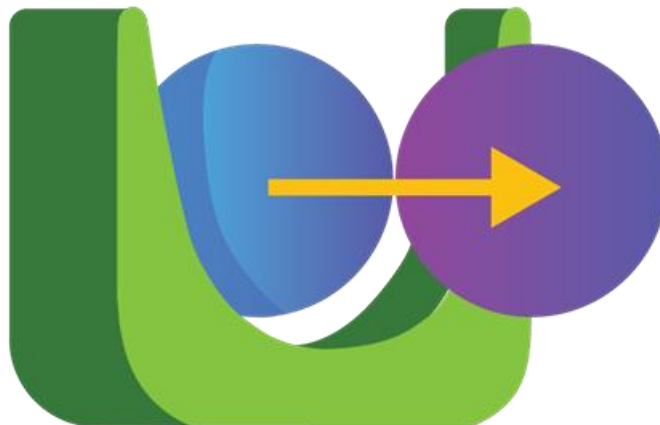




ARCHIMEDES

Trusted lifetime in operation for a circular economy

Deliverable	Communication Channels and Project Website		
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1 Executive summary

This document is intended to give an overview of the web portal (website) and other communication channels used for the public presentation, communication, and outreach of the ARCHIMEDES project. The website provides an easy and visually-attractive outlet for communicating the project's objectives and results to the wide audiences. Furthermore, the consortium is using social media (LinkedIn and Twitter), newsletters, and mailing lists for the communication about the project. The information provided at the web portal and other communication channels is an outcome of all ARCHIMEDES project partners' contributions.

2 Publishable summary

This document is intended to give an overview of the web portal (website) and other communication channels used for the public presentation, communication, and outreach of the ARCHIMEDES project. The website provides an easy and visually-attractive outlet for communicating the project's objectives and results to the wide audiences. Furthermore, the consortium is using social media (LinkedIn and Twitter), newsletters, and mailing lists for the communication about the project. The information provided at the web portal and other communication channels is an outcome of all ARCHIMEDES project partners' contributions.

3 Non publishable information

N/A

4 Introduction & Scope

4.1 Purpose and target group

The purpose and scope of this document is to present the website and other channels used for the communication, dissemination, and outreach of the ARCHIMEDES project. The target audience for this document are all interested stakeholders of the ARCHIMEDES plans and results.

At the beginning of the ARCHIMEDES project, an attractive, attention-grabbing and modern-looking website was developed to be used as a way to communicate the information about the project online. The ARCHIMEDES website is a useful tool to provide in a practical and user-friendly way the project work and informative material. Using the www (world wide web), grants access to every member of the project and gives the public audience a fast and easy way to receive and read up-to-date project information. The web address (URL or a website domain) chosen for the project is www.archimedesproject.eu and the website is accessible by typing this address into the browser or a search engine. Furthermore, the website is connected with the social media channels: LinkedIn account https://www.linkedin.com/company/archimedes_kdt and X (former Twitter) account @ARCHIMEDES_KDT.

Once more material is gathered, the project will also use YouTube, Vimeo, Zenodo, and other relevant platforms to announce the results.

The website is setup within a flowing process, with Home, News, and Consortium sub-pages. It will be frequently updated with new input, e.g. news of the project, meetings, participation in events, and developments. The website will also be used to provide downloads of the dissemination material.

4.2 Contributions of partners

Chapter	Partner	Contribution
4	All Partners	All ARCHIMEDES Consortium partners contribute to the content of the public information.
1-7	TG	TG prepares the description of the sections of this Deliverable.
1-7	AVL	AVL reviews the Deliverable text as the Coordinator of the Project.

4.3 Relation to other activities in the project

The ARCHIMEDES website and communication channels were created to communicate the information about the project, its WPs, SCs and Tasks, to the outside audiences. Thus, these channels have the inputs from all project's WPs, SCs, and Tasks. The design of the website and other channels was created to fulfil the corporate design, made up by the logo and the visual identity used for the internal and external project communication. This is important for the recognition factor and the continuous solid public image.

