The European Network of Research Infrastructures and Industry for Collaboration

H2020 INFRAINNOV-02-2019

Grant Agreement Number: 871112

Deliverable Report:

D5.1 Website launch

ENRIITC is funded by the European Framework for Research and Innovation Horizon 2020, under grant agreement 871112

Project Deliverable Information Sheet

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List of Abbreviations

BSBF	Big Science Business Forum
CDTI	Centre for the Development of Industrial Technology
DTI	Danish Technological Institute
EATRIS	European Infrastructure for Translational Medicine
ENEA	Energy and Sustainable Economic Development
ENRIITC	European Network of Research Infrastructure and Industry for Collaboration
ESFRI	European Strategy Forum on Research Infrastructures
ESRF	European Synchrotron Radiation Facility
ESS	European Spallation Source ERIC
EU	European Union
ILO	Industry Liaison Officer
ICO	Industry Contact Officer
PERIIA	Pan-European Research Infrastructure/ILOs Association
R&D	Research and Development
RIs	Research Infrastructure(s)
SZN	Stazione Zoologica
WP	Work Package
WPL	Work Package Leader

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1 Executive Summary

The ENRIITC project aims to build a permanent pan-European network of Industrial Liaison and Contact Officers (ILOs and ICOs) and enable industry to become a full partner of research infrastructures whether it is as a user, a supplier, or a co-creator. In other words, ENRIITC supports the establishment of strategic, cross-border partnerships between industry and research infrastructures.

For this purpose, the ENRIITC website will act as a facilitator between the stakeholders providing an online space for sharing information and opportunities.

The website had been developed to feature the ENRIITC network and to become the network platform even after the end of the project. The domain name of the website has been chosen in line with this approach, and the ENRIITC project website is accessible at: https://www.enriitc.eu.

The website is available in English to facilitate interactions with a pan-European audience. The website will be continuously updated through the duration of the project and beyond.

The ENRIITC website serves as the core dissemination tool and the central portal for all project related communication activities.

It had been designed in line with the communication design manual developed for the project partners, and the navigation structure developed in a way to provide easy access to information.

2 Report on Implementation Process and Status of Deliverable

This section describes the approach, development, and implementation of the ENRIITC website. It is intended for readers who are interested in steps that were undertaken before the website was launched.

2.1 Working Approach

As part of WP5, the website is one of the first outputs of the communication task. The project teams of ESS and EATRIS held several working online meetings premises on the various aspects of website development such as user-friendly navigation, relevant content, layout following work packages around which the project is structured, design reflecting the overall goals of the project, etc. The key challenge of the website development was to ensure the creation of a clear perception of the ENRIITC Network.

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2.2 Structure and Content of the ENRIITC Website

The ENRIITC Website's structure was developed based on Figure 1. The navigation provides easy access to general information about the project, the ENRIITC network, call for actions, news and events, media-related content, and contact information. As seen in the figure, the four main navigation points have several subpoints in which the viewer can navigate to. On the website header, the ENRIITC logo and a search bar is present, as well as Twitter, LinkedIn, and YouTube icons all linked to their respective ENRIITC pages.

