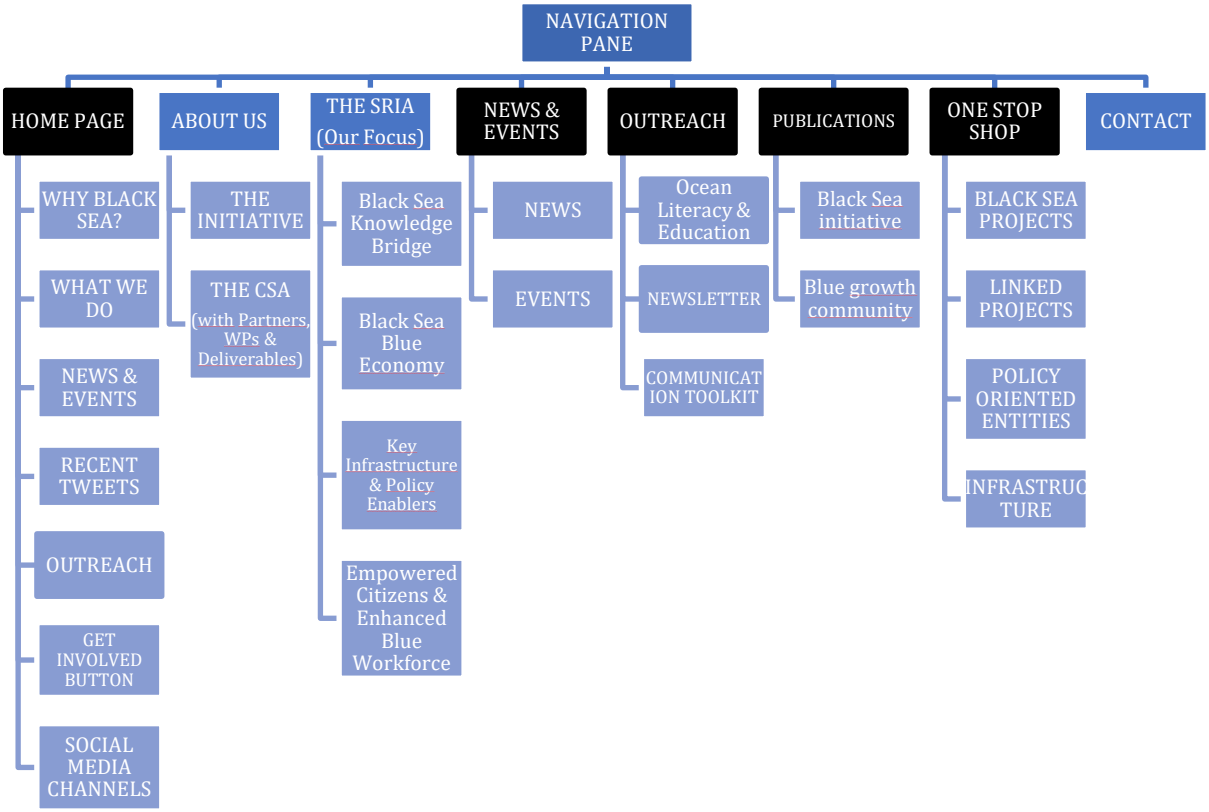

Legend:

- Colored boxes: pages that will be online for the final website release
- Black boxes: pages that will be released once the project will move forward and develop content

3.4. Management

As the work package leader, METU will keep the website updated and optimized throughout the project lifetime and beyond. The main Pages, News & Events, Outreach, Publications and One Stop Shop will be active parts and updated with new content on a regular basis. Reporting updates, news, participation to events as well as the blue growth-related publications/project updates will also be reflected on the website regularly.

3.5. Data Protection

In accordance with The General Data Protection Regulation (GDPR), adopted by both the European Parliament and the European Council, the Black Sea CONNECT website includes a privacy policy and GDPR compliant cookie policy giving the user a clear and accurate picture of how cookies are used on the website at any time with an opt-out option.

