

Empowering Trust. Unleashing Biotech.

PROJECT WEBSITE

DELIVERABLE 4.6 (V2)

WP4 Communication, Dissemination, and community building



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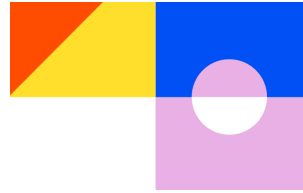
Organisation name of lead contractor for this deliverable:

FOOD+i

DELIVERABLE TYPE		
R	Document, report	X
DMP	Data Management Plan	
O	Other	
DISSEMINATION LEVEL		
PU	Public (fully open)	X
SEN	Sensitive, limited under the conditions of the Gran Agreement	

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HISTORY			
Version	Name (Partner)	Modifications	Date
V1	Sofía Ros		24/01/24
V2	Laura Vantornout	Review by coordinator	23/03/24
V3			

VALIDATION	
AUTHORS	REVIEWERS
FOOD+I – Sofía Ros	FF - Laura Vantornout



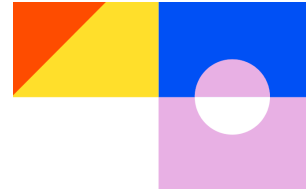
EXECUTIVE SUMMARY

This report provides a thorough examination detailing the strategic conception and execution of the B-Trust website. Positioned as a pivotal hub within the project's communication initiatives, the website transcends being merely an informative nexus; it stands as a dynamic platform for the widespread dissemination of crucial project insights and accomplishments to a diverse audience.



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LIST OF ABBREVIATIONS AND ACRONYMS

BIC- Bio-based Industries Consortium

B-TRUST- Co-creation methodology for biotechnology trust-building measures for improved innovation uptake in the bio-based innovation system.

CA – Consortium Agreement

CBE-JU Circular Based Europe Joint Undertaking

D – Deliverable

DoA – Description of Action

EC – European Commission

GA – General Assembly

H2020 – Horizon 2020 The 8th EU Framework Programme for Research and Innovation.

HEU – Horizon Europe – the 9th framework Programme of the EC for research, technological development, and innovation activities.

IPR – Intellectual Property Right

PC – Project Coordinator

SC – Steering Committee

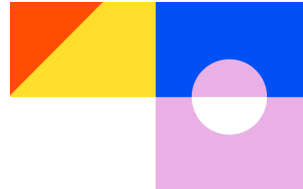
SME – Small and Medium Enterprise

WP – Work package



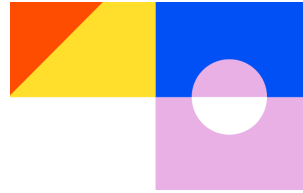
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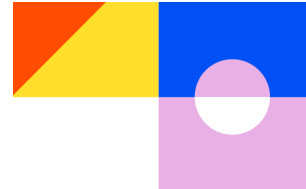


1. INTRODUCTION

The B-Trust project's Dissemination and Communication work package is dedicated to ensuring widespread visibility of the project's outcomes among our target stakeholders and effectively communicating the project's objectives and achievements to the public.

To achieve these objectives, it is crucial to maintain a set of meticulously designed tools that facilitate and ensure public visibility from the early stages of the project. The website, thoughtfully planned, offers easy access to the project's objectives and advancements, serving as a comprehensive repository for all publications and materials.

Regular updates to the website will be carried out to integrate the latest news, highlight upcoming events, and showcase the ongoing progress of the project. This strategic approach is integral to maintaining an informative and dynamic online presence that aligns with the project's communication and dissemination goals.



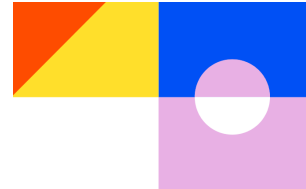
2. B-TRUST WEBSITE DESCRIPTION

The project's website, available at <https://www.btrustproject.eu/>, has been meticulously crafted to adhere to the project's visual identity, seamlessly incorporating the logo and colour palette as outlined in D4.1 - Plan for Dissemination, Exploitation, and Communication (PDEC). This strategic design guarantees rapid recognition of the project among all participants and promotes a cohesive presentation of information across various communication channels.

The website is systematically organised into seven main sections, each containing several subsections, as detailed in Table 1. This intentional structure ensures that visitors can navigate and access project information efficiently and intuitively.

Table 1. B-Trust website navigation map

B-Trust Website Structure			
Section	Subsection 1	Subsection 2	Subsection 3
Home			
The Project	About	Objectives	Impact
Partners			
News & Events			
Resources	Info packs	Deliverables	Press Kit
Contact Us			
Forum			



2.1 Home

The landing page of the website functions as the homepage and showcases a carousel featuring three images representative of the Project, as illustrated in Figure 1.