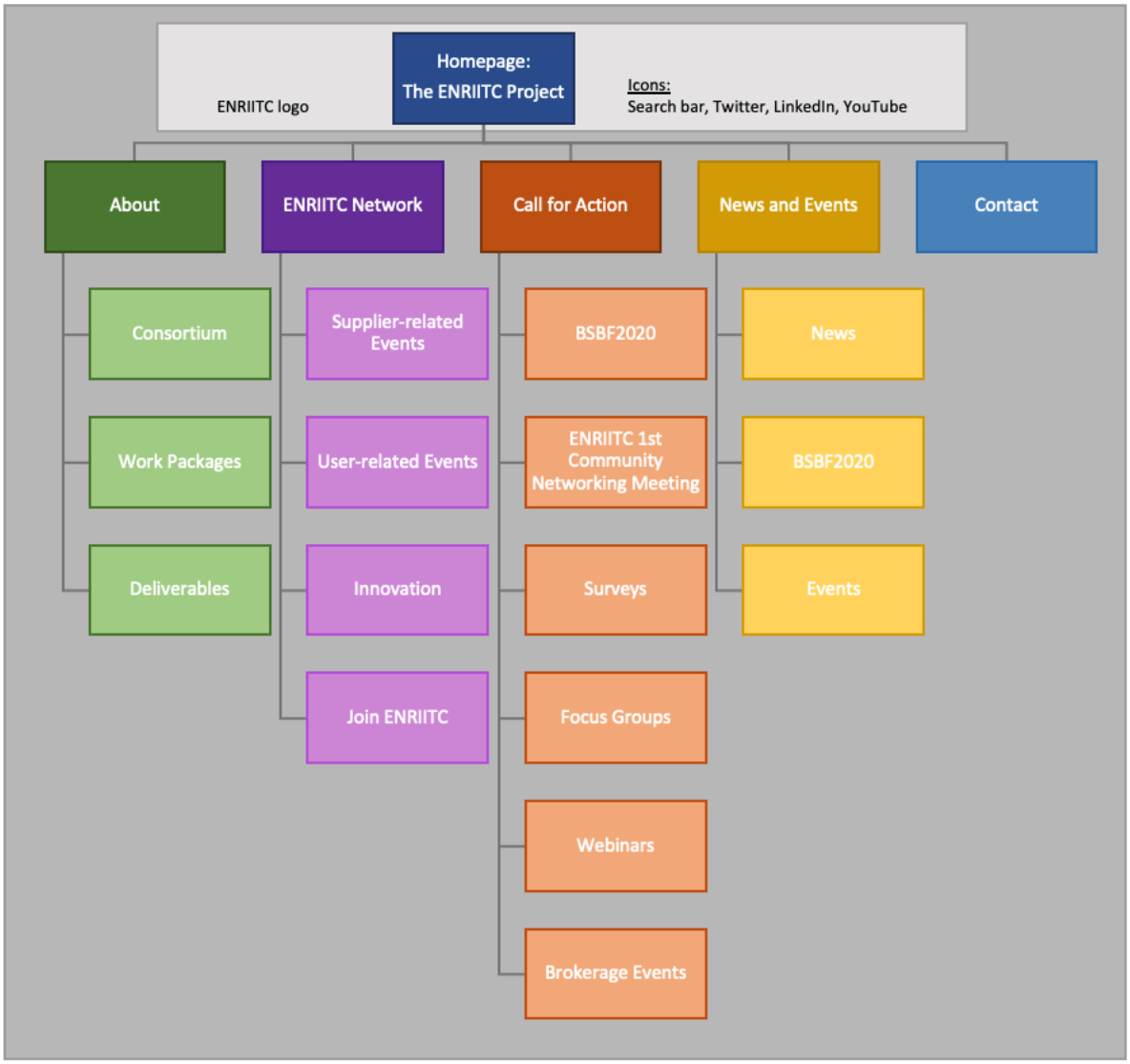

Figure 1: ENRIITC website navigation structure

2.2.1 Homepage

The ENRIITC project website contains a homepage and several subpages. A screenshot of the homepage is presented in Section 4 Screenshots. As seen in Figure 2 below, the homepage begins with a short introduction text, describing the purpose of the project so viewers can immediately get an idea of the ENRIITC network. The "Visual" section will display a slideshow of photos taken throughout the

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life of the project. There is also a section dedicated to the ENRIITC network partners and what project-related events they have recently been involved in. By displaying the events of the partners, the viewer will gain a better sense of what the ENRIITC Network consists of and who they will be connecting with by joining the ENRIITC networking community.

On the right-hand side of the page, the latest News and Events from the project are displayed, as well as the ENRIITC twitter feed. At the bottom of the page, the EU logo and a disclaimer text with the funding reference number is shown. Contact information for the project is located at the bottom-right corner of the page. These sections display a few different networking sources the project is currently utilising to ensure effective communication among all of the partners.

Additional content of the ENRIITC website will be created as project milestones are reached and deliverables made available. The website will be regularly updated to provide visitors with timely information and updates about the progress of the project and the results delivered. To amplify communication efforts, the ENRIITC website may promote content shared on the partner organisations' pages whenever deemed relevant for the project goals. Such content will be carefully selected in order to avoid unnecessary duplication.

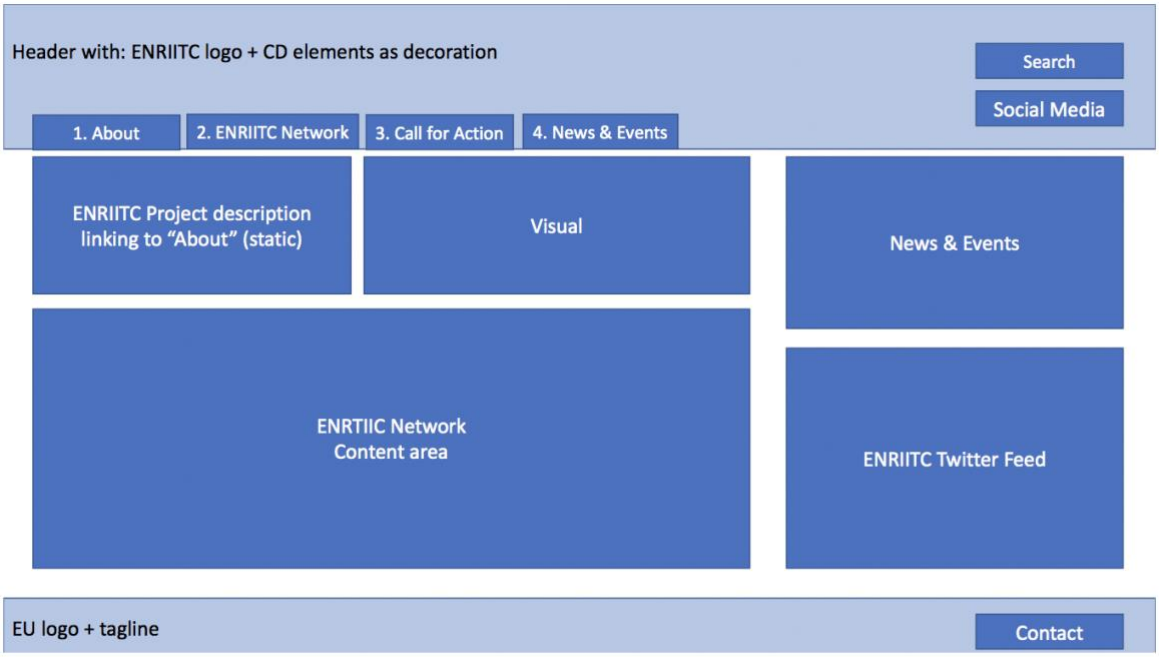

Figure 2: Functional navigation of the website homepage

2.2.2 Main sections

The main sections listed on the menu bar are "**About**," "**ENRIITC Network**," "**Call for Action**," and "**News & Events**." They are further presented below.

2.2.2.1 About

The **"About"** front page provides an in-depth background on the ENRIITC project and explains the purpose of the project. Further, the "About" section contains many sub-sections: "Project," "RI Landscape," "Working with Industry," and "Partners."

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The **"Project"** section provides a description of the key element of the project, meaning its objectives, expected impacts, duration, and budget. Within this section, there are three separate pages: "Consortium," "Work Packages," and "Deliverables". The first labelled "Consortium" introduces the 11 Consortium partners and displays their logo, which country they are located in, and a link to their website. The next page "Work Packages" describes the five work packages of the project, where abbreviated descriptions of each work package are shown. The tasks that are to be completed within that work package are also listed, along with the task leaders. The third one "Deliverables" contains and list the deliverables that will be achieved within the project and in the future will contain information about the achieved deliverables. Once a deliverable is approved by the Commission, a link will be added so viewers will be able to open and review the deliverable if desired.

