

SUNER-C: SUNERGY Community and eco-system for accelerating the development of solar fuels and chemicals

Deliverable 5.3.

Website development including intranet and education platforms

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Deliverable Name	Project's Website and Social Media
Reviewers	Nathan Coutard (Utrecht University, UU) & Project Coordination Team (UU, CEA & ICIQ)
Abstract	This deliverable explains how the website and social media have been designed as a “shop window” of the project. Besides, the website will make the information and outcomes of SUNER-C available to a wide range of stakeholders as well as the general public.

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18. ALMA DIGIT SRL (AD)
19. INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM (IMEC)
20. AVANTIUM CHEMICALS BV (AVT)
21. NEXTCHEM S.p.A (NEXT)
22. ALLIANCE EUROPEENNE DE RECHERCHE DANS LE DOMAINE DE L'ENERGIE (EERA)
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Executive summary

This document, D5.3, Project's Website and Social Media, is a deliverable of the SUNER-C project, which is funded by the European Union's Horizon Europe under Grant Agreement No 101058481. The Description of the Action (Part B) within the Grant Agreement signed with the European Commission states:

"The project website will be created as a "shop window" of the project. It will make the project information and outcomes accessible to a wide range of stakeholders including the general public. It will contain information about related topics and links to relevant external initiatives/projects."

The aim of this deliverable is to provide a description of the different elements that have been taken into account to configure the central communication tools: the website, the newsletter and the social media channels:

1. The re-design of SUNERGY website (<https://www.sunergy-initiative.eu/>) and creation of a special page for the SUNER-C Project (<https://www.sunergy-initiative.eu/suner-c>).
2. Planning and re-design of a bi-annual public newsletter to facilitate the dissemination of news and outcomes of the project and information related to the field of solar fuels and chemicals. Readers will be among SUNERGY's database and the new subscribers on the re-designed website.
3. The upgrade of SUNERGY's social media channels including banners with the SUNER-C's logo and the acknowledgment of the EU support: Twitter ([@sunergy_eu](https://twitter.com/sunergy_eu)), LinkedIn ([/sunergy-eu/](https://www.linkedin.com/company/sunergy-eu/)), Instagram ([/sunergy_eu](https://www.instagram.com/sunergy_eu/)), and Youtube ([SUNERGY channel](https://www.youtube.com/channel/UC...)).

These central communication tools make the project and its outcomes accessible to the primary and secondary target audiences established in the Communication & Dissemination (C&D) Plan (D5.2). SUNERGY community's website has been re-designed to include all the information relating to SUNER-C CSA actions, events, achievements, outcomes, etc. All these will be further disseminated through our Newsletter, which currently counts with more than 2,000 subscribers. Besides, an important aspect of the online activity is also the creation and continuous update of the social media to enable the coverage of key messages and project progress announcements to the wider community.

ICIQ is responsible for the delivery of the re-designed website and social media (D5.3). in close collaboration with the WP5 leader CO₂ Value Europe (CVE). All consortium members are responsible for using the website properly, as a shop window and as a data collector. In addition, all partners will be actively participating in the dissemination and communication of the website and social media profiles, including the acknowledgment of the EU support as described in Article 17 of the Grant Agreement.

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List of abbreviations

List of abbreviations	
CSA	Coordination and Support Actions
C&D	Communication and Dissemination
D	Deliverable
H2020	Horizon 2020
IAB	International Advisory Board
IEA	International Energy Agency
KPIs	Key Performance Indicators
LSRI	Large-Scale Research and Innovation Initiative
MI	Mission Innovation
NGOs	Non-profit Organisations
RTOs	Research and Technology Organisations
R&D	Research and Development
R&I	Research and Innovation
SMEs	Small and Medium-Sized Enterprises
SRIA	Strategic Research and Innovation Agenda
TRL	Technology Readiness Level
WP	Work Package

1 | Website design and description

The project website has been officially launched in the 31st of October 2022 with the URL: <https://www.sunergy-initiative.eu/suner-c>.

The main purpose of the project website is to act as a “shop window” of SUNER-C CSA but also, of the community behind, SUNERGY. Therefore, the SUNERGY website has been re-designed to include a special site for SUNER-C, which acts as a showcase of key information and achievements of the project. Furthermore, it will act as a data collector and document sharing between partners of the consortium and experts among the industrial and academic sectors. Complimentary to the creation of a new webpage dedicated to SUNER-C, there was the need to update SUNERGY’s website (<https://www.sunergy-initiative.eu/>). This urge was born to keep the community of more than 300 supporters from a wide-range of stakeholders and experts engaged and up to date to SUNER-C actions. Therefore, the website will expand the information and the tools offered by the SUNERGY site up to now, including the new virtual space for SUNER-C.

ICIQ is responsible for the delivery of the project’s website in close collaboration with the WP5 leader CO2 Value Europe (CVE). All consortium members are responsible for using the website as a tool to share the outcomes of their respective Work Packages (WPs) and other relevant information. Additionally, all partners will use the website as one of the main tools to disseminate and communicate SUNER-C CSA and the SUNERGY community, including the diffusion of the website link and the acknowledgment of the EU.

