

# Project Website

Deliverable 7.1

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PUBLIC

Project POWER4BIO “emPOWERing regional stakeholders for realising the full potential of European BIOeconomy”

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*Table 1 Document Factsheet*

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*Table 2: Document History*



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## PROJECT PARTNERS

**CIRCE:** Fundación CIRCE Centro de Investigación de Recursos y Consumos Energéticos

**DBFZ:** DBFZ DEUTSCHES BIOMASSEFORSCHUNGSZENTRUM GEMEINNUETZIGE GMBH

**WR:** STICHTING WAGENINGEN RESEARCH

**META:** META GROUP SRL

**AKI:** AGRARGAZDASAGI KUTATO INTEZET

**NAK:** MAGYAR AGRAR-, ELELMISZERGAZDASAGI ES VIDEKFEJLESZTESI KAMARA

**EPC:** EPC Project Corporation Climate. Sustainability. Communications. mbH

**DRAXIS:** DRAXIS ENVIRONMENTAL S.A.

**BZN:** Bay Zoltán Nonprofit Ltd. for Applied Research

**UNFU:** Ukrainian National Forestry University

**CAPDER:** Junta de Andalucía – Consejería de Agricultura, Pesca y Desarrollo Rural

**MAE:** Mazovia Energy Agency

**USB:** University of South Bohemia

**CCB:** Chemie Cluster Bayern GMBH

**SPRING:** Sustainable Processes and Resources for Innovation and National Growth

**EWI:** VLAAMS GEWEST (Government of Flanders)

**SUA:** Slovak University of Agriculture in Nitra

**ECRN:** European Chemical Regions Network (ECRN) e.V.



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## PUBLISHABLE SUMMARY

The website represents the project's primary method of communication with external stakeholders and the wider public. It is supposed to provide all necessary information and a news feed about POWER4BIO, its objectives and activities and about related events. At a later stage, it is intended to become an information hub for the consortium, associated partner and the Community of Interest, where information can be exchanged within a restricted area. This deliverable D7.1 describes the website created for external and internal communication about and on the project.



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# 1 INTRODUCTION

A website was created for the POWER4BIO project as Deliverable 7.1 as part of Work Package 7, Dissemination and Communication, and is hosted at [www.power4bio.eu](http://www.power4bio.eu). The website was designed and developed by EPC, and content was created, edited and developed internally by EPC under the oversight of CIRCE. EPC will continue to maintain and update the website in cooperation with the other project partners throughout the course of the project.

## 2 STRUCTURE OF THE POWER4BIO WEBSITE

### 2.1 Website navigation tree map

The website is accessible at [www.power4bio.eu](http://www.power4bio.eu). All sections of the website have on top the POWER4BIO logo and in the footer reference to the HORIZON 2020 funding by the European Union. Links to the main pages “About” (Home), “Regions”, “News and Events” and “Contact” are included in the navigation pane and are accessible from all subpages.

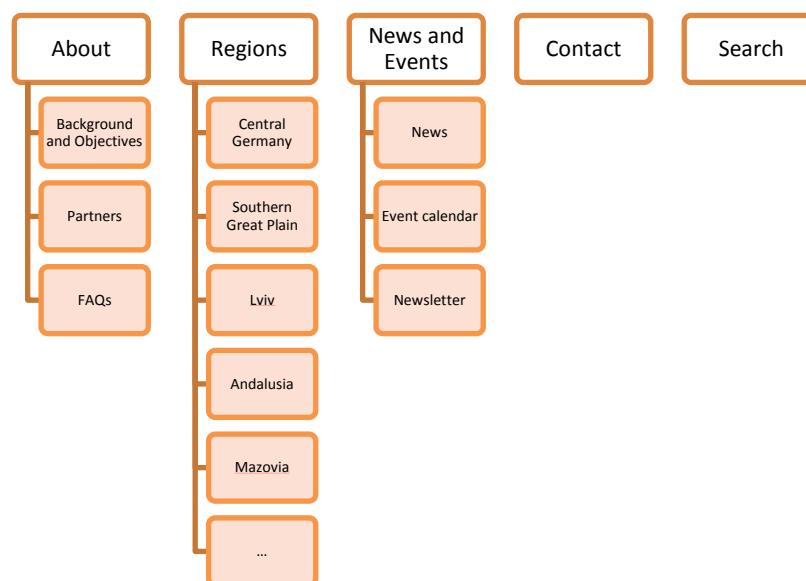


Figure 1: General website structure.