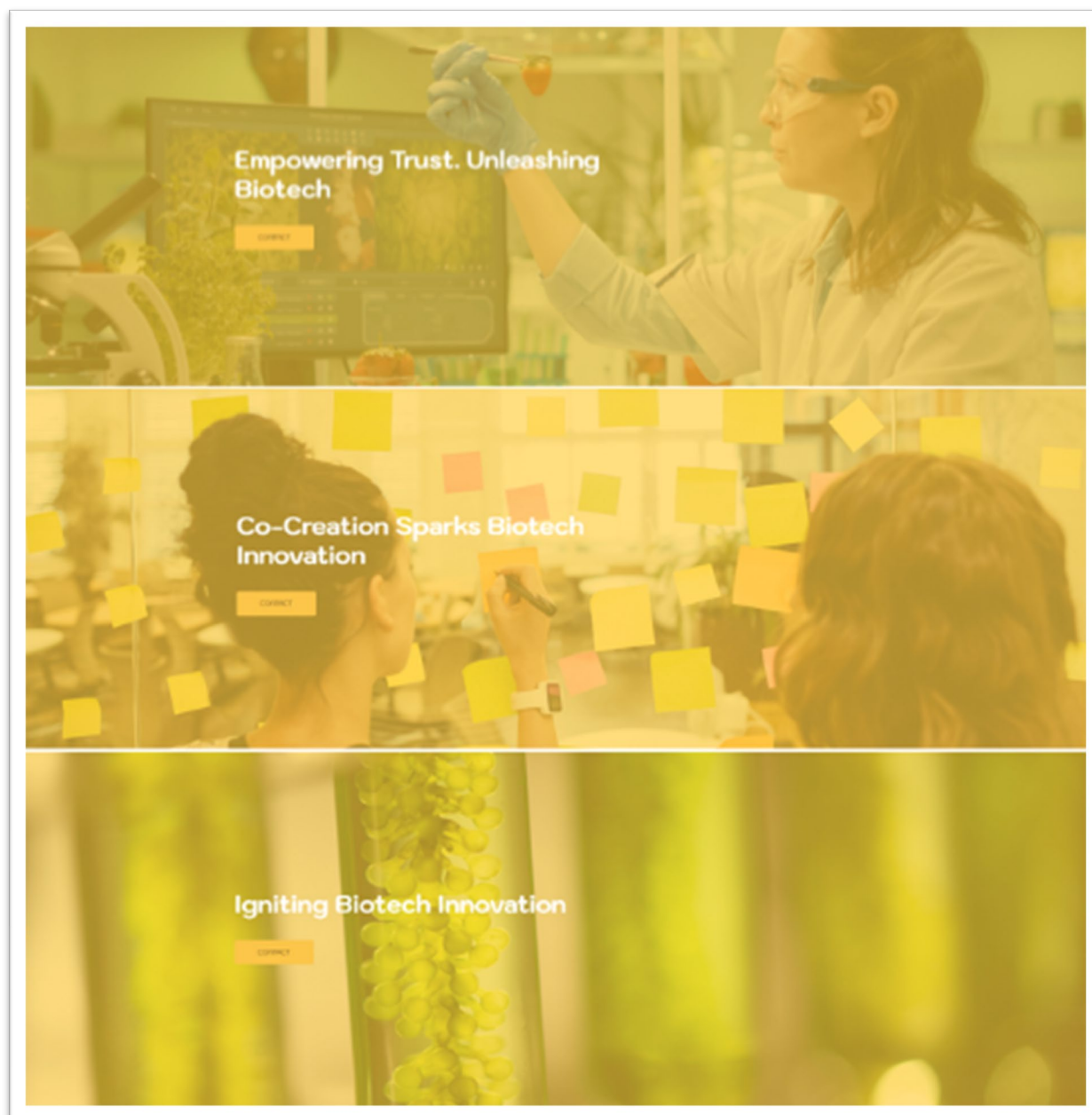
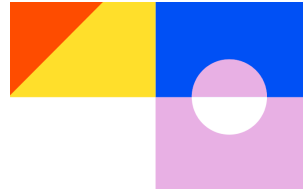


Figure 1. Photos on Carousel, HOME page

This homepage presents the project on a simple, summarised way; “B-Trust at a glance” provides a direct general picture of the project. Serving as a comprehensive introduction to the project and its underlying motivations, it ensures visitors gain a clear understanding of the issues B-Trust aims to address. Furthermore, a dedicated section encourages users to



join the B-Trust network, with the overall goal of establishing a pertinent mailing list for subsequent campaigns and newsletters.

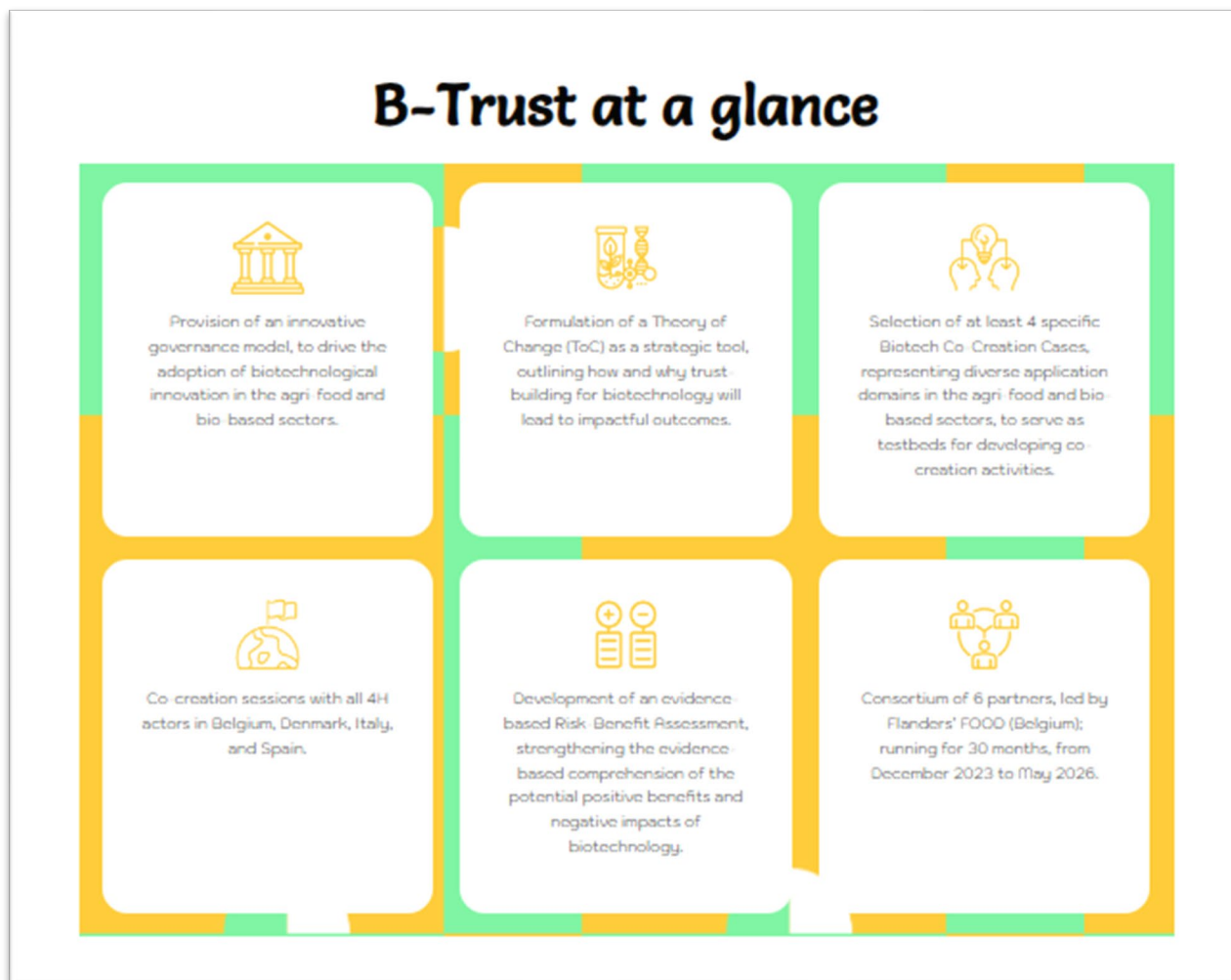
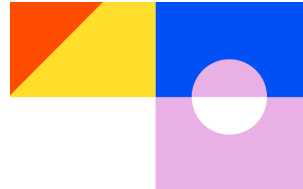