The **"RI Landscape"** section introduces the ESFRI Roadmap landscape and the key scientific domains, Energy, Environment, Health & Food, Physical Sciences & Engineering, and Social & Cultural Innovation. Within this section, all five of the scientific domains are further described on separate pages where a short introduction for each is given. The link to the ESFRI website is given for each domain so that viewers may click and read in greater detail information on that specific domain.

The **"Working with Industry"** section introduces how Research Infrastructures (RIs) interact with industry, explaining that industry can be both a supplier and a user of RIs. Deeper explanations of Industry as a supplier and industry as a user are given. Within this section, Industry Liaison Officers (ILOs) and Industry Contact Officers (ICOs) are displayed on separate pages where their purposes are further explained.

The **"Partners"** section presents the 11 consortium partners, explaining that they represent 7 different countries and four scientific domains from the ESFRI roadmap. Within this section, there are two separate pages titled the "Associates" and "Others." Under Associates, the 61 additional organisations that signed Letters of Support to be a part of the ENRIITC project are introduced, along with their logo, country, and website links. The Other section is currently hidden as we do not have any information developed yet, but in the future, it will display how new organisations can become a part of the network.

2.2.2.2 ENRIITC Network

The **"ENRIITC Network"** front page explains the network's fundamental characteristics and what it supports. The page as a whole is dedicated to displaying recent events organised by the partners, and although these events where not funded by ENRIITC, it showcases the diversity and manifold of RI-industry related activites within the community and invites others to get inspired and get connected.

There are three different categories, displayed on separate pages, of events listed as **"Supplier-related events," "User-related events,"** and **"Innovation."** Relevent events are listed accordingly, each having a short description and a link to the respective webpage. Additionally, within the ENRIITC Network section, there is another separate page labelled **"Join ENRIITC"** where viewers are redirected to an Indico page. Here they can register to the network and give their data consent so that GDPR regulations are met.

2.2.2.3 Call for Action

The "**Call for Action"** section is an important part of the website as it will promote activities where all Network members will have the opportunity to be actively involved and contribute to the activities of the project. At the time of the launch of the website, the opportunities are various.

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"BSBF2020" is offering an exclusive opportunity to take part of the event becoming an affiliated Big Science organisations.

The **"ENRIITC 1st Community Networking Meeting"** tells when and where it will be held and what the meeting will entail. Viewers are urged to register to the event if interested through the link provided.

The section **"Surveys"** provides information on this activity developped under WP2, and will offer the possibility to take an active role in it.

"Focus Groups" will be implemented by WP3 and will be launched in the summer 2020. Information on how to get involved in this activity will be published under this sub-section.

Tailored training **"Webinars"** will be organised under WP4 to give an opportunity to ILOs and ICOs to improve their knowledge and skills. They will be publicly available on the ENRIITC Youtube Channel. Further information on the webinars and on how to take part of them will be posted on this sub-section.

The **"Brokerage events"** section explains that ENRIITC will organise five brokerage events for industrial users and suppliers to raise awareness among industry about business and R&D opportunities at RIs. The planning of these events will begin in January 2021, and this section of the website will be updated accordingly.

The **"Call for Action"** section will be updated during the course of the project and the sub-sections will evolve accordingly.

2.2.2.4 News & Events

The **"News & Events"** section is dedicated to activities directly linked to ENRIITC. Relevant information will come directly from the project, but also from the consortium partners or Associates. A specific sub-section on BSFB2020 will also be integrated as the event will be the first major event to be organised within the timeline of ENRIITC. In the future, it can be dedicated to important event where ENRIITC will be directly connected.

2.2.3 Design and layout of the ENRIITC Website

The design of the ENRIITC website is characterised by three distinct elements: the project logo; the blue color; and the abstract design of the Network.
The project logo is a distinct logo that incorporates the concept of a central point. It visualises in a subtle way the focus of this Horizon 2020 funded project, i.e. the support of the European Union for the network. It is primarily used on a white background, but can also be used in different variants.

The solid blue colour is the key colour of ENRIITC that perfectly corresponds to the name of ENRIITC project. Together with the contrasting white and dark grey it represents the foundation of ENRIITC and brand colours.
The primary task of the ENRIITC blue is to create recognition, the feeling of trust and a strong visual identity.

The **Network** is an additional graphical element based on the essence of ENRIITC. It depicts a rather complex network with peripheral centres and a prominent hub middle to left. It is never used in its entirety, but always just a sample.

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The ENRIITC logo was designed using an online competition approached, and was the starting point for all the project communication material developed by EATRIS, including the project social media.

A **design guide** containing guidelines for corporate identity applications was prepared to ensure correct application of the project communication design. The design guide was shared with the web-developer and can be found in Section 5 Design Guide.

3 Conclusion

The launch of the ENRIITC project website will allow the project to reach out to a wide range of audience, including all the project Associates, industry representatives, ILOs and ICOs, as well as the public.

The website will enable the project consortium to engage an active communication with the Associates who have shown high interest in being involved. Upon waiting for the launch of the website, a newsletter was set-up and a first flow of information was communicated mid-February 2020.

Being the project networking website, it will primarily serve as the main platform for communicating and exchanging with the project audience. It will also be one of the main project dissemination tool and will help raising awareness of the potentials of ENRIITC by highlighting the support it has received through EU funding.