The outputs of this activity will go into explaining about the project to external audiences, interested stakeholders, general public, policy-makers, funding authorities, other researchers, industry representatives, technology engineers and developers, and other audiences. The results will be used by the project's WPs and SCs to communicate about the project and to help ensure successful outreach for exploitation targets.

5 Description of the technical work

The ARCHIMEDES website design and the projects social media channels were created to fulfil the corporate design, made up by the logo and the visual identity used for the internal and external project communication. This is important for the recognition factor and the continuous solid public image. The following sections present the website and other communication channels of the ARCHIMEDES project.

5.1 The ARCHIMEDES Logo

The ARCHIMEDES logo depicts the title of the project combined with a styled image depicting the Archimedes' principle. The Archimedes principle allows the buoyancy of any floating object partially or fully immersed in a fluid to be calculated. The sideward arrow represents the change of objects and the calculation within the principle. The overall image is forming a bright logo with easily-recognisable imagery representative of innovation, new ideas, and transformative concepts. These images are combining the content of the ARCHIMEDES project.



FIGURE 1: ARCHIMEDES LOGO

5.2 The ARCHIMEDES Website

The innovations for the circular economy and the image of building trust in the new technologies on the top of the 'HOME' page of the website.

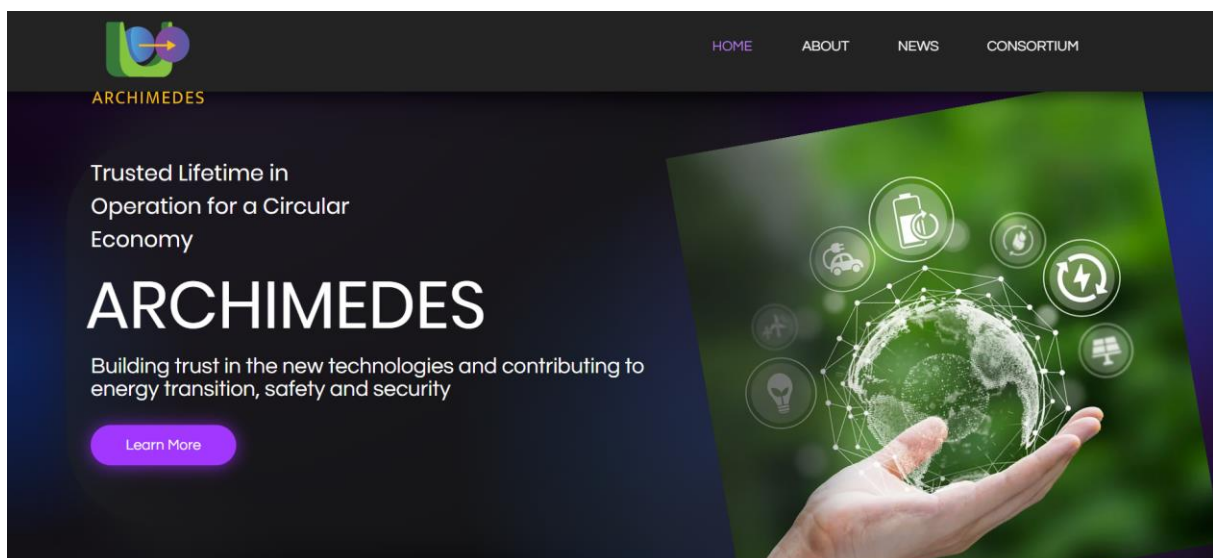


FIGURE 2 ARCHIMEDES PROJECT'S 'HOME' PAGE

The 'ABOUT' page in the ARCHIMEDES website describes the key focus areas of the ARCHIMEDES innovations, as well as its Vision and Mission:

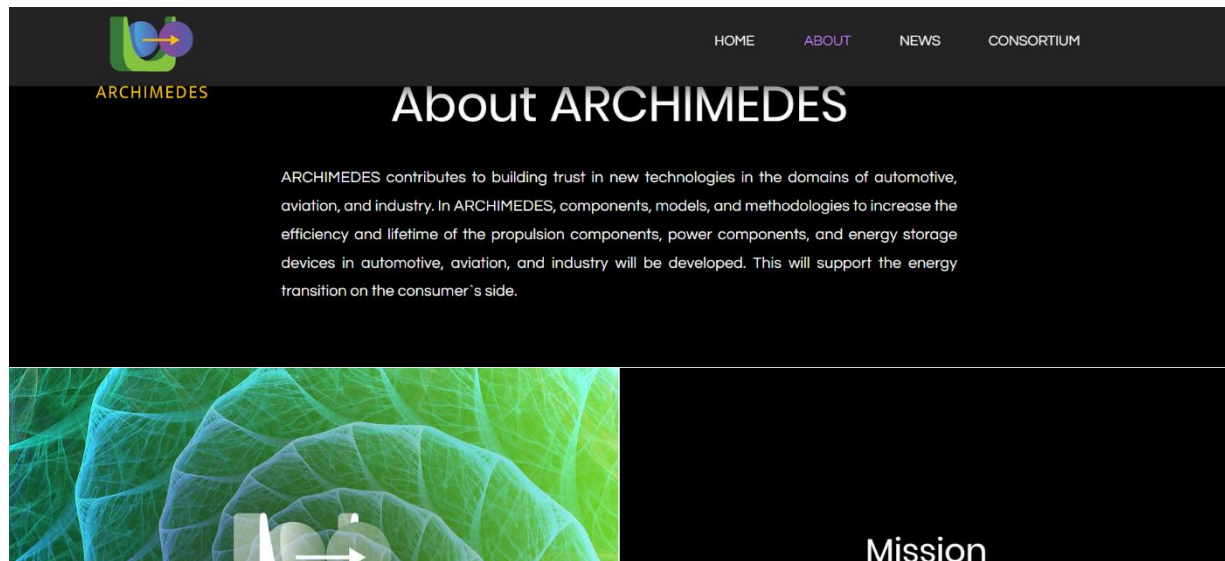


FIGURE 3 'ABOUT' SECTION OF THE ARCHIMEDES WEBSITE

The 'NEWS' page of the ARCHIMEDES website displays the most recent project news, organised as separate articles. The news articles will be updated regularly and are organized chronologically.