Figure 2. B-Trust at a Glance, HOME page

The project's presentation video will also be hosted under the Home, to ensure maximum visibility, granting visitors to learn more about the project in a visual and engaging way.



The B-Trust newsletters

Are you interested in how biotechnology can shape the future of Europe's industry? Would you like to know more about B-Trust and stay updated on our latest achievements? Subscribe to our newsletter!

Follow us on **LinkedIn**, **X**, **Facebook** and **Youtube** for the latest updates!

Don't miss out, subscribe!

Would you like some more information? Feel free to contact us.

Name and Last Name*

Email Address*

Message

I have read and agree to the terms & conditions stated in the B-Trust Privacy Policy

Confirm your subscription!

Figure 3. Newsletter subscription.

The Newsletter subscription form will be accessible from all sections of the website, at the bottom of each section, as shown on image above.



2.2 The Project

While the landing page provides a good overview of B-Trust, the section “The Project” offers a detailed and expanded description of the project’s information, objectives, and impact, divided into three subsections for an easier navigation.

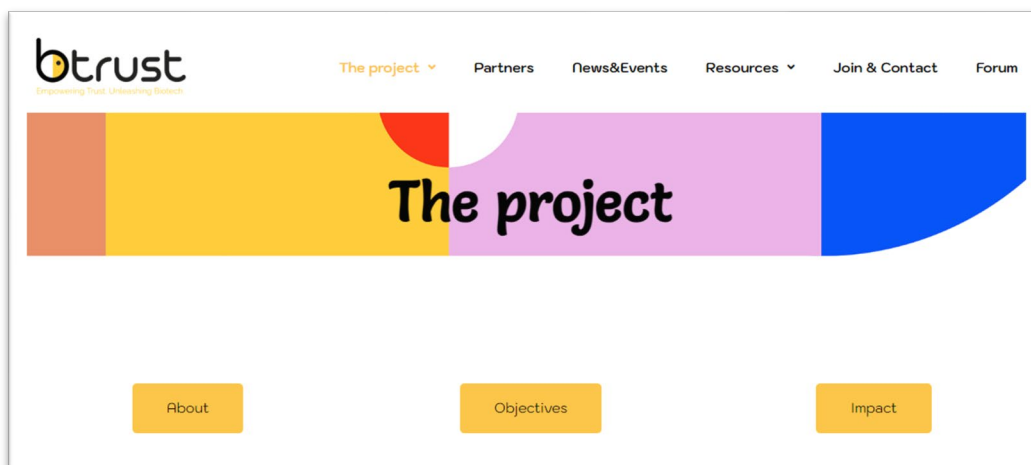
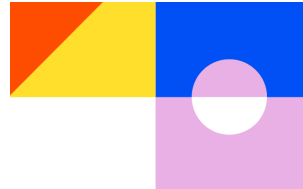


Figure 4. The Project section.

2.2.1 About

Upon entering this subsection, visitors are presented with a definition of Biotechnology, as well as some examples of its applications.



Biotechnology is the application of science and technology to optimise and exploit organisms, biological systems and biological processes (or parts/products thereof) for innovative practical, environmental, industrial, commercial and production/application purposes.

Take fermentation as an example, a biological process with various biotechnological applications. It is used in healthcare to produce antibiotics, vaccines, and insulin. Additionally, fermentation is widely employed in the food industry to produce items such as bread, beer, wine, and cheese. Furthermore, it plays a role in waste management by contributing to the production of biofuels like butanol and biodiesels...

Essentially, biotechnology is a strategic powerhouse, accessing the inherent potential of living systems to drive significant advancements and tackle intricate challenges across diverse fields in areas such as healthcare, materials, chemicals, agriculture, and food production. The effective application of biotechnology is essential for steering the European industry towards a sustainable future, aligning with the objectives of the European Green Deal, **which is a package of policy initiatives, that aims to set the EU on the path to a green transition, to reach climate neutrality by 2050.**



“

The effective application of biotechnology in agri-food and biobased sectors – think of microbial protein, cultivated meat, production of milk components using micro-organisms, biodegradable plastics, ... – plays a crucial role in building a sustainable European future. B-Trust wants to contribute to the valorisation and implementation of these groundbreaking technologies by focusing on building consumer trust and broader stakeholder acceptance. Tackling trust related hurdles is as critical as addressing technological, economic and regulatory challenges, in view of delivering impact at scale with these biotech solutions.