## 3 MAIN PAGES AND INTERACTIVE ELEMENTS

### 3.1 Navigation Pane and Footer

On each page, the navigation pane and footer are displayed, the navigation pane always remains visible on top of the site, while the footer is located at the bottom of each site. The navigation pane contains the POWER4BIO logo on the left and links to all main pages (About, Regions, News and Events, Contact).



Figure 2: Navigation pane.

The footer contains funding information (grant agreement No 818351) plus the logo of the European Union on the left side. Interactive icons on the left link to social media accounts like Facebook, Twitter, LinkedIn and to the contact form via e-mail.



Figure 3: Footer.

### 3.2 About

The About page is the start page of the POWER4BIO website and will display several slides with the latest project news that will be updated regularly. The main project ideas are shown on this page.

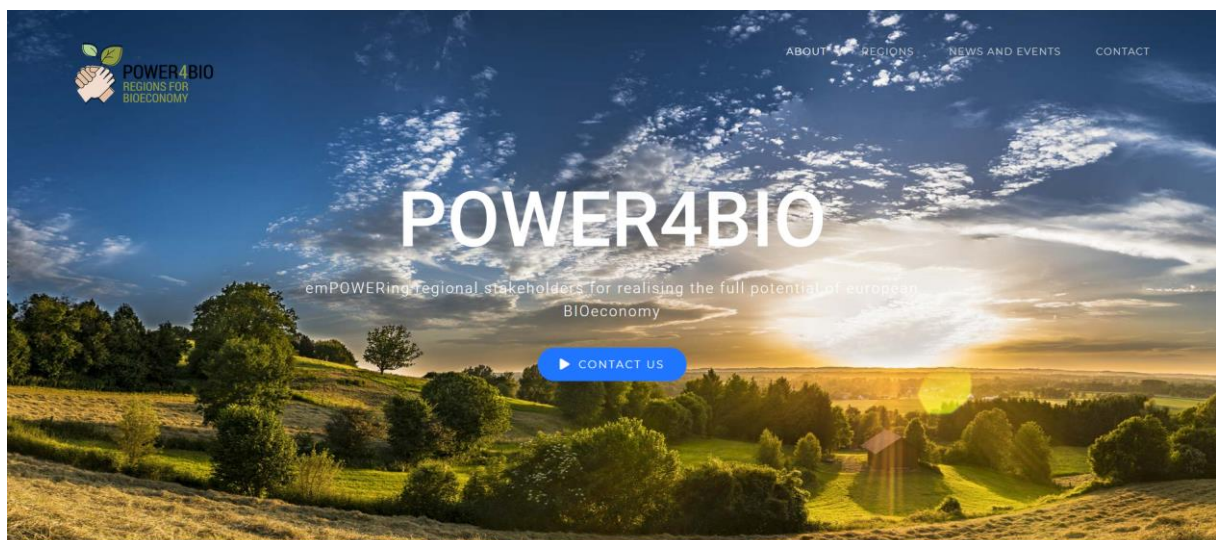


Figure 4: Start page, slider 1.



## Project Main Ideas



- POWER4BIO aims at empowering EU regions to maximise the use of their endogenous biomass feedstock.
- POWER4BIO will support policy makers and other regional stakeholders to foster the transition to a bioeconomy era.
- POWER4BIO will develop a catalogue of business model pathways to fully realise the bioeconomy potential of each region.
- POWER4BIO will involve 10 regions across EU and 1 regional network, being supported by an extensive number of stakeholders.



Figure 5: Start page, slider 2.

### 3.2.1 Background and Objectives

This subpage contains more background information about POWER4BIO. The objectives are shown here as well.

