



Project acronym: *InnCoCells*

Grant agreement no: **101000373**

Project full title:

Innovative high-value cosmetic products from plants and plant cells

Start date of project: 01/05/2021

Duration: 48 months

Deliverable number	7.2
Deliverable title	Project website and social media platforms
Work package	7
Lead beneficiary	TRM
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Summary

This deliverable report describes the development of the project website and the purpose of different parts of the website as well as the various project social media channels (currently active and potential additional platforms in the future).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000373.

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1. Executive summary

The *InnCoCells* website is one of the main dissemination and communication tools available to the project. The site was developed as part of Deliverable 7.2 in a process that began soon after the official start of the project in May 2021. Design briefs prepared by partner TRM in May were sent to a professional designer to build the site in WordPress using Elementor, which provides a template for the creation of additional content. The site architecture and features were tested during August on a temporary URL, and when this process was complete the DNS was redirected to the permanent URL (<https://www.innocells.org>) and the site went live on 14 September 2021 to allow testing in situ. Following this final proofing, the consortium published a press release on 28 September 2021 announcing the launch of the project and inviting visitors to the new website. The site consists of various publicly-accessible pages providing details about the project and its participants, as well as a password-protected subsite hosting restricted content that will be made available to particular stakeholders. At the same time as the press release, TRM also launched the project's three social media accounts on Facebook, Twitter and Instagram, to provide information and updates about the project to the general public as part of the project's communication strategy. The purpose of this document is to explain the features of the website and the role of the individual pages, and how the website and social media content fit within the broader dissemination and communication strategy of the project as set out in the PDER (Deliverable 7.1).

2. The *InnCoCells* website

2.1 Back end – hosting, domain name, content management system and site builder

Hosting

The *InnCoCells* website is hosted by the UK company **Easyspace** which offers domain names, web design and web hosting services as part of the **iomart** group.¹ Iomart was founded in 1998 to offer the first consumer broadband service in the UK. It is still one of the largest providers of cloud computing and data management services in the UK and currently manages eight data centres. TRM selected this company because it is the only provider in the UK that offers domain names, website building and website hosting in a single package with seamless fully integrated professional support. TRM has used this company to build and host websites for four previous EU projects (FP6 and FP7)².

Domain name

The *InnCoCells* domain name is <https://www.innocells.org>. The .org top-level domain was chosen because .eu sites are no longer available to purchase in the UK. The domain name was purchased for 10 years, and will therefore last for the duration of the project and for a legacy period of 6 years.

Content management system

The *InnCoCells* website uses WordPress for content management. This is compatible with numerous plugins that add functionality to the site, including password management.

Site builder

The *InnCoCells* website is build using Elementor Pro, a popular platform that has been used to build more than 5 million websites.

2.2 Front end – general site architecture and features

General site architecture

All pages on the site are built on the same template, which features a common header, a common footer and a unique section between them. The header has two elements – the social media/contact bar and the menu bar. These elements are repeated in a different format in the footer, which also features the EU flag and funding acknowledgement statement: “The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no 101000373”. On the social media bar, the icons link to the project’s Facebook, Twitter and Instagram pages (**Section 3**) and the envelope icon provides a direct email link to the project coordinator. The menu bar allows visitors to click through to different pages, with the current page highlighted in green. The project logo to the left of the menu bar also doubles as a *return home* button, bringing the visitor back to the **HOME** page.

The website is fully responsive (i.e., it has been designed to reconfigure automatically depending on the window size of the device it is viewed on, whether that is a computer, tablet or mobile phone). The reconfiguration happens in real time (i.e., the site will reconfigure dynamically if the visitor stretches or collapses the viewing window) and some of the content is only displayed on certain

¹ <https://www.easyspace.com/>

² Pharma-Planta (FP6), CoMoFarm (FP7), TERPNET (FP7) and SmartCell (FP7)

devices or is displayed in a different manner on different devices. One example is the main site menu, which appears as fully expanded text on a computer and tablet (**FIGURE 1**) but as a hamburger menu on mobile devices (**FIGURE 2**).