”

– Flanders' FOOD, Project Coordinator

Figure 5. ABOUT section, definition, and examples.

B-Trust's Governance Model is then presented, with a thorough explanation of the model and methodologies that the project will follow throughout the project's life span.

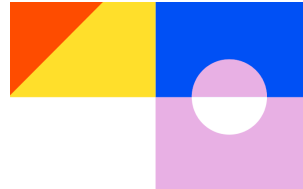
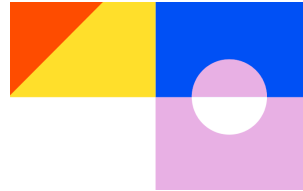



Figure 6. Governance model, ABOUT section

2.2.2 Objectives

The "Objectives" subsection outlines B-Trust's primary goal and objectives, offering a concise overview.



Objectives



The project's main objective is to develop a transparent governance model that promotes the application of biotechnology in the agri-food and bio-based sectors. This model aims to improve industrial competitiveness and contribute to environmental, economic, and social sustainability, aligning with the UN Sustainable Development Goals.

B-Trust Project aims to:

- ✓ Provide clear information about the safety of biotechnology, with a focus on consumers and the environment. This includes analysing risks, considering social diversity, and being transparent about environmental impacts.
- ✓ Involve the public in discussions about biotechnology, improving their understanding and trust. This includes highlighting technical benefits, potential impacts, trade-offs, and effects on health and the environment in the agri-food and bio-based.
- ✓ Stimulate innovation uptake by developing and exchanging best practices through the co-creation programme and its adoption by different end-users, workshops, and the Forum, targeting the 4H actors.

Figure 7. OBJECTIVES section.

2.2.3 Impact

The "Impacts" subsection delineates the mid-term (3-5 years) expected impacts and contributions of the project, summarised, and presented in an orderly manner for easier recognition.

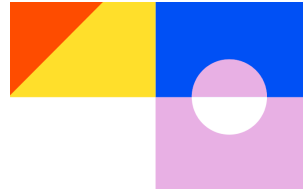


Figure 8. IMPACT section.

2.3 Partners

The section “Partners” contains information about the partners who form the B-Trust consortium. A visual map, representing the countries forming the consortium will be designed and incorporated to this section, so that visitors can learn more about the partners and the geographical scope.

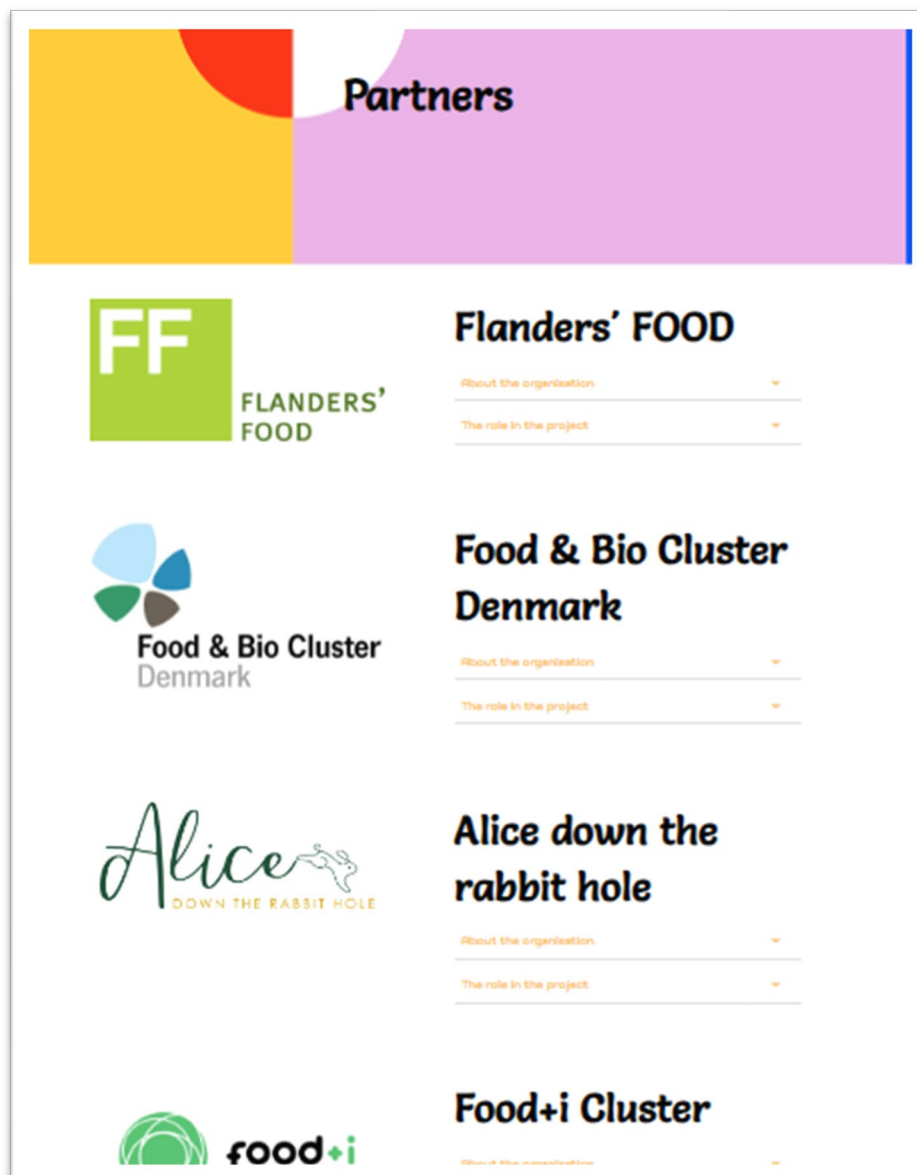
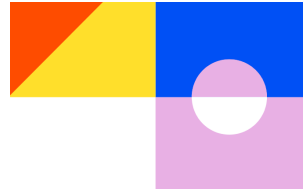
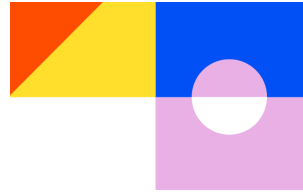


Figure 9. PARTNERS section.

