



D5.2 | Project Website

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CONTENTS

Executive Summary	3
1. BIOMETHAVERSE in a nutshell	3
2. Welcome to BIOMETHAVERSE's Hub	4
2.1. Scope	5
2.2. Structure	6
2.2.1. Homepage.....	6
2.2.2. About	7
2.2.3. Partners	8
2.2.4. Work Packages	8
2.2.5. Demo sites	8
2.2.6. The Biomethane community	9
2.2.7. Resources.....	9
2.2.8. News.....	9
2.2.9. Events	9
2.2.10. Help Desk.....	9
2.3. Privacy Settings and Data Management	10
2.3.1. Cookies	10
2.4. Technical details	10
2.5. Feeding and updates.....	10

Table of figures

Figure 1 - BIOMETHAVERSE countries and partners.....	4
Figure 2 - Go LIVE announcement on Social Media	4
Figure 3- Website Homepage	5
Figure 4 - Website Section Header	6
Figure 5 - Website Homepage (Intro Slide n.3)	6
Figure 6 - Website Homepage (project Details)	7
Figure 7 - Homepage (Calls to Action & Quick links)	7
Figure 8 - Demo Sites 'Landing Page'	9



Executive Summary

This deliverable provides an overview of BIOMETHAVERSE's website (www.biomethaverse.eu), illustrating its scope, high-level structure, technical details and updating/feeding strategies. The deliverable refers to the core version of the website which went live on March 6th, 2023. Sections, sub-sections, calls to actions and contents will be shaped along the way based on the project's needs and requirements.

1. BIOMETHAVERSE in a nutshell

BIOMETHAVERSE (Demonstrating and Connecting Production Innovations in the **BIOMETHA**ne uni**VERSE**) aims to diversify the technology basis for biomethane production in Europe, increase its cost-effectiveness, contribute to the uptake of biomethane technologies, and support the priorities of the SET Plan Action 8.

To meet these goals, **five innovative biomethane production pathways** will be demonstrated in five European countries: France, Greece, Italy, Sweden, and Ukraine.

The five selected demonstrators go beyond the state of the art and thus beyond technologies already implemented at commercial scale and rely on:

- In-situ and Ex-Situ ElectroMethanoGenesis (EMG): Electricity enhanced biomethane production (by ENGIE, France);
- Ex-situ Thermochemical/catalytic Methanation (ETM): Thermochemical/catalytic upgrading of biogas using hydrogen (by BLAG, Greece);
- Ex-Situ Biological Methanation (EBM): Biological upgrading of biogas using hydrogen, including feed-stock pre-treatment via ozonolysis (by CAP, Italy);
- Ex-Situ Syngas Biological methanation (ESB): Biological methanation of syngas from thermal gasification (by RISE, Sweden);
- In-situ Biological Methanation (IBM): Hydrogen integration in the AD reactor (by MHP, Ukraine).

The project's objectives will be achieved through the implementation and consolidation of the following founding pillars:

- Demonstration of Innovative Biomethane Pathways;
- Assessment and Optimisation of Innovative Biomethane Pathways;
- Replicability, Planning Decisions, Market Penetration, and Policy Dimension;
- Dissemination, Exploitation & Communication.