The website’s layout reflects the general visual identity, and the structure is divided into the following main sections:

- 1.1. **Home:** landing page that includes a brief description of the SUNER-C CSA project, the presentation of the SUNERGY community, their objectives and the potential impacts. Besides, the homepage will visually show the main highlights: news & events (internal and external to SUNER-C), a carousel of logos of SUNERGY’s supporters, and a call for joining the community. The footer (ubiquitous for all the pages and sections) is composed of the SUNERGY and SUNER-C logos, the EU disclaimer, the Twitter feed and the Newsletter subscription.
- 1.2. **Background:** slide with the roots and description of the SUNERGY Initiative, the actual governance structure between SUNERGY and SUNER-C. On this regard, an image of the governance structure gives insights of the relation between the community (SUNERGY) and the CSA project (SUNER-C). As indicated in the titles of each of the Boards, the Governance Structure is built on the SUNER-C project.
- 1.3. **SUNER-C Project:** information about the CSA, objectives, impacts, work packages and special sub-sections dedicated to the consortium, the project’s achievements/outcomes, and the expected educational portal (T5.4). Furthermore, this section will host the database of solar fuels and chemicals projects from all the stakeholders and initiatives across the EU, under the name of “Projects Portfolio and Community Mapping” (T2.1. and T1.2), to be

developed during the project. Also, a sub-tab will link to restricted areas for working groups to be created to shaping the Technological Roadmap (T3.1). Besides, there is a sub-tab linked to SUNER-C SharePoint (partners-only area) to store and internally share working documents.

- 1.4. **News & events:** news regarding the project and other projects/initiatives in the field of solar fuels and chemicals. For a better data classification, the news is categorised depending if they are: general, from SUNER-C or SUNERGY (older news mainly). Internal and external events linked to the CSA will be published in this section (online and virtual ones) in the form of a calendar.
- 1.5. **Resources:** important outcomes generated through the work done by SUNERGY and the outcomes generated during the current CSA, compiled in a library (publications, presentations, deliverables, reports, videos and graphic materials among others).
- 1.6. **Opportunities:** special tab to announce to the community about the funding opportunities, including European calls, regarding solar fuels and chemicals, and any jobs related to the field shared by community members.
- 1.7. **Contact:** contact form to reach the coordinator team for any inquiry or request for an endorsement letter, as well as the newsletter subscription. This contact form reaches the SUNER-C coordination team, who will re-direct the emails to the appropriate partners.

1.1 Home

The Homepage is designed to attract visitors from all range of primary and secondary audiences, such as partners, stakeholders and the general public. This is the main page of the website, where viewers can find the tabs and links to other sites. It displays the following:

1. Header: Fixed header formed by a blue row with linked social media icons and the main menu tab for an interactive and easy navigation.
2. Brief description of the SUNER-C project.
3. What is the SUNERGY Initiative ("Who we are").
4. Potential Impacts pathed.
5. Recent news & events connected to the community, the SUNER-C project and other related initiatives (categorised between General, SUNER-C or SUNERGY).
6. The SUNERGY Community (supporters) and supporting letter template to join the initiative.
7. Footer (logos, EU acknowledgement and disclaimer, newsletter subscription with "Terms and Conditions", and Twitter feed). This footer will be the same for all the different pages within the site.



SUNERGY

Background Strategic R&I Agenda News Events Resources Opportunities Contact

Unlocking the renewable energy future

Fossil-free fuels and chemicals for a climate-neutral Europe

[Read more](#)

SUNERGY Home SUNER-C Project Background News & Events Resources Opportunities Contact

SUNER-C is a new EU-funded CSA (Coordination and Support Action) under the umbrella of SUNERGY community. This CSA, with JLM € funding for 3 years starting in June 1st 2022, will enable the creation of an innovation ecosystem, develop a technological roadmap and prepare for a large-scale research and innovation initiative on solar fuels and chemicals.

The consortium is formed of 30 industry, academic, societal and network organizations in 12 countries. The consortium partners will work on community building, shaping a technological roadmap, portfolio of EU projects, coordination with other EU initiatives, international cooperation and preparing a large-scale R&I initiative. For you as a supporter, this CSA would allow you to more easily connect to and collaborate with colleagues from around Europe, join interesting events, and contribute to the shared roadmap and its supporting strategies.

[View more](#)

Who we are

SUNERGY is a pan-European initiative working to enable a circular economy through the sustainable production of fossil-free fuels and base chemicals from renewable energy (sunlight, wind and abundant molecules (CO₂, water, nitrogen)).

Our approach is based on scientific breakthroughs tightly coupled to scaling up increasing the technological readiness of renewable conversion technologies for the large-scale sustainable manufacturing of hydrogen, synthetic hydrocarbons, and ammonia.

Ultimately, SUNERGY aims to become a large European Research and Innovation initiative working towards converting and storing renewable energy into fossil-free fuels and chemicals, complementing the scope of existing European partnerships.

[View more](#)

Potential impacts

Aggregate fragmented knowledge and develop the framework conditions to overcome scientific, technological, organizational and socioeconomic challenges to accelerate innovation and enable the required transition of technologies for solar fuels and chemicals from laboratory or demonstrator level to large-scale industrial and broad societal application.

