DELIVERABLE

– D6.1 Website and press release–

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1. Introduction

This document provides a detailed outline of the website that will serve as the central hub for disseminating information and promoting the outreach of products and services developed during the MoeBIOS project. The primary aim of this deliverable is to describe the framework and structure of the main public platform for sharing the project's progress, outcomes, and associated materials.

A unified visual identity, including a project-specific logo, color scheme, and design templates, has been established to ensure consistency and recognizability across all communication channels. This branding strategy enhances the project's visibility and strengthens its identity across various platforms.

The public website will provide comprehensive information about the project, including updates on results, links to social media, announcements of events and conferences, publications, press releases, and educational materials. Additionally, an open-access, long-term document repository on Zenodo (https://zenodo.org/communities/moebios/) will serve as a collaborative platform, offering partners a shared space to store and access project documents and resources.

Additionally, this deliverable includes the first press release for the MoeBIOS project, distributed by various partners to amplify the project's reach and engagement with the broader community.

2. Website

2.1 WEBSITE OVERVIEW

The MoeBIOS project website, accessible at https://moebios.eu/, will serve as the primary digital interface for disseminating information about the project to a wide audience, including researchers, industry professionals, policymakers, and the general public. The website is built using the WordPress content management system (CMS), which offers flexibility, scalability, and ease of updates to ensure the platform remains relevant and engaging throughout the project lifecycle.

To enhance the website's discoverability and effectiveness, professional SEO (Search Engine Optimization) services will be contracted. These services will include keyword research, content optimization, backlink strategies, and regular performance monitoring to ensure the website achieves high visibility on search engines, attracting diverse stakeholders to engage with the project.

2.2 WEBSITE SECTIONS AND CONTENT

1. Home

The homepage is the central access point for all visitors to the MoeIOS website, providing an engaging and streamlined introduction to the project. Its primary goal is to offer concise yet comprehensive information and easy navigation to other parts of the site. The homepage includes the following sections:

- **Project introduction**: A brief and compelling description of the MoeBIOS project, its goals, and its significance in improving waste management of biobased plastics and promoting upcycling in packaging, textiles, and agriculture.
- **List of partners:** A visually appealing grid or carousel with logos of all consortium partners.
- **Map of partners:** An embedded, interactive map highlighting the geographical locations of all consortium partners.
- **Featured updates:** A dynamic section that keeps visitors informed and engaged with the latest news and activities.

2. Work Packages (WPs)

This section provides a structured overview of the MoeBIOS project, segmented into its constituent tasks and objectives. This section is designed to offer transparency about the project's organization, highlight its interdisciplinary approach, and demonstrate progress.

3. Resources

The Resources section will function as a repository of valuable materials for stakeholders. Subsections include:

- **Publications**: Peer-reviewed articles, conference papers, and project-related studies.
- **Educational materials**: Specialized training guides, technical presentations, and industry-focused infographics aimed at promoting innovation and best practices within the recycling and bioplastics sectors.
- **Press kit**: High-quality media assets, including the project logo, images, and press releases to facilitate communication and outreach.
- **Document repository**: Downloadable reports and deliverables, accessible to project partners and relevant industry stakeholders.

4. News

The News section will keep stakeholders informed about the latest developments in the project. It will include:

- **Press releases**: Official announcements from project partners.
- **Updates**: Blog-style posts on ongoing activities, project milestones, or relevant events.
- **Event announcements**: Details on upcoming conferences, workshops, and exhibitions.

5. Contact

The contact section is designed to facilitate easy communication for inquiries. It includes a contact form, allowing visitors to submit their questions or messages directly. This streamlined approach ensures efficient interaction and makes it simple for users to reach out for assistance or information related to the deliverable.

6. Social media integration

The website will include prominent links and live feeds from project-related X (Twitter) and LinkedIn accounts. This ensures dynamic engagement and encourages visitors to interact with the project on social platforms.

7. Newsletter subscription

A subscription section will allow visitors to sign up for regular updates. Features include:

- **Data collection**: Email capture with GDPR-compliant consent.
- **Integration**: Links to an automated email marketing platform for managing newsletters.

3. Press releases and Features

Press releases are a vital component of the MOEBIOS project's communication strategy, providing official updates and announcements to a wide audience. This section consolidates the press releases issued by various project partners, highlighting key milestones and the project's overall impact. These announcements are instrumental in spreading awareness about the project, its objectives, and its contributions to improving the management of bioplastics and upcycling in packaging, textiles, and agriculture.