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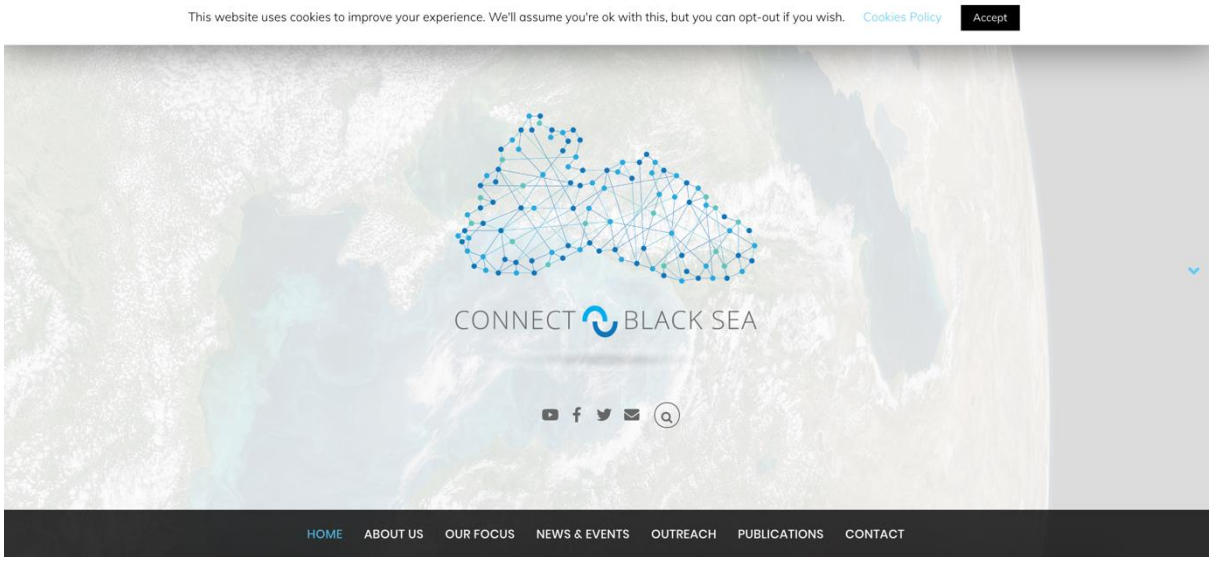

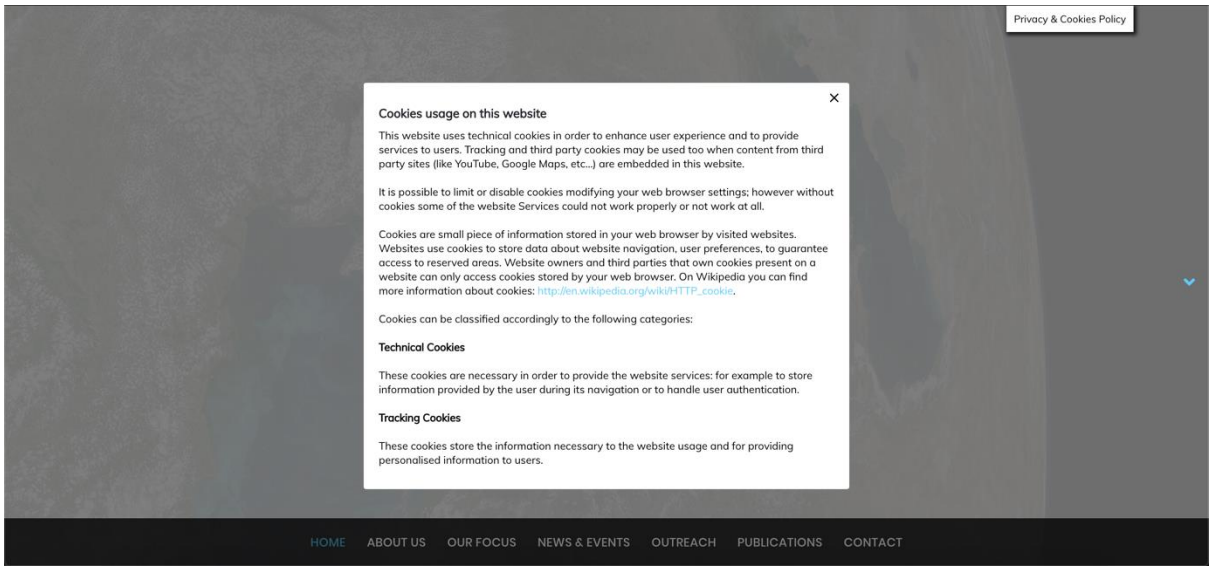

4. Press Kit

Printing materials created within the first three months have already been used for dissemination activities in project events that have taken in this period. Additional materials, to be created during the project duration, such as brochures, flyers and thematic area fact sheets etc. will be presented in updated version of "D4.2 Press Kit and Project Website and "D4.3 Visibility and Dissemination mid-term Report".