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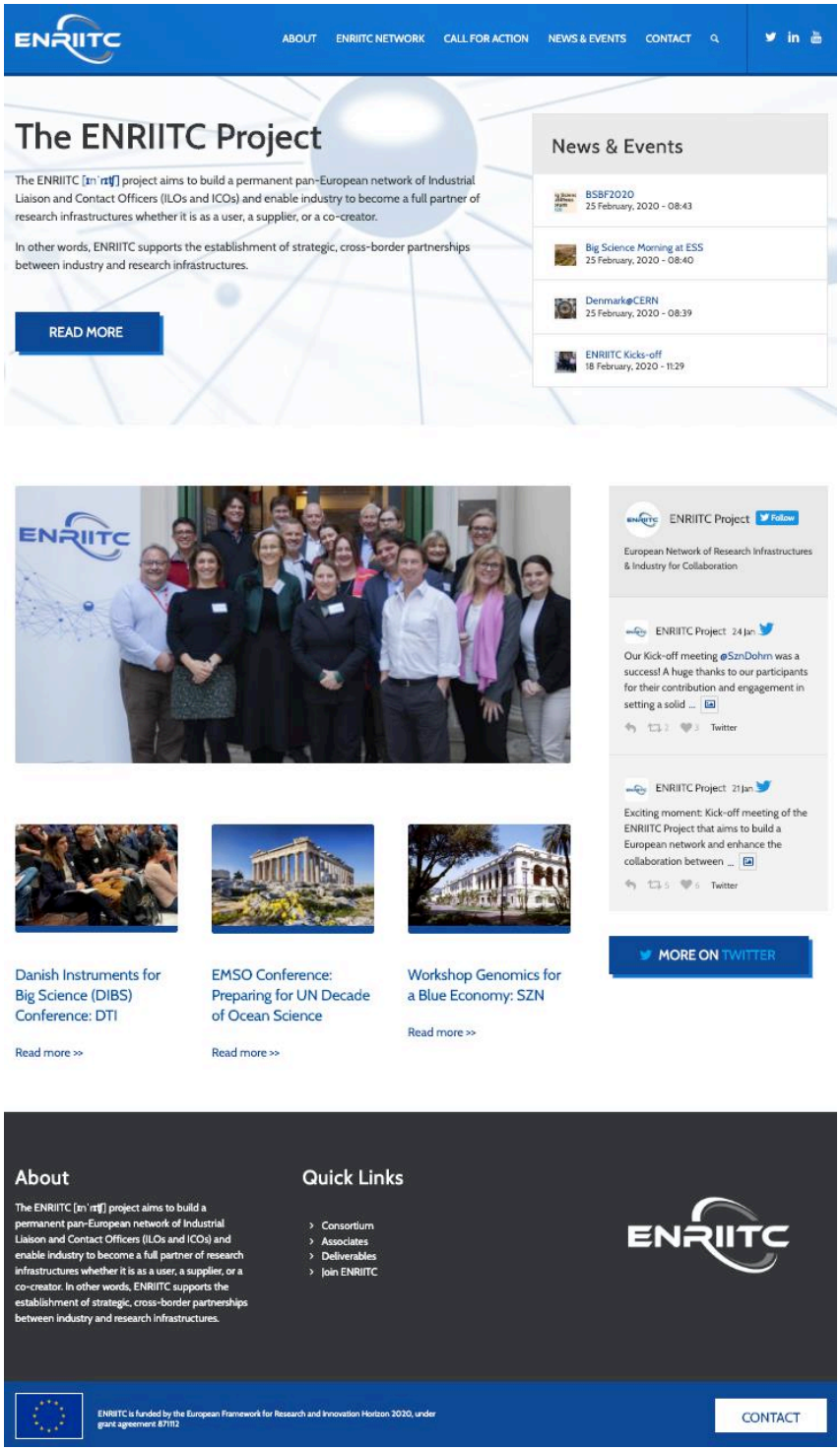
4 Screenshots



Screenshot 1: ENRIITC homepage

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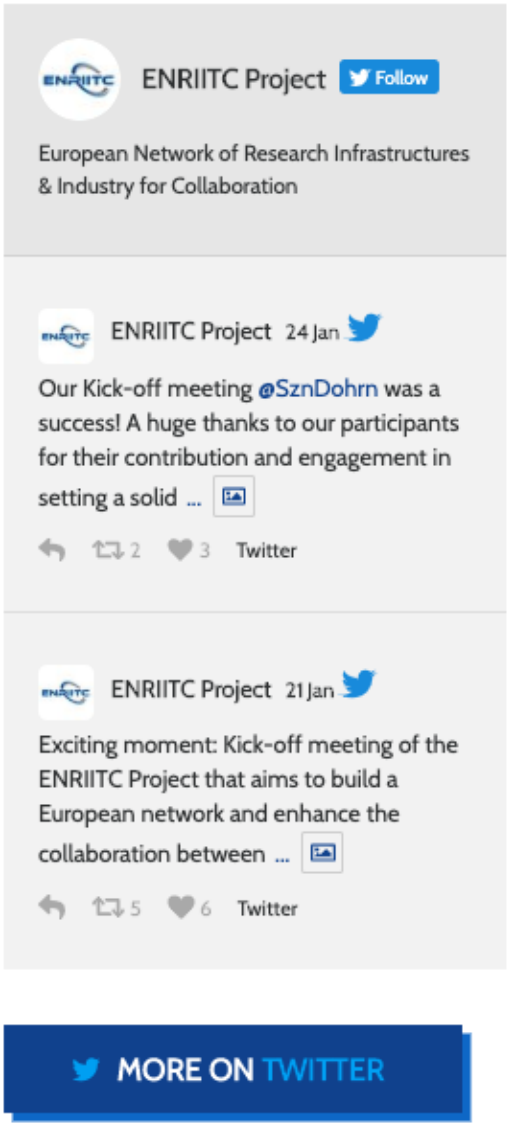