Table 1. Press releases by partners

Partner	Title	Link
ITENE	MoeBIOS: Improving waste management of biobased plastics and the upcycling in packaging, textile and agriculture sectors.	https://www.itene.com/en/success-stories/moebios-waste-management-biobased-products/
LEITAT	The Launch of the MoeBIOS Project: A Step Towards Sustainable Waste Management	https://projects.leitat.org/home/the-launch-of-the-MoeBIOS-project-a-step-towards-sustainable-waste-management/
NNT	MoeBIOS	https://www.tecnotex.it/en/progetti/moebios/

Additionally, some partners have published features on the project in their newsletters and web pages:

Table 2. Partner publications and project mentions

European Bioplastics	MoeBIOS	https://www.european-bioplastics.org/research-projects/moebios/
	New R&D project on waste management and upcycling project kicking off in June 2024	https://www.european-bioplastics.org/new-rd-project-on-waste-management-and-upcycling-project-kicking-off-in-june-2024/

4. Releases on social media by partners

The dissemination of project activities and milestones on social media plays a critical role in engaging stakeholders and raising public awareness about the MoeBIOS project. This section highlights the various social media posts shared by project partners to promote key developments and objectives. These posts amplify the project's visibility, foster collaboration, and ensure the message reaches a broad audience, including industry professionals, researchers, and the general public.
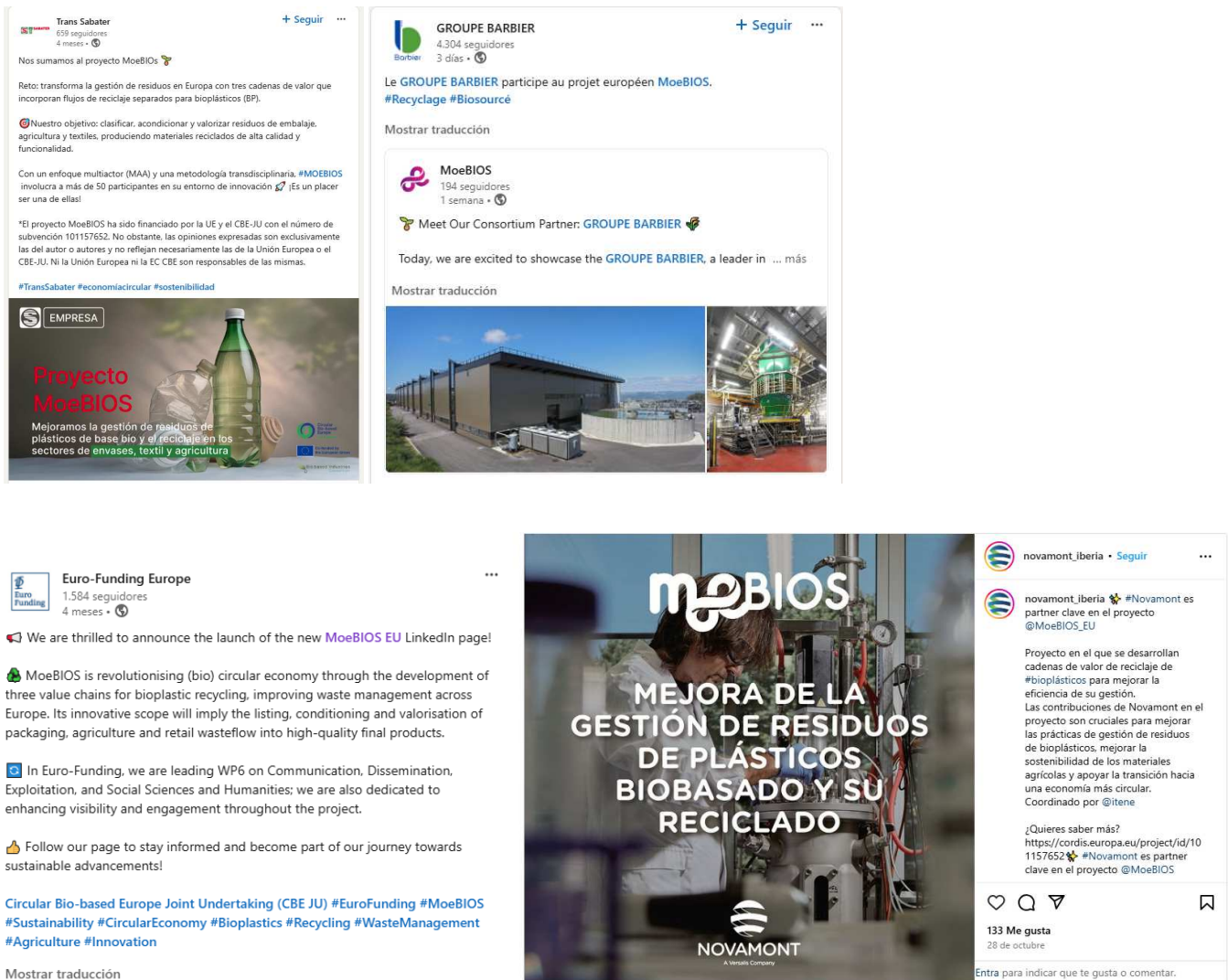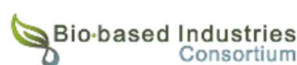

Figure 1. Examples of posts made by partners