Towards a circular economy: valorising waste products to address climate change

Reducing GHG emissions in alignment with the EU Green Deal

Enhancing scientific breakthroughs tightly coupled to scale-up

Accelerate the development and implementation of new technologies in the EU

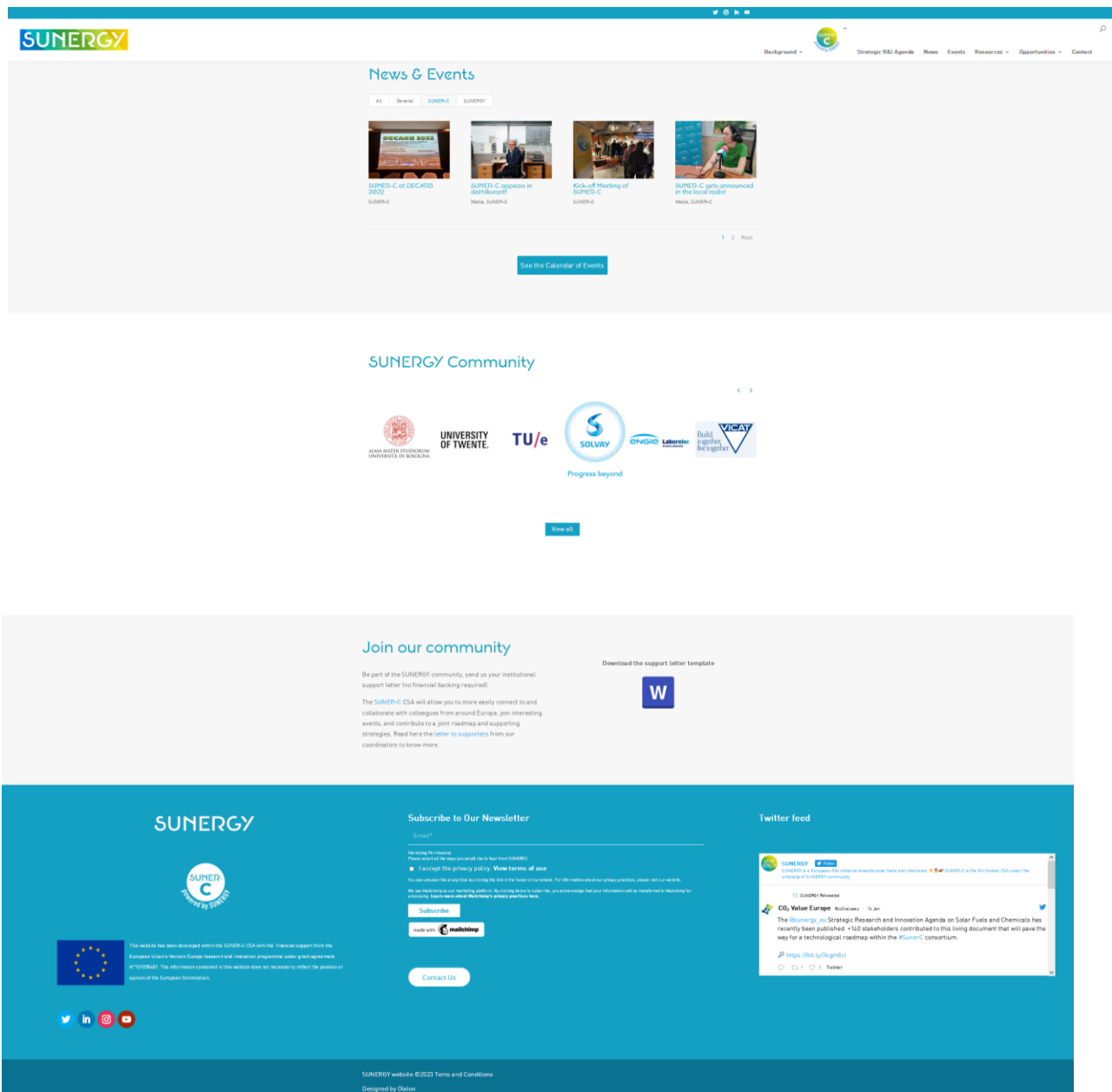


Figure 1. Homepage slides, including the sections: Brief description of the SUNER-C project, “Who we are”, Potential Impacts, News & Events, SUNERGY Community, the supporting letter template, and the footer.

1.2 SUNER-C Project

The SUNER-C page presents the project to the website visitors by providing a description of the project, its objectives, the division in WPs and the potential impacts. This first slide is a “shop window” that displays the main highlights of the project:

1. About the project.
2. Objectives.

3. Work Packages – with link to the Consortium sub-tab.
4. Expected Impacts.
5. Outcomes – with link to the Educational portal, the SUNER-C deliverables and the Partners-only area.
6. SUNER-C News
7. Contact form – to ask anything about the project to SUNER-C coordination team
8. Footer



