



**Project online presence (incl. project website, newsletter,
sciences blog and social media)**

**Macro Cascade – Project
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Deliverable 7.1.

Work Package 7

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Summary

This deliverable 7.1. relates to Task 7.2: “Set up dissemination channels and material”. The work is planned for 3 months (M1-M3) and partner ORF is responsible for the work and deliverable on project online presence (incl. project website, newsletter, sciences blog and social media).

The webpage will be the key reference point for communicating to the general public that the Macro Cascade project exists and disseminate what the project has done in terms of deliverables (reports etc.). Furthermore, the webpage will bring news about how the project will be commercially exploited within the bio based industry in Europe.

The domain names www.macrocascade.eu and www.macrocascade.com have been acquired for the next five years. Several meetings have been held to specify the content of the page, page structure, identify target users, online user services (e.g. subscribe on newsletters, on-line feed from twitter etc.), security policy, user interfaces etc. ORF provides text and illustrations for the page, and a subcontractor will make the web page operational and ready for online launching. The initiation of the development work was delayed compared to the original plan, but the webpage is expected to be fully operational online on March 13, 2017 (M5).

The webpage does not promote itself – and unless it is promoted in an appropriate way, the webpage is unlikely to be used as a key information reference point of the project. An inexpensive and yet targeted way of promoting the webpage is to use the social media and utilise the different functionalities these media have for attract interest from different user groups.

Macro Cascade has established its presence on LinkedIn, Facebook and Twitter, and this social media platform will be used to generate traffic into the Macro Cascade webpage – and thereby make the content on the webpage useful for interested parties.

Project communication is defined as efforts providing general information about the project existence and published results. The project communication can be split into three categories: Newsletters, an online Blog, Brochure and Posters.

Dissemination in terms of peer reviewed scientific publications, patent filing or other intellectual property activities, are not included in this task. Information about these project activities, including project deliverable assigned as Public, will be communicated based on available material from WP leaders and project partners. ORF will ensure that all information is checked for potential intellectual property rights before publication.

Macro Cascade has issued its first newsletter, the first poster has been produced, a brochure is under production and the online Science blog will be launched together with the project webpage.

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