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**Project Acronym:** SUSTENANCE

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## Document history

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## 1 Executive Summary

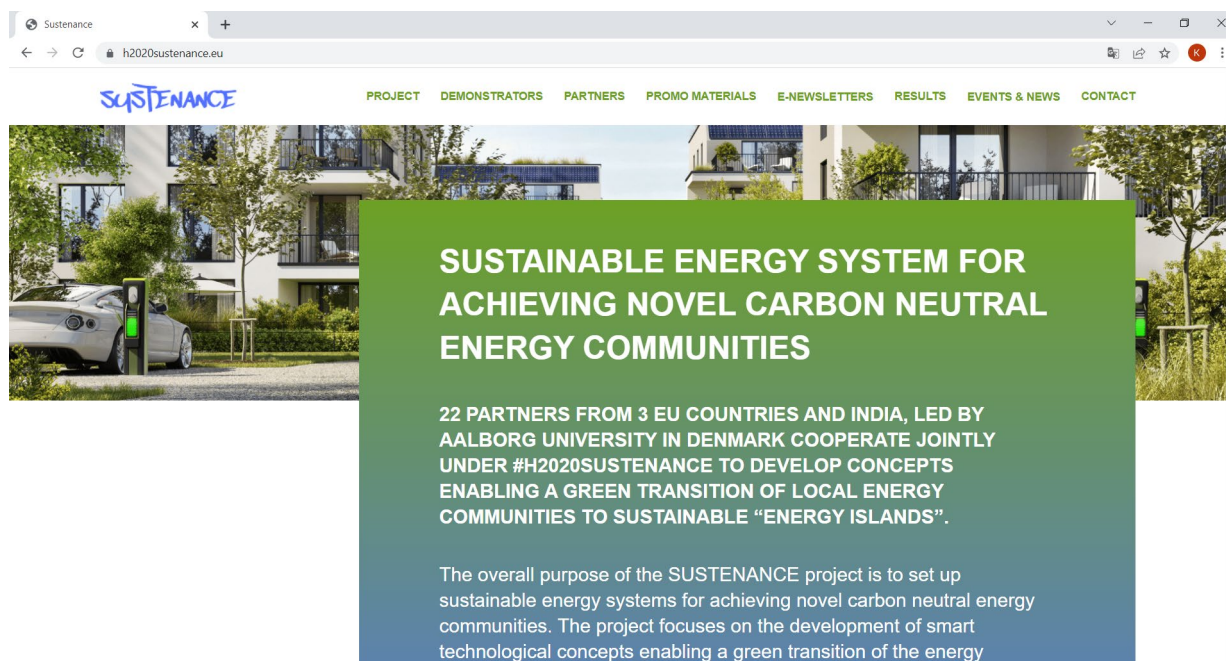
The objective behind D9.2. “SUSTENANCE website & social media presence” is to report the establishment of a functional SUSTENANCE website as well as the project’s presence in the social media. Both these activities are aimed to assist SUSTENANCE Partners in effective communication, dissemination, exploitation and replication of the SUSTENANCE results within Europe and internationally.

D9.1. “Dissemination, exploitation & communication plan” positions SUSTENANCE website and SUSTENANCE LinkedIn Profile as the two main communication tools.