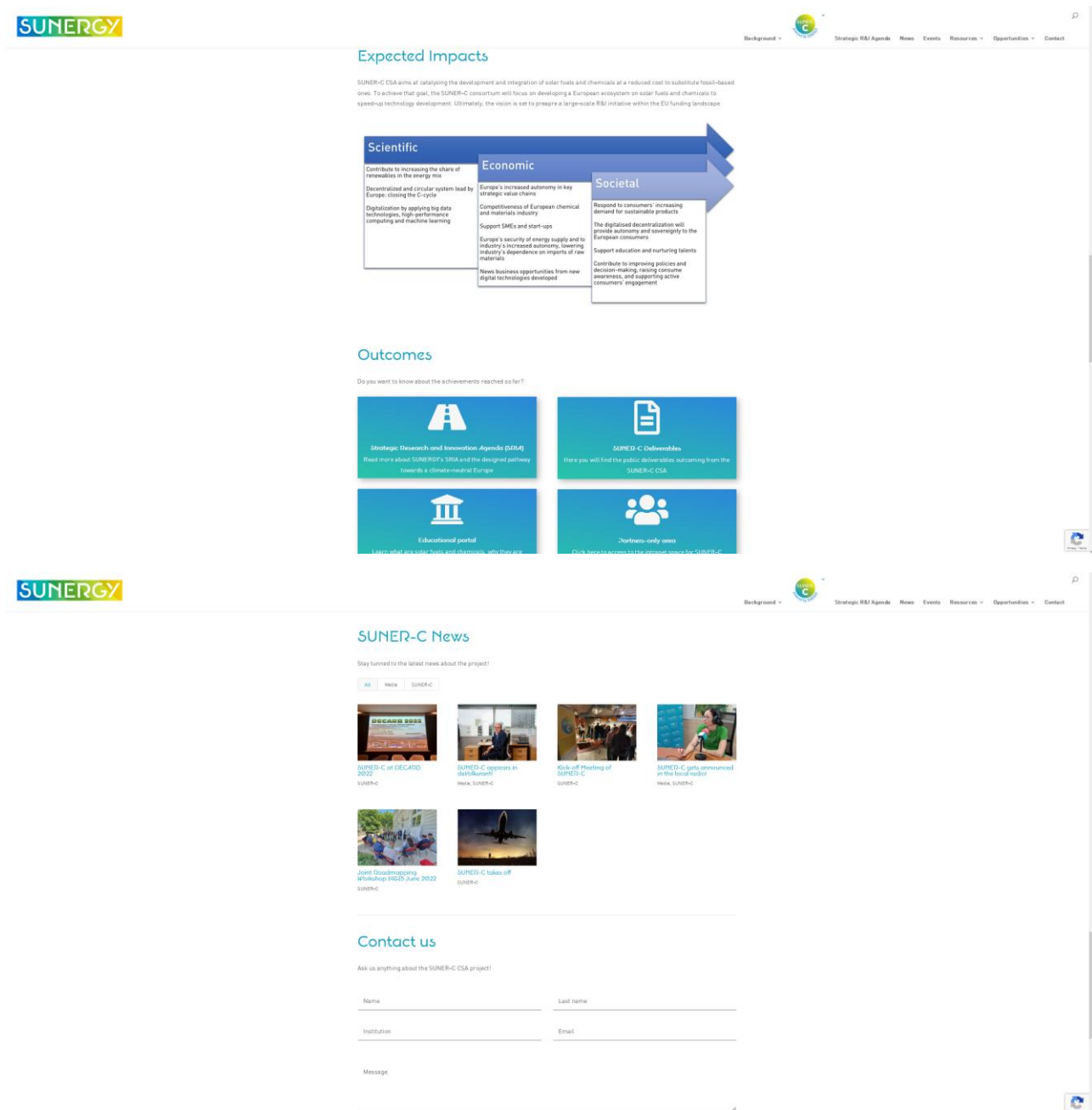


Figure 2. SUNER-C Project page as a “shop window” of the project.

In addition to the main SUNER-C Project’s site, there are other pages with dedication to the CSA: consortium, outcomes, SUNER-C news, educational portal, projects portfolio & community mapping, technological roadmap and partners-only area. These appear as sub-tabs to the main tab (see Figure 3) and are also linked to the main SUNER-C Project site through specific buttons, already highlighted above. The reason to prepare dedicated virtual spaces to these is because of the weight and importance of the data showed in these sections. Also, the dedicated spaces aim to differentiate better the outcomes and news specifically related to SUNER-C CSA, giving

more visibility to the project. Moreover, these sites act as interactive platforms, where the web users will be able to establish contact with the consortium partners, give their input to living documents or connect to the educational portal.



Figure 3. Sub-tabs of the SUNER-C Project main tab.

1.2.1 Consortium

This sub-section within the SUNER-C Project provides a description of each of the SUNER-C partners, their role in the consortium, and a link to their own organization's website.

1.2.2 Outcomes

In this sub-site, the main achievements of the SUNER-C project will be displayed. It differentiates from the Resources main page (below) because it is exclusively dedicated to the CSA results (such as SUNER-C deliverables, papers, reports, portfolios, among others), meanwhile the Resources section includes all past and future outcomes of the SUNERGY Community. Moreover, the "Outcomes" site will act as an interactive platform, where not only documents will be uploaded but also the visitors will be able to send their input through forms. For example, along the project's duration, some documents are living papers, such as the Strategic R&I Agenda (SRIA) or the Technological Roadmap. In order to gather the most extensive opinion from all range of stakeholders (academia, industry & society), whoever wants will be able to read the working documents and give their point of view through contact forms that will be re-directed to the corresponding task leaders.

1.2.3 SUNER-C news

Communication and Dissemination of SUNER-C CSA is of outer importance for the consortium. Therefore, this sub-tab is a dedicated space to act as a channel for communication and dissemination of the project's results, outcomes and impacts.

1.2.4 Educational portal

Education is an important instrument within the CSA. The SUNER-C Consortium is willing to stimulate future generations to learn about solar fuels and chemicals, if we want a pool of prepared workforces to achieve a climate-neutral Europe. The Educational portal will be populated with open learning materials and relevant courses, so to act as an online platform where (primary, high-school and university) students and teachers will find interesting resources. In addition, it will facilitate bringing together societal and industrial partners to set up potential collaborations as internships and winter/summer schools.

1.2.5 Projects portfolio & community mapping

This subtab will host a project portfolio, *i.e.* a database of all solar fuels and chemicals projects across the EU. This is *Task 2.1. Project portfolio*, from WP2 "Ongoing research activities in the EU". In order to amplify the maximum of the scope of our database, we will unify this portfolio with *Task 1.2. Community mapping* (WP1 "Creation of a research and innovation community ecosystem") to include the whole mass of initiatives and stakeholders from the local/national to the international levels. This platform will be used to engage those actors to the SUNER-C activities and beyond, in a large-scale R&I initiative on solar fuels and chemicals. For this reason, a dedicated space within the SUNERGY website is designed under the Resources page.

1.2.6 Technological Roadmap

One of the objectives of SUNER-C is to develop a Strategic Technological Roadmap that identifies short-, medium-, and long-term critical milestones towards the broad implementation of solar fuels and chemicals. To reach that goal, the SUNER-C website is the tool to inform about the building process of this technical document (e.g. the working groups and their leaders) and to engage the audience (experts in academia, industry and society) to participate. This interaction is established through a contact form, which is re-directed to the working group leaders.

1.2.7 Partners-only area

This area will be of restrict access to the Consortium members. The link will re-direct the user to the SUNER-C SharePoint (managed by WP8 leaders), which contains the working documents shared by the partners. Therefore, in case the user is not a SUNER-C partner will not have access to this area.

1.3 Background

This section is dedicated to SUNERGY, a pan-European community including supporters from industry, academia/research and society. The SUNERGY initiative resulted from the merging of two previous European-funded actions. On the other hand, SUNER-C is the EU-funded CSA (Coordination and Support Action) formed by a consortium of 31 participants. In summary, SUNERGY is the community from which SUNER-C is born as the executive project. Therefore, the previous SUNERGY website has been re-designed to include the CSA project, but also to update the virtual identity of the SUNERGY Community. In this case, the Background page will contain the main information regarding the SUNERGY Initiative: the challenge that is addressed, the proposed solutions and our historical path. In addition, the structure of the Organisation and the Community of supporters is presented in other sub-sections (Figure 4).