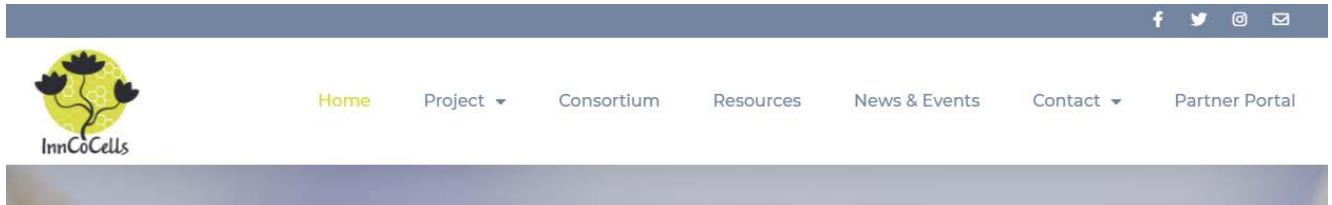


FIGURE 1 – The *InnCoCells* website main menu as it appears on computers and tablets in full-screen mode.



FIGURE 2 – The *InnCoCells* website main menu as it appears on mobile devices or small windows on other devices.

Features – GDPR popup

When the site is accessed for the first time (or when it is accessed in a private browser window or immediately after removing cookies), a popup appears asking the visitor to accept all cookies or select which cookies (other than essential ones) they wish to block. This is a necessary for GDPR compliance and is part of the project's ethical and data protection requirements as set out in WP9.

Features – dynamic content

The site contains a wide variety of content to appeal to visitors, and much of it is dynamic (i.e., the content changes appearance following various types of visitor interaction, such as clicking or mouse rollover). In some cases, the content is constitutively dynamic and visitor interactions will cause the motion to pause. For example, the slide show on the **HOME page** automatically cycles through multiple images but pauses with a mouse rollover (or screen touch on a mobile device). In other cases, the content appears static but becomes dynamic when the visitor interacts. For example, the icons on the home page gain shadows on a mouse rollover and so appear to lift from the page, and most of the images on the site expand when clicked while the rest of the page goes dark (lightbox effect). Two of the pages provide project statistics as incremental counters that begin at zero when the page is first loaded. The partner icons on the **CONSORTIUM page** click through to each of the partner's websites. These are only a few of the many dynamic features on the site.

2.3 Front end – pages at launch and early updates

Main pages at launch

At launch, the *InnCoCells* website comprised seven parent pages (pages that are accessed through the main menu) and no child pages (sub-pages that are accessed via dropdown menus from each parent page). Most of the pages are available to the public and constitute the *InnCoCells* public website. However, there is also a **PARTNER PORTAL** that allows visitors to enter a password and gain access to restricted content. The purpose and features of the main pages on the site are briefly described below:

The **HOME page** features a slide show of striking images and key facts about the project, a welcome message with some more images that expand when clicked, an overview of the research, technology and intended outputs of the project, and some additional details about the aims of the project (**FIGURE 3**). This will provide sufficient information for visitors to understand what the project is about and what it aims to achieve, and functions as a gateway to the rest of the site.

The **PROJECT page** has more details of the project, including the scientific basis of the project, the experimental approach and the specific objectives, each accompanied by some striking images. The icons at the top provide project statistics that count up from zero when the page is opened. The **PROJECT page** also currently has two child pages dealing with different aspects of the project.

The **CONSORTIUM page** also has live counters, and the logos of each partner link to their home pages.

The **NEWS & EVENTS** page features thumbnails of posts, each of which links to an individual page that provides more details of the news item or event announcement. These items are also publicized on the project's social media accounts (**Section 3**).

The **CONTACT page** features an email contact and a web-based contact form (**Section 2.4**).

The **PARTNER PORTAL** provides access to the restricted content on the website, which is still under development. Access is controlled by PASSWORDPROTECT (<https://passwordprotectwp.com/>), a plugin that seamlessly integrates with WordPress and Elementor.

The **PRIVACY POLICY page** sets out the legal clauses around privacy on the website (collection of data from visitors) to ensure compliance with GDPR.