Screenshot 2: Automatic feed from the social network Twitter

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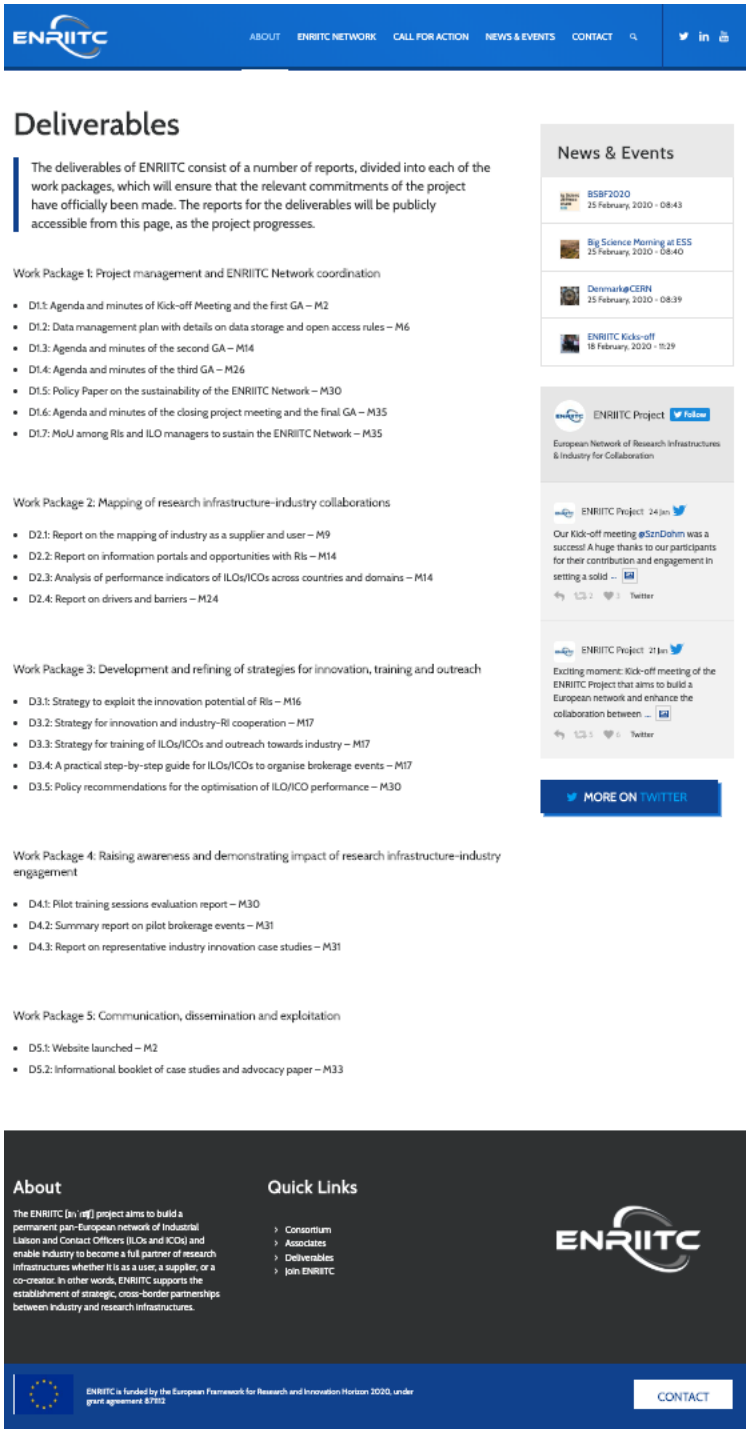

Screenshot 3: ENRIITC Deliverables page

5 Design Guide

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ENRIITC

Design Guide

Content

3 Logo
6 Colours
7 Typography
8 The Network
10 Reference to EU funding

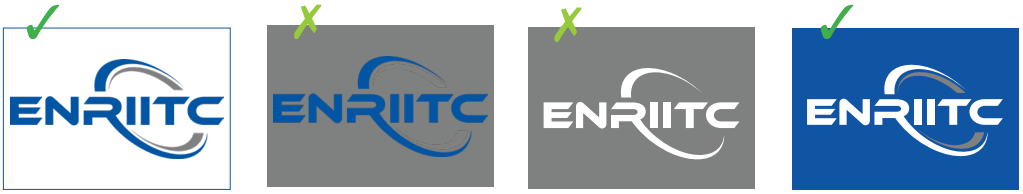
12 **Templates**
11 Word
12 Powerpoint
14 Example

01 Logo

A distinct logo that incorporates the concept of a central point. It visualises in a subtle way the focus of this Horizon 2020 funded project, i.e. the support of the European Union for the landscape of collaboration.

Primarily we use the blue-grey logo on white background, such as letter template and Power Point template (see 'Templates' section).

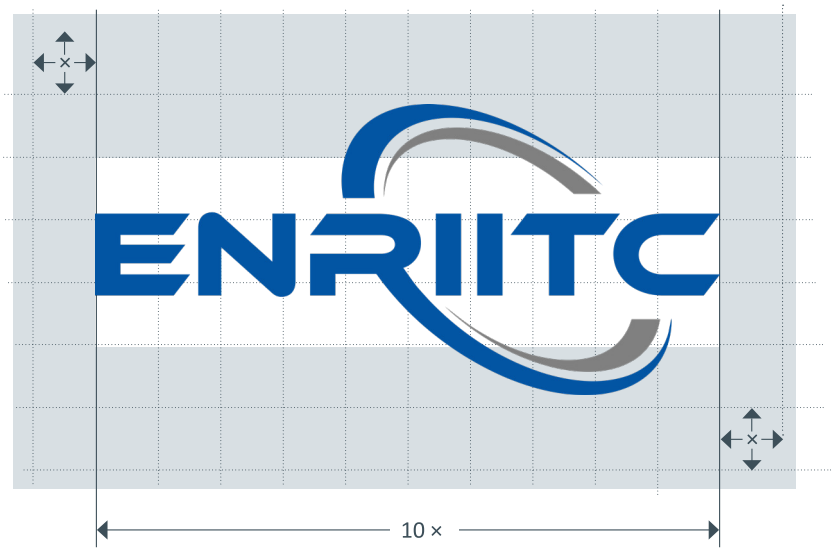
In some cases we use the white logo on blue background



The white version needs to be used on blue (ENRIITC Blue) background.