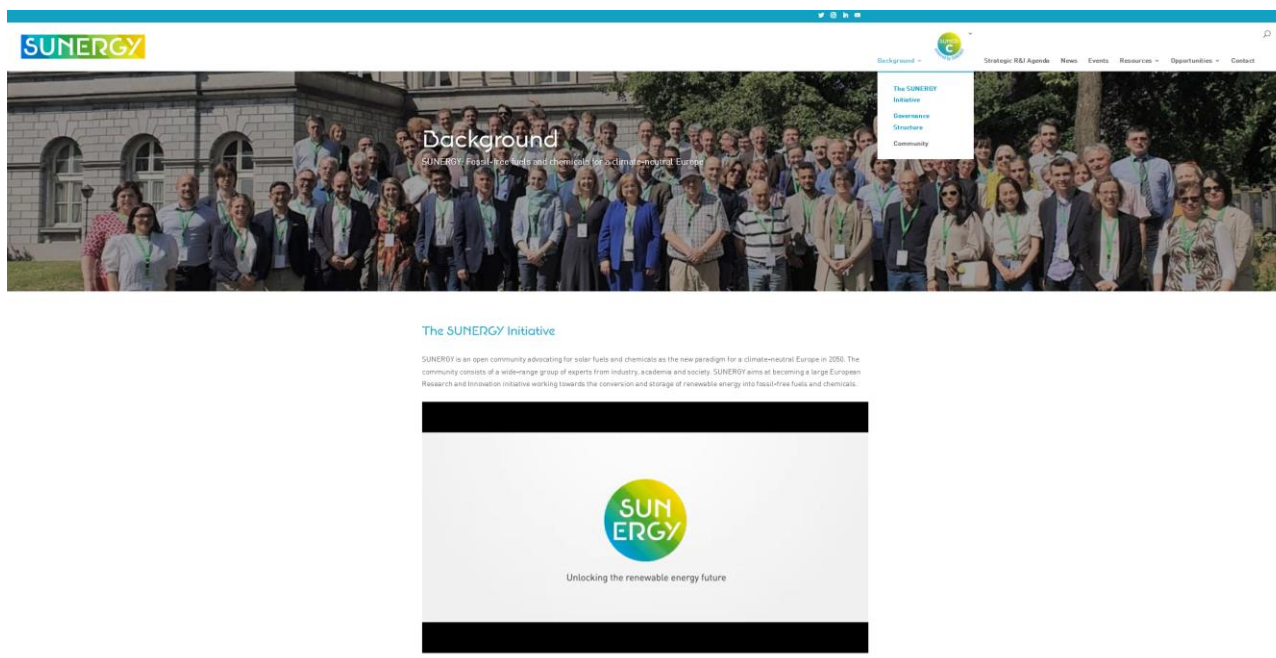


Figure 4. Background tab and sub-tabs

1.3.1 The SUNERGY Initiative

This section includes a general description of the SUNERGY initiative and an introductory video.

1.3.2 Governance structure

The Governance page aims to bring a clear diagram of the organisation of SUNER-C CSA, from the International Advisory Board, to the Executive Board and the Coordination team. In addition, a diagram of the overall interconnection between the SUNERGY community and the SUNER-C CSA, with its governance and executive bodies reporting to the funding agencies and related institutions, has been designed for clarification.

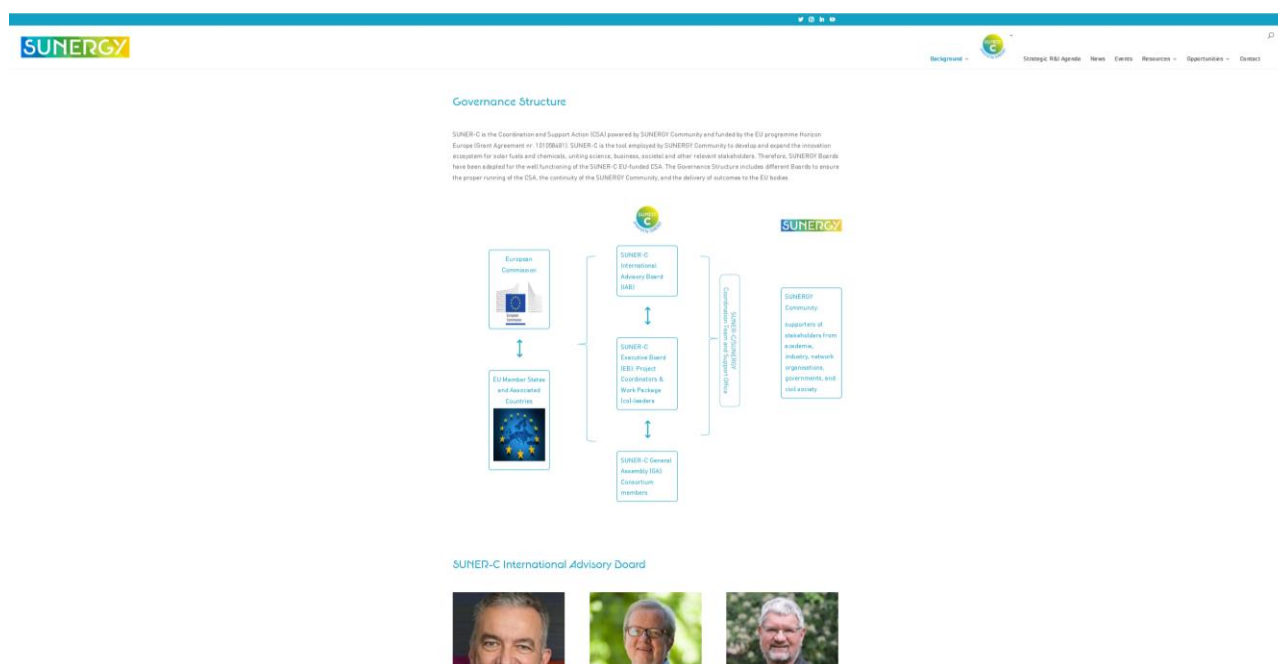


Figure 5. Diagram of the Governance Structure followed by the SUNER-C governing boards