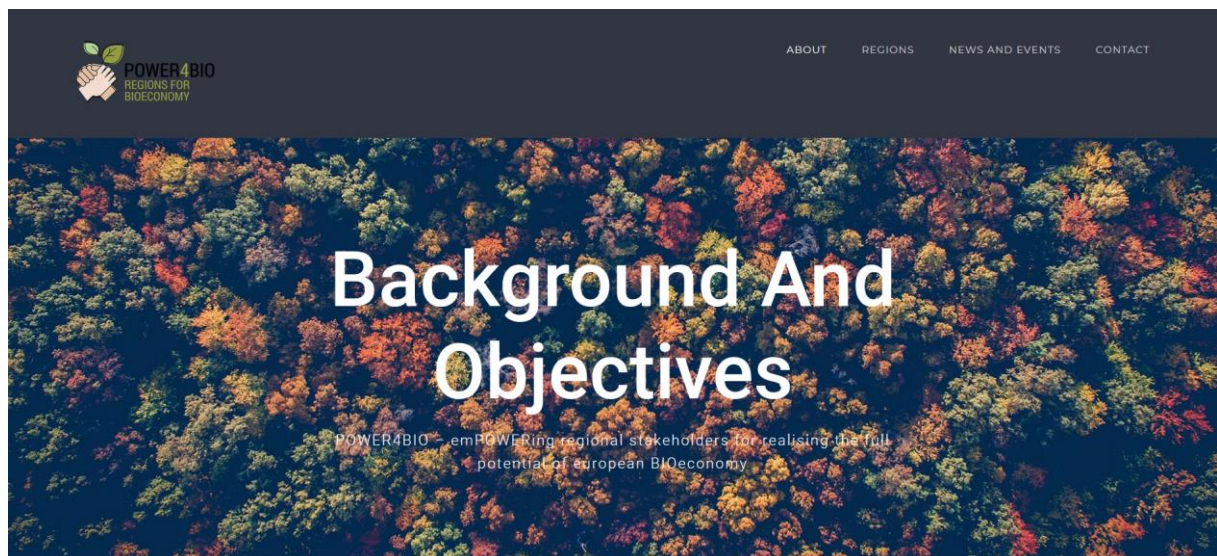
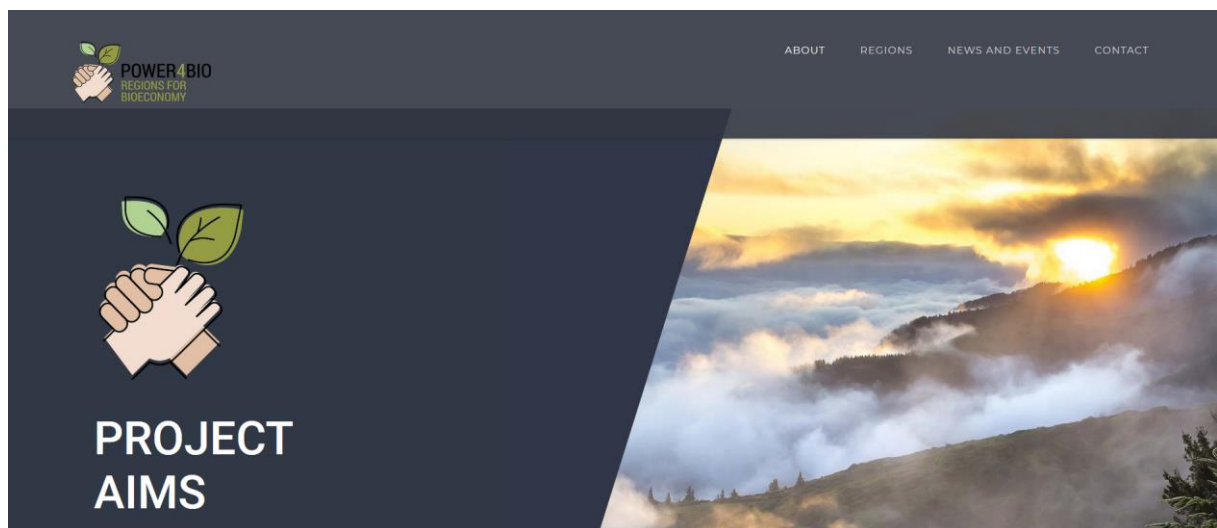


Figure 6: Background and objectives subpage.





*Figure 7: Project aims as part of the background and objectives subpage.*

### 3.2.2 Partners

The partner page provides general information about the POWER4BIO project partners, their specific role in POWER4BIO, a link to their institutional website as well as their logo. A table with the respective partners' information is provided in the Annex 5.

### 3.2.3 FAQ

This site will contain general information about POWER4BIO and bioeconomy and will be filled with content over time.