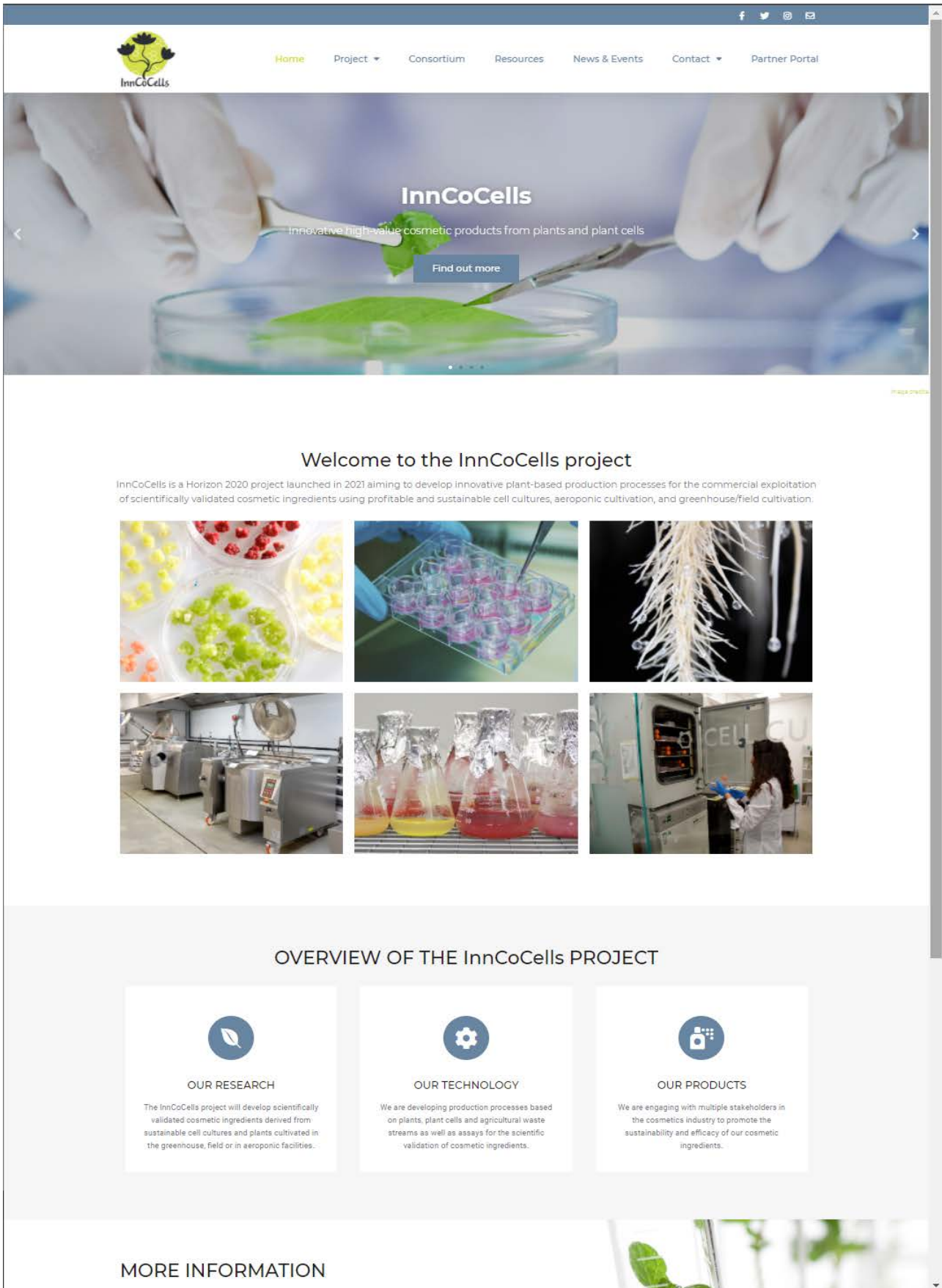


FIGURE 3 – The *InnCoCells* HOME page, as viewed in full screen mode on a computer.