1.3.3 Community

SUNERGY has developed an extensive network along the past years counting with a broad-spectrum of stakeholders across Europe. On top of that, SUNER-C Consortium will work on expanding this ecosystem of supporters. Therefore, this section is exclusively dedicated to show the growing community and provide the support letter to engage with more supporters. In addition, SUNER-C EB and coordination team offer endorsement letters to support those proposals that fall in the scope of the CSA and that are applying for EU funding.

1.4 News

This site contains a compilation of news categorised by: General, SUNER-C, SUNERGY, and Events. It is a portfolio of SUNER-C news and events upcoming with general announcements within the field of solar fuels and chemicals (political, technical or scientific, and from other organisations or initiatives). Besides, for the historical track, this section will contain the past news or events within SUNERGY.

1.5 Events

SUNER-C CSA aims to engage all stakeholders to network and share efforts to implement solar fuels and chemical technologies. Subsequently, part of the C&D strategy is to be a loudspeaker for all events around this field. In this section, a calendar is displayed with a range of actions from internal or external events, workshops or networking events.

1.6 Resources

1.6.1 Library & media

The library contains all the written material, such as publications and reports, among others. Besides, there is also a media compilation, including videos and other graphic material.

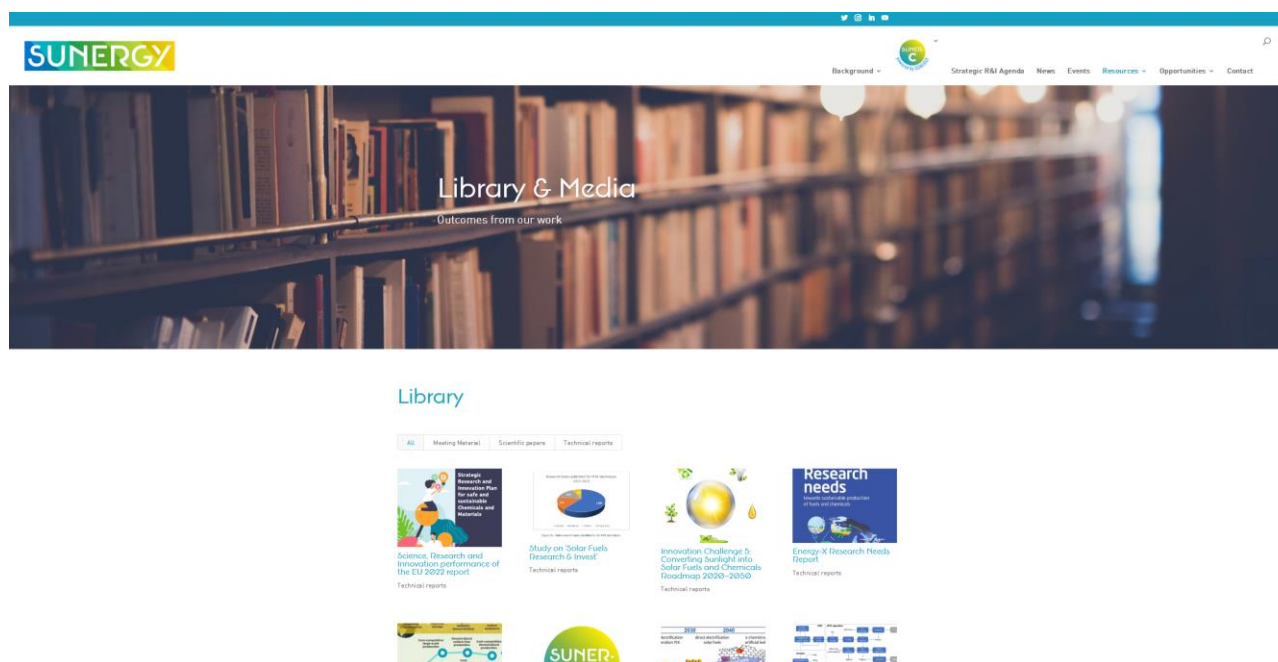


Figure 6. All types of resources of interest or generated within the actual SUNER-C project and past initiatives within the SUNERGY community, divided by meeting materials, scientific and technical reports, among others.

1.7 Opportunities

The SUNERGY & SUNER-C websites also cover those external calls for funding related to the field of solar fuels and chemicals, with the aim to catalyse the projection of R&D activities of scientists and entrepreneurs from industry and academia. The SUNER-C Consortium, under the SUNERGY community, offers endorsement letters for those proposals that fall in the scope of solar fuels and chemicals. In addition, the re-designed website will include a section for job offers in the field to help the growth of human capital in this expertise area.

1.7 Contact

The contact page includes a contact form so visitors can reach out to the SUNERGY coordination team (contact@sunergy-initiative.eu). This email has the same domain as SUNERGY so to avoid confusion to all audiences, especially to the pool of supporters. However, in any case, this email is run by the SUNER-C coordination team, who will ensure the correct classification of received

e-mails and their appropriate redirection. Finally, the contact form (as in the case of the newsletter subscription) displays a GDPR (General Data Protection Regulation) disclaimer.