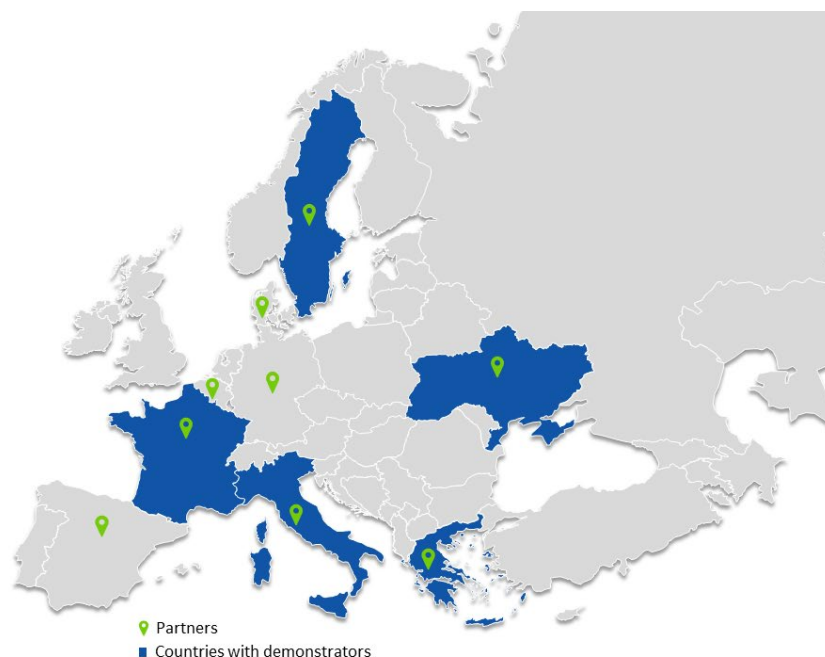


Figure 1 - BIOMETHAVERSE countries and partners

2. Welcome to BIOMETHAVERSE's Hub

The BIOMETHAVERSE website (www.biomethaverse.eu) aims to be a highly visual, content-driven and user-friendly hub, with one foot in **project technicalities** and one in **scientific communication**, tied to **delivering innovations and breakthroughs in biomethane production** and to **fast-tracking pilot technologies** to the renewable energy market.

The **beating heart** of the website will be the section devoted to the project's core activities, the **demonstrator sites**. As such, each pilot page sets out to disseminate the demo sites' approaches and progress in the implementation of pilot technologies.

The website has a **professional and pioneering look** and a **sustainable spirit** to it, with attention to user experience in navigation and friendly internal link-building. The website design and contents **comply with the project's visual identity** and communication/dissemination strategy (both outlined in D5.1).

Go live date: March 6th, 2023.