For each partner, a logo is displayed with a direct link to their respective website. Information on the organisation, as well as their role in the project is also available on this section, as shown on figure below.



FF
FLANDERS' FOOD

Flanders' FOOD

About the organisation

The role in the project

FF is the B-Trust coordinator. Flanders' FOOD (FF) oversees and manages elements influencing contractual terms with the EC and technical activities within the consortium. Its responsibilities encompass achieving project goals, overall project planning, coordinating partners and steering committee meetings, internal and external reporting, documentation, financial management, representation to external stakeholders, and communication with the EC. Additionally, FF actively engages in the project, particularly in contacts and involving various regional 4H actors in co-creation trajectories, capacity building, and engaging workshops.

Figure 10. PARTNERS section, details expanded.

2.4 News and Events

This section will list the most relevant news and advancements of the project, as well as display the events where B-Trust will be participating and organising. This section will serve as a nook for visitors to stay up to date with the latest happenings within B-Trust, it will be updated regularly, serving a double purpose, as it will serve as a repository of past news and events.

08 Dic 2023

B-Trust Engages in Insightful Discussions at CBE JU Stakeholder Forum

Following the conclusion of our Kick-Off Meeting, B-Trust recently participated in the Circular

[Read More](#)

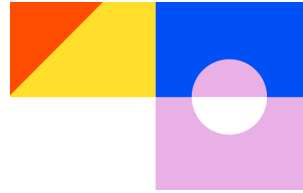
06 Dic 2023

B-Trust Kick-Off Meeting

Brussels, BE — December 5th and 6th marked the launch and presentation of

[Read More](#)

Figure 11. NEWS & EVENTS section.



2.5 Resources

This section contains all the downloadable material published by B-Trust; it will be updated regularly.

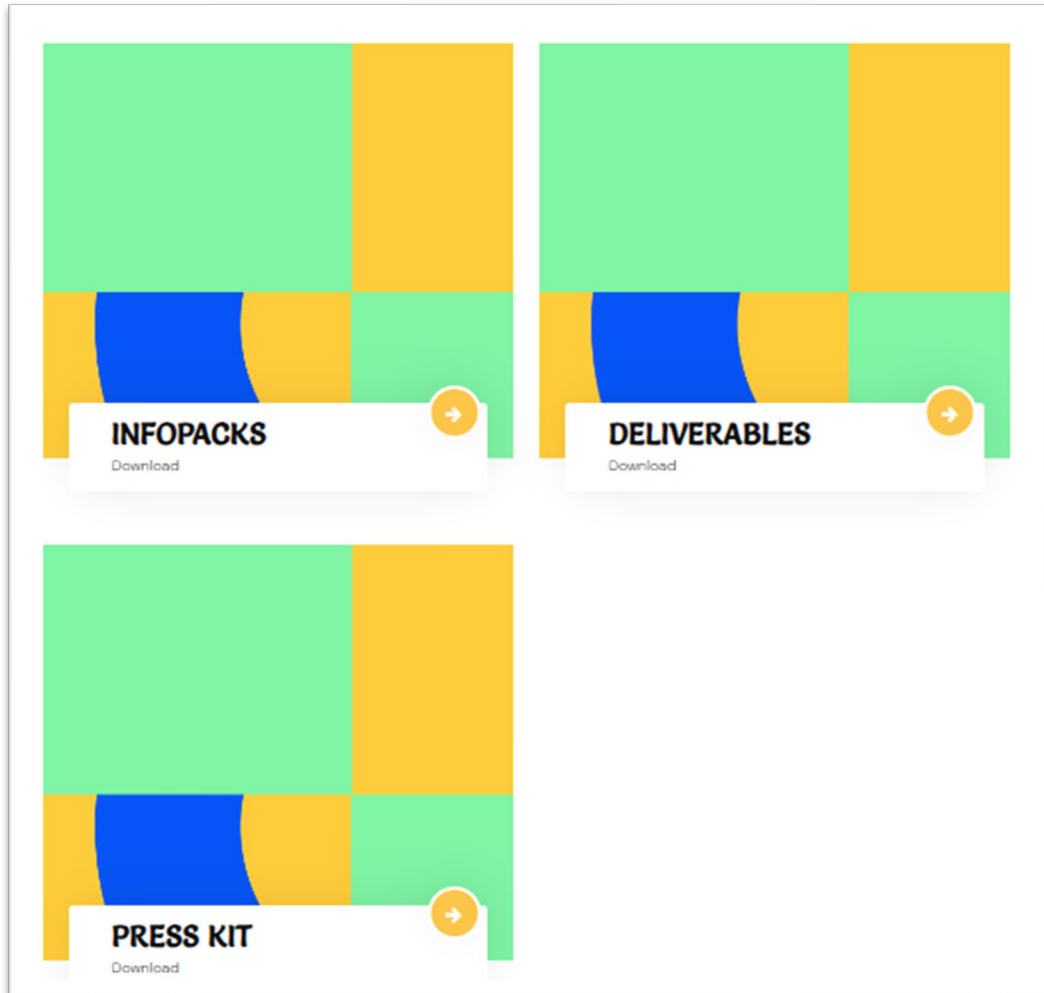


Figure 12. RESOURCES section.

- Subsection “Info packs” will allow visitors to download B-Trust roll-up, leaflets, posters... released during the project’s development.