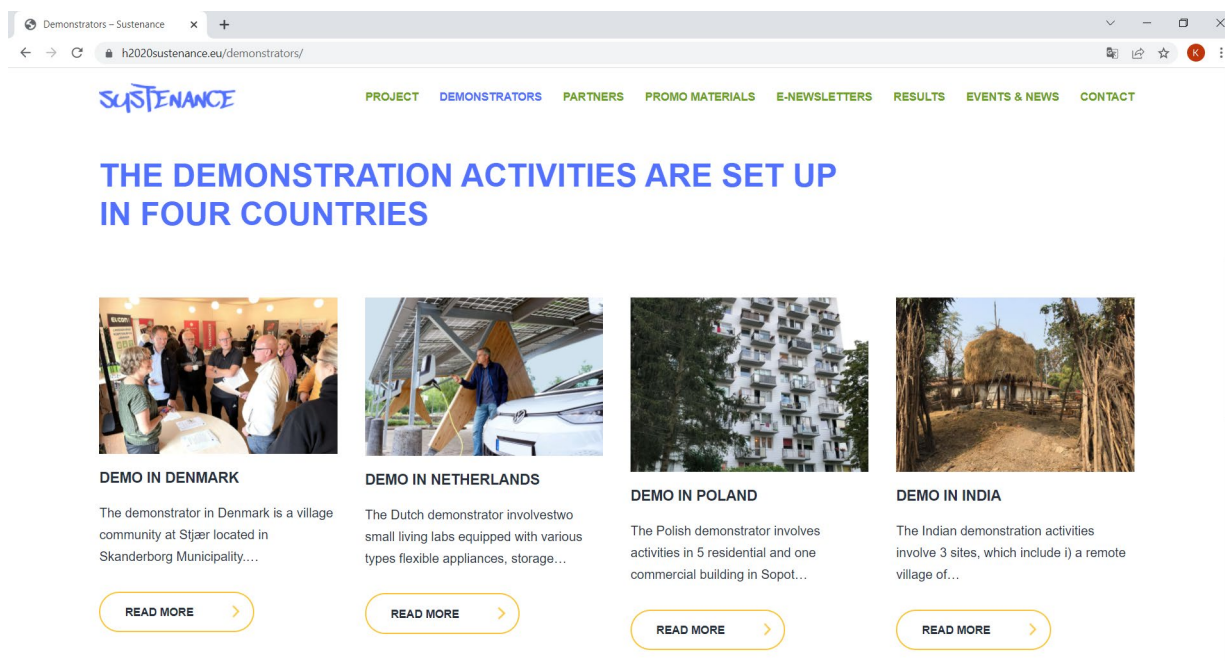
## 2 SUSTENANCE website

The dedicated SUSTENANCE website is the project’s central communication and dissemination tool, but also a point of reference and source of information, where the basic messages about the project (such as acknowledgement of EU & DST funding, project goals, its partners) are presented. Furthermore, the project’s results, in line with the open access approach, will be made public here. It will also serve as a forum to announce major project events, relevant activities and news.

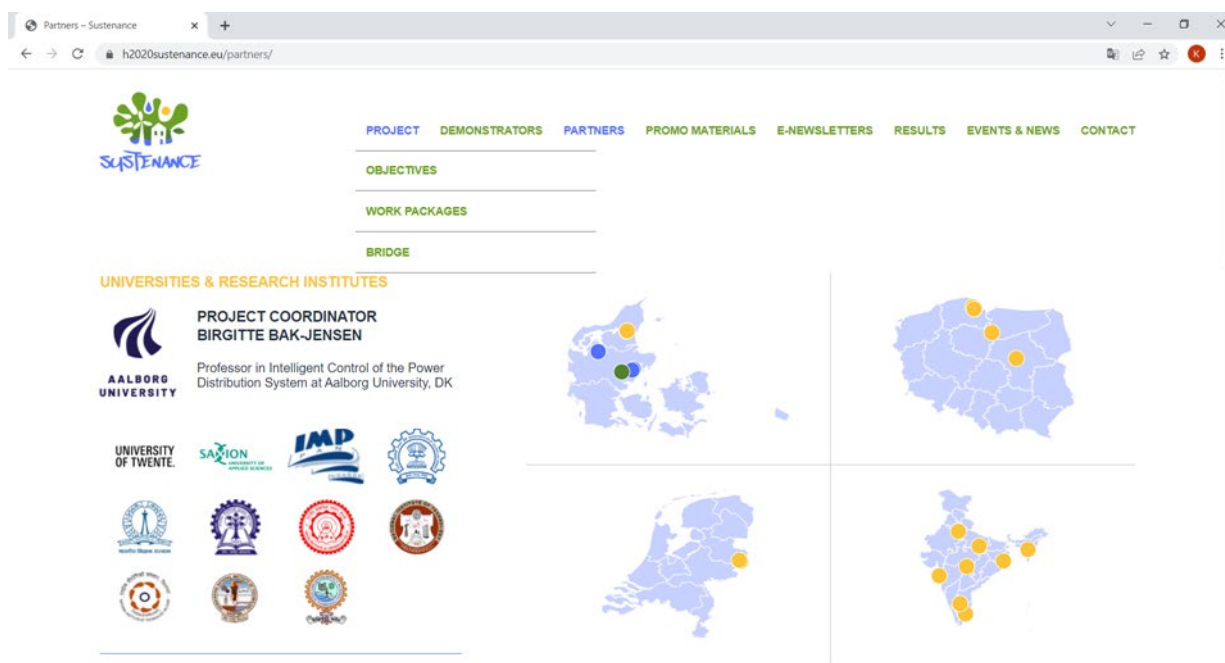
The SUSTENANCE website address is [www.h2020SUSTENANCE.eu](http://www.h2020SUSTENANCE.eu) and it was launched on 25.02.2022. (Before that, the information about website under construction was displayed). The printscreens below present the examples of selected website’s sections:



**Fig. 1a: SUSTENANCE website (overview) – Main page.**



**Fig. 1b: SUSTENANCE website (overview) – Focus on demonstrators.**



**Fig. 1c: SUSTENANCE website (overview) – Focus on project partners.**

In the beginning, whilst the project is establishing itself, the website will mainly play the role of an information board regarding the scope and objectives of SUSTENANCE. It will also provide contact information for the Project Coordinator and partners. Gradually, as the project progresses, the website will be updated and maintained throughout project's lifespan in order to be an efficient tool for communication, both internally between the project consortium and also to interested external partners.

The website consists of the following subsections, which will be updated during the project lifespan:

- **Project/Objectives/Work packages/Bridge**;
- **Demonstrators**/Danish demo/ Dutch demo/Polish demo/Indian demo;
- **Partners** (Logotypes of Partners are presented on country maps to show location of Partners as well as “types” of Partners, eg. Research/academia or company, which is colour coded);
- **Promo materials** (e-newsletters, flyer, project stand/roll-up as well as brochures and promo videos will be available here for download);
- **Results** (this section will be devoted to presentation of all of the project deliverables, when finalised (in a format ready for upload), in an open-access formula and with respect to the IPR considerations;
- **Events&News** (here the recent information about project progress will be placed, such as eg. articles summarizing project events);
- **Contact**.

It should be noted that confidential project information is handled only via MS Teams. Since this is functioning well from the very beginning of the project start, it was decided that the website will be a communication tool targeted only at **external** communication, dissemination, exploitation and replication activities. Adding MS Teams functionality to the website could be considered as “re-inventing the wheel” and it would be not effective both timewise and moneywise.

The use of a blog post on the website will be discussed among Members of the Dissemination and Exploitation Board during the upcoming project meetings. However, the website will be interlinked with the project’s LinkedIn profile: **H2020 SUSTENANCE project**. This makes the website more lively, up-to-date and attractive. Further, it will enable very quick updates and the sharing of information simultaneously via the website and LinkedIn profile.

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### 3 SUSTENANCE in Social media

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#### 3.1 SUSTENANCE LinkedIn profile – general overview

As written in D8.1: *Having analysed “H2020 Programme – Guidance - Social media guide for EU funded R&I projects, Version 1.1, 07 January 2020”<sup>1</sup>*, it was decided that a SUSTENANCE profile was needed in the LinkedIn Social Media Network. Since LinkedIn is considered as a network for professionals, it was decided that SUSTENANCE should be communicated and disseminated through this channel in order to maximise any professional ‘networking opportunities’ (ref. to SUSTENANCE Networking Plan) and to seek potential synergies with other projects, initiatives and platforms with a similar focus.

The dedicated SUSTENANCE profile was created on LinkedIn in M3. The name of the project profile is: **SUSTENANCE H2020 project** and its dedicated hashtag is **#H2020SUSTENANCE**. Currently (as of 25.02.2022) the profile has **137** unique followers (see Figure 2).