Clearance space

A clearance space is defined around the logo to ensure that the logo will always stand out clrearly and at a suitable distance to edges or graphical elements. The clearance space is defined as 1/10 of the width.



Example: if the logo width is 80mm, the clearance space should be at least 8 mm

If the logo spans on the entire width (e.g. a roll-up banner), the minimum clearance space is reduced to a half (1/20x) on the left and the right side.width is 80mm, the clearance space should be at least 8 mm

02 Colours

A strong blue identiry - The key colour of ENRIITC is a solid blue that perfectly corresponds to the name of ENRIITC project.

Together with the cotnrasting white and dark grey it represents the foundation of ENRIITC and brand colours.

The primary taks of the ENRIITC blue is to create recognition, the feeling of trust and a strong visual identity.

Primarily we use the blue logo on white background, such as letter templates and PowerPoint template, (see 'Templates' section).

In some cases we use the blue logo on white background, for example ENRIITC on the PowerPoint template.

Primary colours

ENRIITC Blue

CMYK	97 46 0 36
RGB	4 87 162
HEX	#0457a2
Pantone	7691 C

ENRIITC Gray

CMYK	52 43 43 8
RGB	127 128 128
HEX	#7f8080
Pantone	430C

White

CMYK	0 0 0 0
RGB	255 255 255
HEX	#ffffff
Pantone	

Secondary colours

Platinum

CMYK	9 6 7 0
RGB	229 229 229
HEX	#e5e5e5
Pantone	663 C

Silver Sand

CMYK	0 0 0 227
RGB	197 197 197
HEX	#C5C5C5
Pantone	887C

?

Additional Colours

We can add more colours to the ENRIITC palette according to our needs.

03 Typography

A sublte blue identiry - The key colour of ENRIITC is a solid green that perfectly corresponds to the name of ENRIITC project.

Together with the cotnrasting white and dark grey it represents the foundation of ENRIITC and brand colours.

In some cases we use the blue logo on white background, for example ENRIITC
on the PowerPoint template.

Primary typography

Calibri

Calibri regular

Calibri italic

Calibri bold

Calibri bold italic

Typography for the webpage

Nimbus Sans

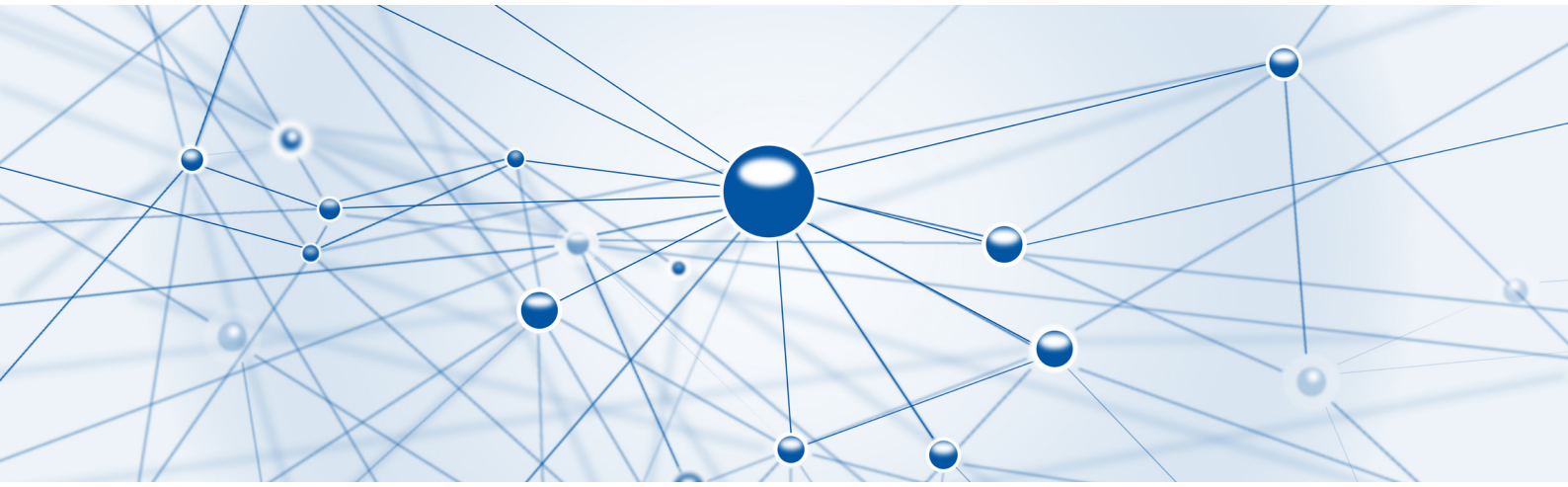
Nimbus Sans Regular

Nimbus Sans Italic

Nimbus Sans Bold

Nimbus Sans Bold Italic

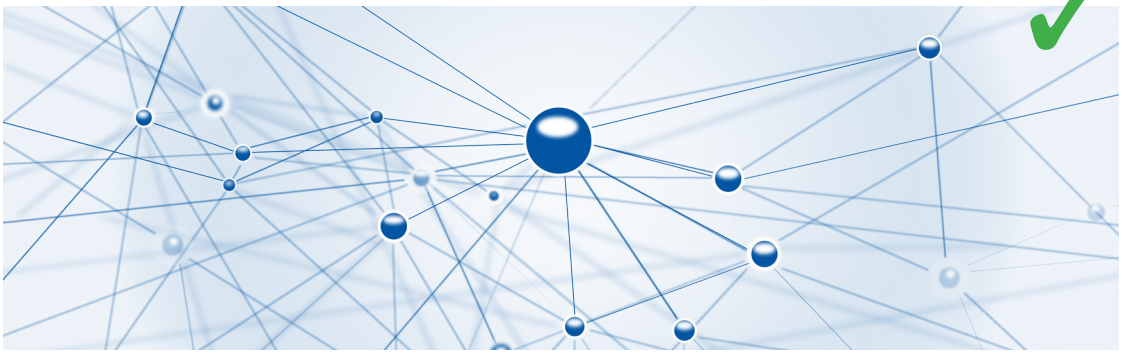
04 The Network



The Network is an additional graphical element based on the essence of ENNRITC.