Figure 2 - Go LIVE announcement on Social Media

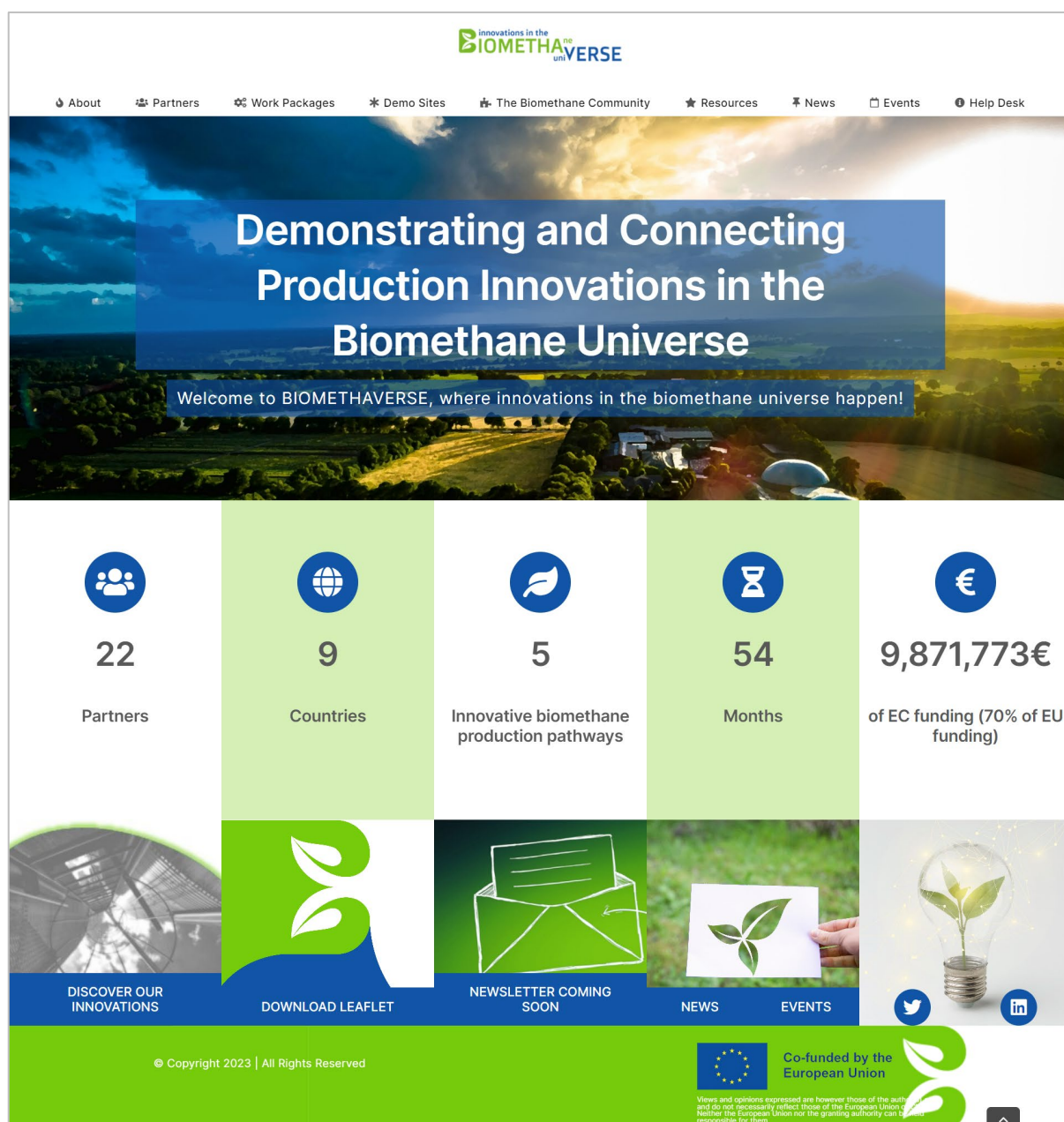


Figure 3- Website Homepage

2.1. Scope

As one of the **primary communication streams** for both **project administration** and **outreach** to partner organisations, stakeholder groups, media and the public at large, it will convey the **project's aims and intended impacts and showcase project results** as they become available. It will also promote project events, provide information on project partners and give access to BIOMETHAVERSE-related materials, including scientific presentations and papers, e-newsletters, video pills, press releases and media statements. It will always contribute to feed the project's social media presence (via EBA's official accounts).

The website's main purposes are to:

- inform consortium members, stakeholders and target groups of new developments, milestones and insights relevant to the project;

- showcase the BIOMETHAVERSE project in an effort to **improve dissemination of project results** to multiple audiences, including the scientific community, industrial partners, policy makers and the general public to **increase awareness** of the social, economic and environmental benefits of biomethane upscaling and production diversification;
- contribute to the **transfer of knowledge on innovation pathways** of biomethane production and make results available for wider use, within BIOMETHAVERSE's **replicability and tech transfer** framework;
- provide BIOMETHAVERSE with a **project repository** that will survive beyond the project's lifetime.

2.2. Structure

In its **core version, delivered in M5**, the website hosts **ten main sections** (including the Homepage), all accessible from the website's header. Sections, sub-sections, calls to actions and contents will be **shaped along the way** based on the project's needs and requirements.



Figure 4 - Website Section Header

2.2.1. Homepage

As the project's main landing page, the Homepage has a captivating look with a full-screen slider offering a **highly visual overview of the project**, through three content slides:

- **Welcome to BIOMETHAVERSE**, where innovations in the biomethane universe happen!
- **BIOMETHAVERSE's challenge** - Diversify the technology basis for biomethane production in Europe, increase its cost-effectiveness and contribute to the uptake of biomethane technologies.
- **BIOMETHAVERSE's innovations** - Demonstrate five innovative pilot biomethane production pathways going beyond standard technology and ensure their replicability, upscaling and access to market.
- **BIOMETHAVERSE's impacts** - Increased biomethane production potential comes with reduced production costs, improved sustainability (GHG emissions go down) and more green jobs on the horizon.