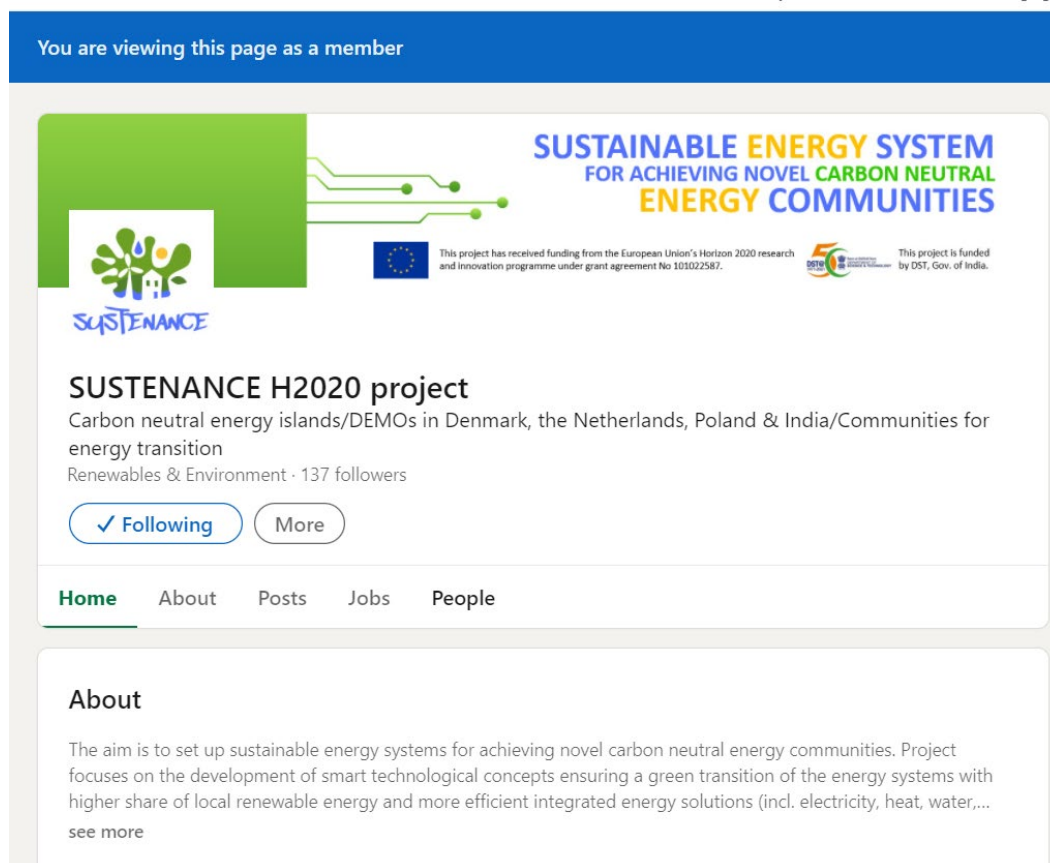
External link to the profile is:

<https://www.linkedin.com/company/sustenance-h2020-project/>

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<sup>1</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/other/grants\\_manual/amga/soc-med-guide\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf)

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**Fig. 2 “SUSTENANCE H2020 project” profile on LinkedIn.**

The SUSTENANCE LinkedIn profile aims to function as a natural portal for potential customers and end users, journalists, the EU commission and other interested parties. This communication tool is used as a channel both for communication as well as for dissemination of results (through sharing information about projects results and how/where they can be accessed).