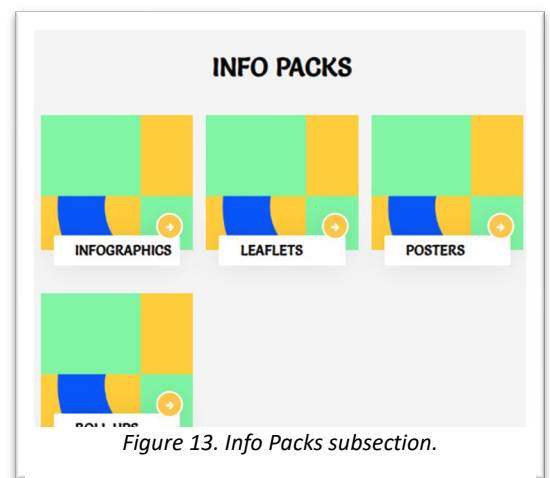
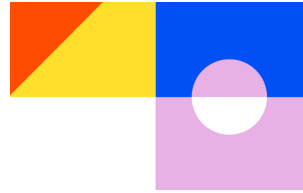


Figure 13. Info Packs subsection.



- Subsection “Deliverables” will host all the public deliverables developed within B-Trust.

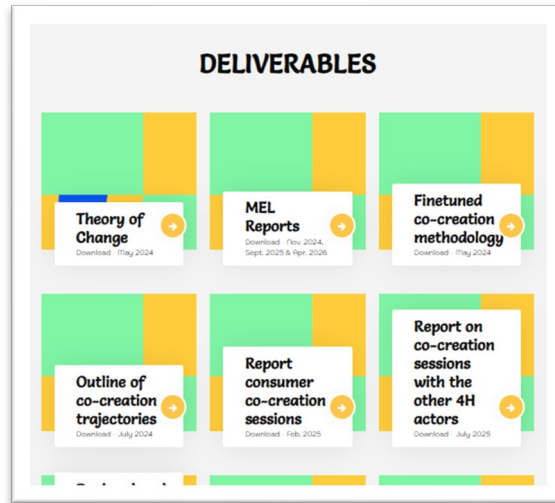


Figure 14. Deliverables subsection.

- Subsection “Press Kit” will serve as a repository of all Press releases, Newsletters, logos, and media coverage, allowing the press to easily share B-Trust, effectively aligning with the project’s visual identity.

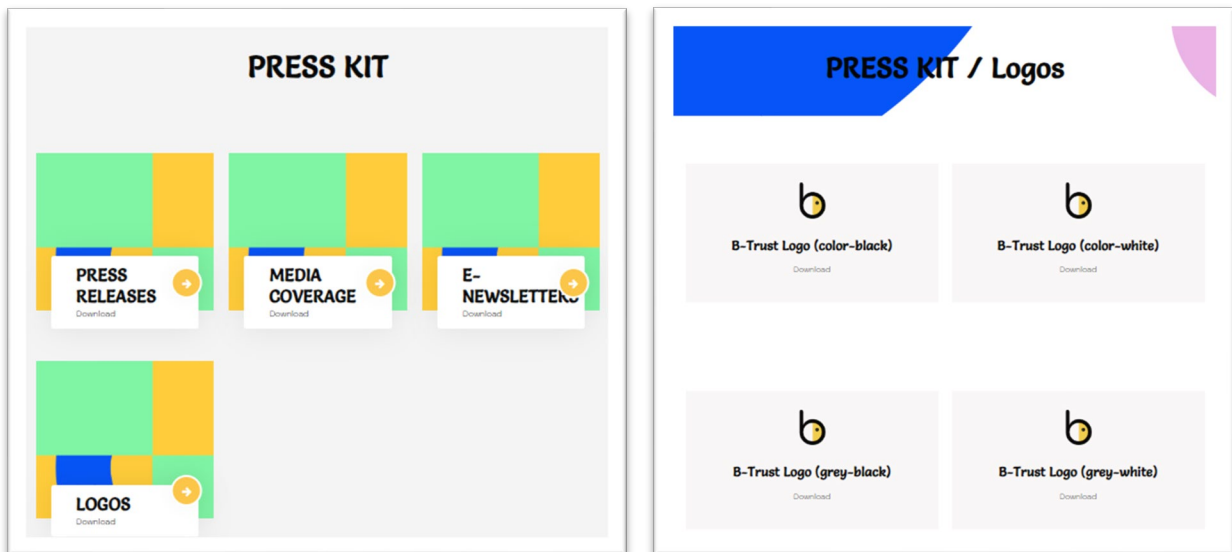
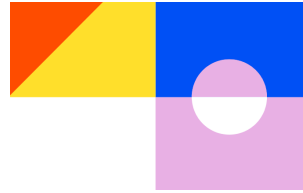


Figure 15. Press Kit/Logos subsections.



2.6 Join and Contact

This section provides visitors with the opportunity to reach out to us directly by filling out a simple and intuitive form. This form streamlines the communication process, allowing individuals to easily convey their inquiries, feedback, or messages to our team.

We'd love to hear from you!
Would you like some more information? Feel free to contact us.

Name and Last Name*

Email Address*

Message

I have read and agree to the terms & conditions stated in the B-Trust Privacy Policy

Send your message!

Figure 16. Contact form.

Visitors will also be able to join the B-Trust network by subscribing to the newsletter, the newsletter registration form is easily available above the footer on every page of the website, ensuring that visitors have multiple opportunities to join the B-Trust network.

2.7 Forum

The Forum will launch in M6 (May 2024), as a community platform that will engage all stakeholders and encourage knowledge exchange. This website section will provide information on the resources available within the Forum, encouraging registration and interaction in the same. It will provide clear link for registration to the Forum. This section is currently under construction as we finalise the last functionalities of the B-Trust Forum.