Figure 5 - Website Homepage (Intro Slide n.3)

The first scroll will display the **project's main details** in terms of consortium, duration and funding.

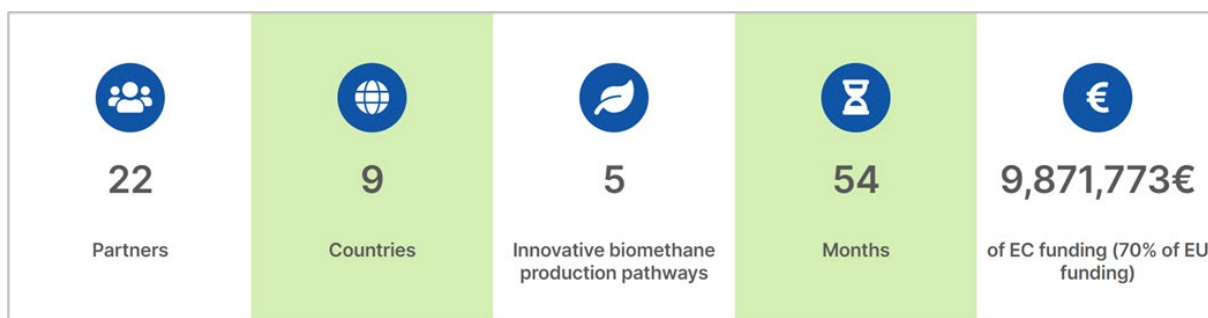


Figure 6 - Website Homepage (project Details)

A second scroll will bring to **five 'calls to action' to stimulate active engagement** with the website and project materials:

- **Discover our innovations:** provides a quick link to the Demo Sites 'landing' page, which contains the heart of the website and a visual intro to each Demo Site with a button link to each site's dedicated page.
- **Download the leaflet:** link to pdf file of the core project leaflet in English.
- **Subscribe to our newsletter:** link to sign-up (with opt-in) to the project newsletter, powered by Mailchimp.
- **Friendly quick link to News and Events section.**
- **Link to Project's Social Media profiles** (via [EBA's Twitter](#) and [LinkedIn](#) accounts).



Figure 7 - Homepage (Calls to Action & Quick links)

As project outcomes (i.e., Deliverables, papers, etc.) become available, a specific quick link to reach these materials will be included in the homepage in addition to (or in replacement of) those present in the core version.

The website's **footer**, which is visible for all internal pages, displays:

- full acknowledgment of EU funding,
- Privacy Policy,
- Cookie Policy,
- Terms and Conditions.

2.2.2. About

This section provides the project's challenge, potential innovations and expected impact through the exploration of three main questions:

- **Why is biomethane important for the future of the energy system?** – Introducing the biomethane scenario, its state-of-the-art production within the backdrop of the GHG emissions challenge, the EU Green Deal objectives and the SET Plan Action 8 goals for bioenergy and renewable fuels for sustainable transport.

- **How will BIOMETHAVERSE revolutionise the biomethane production universe?** –Outlining the project's five innovation pathways for the production of biomethane, their aims and expected impacts.
- **Who are the pilot demo sites and how will they operate?** – Illustrating the demo sites involved and their proposed technologies, pointing to an in-depth exploration of each site (Meet the Demos) and of each project partner (Meet the Partners).

2.2.3. Partners

This section contains information on consortium partners through **22 intro 'cards'** illustrating their background and specific role in BIOMETHAVERSE. Each profile box flips to display an inspiring/motivational quote on the project from each partner. Partner cards also detail contacts, including websites and social media profiles (if available).