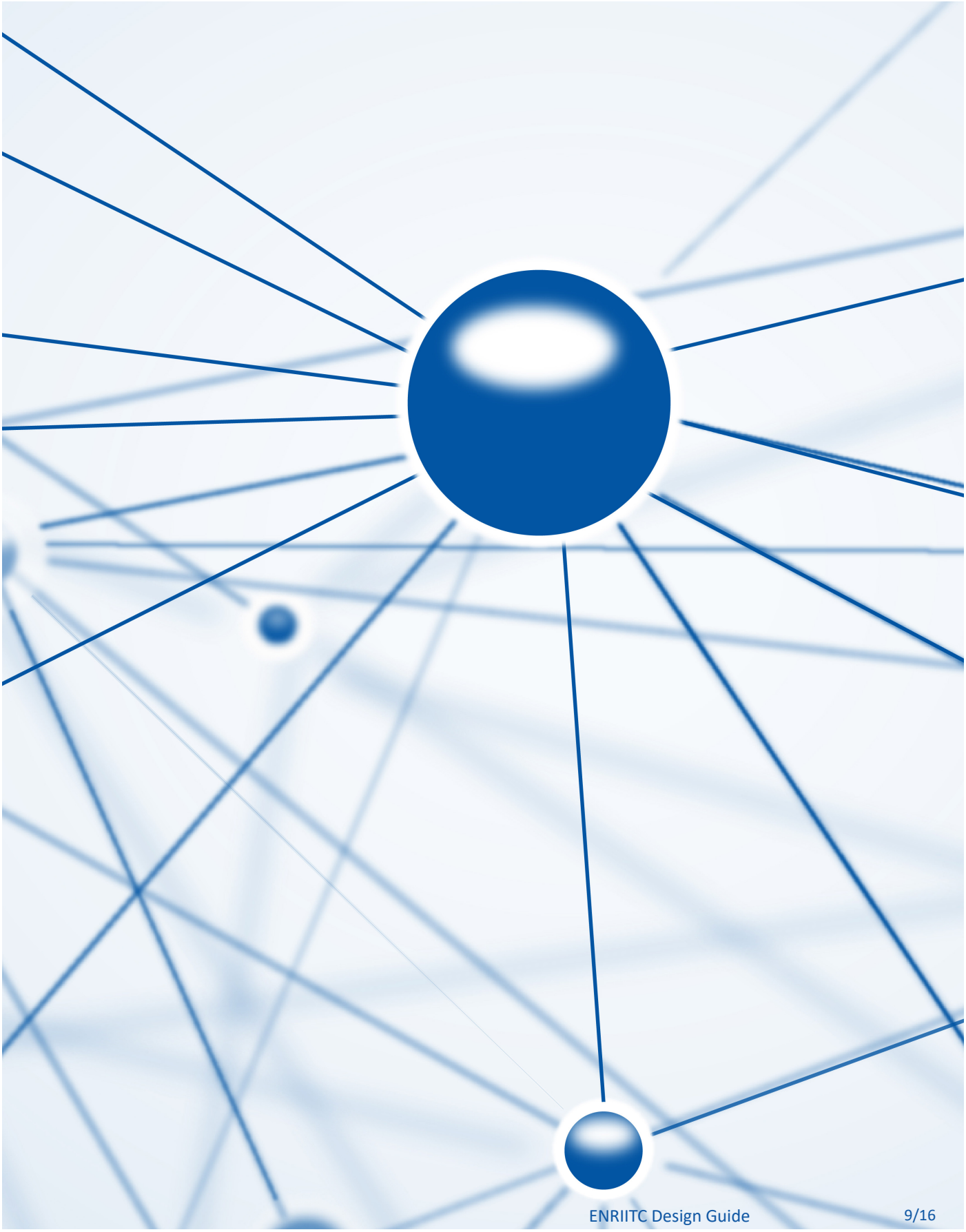
It depicts a rather complex network with peripheral centres and a prominent hub middle to left.

It is never used in its entirety, but always just a sample.



You can use the transparent version of The Network on white

Do not use transparent version of The Network on top of images.



05 Reference to EU funding

ENRIITC is funded by the European Union Framework Programme for Research and Innovation Horizon 2020 and thus, all of the communication meterials must reflect this funding by clearly communicating that ENRIITCis an EU-funded project.

Further, the official EU logo must be visible on all of our communication materials.

The European Flag (in colour):

The following statement must be **visible** and **legible** on all communication materials, along with the official logo of the European Union, the European flag:

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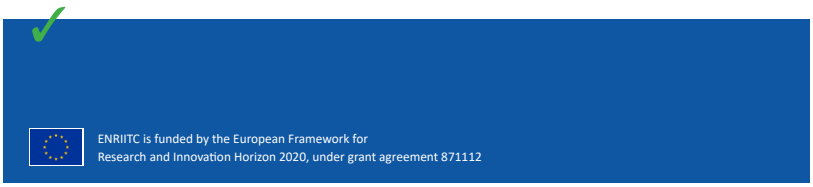


Placed ENRIITC Blue, the text should be white and the flag be outlined with a white stroke.