Early updates

The project website is regularly updated with new content, and such updates are publicized on the project's social media accounts to ensure that visitors are aware of new features. At the time of writing, the site has recently been updated to add three new pages and the main menu has been reconfigured. Two child pages have been added to the **PROJECT page**, the **RESOURCES page** has been added to the main menu, and the **PRIVACY POLICY page** has been moved to a child page under the **CONTACT page** to avoid making the main menu too cluttered.

The child pages under the **PROJECT page** are the **TECHNOLOGY page**, which explains the use of plant cell cultures, aeroponics and greenhouse/field-grown plants as sources of cosmetic ingredients and the **WHICH PLANTS? page**, which considers some of the plant species used in the project. These will be part of a series of child pages exploring different aspects of the project.

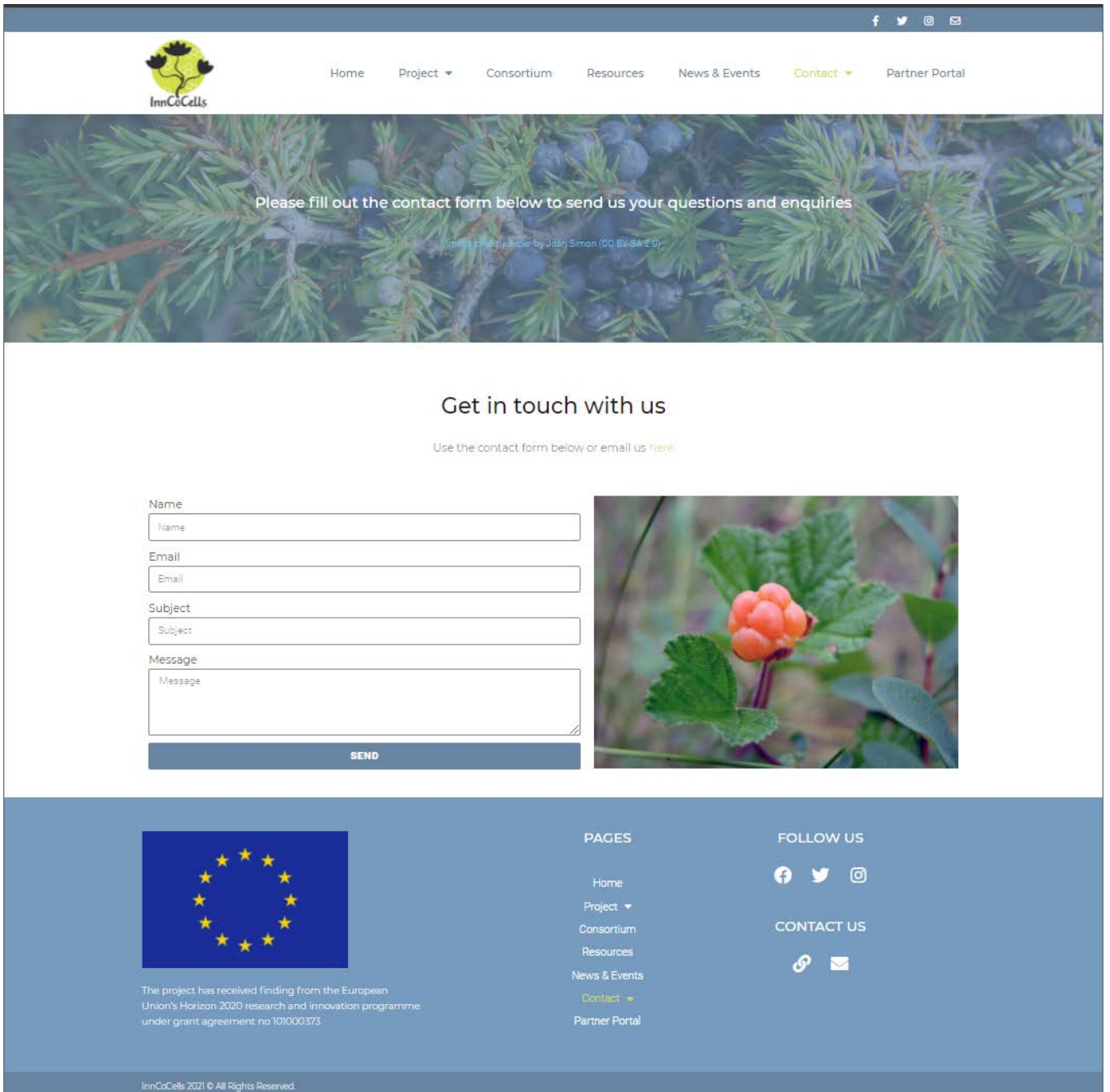
The **RESOURCES page** is a catch-all page for all project media resources (videos, publications, press releases, infographics, podcasts) until such time as there is too much content for a single page, at which point it will be split into multiple child pages with different types of content.