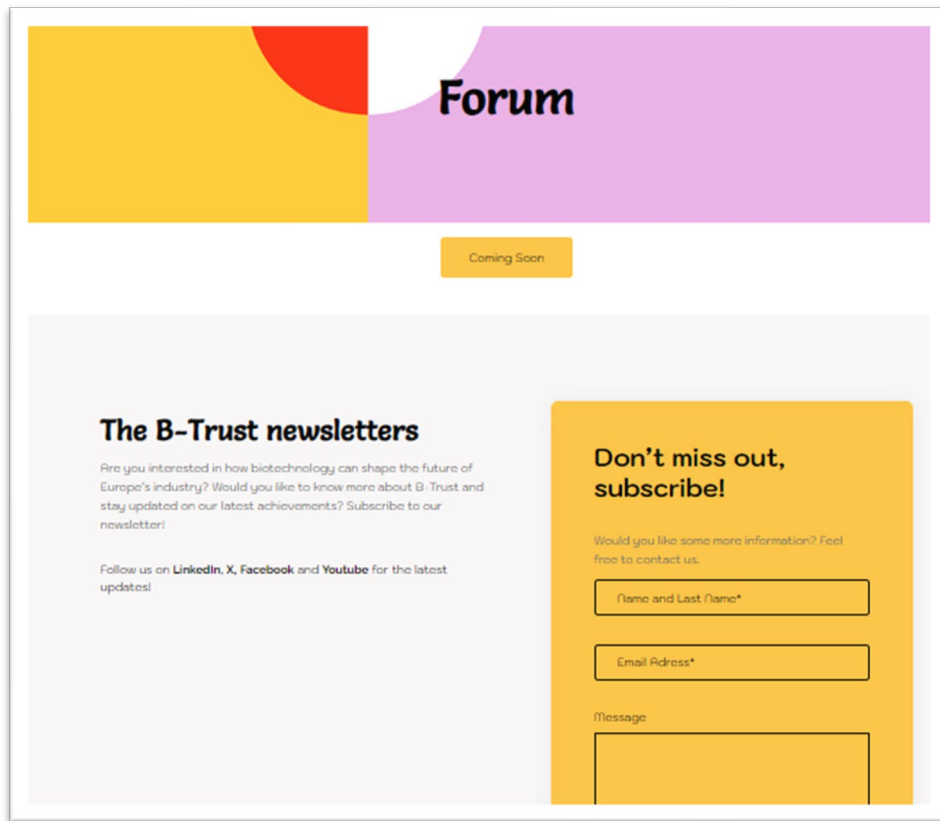
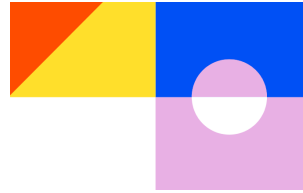


Figure 17. FORUM section.

2.8 Header

The header maintains consistency throughout all sections of the website, displaying the project's logo, a dedicated section menu for convenient navigation.

The header enables visitors to readily access other sections of the website, as depicted in Figure below.

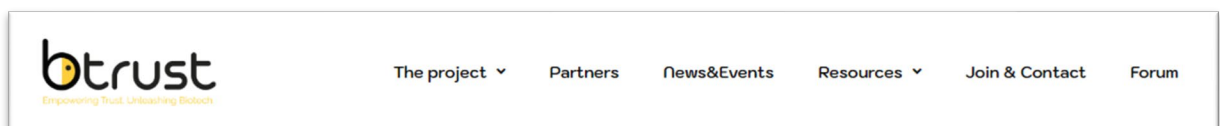
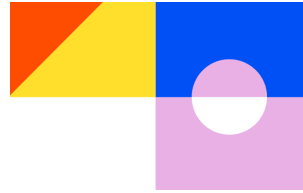


Figure 18. HEADER.

2.9 Footer

The footer is consistent across all sections and subsections of the website. It includes direct links to each section, along with links to Cookies and Privacy Policies and the Legal Notice. Additionally, there is a direct link to the project's social media.



The footer features funding information, displaying relevant logos, the funding statement, and a disclaimer.

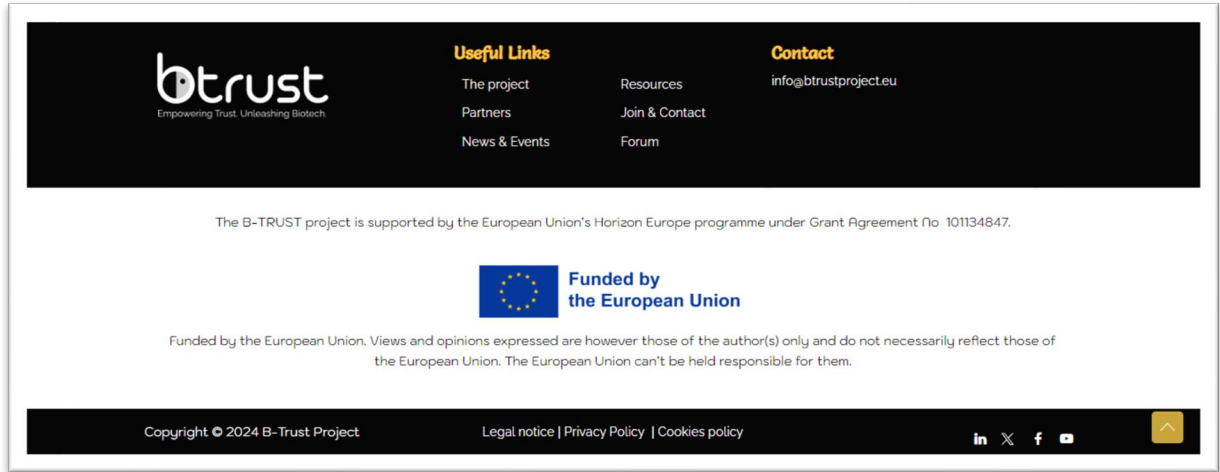


Figure 19. FOOTER.