- ***Flyer***

One flyer was developed to provide a detailed overview of the project and used in the kick-off meeting of project.

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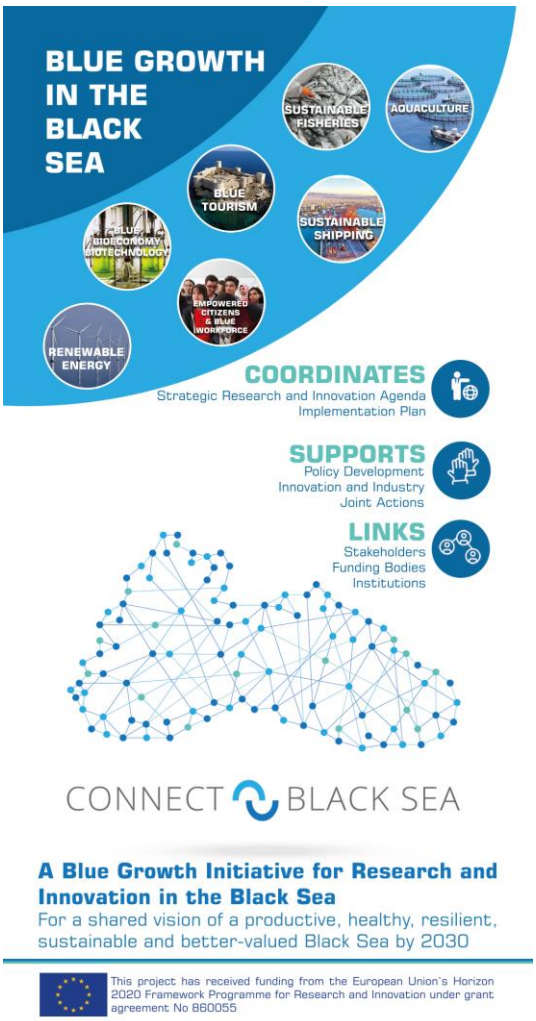
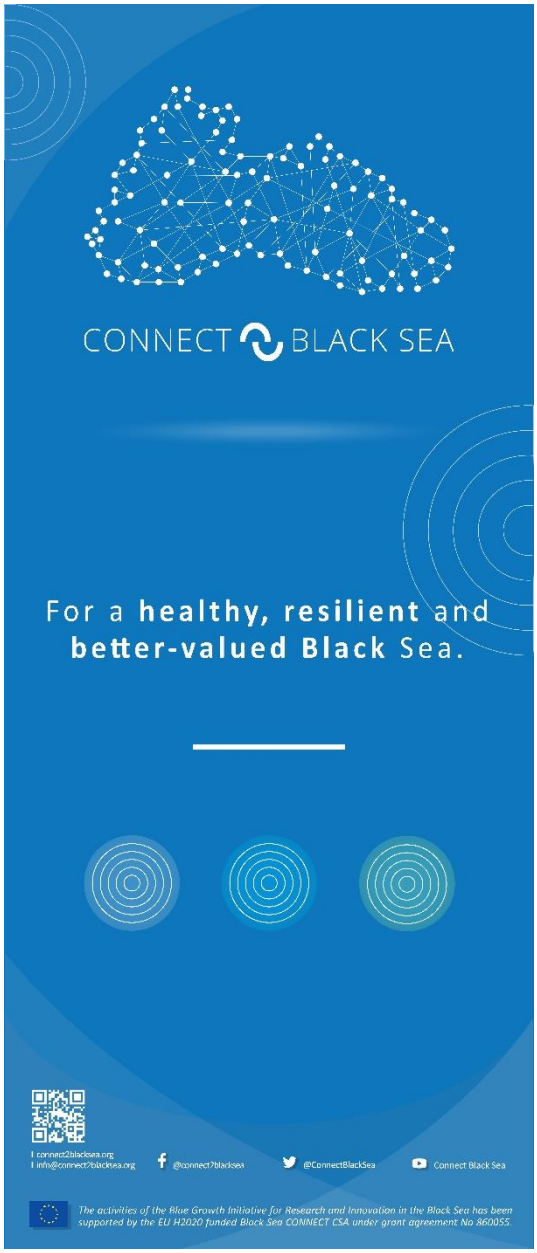