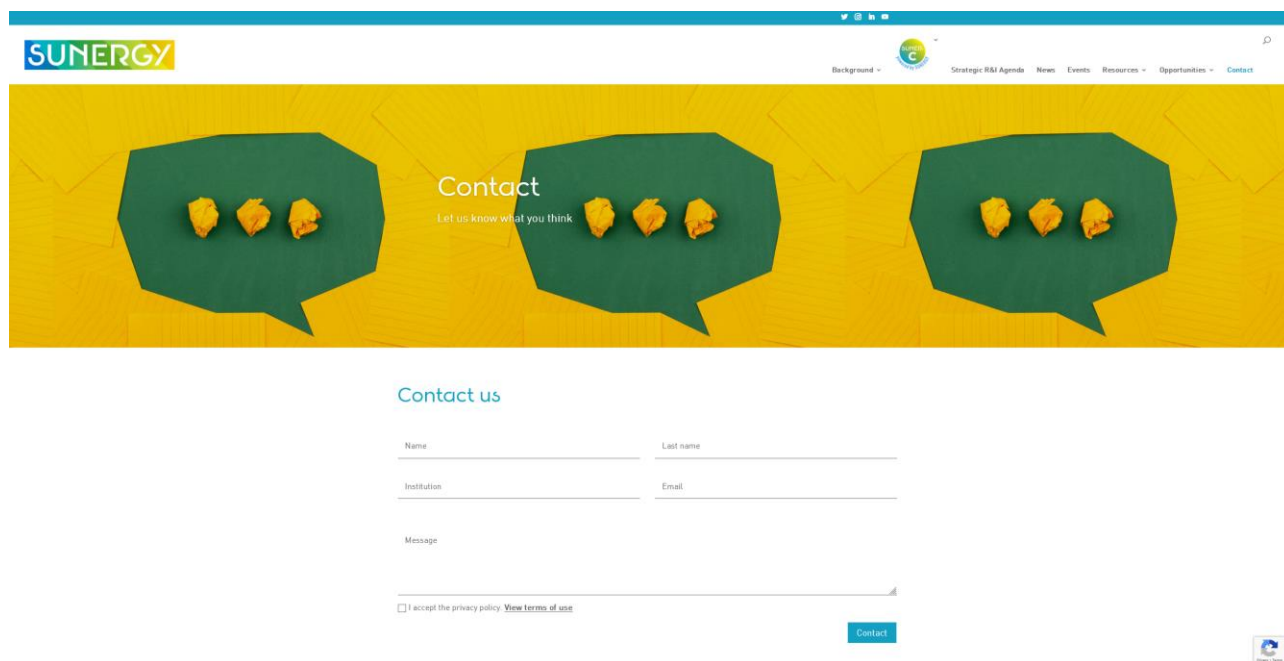


Figure 7. Contact form re-directed to contact@sunergy-initiative.com

2 | Newsletter

The SUNER-C Newsletter will be a principal tool for the dissemination and communication of SUNER-C main highlights: news, events, outcomes, and information related to the field of solar fuels and chemicals. While the website is a “shop window” to any visitor, the newsletter is the tool to reach the community of subscribers (more than 2,000 to this date) with specific information and updates. The SUNER-C Newsletter will be the continuation of SUNERGY’s one but re-designing the background colours and logos according to the visual identity of the current CSA. At the footer, there is a space dedicated to the acknowledgement of EU along with links to SUNERGY and SUNER-C social media. The newsletter will be published bi-annually, as stated in the C&D Plan (D5.2)



Figure 8. Template of the upcoming SUNER-C Newsletters

3 | Social Media channels

Social media accounts are key to increase awareness of the project, disseminate the project's outcomes, communicate the news and events, and definitively to interact with the different stakeholders and the general public. SUNER-C will take advantage of the SUNERGY pool of followers by using the already existing accounts and adding the project's and the funding agency's logos in the background image. As stated in the C&D Plan (D5.2), SUNER-C partners will help in increasing the number of followers by mentioning our accounts in all their C&D activities and tagging us in their posts where needed. The main social media channels used are: Twitter ([@sunergy_eu](https://twitter.com/sunergy_eu)), LinkedIn ([/sunergy-eu/](https://www.linkedin.com/company/sunergy-eu/)), Instagram ([/sunergy_eu](https://www.instagram.com/sunergy_eu/)), and YouTube ([SUNERGY channel](https://www.youtube.com/channel/SUNERGY)).

3.1 Twitter

The Twitter account [@sunergy_eu](https://twitter.com/sunergy_eu) already has 829 followers. By changing the background image including SUNER-C logo and EU emblem, SUNER-C will use this already established Twitter account to interact and engage the target audiences, to disseminate the scientific and technical knowledge and to share news & events regarding solar fuels and chemicals. In addition, the profile description has a description of SUNER-C project within the SUNERGY community. Finally, to ensure proper compilation of Twitter analytics, the posts regarding SUNER-C will be tagged with #SunerC.



Figure 9. Twitter profile of SUNERGY with the SUNER-C EU-funded project in the background image

3.2 LinkedIn

The LinkedIn account ([/sunergy-eu/](https://www.linkedin.com/company/sunergy-eu/)) has 657 followers. As with Twitter, SUNER-C will build on that following, by using the re-designed LinkedIn profile page to expand the community, disseminate scientific and technical knowledge, and share key news & events. In this case, LinkedIn will be used to target audiences in the specific field of solar fuels and chemicals. In addition, the profile description has a description of SUNER-C project within the SUNERGY community. Finally, to ensure proper compilation of LinkedIn analytics, the posts regarding SUNER-C will be tagged with #SunerC.