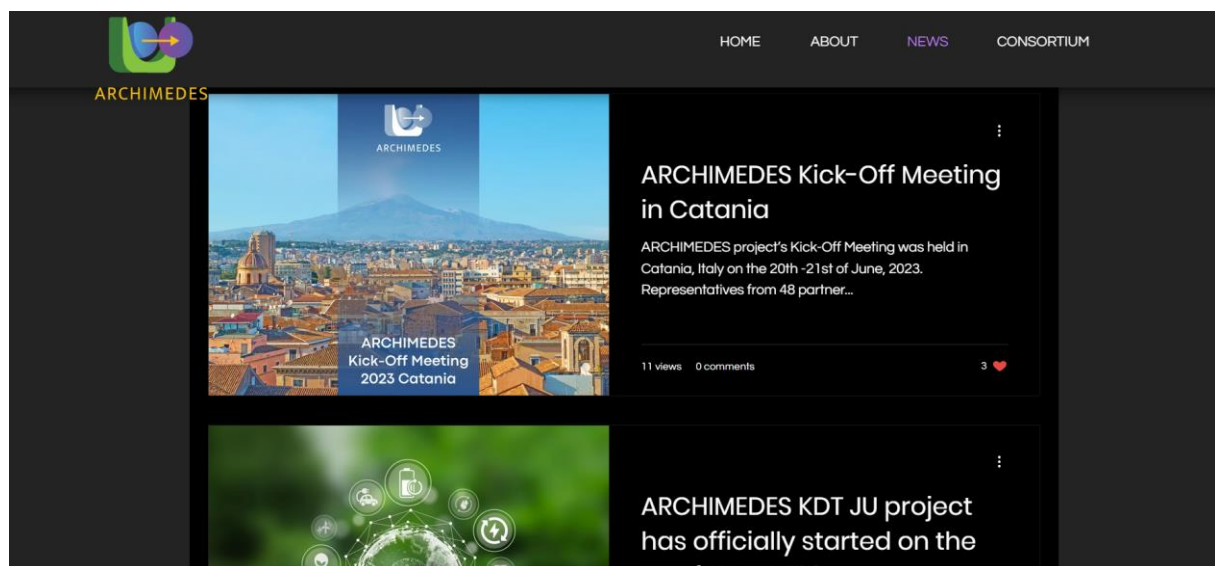


FIGURE 4 'NEWS' SECTION OF THE ARCHIMEDES WEBSITE

The 'CONSORTIUM' page on the ARCHIMEDES website lists all partners in the project and displays their logos:

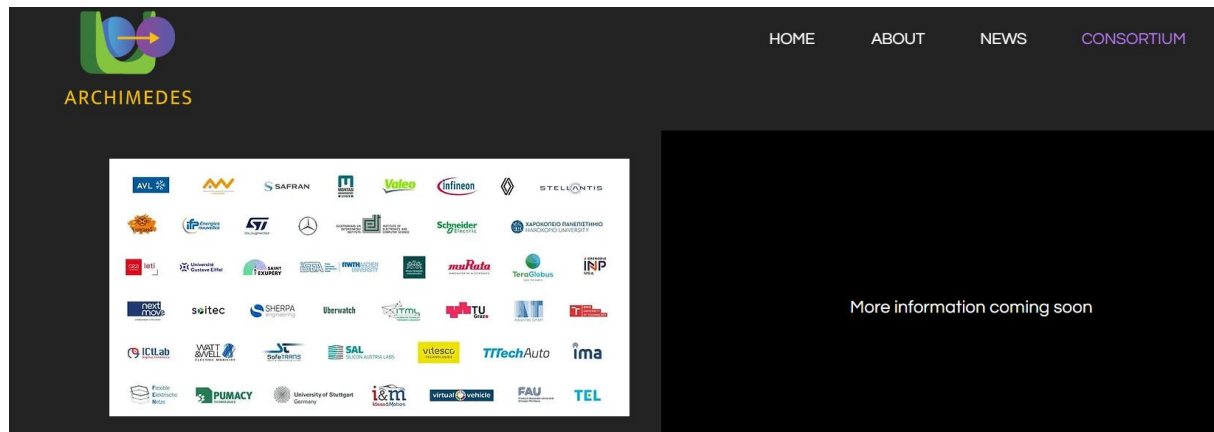


FIGURE 5 'CONSORTIUM' SECTION OF THE ARCHIMEDES WEBSITE

The acknowledgement of KDT JU and European Union's funding are displayed prominently on the HOME page and all other pages of the ARCHIMEDES website. This includes the European funding logo, KDT Joint Undertaking logo, and the appropriate funding acknowledgement text. Furthermore, the waiver of liability text is included, in compliance with the Grant Agreement requirements.



FIGURE 6 ACKNOWLEDGEMENT AND DISCLAIMER ON THE ARCHIMEDES WEBSITE

5.3 The ARCHIMEDES Social Media and Other Communication Channels

ARCHIMEDES project's social media accounts – LinkedIn and Twitter – are linked with the ARCHIMEDES website and accessible by clicking the LinkedIn and Twitter icons on the project's website.

ARCHIMEDES project's LinkedIn and Twitter accounts can be accessed using the 'handle' @ARCHIMEDES_KDT.