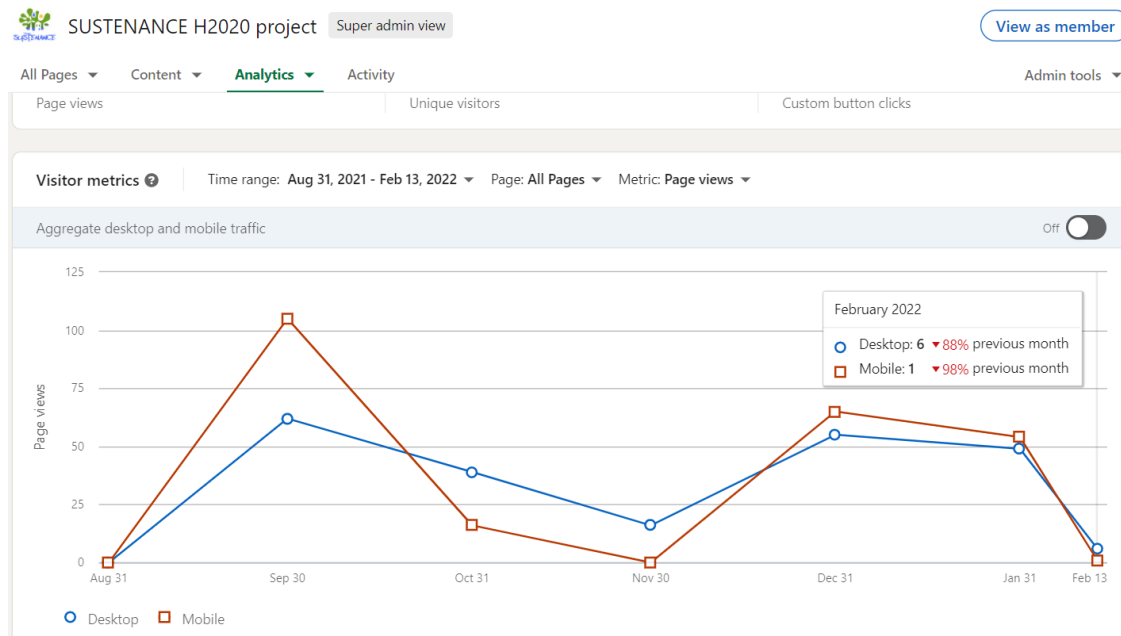
- When posting info about SUSTENANCE (e.g. when using partner’s organization or personal profiles), all the SUSTENANCE partners, are obliged to add the following hashtag: **#H2020SUSTENANCE** as well as **#CINEA**.
- It is also highly advised to mention the **Project Coordinator** and **all the project partners by their @Organisation name**.
- Further, referring to SUSTENANCE profile in the partner’s post via **@SUSTENANCE H2020 project** will ensure that the Partner’s post is interlinked with SUSTENANCE’s main profile.

In order to ensure that the most important project news is communicated via this profile, **all the partners were asked to inform the WP9 co-Leaders about any activities that could be communicated via the SUSTENANCE LinkedIn Portal**. These include activities such as the presentation of SUSTENANCE during external events (seminars/conferences/fairs etc.) or project events organised by the partners themselves. A photo to document the event must be included.

## 3.2 SUSTENANCE LinkedIn profile – analytics

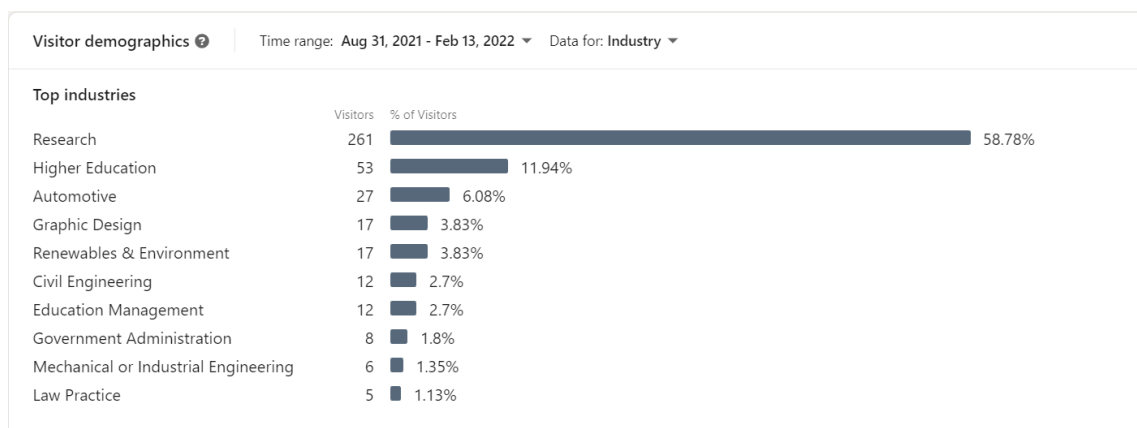
### 3.2.1 Visitors

The below figure (available from LinkedIn) presents traffic metrics for page views over time. Mobile metrics include LinkedIn native apps and mobile web browsers.



**Fig. 3 Traffic metrics for page views over time for SUSTENANCE H2020 project's profile (source: LinkedIn)**

Whereas the below figure presents the visitors demographics with respect to the represented top industries among visitors (in number & %).