We also plan additional pages for the Stakeholder Group and progress summaries, which will be added in due course once the content becomes available.

2.4 Contacting the consortium via the website

The website provides multiple channels to contact the consortium (**FIGURE 4**):

- The **CONTACT page** contains a contact form that provides the following fields: *name*, *email*, *subject* and *message*. When visitors click SEND, the form is rendered as text and sent directly to the WP7 leader by email.
- The **CONTACT page** also provides a direct email link to the coordinator.
- A direct email link to the coordinator is also provided in the header and footer as envelope icons. As stated above, the header and footer appear on every page and are therefore constantly accessible to site visitors.
- The site also provides links to the project's social media accounts, so visitors can, if they prefer, click through to these sites and contact the consortium by direct messaging or by leaving a public comment.
- Finally, the **CONSORTIUM page** provides links to each of the partners, so visitors wishing to contact a specific partner rather than the consortium as a whole can find partner contact details via this route.



The screenshot shows the 'CONTACT' page of the InnCoCells website. At the top, there is a navigation bar with the InnCoCells logo and menu items: Home, Project, Consortium, Resources, News & Events, Contact (highlighted), and Partner Portal. Below the navigation bar is a banner image of a pine branch with blueberries, overlaid with the text: 'Please fill out the contact form below to send us your questions and enquiries'. A small attribution for the image is visible: 'Image from iStock by Juan Simon (CC BY-SA 2.0)'. The main content area features the heading 'Get in touch with us' and a sub-heading 'Use the contact form below or email us [here](#)'. To the left is a contact form with fields for Name, Email, Subject, and Message, and a 'SEND' button. To the right is a photograph of a cluster of orange raspberries. The footer is a dark blue bar containing the European Union flag, a text block stating: 'The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 101000373', a 'PAGES' menu (Home, Project, Consortium, Resources, News & Events, Contact, Partner Portal), a 'FOLLOW US' section with social media icons for Facebook, Twitter, and Instagram, and a 'CONTACT US' section with icons for a link and an email. The footer also includes the text 'InnCoCells 2021 © All Rights Reserved.'

FIGURE 4 – The *InnCoCells* CONTACT page showing the contact form and several other direct routes to contact the consortium.

3. The *InnCoCells* social media sites

3.1 Facebook

Facebook is a social media and social networking service that allows users to post unlimited text along with images, GIFs and videos. Facebook accounts must be owned by individuals rather than organizations, but individuals can use their accounts to create pages and assign them to organizations such as businesses, universities and (in this case) Horizon 2020 projects. Page owners can appoint other Facebook users as editors or administrators to work on the page. The *InnCoCells* Facebook page is used to post announcements, pictures, videos and event notifications. It was created by TRM and currently has VTT as a joint administrator. It is used to promote the project in an informal and accessible manner (FIGURE 5).



FIGURE 5 – The *InnCoCells* Facebook page shortly after launch, viewed anonymously.

3.2 Twitter

Twitter is a microblogging site that allows users to post short messages (tweets) of 280 or fewer characters, as well as images and videos, and also reply to or repost (retweet) messages from others, or quote them (quote tweet). Unlike Facebook, organizations can run pages independently, without needing a personal account for overall administration. The *InnCoCells* Twitter account is used to post regular project updates and announcements of events (**FIGURE 6**).