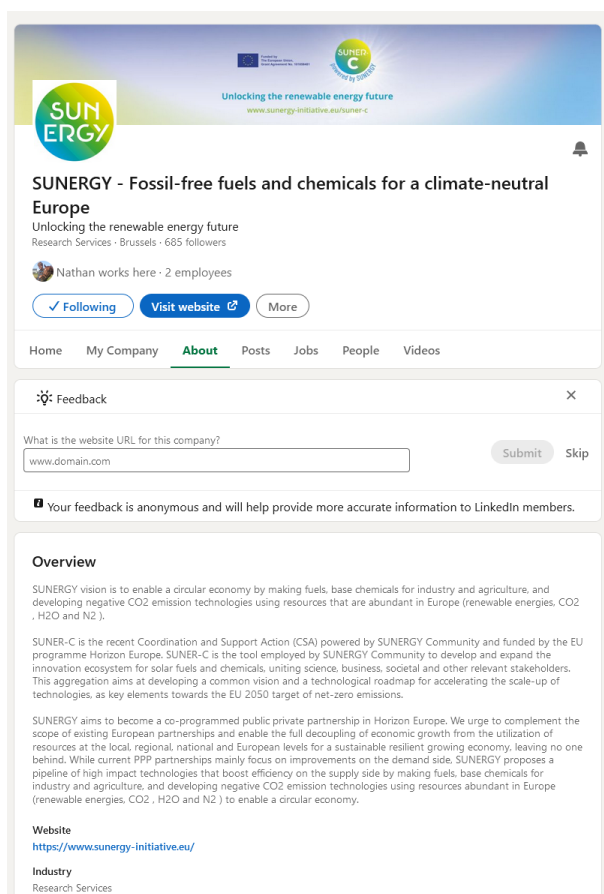


Figure 10. LinkedIn profile of SUNERGY with the SUNER-C EU-funded project in the background image

3.3 Instagram

The Instagram account [/sunergy_eu](https://www.instagram.com/sunergy_eu) is more focused on the general public. The aim is to attract those visitors to the field of solar fuels and chemicals in a more appealing way. The design of videos, interviews and other visual media is envisioned to upgrade this communication channel. In addition, the profile description has a description of SUNER-C project within the SUNERGY community. Finally, to ensure proper compilation of IG analytics, the posts regarding SUNER-C will be tagged with #SunerC.

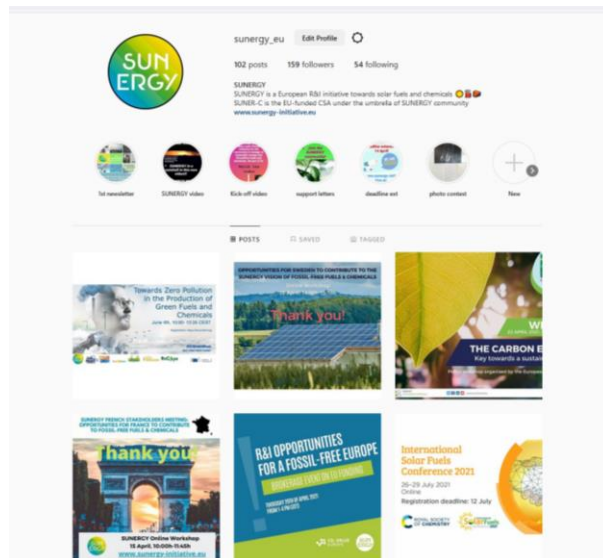


Figure 11. Instagram profile of SUNERGY

3.4 YouTube

The SUNERGY YouTube channel ([SUNERGY channel](#)) has been re-designed to accommodate the SUNER-C logo and the EU emblem in the background image. This account will be used to host all the videographic material, which at the same time will be disseminated through the social media channels mentioned above. In addition, the profile description has a description of SUNER-C project within the SUNERGY community. Finally, to ensure proper compilation of analytics, the posts regarding SUNER-C will be tagged with #SunerC.



Figure 12. YouTube profile of SUNERGY with the SUNER-C EU-funded project in the background image

4 | Evaluation of the effectiveness

The effectiveness of the website, the newsletter and the social media tools will be monitored and reported through quantifiable Key Performance Indicators (KPIs) that will allow WP5 (co)leaders and the consortium to assess the achievement of the implementation plan's objectives. In the case of Social Media channels, the data compilation will be gathered from each site's own software (Twitter, LinkedIn and Instagram analytics). On the other hand, the website analytics will be performed using the Matomo software, to ensure the privacy and ownership of our data as well as their storage in European space.

The following table summarizes the KPIs target for the online visual identity of SUNER-C, as set in the C&D Plan (D5.2).

Channel	Time	Target Audiences	KPIs & Targets
Website	10/2022 – 05/2025	All audiences (Primary & Secondary)	Detailed statistics of website visitors from an analytics machine. <u>Target value:</u> 5000 visits/year.
Social Media accounts	10/2022 – onwards	All audiences (Primary & Secondary)	Nr of followers; Nr of impressions. <u>Target value:</u> 3000 followers on Twitter, 1000 on LinkedIn and 500 on Instagram. At least 1 piece of news about SUNER-C, its partners' activities, and major developments is published on Social Media channels every week. At least 1 social media initiative focusing on specific challenges, results, and opportunities linked to the project is published every month.
Newsletter	Twice a year	Research/ Academia & Industry	MailChimp statistics on distribution and impact. <u>Target value:</u> 500 subscriptions, 40% open rate

5 | Conclusions

The above-described deliverable has been prepared at the beginning of the project (M1-M6) and updated with the last changes at M8 to meet the consortium and European Commission needs. The website aims to reflect the core purposes of the CSA, in addition it also goes beyond being a project's "shop window" it will serve as a platform to catalyse the networking, knowledge sharing, and scientific/technological breakthroughs between the partners and the wide community of actors across Europe. In addition, the newsletter and the re-designed social media accounts will work upon SUNERGY's pool of followers, by expanding the virtual network and serving as key communication and dissemination tools for the project's outcomes. Those accounts will be updated on a regular basis. The effectiveness of all the above-mentioned channels will be monitored to identify aspects where there is room for improvements.

The activities listed above will be led in compliance with GDPR principles.