2.2.4. Work Packages

This section outlines the **project's workplan structure** and core management and technical/policy activities. Clicking on each work package will grant access to a **brief 'operational' description** of the tasks involved and a list of the expected deliverables (reports/documents/digital and printed products). As they become available, **public-facing deliverables will be made downloadable**. Its status ('pending review' or 'approved by EC') will be specified accordingly.

2.2.5. Demo sites

This section, the beating heart of the website, will provide a 'landing page' illustrating the five innovation production pathways piloted at each site (France, Italy, Greece, Sweden, and Ukraine) through a **visual presentation** of each site's location, characteristics, technology employed, main numbers, inputs, outputs and expected TRL advancement.

The in-depth exploration of each site is only a click away. The single site pages are structured on the same thematic template which includes:

- About the site
- Our technology in brief
- Our ambition
- Our challenges
- One diagram illustrating the technology
- One photo of the site
- Expected impacts
- Local actors
- Download the Project leaflet in the local language (French, Italian, Greek, Swedish, Ukrainian).



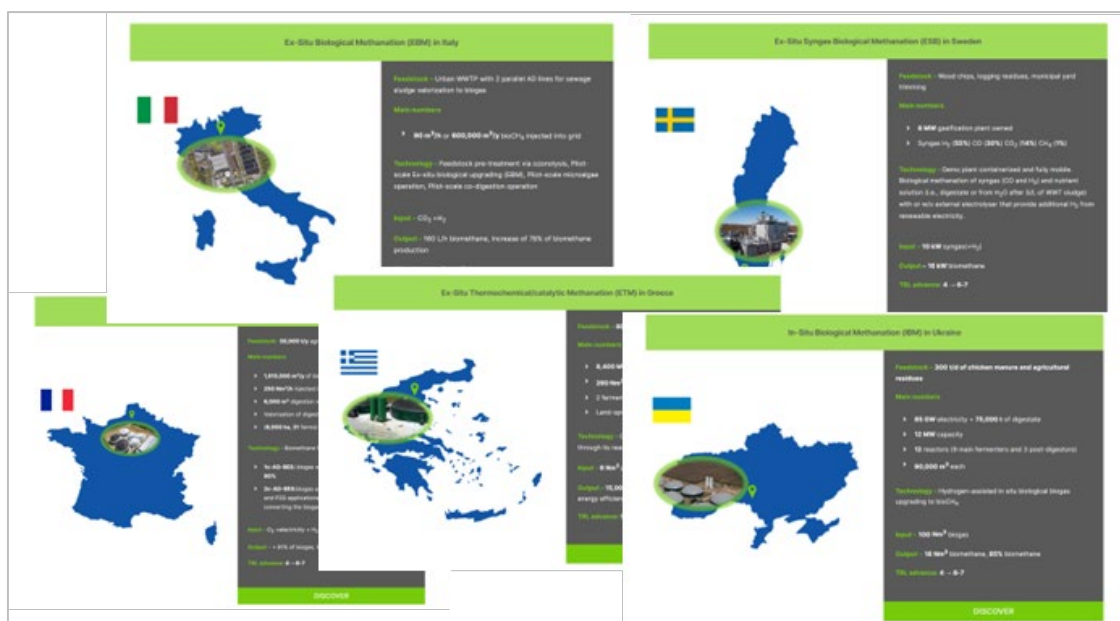


Figure 8 - Demo Sites 'Landing Page'

2.2.6. The Biomethane community

This section contains links to all relevant projects and networks dealing with biogas and biomethane, including **EU 'buddy' projects** and other initiatives within the **CINEA framework** and scope, addressing similar challenges. Prominent visibility will be given to the **cluster uniting the four biomethane-dedicated projects** funded under the same call (BIOMETHAVERSE – HYFUELUP – METHAREN - SEMPRE-BIO). The page will be powered during March 2023 to allow for a detailed collection of all relevant links from all project partners.