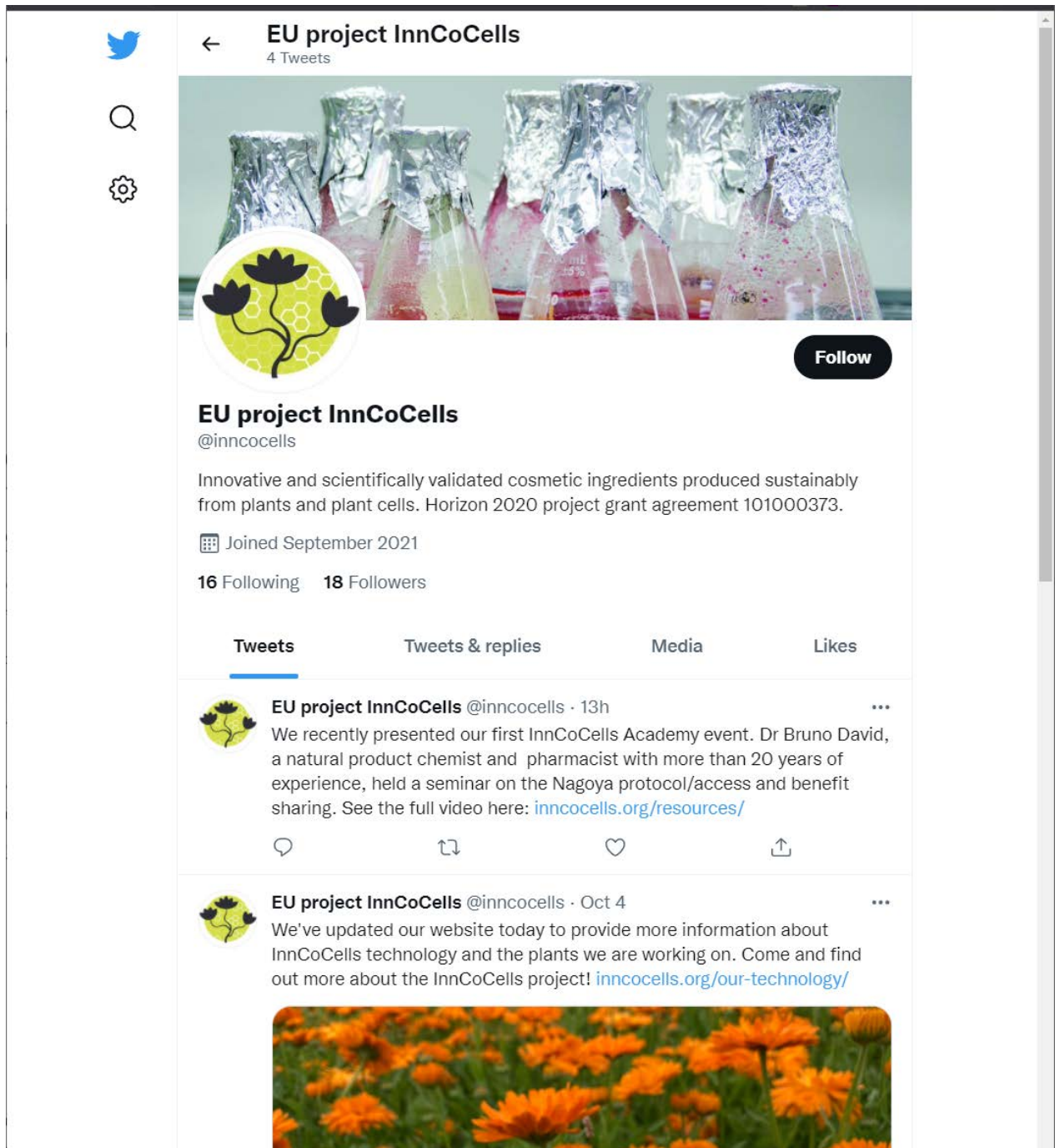


FIGURE 6 – The *InnCoCells* Twitter page shortly after launch, viewed anonymously.