## 3.3 Regions

The following ten regions are participating in POWER4BIO:

- Central Germany
- Southern Great Plain
- Lviv
- Andalusia
- Mazovia
- South Bohemia
- Bavaria
- 11 Italian regions
- Flanders
- Nitra

Each region has an own subpage on the POWER4BIO website. In a first basic version, general information about each region like size, number of inhabitants, bioeconomy maturity, state of a bioeconomy strategy and main feedstock are shown. The content of the regional sites will be further elaborated within the life span of POWER4BIO.

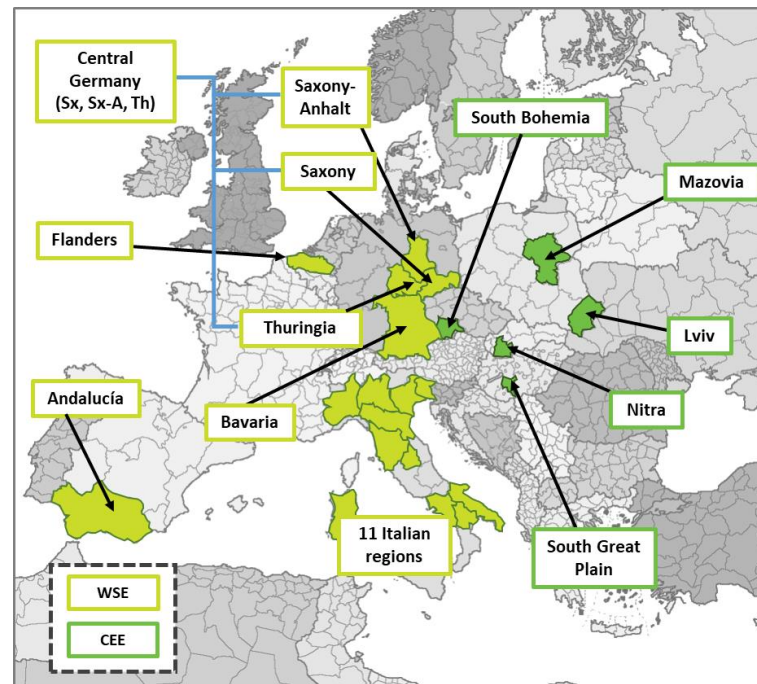


Figure 8: Overview of the POWER4BIO regions.

## 3.4 News and Events

The news and events section will inform about recent activities and upcoming events within the scope of POWER4BIO and report about the latest project developments. This section is divided in three sections.

### 3.4.1 News

In the news section, remarkable news will be displayed, e.g. press releases, report of relevant events attended and reports about recent POWER4BIO activities. This section will be regularly updated.

### 3.4.2 Event calendar

An event calendar is hosted on the POWER4BIO website. EPC will regularly collect upcoming events from all consortium partners and make them available in the calendar, together with some basic information about the event.

### 3.4.3 Newsletter

The POWER4BIO website also offers the possibility to sign in for a newsletter that will be published at irregular intervals. The subscription process will be in line with the EU General Data Protection Regulation (GDPR), this means that after the subscription the user has to click on a link provided via e-mail to confirm the subscription (double opt-in). The management of the newsletter will be organised with the newsletter application Mailchimp. EPC is in charge of the contacts and will administrate them.



Necessary for subscription are name and e-mail address, naming the subscribers organisation is optional.

### 3.5 Contact

In case of any questions or comments regarding the POWER4BIO project, it will be possible to get in contact with us by using the contact form on the website. The contact subpage will also link to all social media channels that will be set up from M4 on.

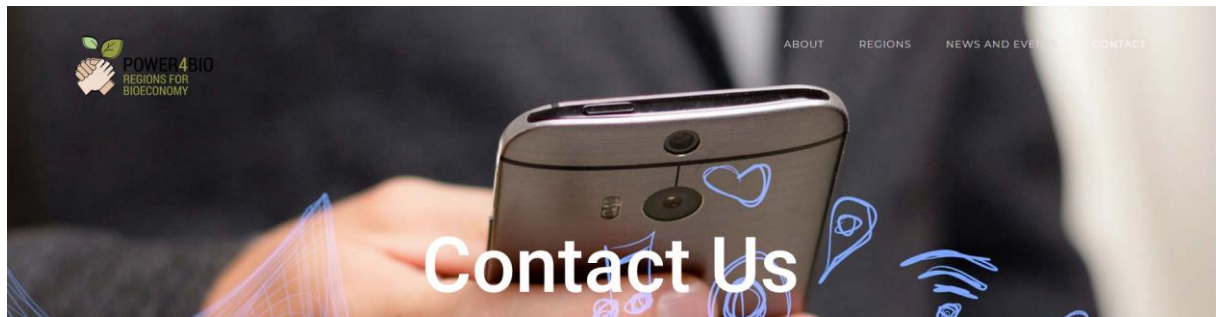


Figure 9: Contact main page.