2.2.7. Resources

This section will perform as a **repository** of BIOMETHAVERSE-related scientific articles, issued newsletters (core and local versions), press releases and video pills. Any other useful project communication/dissemination material will be made available in this section. The structure of this section will be shaped in progress, according to the specific needs and materials of the project.

2.2.8. News

This section contains regular feed of project-related news, such as project milestones, in-project events, partner initiatives, announcements of external conferences, interesting news from the biogas and renewable energy planet. Regular calls for content will be circulated amongst the partners by the WP leader. Content provided by partners will be **proofread by ISINNOVA and might be edited to adhere to scientific communication requirements**.

2.2.9. Events

The section provides a calendar plug-in to display the **key industry events/conferences** in the field of biogas and renewable energy and any other project-related dissemination events worth mentioning. Each entry will have a brief description of the conference/event and include registration links (if available).

2.2.10. Help Desk

This section details direct routes to project contacts, including:

- technical support and queries about the website (project e-mail);
- project-related matters (project coordinator contact details - ISINNOVA);
- scientific/policy inquiries (technical/policy coordinator – EBA).

A contact form is also available to manage requests from target groups, key actors and other parties interested in project activities and potential technologies.

2.3. Privacy Settings and Data Management

The website will be **fully GDPR compliant**. For monitoring and evaluation purposes (including assessment of KPIs), the website will be linked to **Google Analytics** tools thorough which anonymous data will be collected (users' consent is stated in the Privacy and Cookie policy) to keep track of the number of visits, users' behaviour (pages visited and for how long), audience overview (countries of provenience and other socio-demographic characteristics). Microcopy and guiding statements on Disclaimers, Cookies, etc. will be available through pop-ups, in addition to specific references to data management in the Privacy Policy and Terms and Conditions section which will be provided via an external service (iubenda.com). Detailed information of BIOMETHAVERSE's data management plan may be found in **Deliverable D1.1 – Data Management Plan**.

2.3.1. Cookies

If in the BIOMETHAVERSE website the usage of cookies (or similar technologies) is needed for technical, operational and/or experience-related purposes, a **pop-up window will appear**, prompting the user to accept (or not) the conditions under which her/his personal information are collected, used and stored. The EBOS Data Protection Officer (DPO) oversees the correct implementation of such procedure to make sure users are informed and express consent when it comes to sharing their personal data.

2.4. Technical details

The BIOMETHAVERSE website has a '**responsive design**' to ensure usability and readability on a variety of devices and screen sizes. The backend **Content Manager System (CMS) is WordPress**, powered by an **Avada Theme**.

The website uses the project font Ubuntu or its equivalent.

The project website will be maintained for **at least one year** following the end of the project.

2.5. Feeding and updates

Keeping the website 'alive' is a top priority! As the project's main showcase, special attention will be devoted to **regular feeding of the hub** with the project's latest news, including important milestones reached by the Demo sites, participation at biogas/renewable energy events and details on any synergies built along the way.

To achieve this regular flow of contents ALL partners are invited to share updates and progress on their project-related work and actions. Text and contents will be revised and, if necessary, rewritten by ISINNOVA to make sure the text is informal, engaging, web-friendly and understandable also for wider (non-technical) audiences. **Regular calls for content** will be circulated by WP5 leaders (ISINNOVA) but partners are encouraged to jump the gun and share insights and results when available.

Accompanying images/photos truly empower any content and partners are encouraged to include visuals and provide any useful links/pdf/materials to make their proposed contribution richer.

Along with the regular update of contents, the **website will be re-structured along the way** (e.g., adding specific calls to action displayed in the Homepage) based on the project's promotional needs. The BIOMETHAVERSE social media accounts, managed through EBA, will also point to the website via dedicated posts on project outcomes (deliverables made available, news articles, etc.).