3.3 Instagram

Instagram is a photo and video sharing site, which is particularly suitable for publicizing projects that generate striking and attractive images. The *InnCoCells* project produces many such images, including those representing the broad panel of plants used to extract cosmetic ingredients. This is an excellent way to showcase the project and engage with the public (**FIGURE 7**).

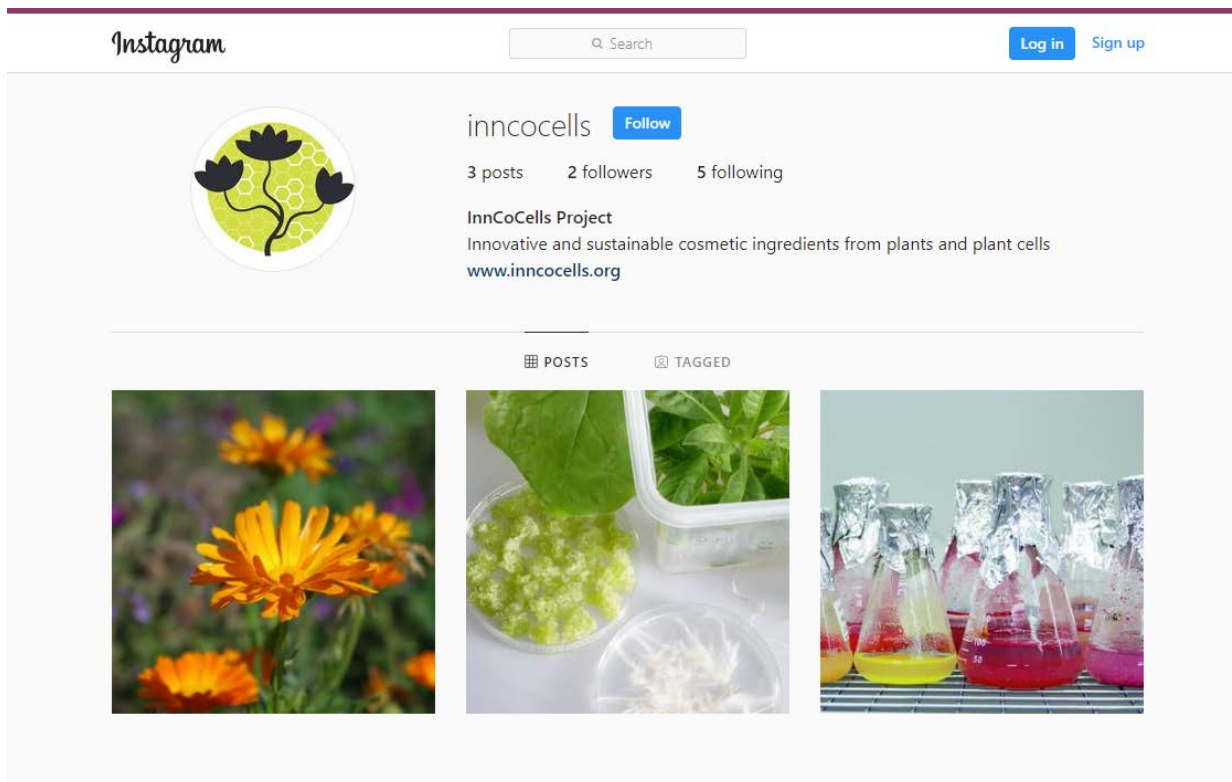


FIGURE 7 – The *InnCoCells* Instagram page shortly after launch, viewed anonymously.

3.4 YouTube

One of the WP7 deliverables is the production of six videos by EPSO to showcase the project. We will also generate other video content such as seminars and presentations as part of the *InnCoCells* Academy. Project videos are currently hosted on a private YouTube channel and can only be accessed through the *InnCoCells* website. We may consider making a public YouTube channel for the project in the future so that the content can be accessed directly through the YouTube search engine, but the current system is a good way to bring visitors to the *InnCoCells* website (**FIGURE 8**).

3.5 LinkedIn

There is currently no *InnCoCells* LinkedIn account, although many of the partners have independent LinkedIn accounts. We will evaluate the merits of a project account in the future.