Figure 10: Contact form.

### 3.6 Imprint

The imprint gives legal information about the POWER4BIO project, the coordination institution is named including address and contact details of the coordinators. The VAT of CIRCE is displayed, the court of jurisdiction named and the persons responsible for content and design of the website are listed. Legal information about copyright, the disclaimer, use of Google Analytics and about technical implementation are given.



### 3.7 Data Protection

The statement about data protection is in line with the European General Data Protection Regulation (EU) 2016/679 ("GDPR"). All relevant functions of the website (e.g. newsletter, cookies, data processing) are explained in this subpage.

## 4 CONCLUSIONS

The POWER4BIO website is launched, nevertheless, it is a living document that will grow and change over time according to the activities and outputs of the project. Acting as the main information medium for the public, the website plays a crucial role for the dissemination within POWER4BIO. It depends on an effective communication within the project to ensure that important information will be made available via the website.

As work package leader, EPC will collect information within the consortium about upcoming events, events visited, project activities etc. on a regular base and disseminate this via the website. For the future, the creation of a restricted area within the POWER4BIO website is planned to give associated partners and the Community of Interest the possibility to exchange confidential project information. It is also planned to make the regional sites available in the respective national language of each region to engage a broader range of stakeholders and to act as a regional information hub. However, all the next steps regarding the development of the POWER4BIO website will be in close collaboration with the project coordinator CIRCE and all partners from the POWER4BIO consortium.



## 5 ANNEX: INFORMATION ON PARTNER SUBPAGE

Partner	English name of institution	Country	Short description of institution	Role in POWER4BIO
EWI	The Flemish Department of Economy, Science and Innovation	Belgium	EWI prepares, monitors and evaluates the Flemish policy for Economy, Science and Innovation. Our main aim is to develop Flanders into one of the most advanced regions in the world. We promote excellence in scientific research, an attractive business climate, and a creative and entrepreneurial society.	Representing the Flemish region in Belgium, exchanging experiences on bioeconomy strategy development, refining regional bioeconomy strategy
EPC	EPC project corporation for Climate. Sustainability. Communications.	Germany	EPC offers project management and target group specific PR, including the development of communication strategies and their practical application in renewables, climate and sustainability projects.	Communication and dissemination, coordination support
CIRCE	CIRCE Foundation - Research Centre for Energy Resources and Consumption	Spain	CIRCE is an independent research centre to create and develop innovative solutions and scientific/technical knowledge and to transfer them to the business sector in the field of energy. CIRCE develops R+D+I activities and formative actions in energy efficiency and renewable energy.	Coordination of POWER4BIO, definition of a methodology to guide EU regions in reviewing and implementing their regional bioeconomy strategy
DBFZ	DBFZ Deutsches Biomasseforschungszentrum gemeinnützige GmbH	Germany	DBFZ is the leading German centre for research on biomass for energy. It conducts wide-ranging research aimed at efficient integration of biomass resources into energy systems and into bioeconomic systems of the future. DBFZ also acts as policy advisor on biomass- and bioenergy-related themes.	Developing regional bioeconomy strategies and roadmaps in CEE regions, supporting WE regions to realise the full potential of their regional bioeconomy
SUA	Slovak University of Agriculture in Nitra	Slovakia	SUA in Nitra provides education in the field of agriculture and related areas and cooperates with its local and regional community. It expands its work at an international level in both teaching and sci-	Developing regional bioeconomy strategies and roadmaps in CEE regions, increasing capacity and knowledge of relevant regional bioeconomy stakeholders