BLUE GROWTH IN THE BLACK SEA
SUSTAINABLE FISHERIES
AQUACULTURE
BLUE TOURISM
SUSTAINABLE SHIPPING
BLUE BIOECONOMY BIOTECHNOLOGY
EMPOWERED CITIZENS & BLUE WORKFORCE
RENEWABLE ENERGY
COORDINATES
Strategic Research and Innovation Agenda Implementation Plan
SUPPORTS
Policy Development Innovation and Industry Joint Actions
LINKS
Stakeholders Funding Bodies Institutions
CONNECT BLACK SEA
A Blue Growth Initiative for Research and Innovation in the Black Sea
For a shared vision of a productive, healthy, resilient, sustainable and better-valued Black Sea by 2030
This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation under grant agreement No 860055

BLACK SEA RESEARCH AND INNOVATION PRIORITIES
Black Sea Knowledge Bridge
• Innovative multidisciplinary research
• New knowledge to mitigate multi-stressors
• Integrate land-sea connection to deep basin
Blue Economy
• Create synergy for resilient and empowered communities
• Create incentives for maritime innovation in existing blue economy sectors (e.g. food, transport, tourism)
• Nurture new and emerging blue growth sectors
Key Infrastructure and Policy Enablers
• Smart integrated observing systems
• Alignment of working methodologies/national policies
• Support start-ups towards circular economy and harness industry 4.0 technologies
Empowered Citizens and Blue Work Force
• Support learning and education, and training for marine and maritime jobs
• Empower ocean-engaged citizens
• Enhance science policy dialogue
/ConnectBlackSea
/connect2blacksea
/Connect Black Sea
info@connect2blacksea.org
www.connect2blacksea.org

- ***Roll-up Banners***

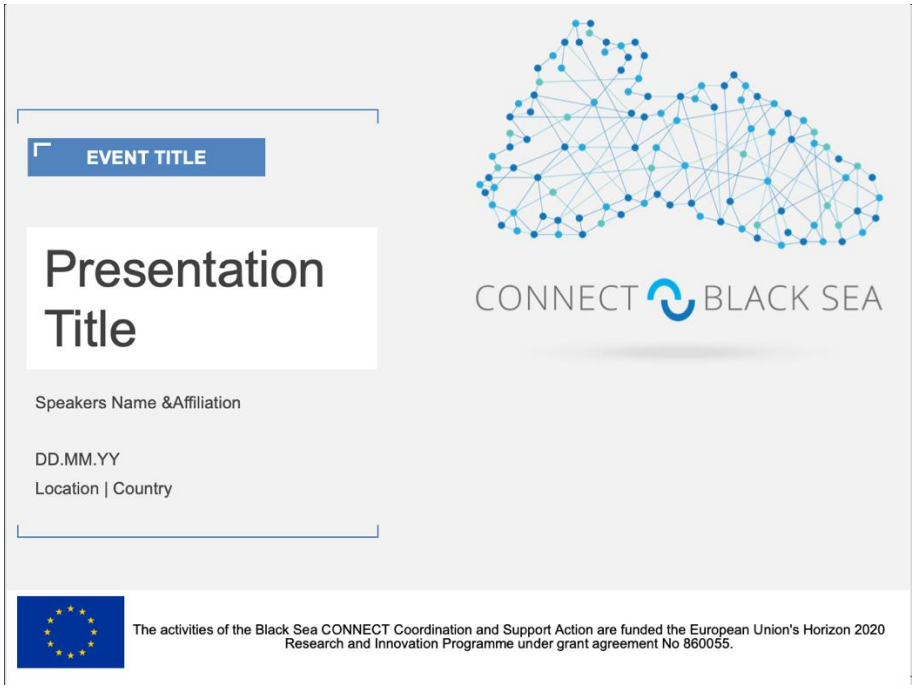
Three roll-up banners were designed and printed within the first three months of the project and used during the kick-off meeting. The roll-ups will be used in the Black Sea CONNECT and Black Sea Blue Growth Initiative related activities to ensure visibility. The designs will be revised and updated as per project requirements.



CONNECT BLACK SEA
Blue
Growth
Initiative
The activities of the Blue Growth Initiative for Research and Innovation in the Black Sea has been supported by the EU H2020 funded Black Sea CONNECT CSA under grant agreement No 860055.
Coordination
SRIA Development and Update
Implementation Plan
Support
Policy Development
Innovation and Industry
Joint Actions
Link
Stakeholders
Funding Bodies
Institutions
@connect2blacksea
@ConnectBlackSea
Connect Black Sea

- ***Templates***

Additional templates for documents and presentations have been created within the first 3 months to ensure a coherent visibility. The templates will be available on the website under ''Communication Toolkit'' section with a detailed visual identity including the colour codes, logo versions for easy access.