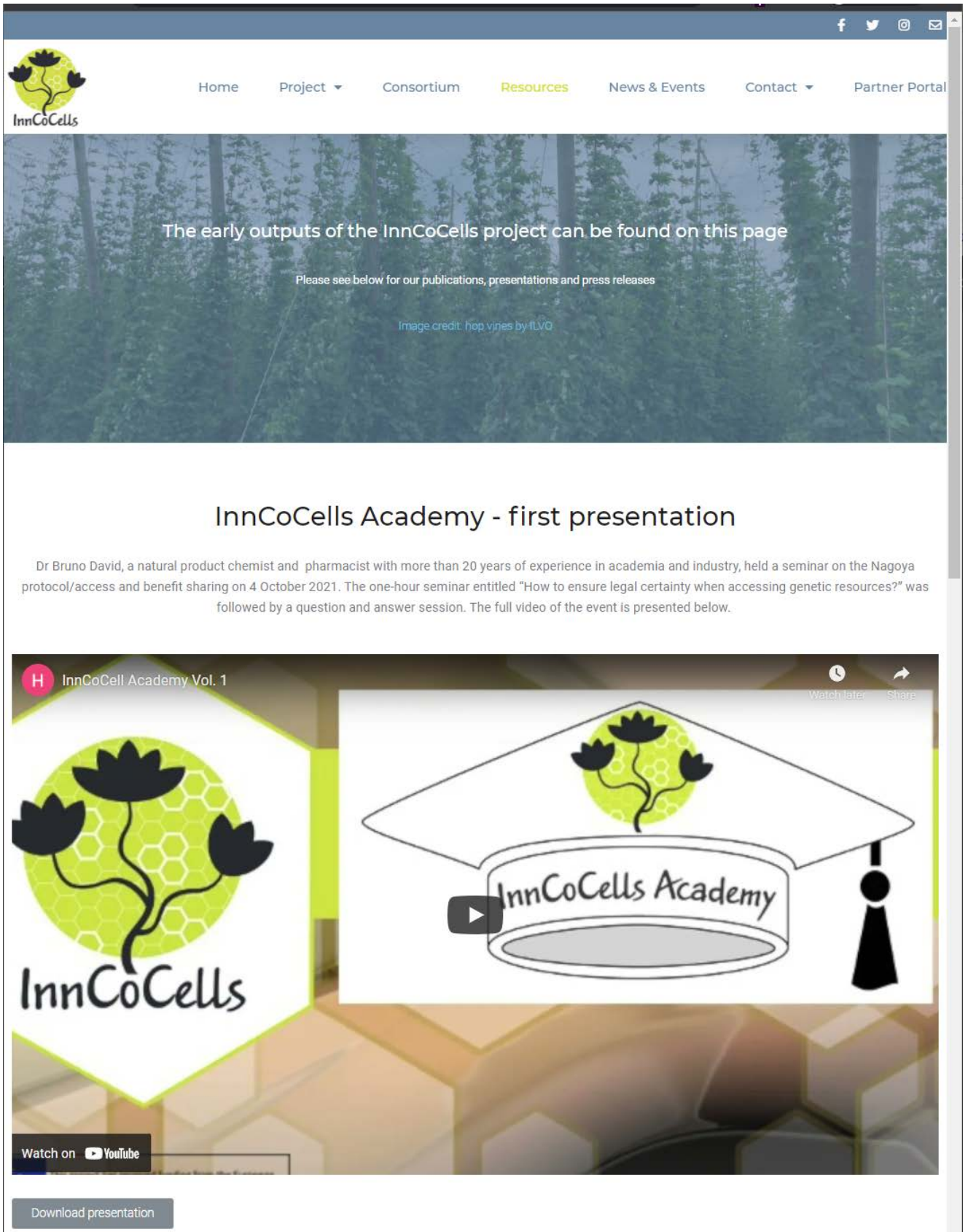


FIGURE 8 – The *InnCoCells* project does not yet have a public YouTube page, but hosts videos on an unlisted page so that visitors can be directed to view the videos via the main project website as a means to attract more traffic.