			entific research and has also a strong tradition of cooperation with business and industry.	
USB	University of South Bohemia	Czech Republic	USB is a Czech public university located in České Budějovice. Department of Regional Management, part of the Faculty of Economics, is the leading research and education unit in the field of bioeconomy, environmental and ecological economics and regional development.	Analysing the conditions of South Bohemia, implementing the project in the region, providing valuable input from the case study into various WPs
WUR	Wageningen University and Research	Netherlands	WUR aims to explore the potential of nature to improve the quality of life. We combine fundamental and applied knowledge by close cooperation between exact sciences, technological and social disciplines to contribute to resolving important questions in the domain of healthy food and living environment.	Leading of WP 3, selecting existing bioeconomy support tools, analysing public policies, developing training material for regional stakeholders
CAPDER	Andalusian Regional Ministry of Agriculture, Fisheries and Rural Development	Spain	CAPDER is the public body in charge of planning and development of the agricultural, livestock, fisheries and agri-food sectors and the improvement and management of farms and agri-food industries. CAPDER also promotes rural development and innovation in these sectors.	Leading regional activities in Andalusia, reinforcing the development of the bioeconomy in the region, knowledge transfer with other participant regions
SPRING	Sustainable Processes and Resources for Innovation and National Growth	Italy	SPRING is the Italian National Cluster of Green Chemistry, a non-profit association supporting and encouraging the widespread growth of a common culture on Bioeconomy, in collaboration with Regions and stakeholders, to facilitate the transition from a product-based economy to a system-based economy.	Reinforcing the development of Bioeconomy in the Italian regions, collaboration and knowledge transfer activities with the other participant regions



AKI	Research Institute of Agricultural Economics	Hungary	AKI is conducting outstanding research and impact-related studies for policy analysis. We manage EU-compliant information systems and we are focusing on the research areas sustainable bio-economy and policy evaluation, use of natural and human resources in agri-food ecosystems and rural development.	Organisation of cross-visits for regional experience exchange, supporting cross-border and trans-national networks, widening community of interest
BZN	Bay Zoltan Non-profit Ltd. for Applied Research	Hungary	BZN is Hungary's largest public applied research institution. Its mission is to support the competitiveness of Hungarian companies through innovation services and technology transfer. Its four different research institutes offer complex scientific and technical solutions.	Representing the Hungarian region 'Southern Great Plain', leading WP4, participation in all work packages
ECRN	European Chemical Regions Network – ECRN	Germany	ECRN is an international association whose members are regional public authorities of regions with a strong chemical sector. ECRN works on a wide scope of policies, related to the sustainability of the chemical industry and facilitates knowledge exchange and peer-learning among stakeholders.	Supporting communication and dissemination activities, ensuring interregional collaboration and knowledge exchange
META	Meta Goup SRL	Italy	META combines venture capital fund management, entrepreneurial mentoring and innovation consultancy into an integrated platform for transforming knowledge into growth. We invest in startups and innovators across Europe and help governments, institutions and regions around the world foster more of them.	Advising regional authorities how to access, run and design financial instruments and supporting companies to access finance
MAE	Mazovia Energy Agency	Poland	MAE is focused on renewable energy for small scale technologies, energy efficiency in housing sector and urban/rural areas, renewable energy, energy efficiency and horizontal activities for SMEs, energy planning, energy monitoring and market development.	Preparing the bioeconomy strategy and implementation roadmap of the Mazovia region



DRAXIS	DRAXIS Environmental S.A.	Greece	DRAXIS, founded in 2000 in Thessaloniki, focuses on providing IT-applications, tools and services for efficient environmental monitoring and policy design. DRAXIS supports the entire life cycle of environmental projects, from definition of requirements to development, management and monitoring.	Developing the Bioregional Strategy Accelerator Toolkit, providing methodology for guiding decision-makers to develop regional bioeconomy strategies
CCB	Chemie-Cluster Bayern	Germany	CCB connects 110 enterprises and research institutes of the Bavarian and national chemistry sector. The cluster promotes innovation of products, materials and processes for new markets, initiates cross-value chain projects, assists in fundraising and monitors project progress.	Leading project activities in Bavaria, input to WP 2, 3, 4, interventions in WP5 to reinforce bioeconomy in the region, knowledge transfer in WP6
UNFU	Ukrainian National Forestry University	Ukraine	UNFU, located in Lviv, Western Ukraine, was founded in 1874 and is a well-known centre for forestry education and science in Ukraine and Eastern Europe. It is the only University in Ukraine fully specialized in the field of forest-based industry research.	Developing the regional bioeconomy strategy and roadmap for the Lviv Region of Ukraine