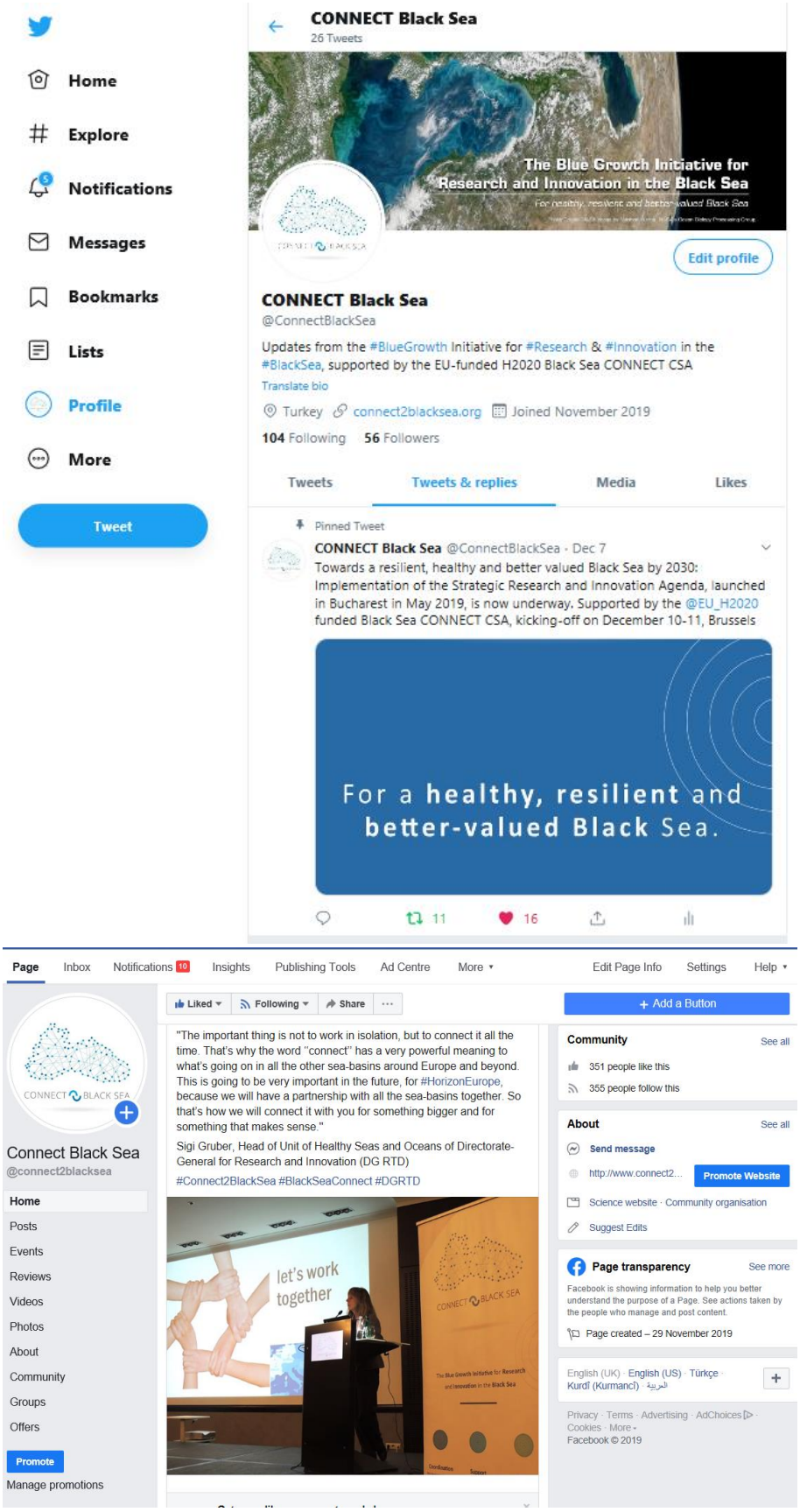


5. Social Media

Following social media channels have been used for the dissemination activities of the Black Sea CONNECT project. The channels will be regularly updated throughout the project duration.

Channel	Link
Facebook	@connect2blacksea
Twitter	@ConnectBlackSea
YouTube	Connect Black Sea

As of 30 December 2019, numerous tweets have been published via Twitter and 8 posts were shared via Facebook about the Black Sea CONNECT kick-off meeting and blue growth-related news and events. The number of followers reached to 106 on Twitter and 355 on Facebook and within first three months.



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