2.10 Web Responsive

The development of our website has been driven by the objective of enhancing user engagement and accessibility across a wide array of digital platforms. Our concerted efforts have been meticulously focused on guaranteeing optimal responsiveness, thereby catering to an ever-growing mobile-centric audience.

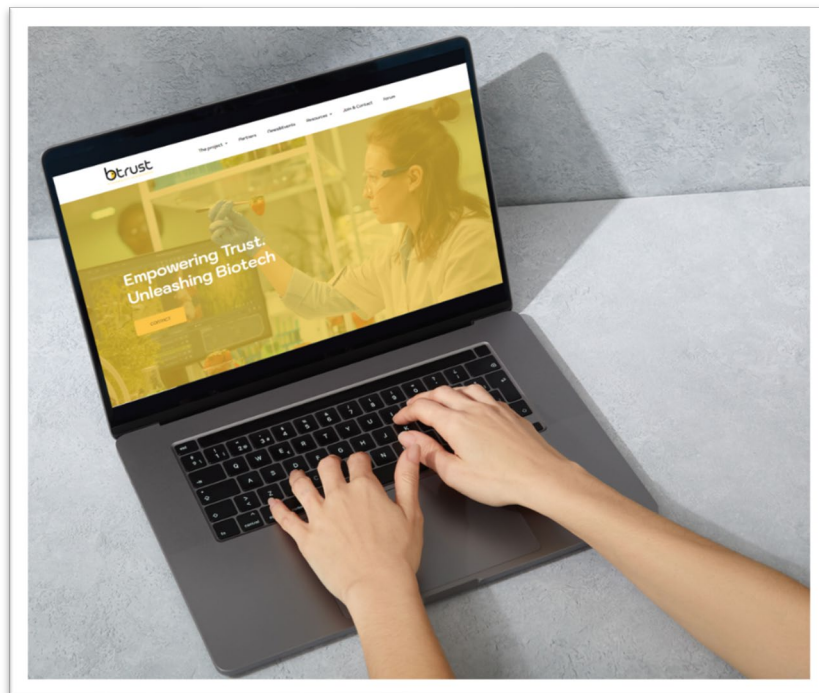
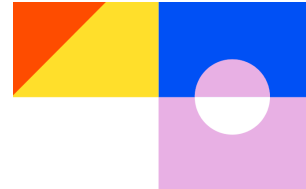


Figure 20. Web Responsive on PC.



The implementation of a responsive design framework ensures a seamless user experience, regardless of the device utilised to access our website. Through dynamic adaptation, our content and functionality remain intuitive and accessible, closely aligning with evolving user expectations.

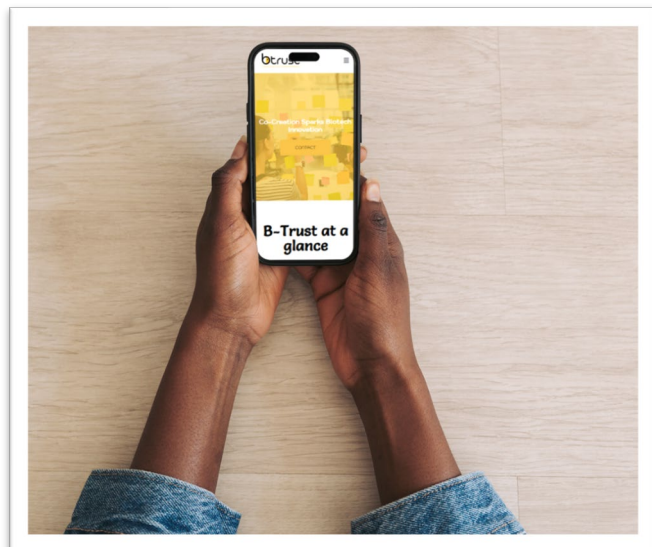


Figure 21. Responsive on mobile phone.

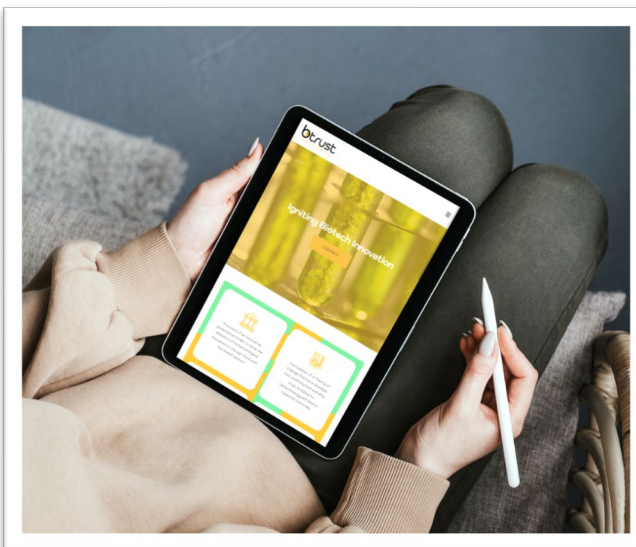
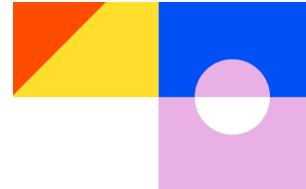


Figure 22. Responsive on tablet.



CONCLUSIONS

In its early stages, the B-Trust website efficiently meets the project's demands, serving a two-fold purpose:

Firstly, it provides in-depth information about the project plan, purpose, and objectives, detailing the consortium members and outlining the project's scope.

Secondly, the website acts as a practical communication tool, regularly updating project achievements, events, and results. Sections are dedicated to public access for publications and materials, such as press releases, promotional content, videos, etc. A news and events section keeps the audience informed about upcoming project activities and venues.

The website actively involves visitors in understanding B-Trust's main objectives, with a commitment to regular updates reflecting the project's progress. Regular monitoring ensures the website meets the project's communication needs, allowing for prompt adjustments in structure and/or strategy if necessary.