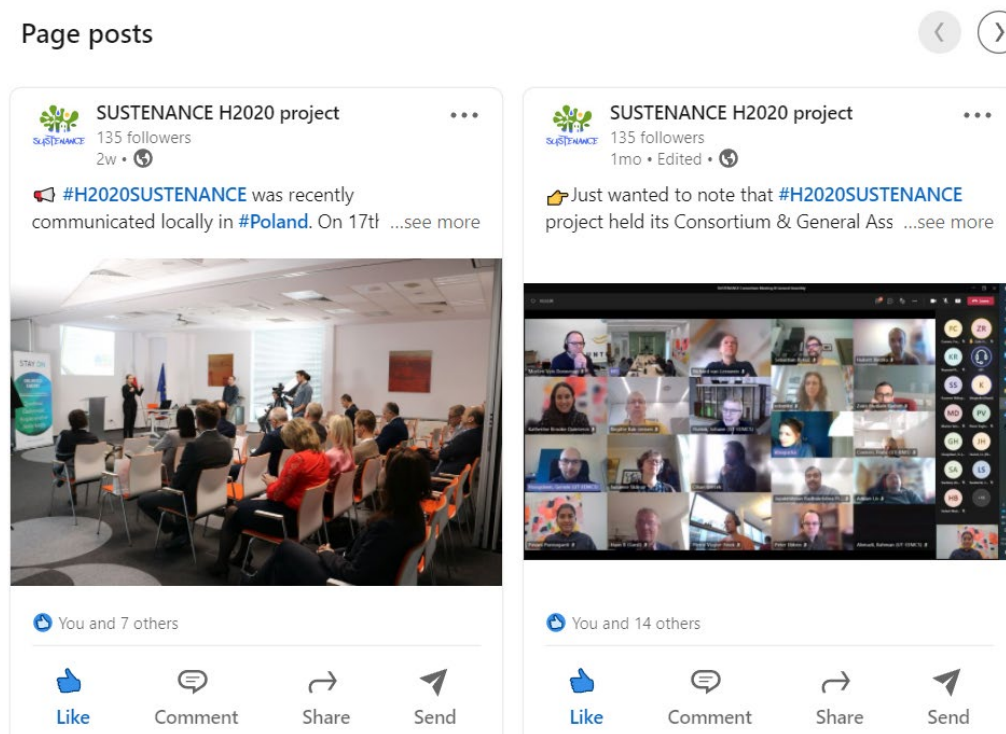


**Fig. 4 Visitors demographics with respect to the represented top industries among visitors for SUSTENANCE H2020 project's profile (Source: LinkedIn)**



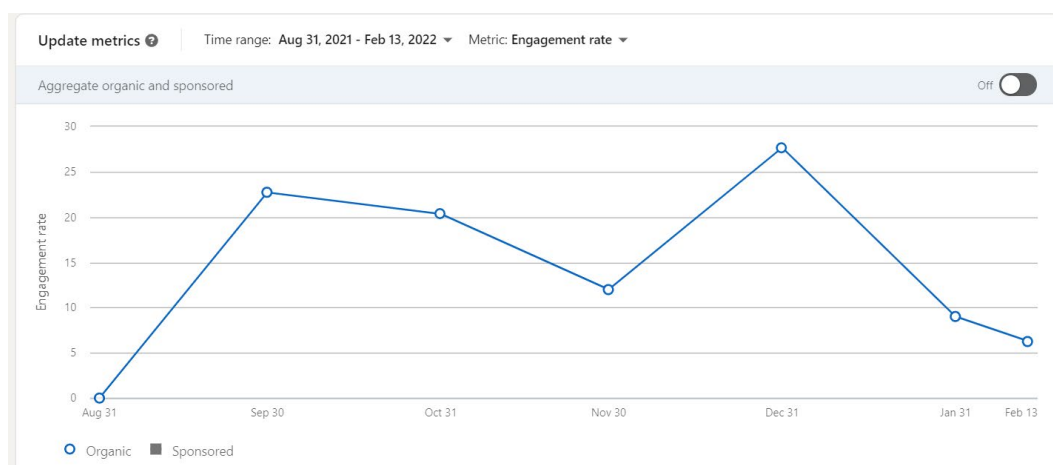
### 3.2.2 Updates

So far (as of 25.02.2022), “SUSTENANCE H2020 project” profile was updated (i.e. new posts were added) 7 times. The first information was posted on 17<sup>th</sup> of September 2021 about the project kick-off. It can be expected that the frequency of posting will increase during the project lifespan, when project enters its actual realization phase and its activities take up speed.