Placed on white, the text should be ENRIITC Blue.

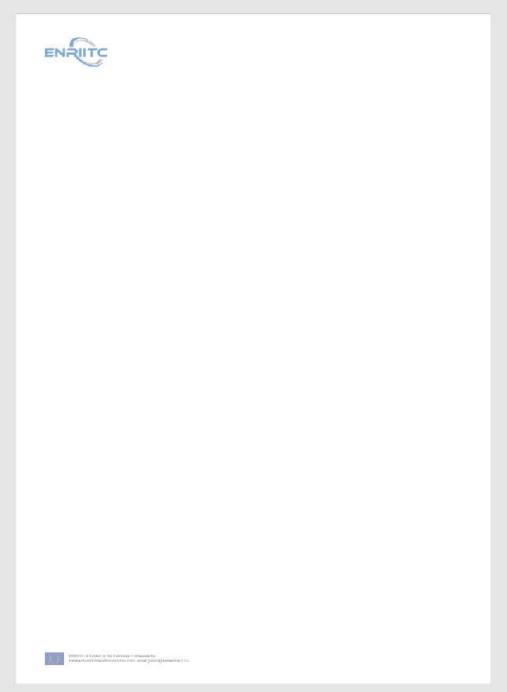
06 Templates

Templates Word

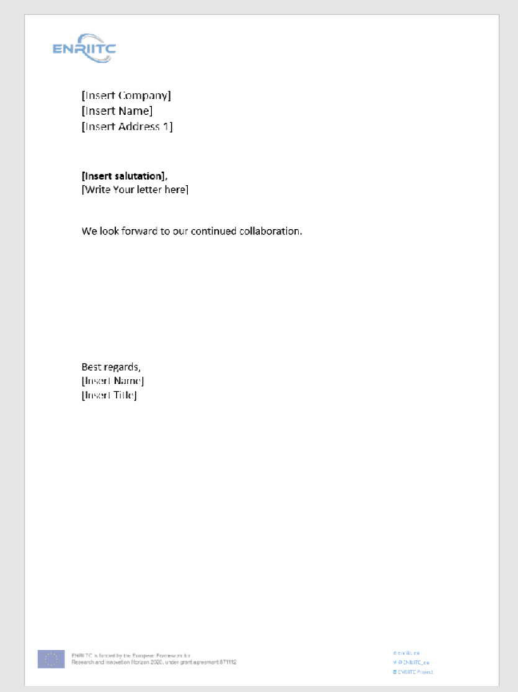
The word template will include two versions; a letter version and a call-out version (see below). Both versions include the ENRIITC logo in the upper left corner.

The EU flag and reference to EU funding are placed in the bottom right corner of the page.

Links to the ENRIITC website and Twitter account are placed in the bottom right corner.



Word template – Version for general **internal use**

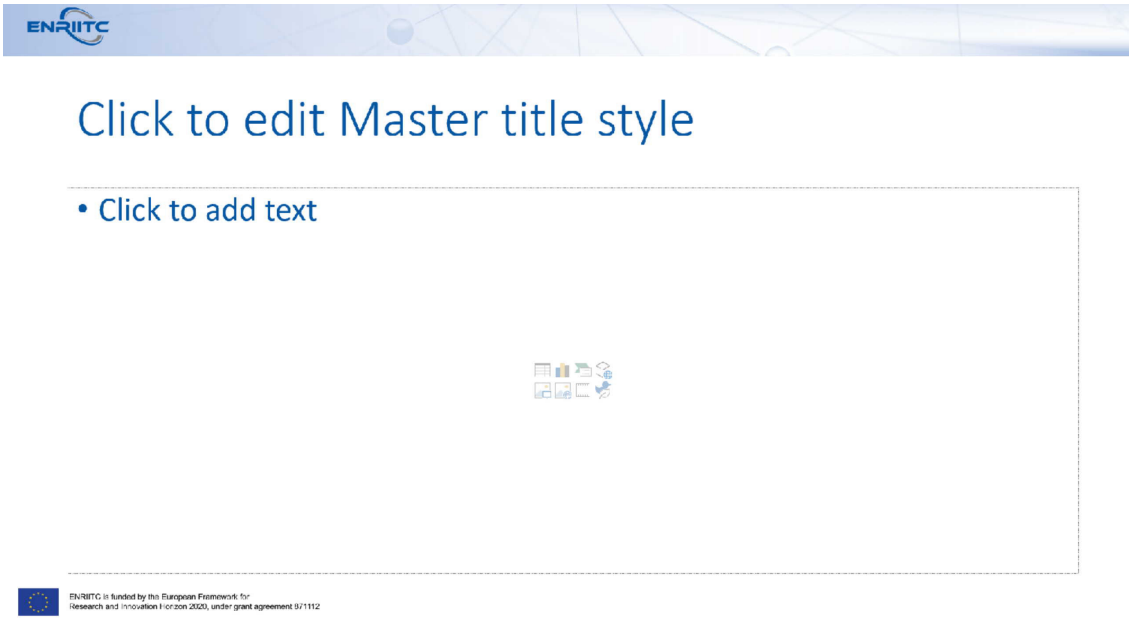


Word template – Version for **external use**

The PowerPoint template comes in a 16:9 ratio.

The template consist of a cover slide, a text slide a comparison slide and others.

ENRIITC 16:9 template — Cover slide



ENRIITC 16:9 template — Title slide

ENRIITC 16:9 template — FInal slide

07 Example

ENRIITC will be promoted at a number of events, seminars and workshops throughout the three-year duration of the project.

Therefore, we have created branded information materials to support ENRIITC outreach activities.

ENRIITC Traditional Meterials — Roll-up banner

ENRIITC

Design Guide