**Fig. 5 Examples of post on SUSTENANCE LinkedIn profile.**

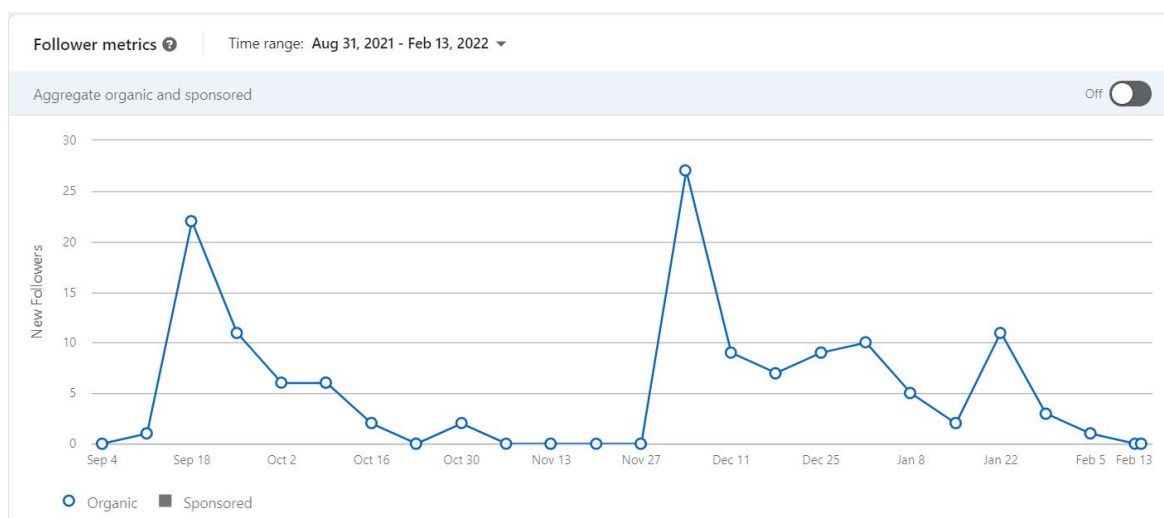
The below figure presents engagement rate of visitors over time. Engagement rate is calculated as: (Clicks + Likes + Comments + Shares + Follows) / Impressions. Engagement rate coincides with projects news being posted.



**Fig. 6 Engagement rate over time for SUSTENANCE H2020 project's profile (Source: LinkedIn)**

### 3.2.3 Followers

The below figure presents new SUSTENANCE H2020 project's profile Followers versus time. Total Followers (as of 15.02.2022) are 135.



**Fig. 7 New Followers over time for SUSTENANCE H2020 project's profile (Source: LinkedIn)**

### 3.3 Other social media

The use of **other social media channels** such as Facebook, Twitter, Instagram etc., will be occasional and largely achieved **through existing partner profiles**. Such profiles, already followed by a number of followers, predominantly from local communities, can be used as a very effective channels for communication of particular events/surveys etc. These are naturally held in local languages.

The following are the examples of SUSTENANCE presence in social media (**other than LinkedIn**):

#### 3.3.1 Danish Case



**Fig. 8 Info about SUSTENANCE project meeting posted on the Borgere I Stjær/Stjaer Facebook profile (as of 21.12.2021)**

### **3.3.2 Dutch Case**

Not yet, but planned.

### **3.3.3 Polish Case**

Not yet, but planned.

### **3.3.4 Indian Case**

Not yet, but planned.

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## **4 Conclusions and outlook**

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- The SUSTENANCE website and the project's social presence in LinkedIn follow the guidelines for written and visual identity ("SUSTENANCE Visibility Guidelines" – a chapter of D9.1) to ensure the coherency of the project's: communication (both internal and external), dissemination of results, exploitation, and replication;
- All publications, presentations and descriptions of completed deliverables will be made public to the extent it is possible without violating the Intellectual Property Rights (IPR) as set out in the Consortium Agreement;
- The language of the website is English;
- The D9.2 is built based on guidelines from European Commission available from: [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)).