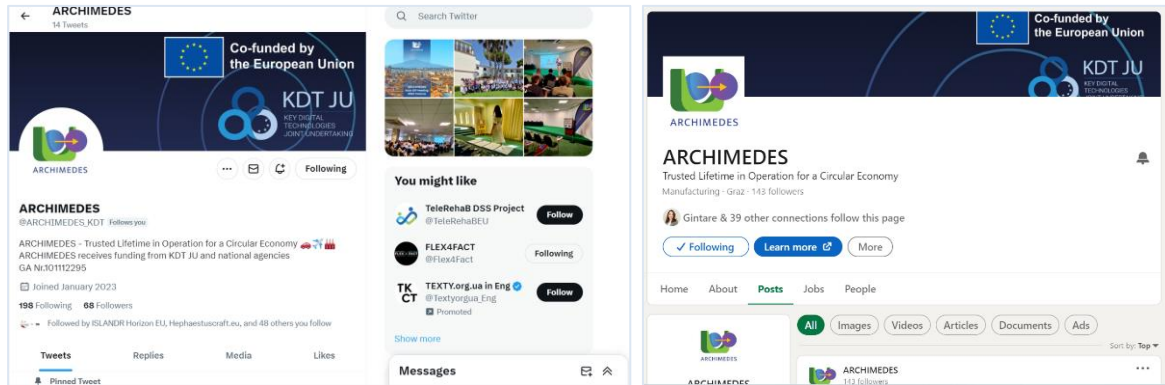


FIGURE 7 ARCHIMEDES' TWITTER AND LINKEDIN ACCOUNTS

Furthermore, as the project matures and generates more content in terms of publications, videos, and other material, more platforms will be used in concert with the website and social media. YouTube, Vimeo, and Zenodo platforms will be used to announce the results.

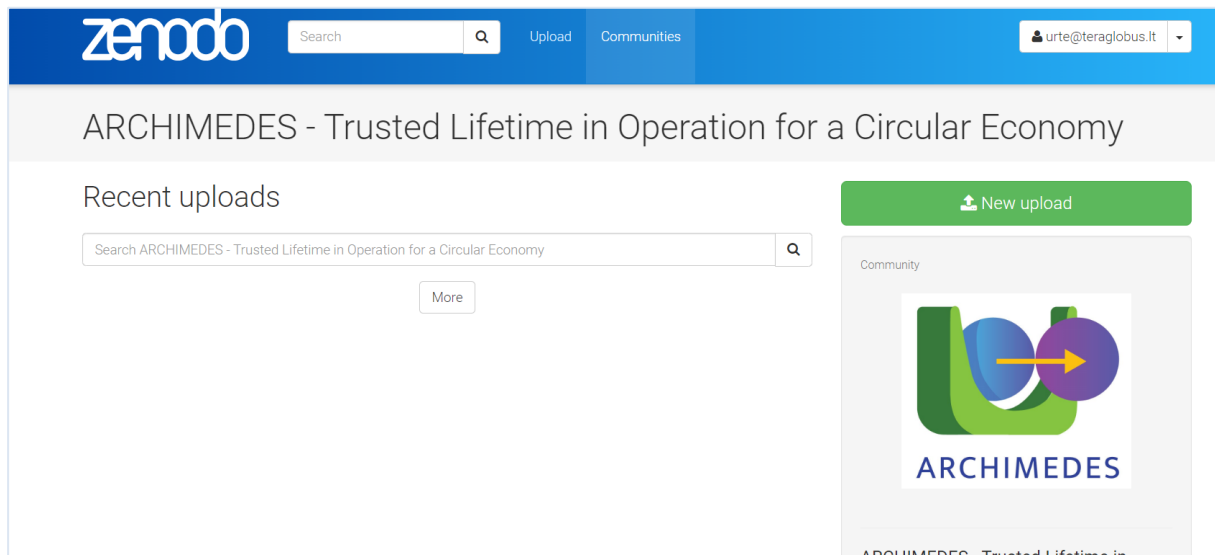


FIGURE 8 ARCHIMEDES COMMUNITY ON ZENODO

6 Conclusion

The content of the ARCHIMEDES website is easily accessible to the public, easy to navigate, informative, and often used. The interlinked social media platforms provide fast and timely updates. All the information complies with the project's Grant Agreement, Consortium Agreement, KDT JU guidelines, and the European GDPR requirements. The website and the social media accounts provide therefore a good working basis for all ARCHIMEDES partners and support the project's communication, dissemination, outreach, and exploitation goals.

7 References

ARCHIMEDES public website (19th July 2023) www.archimedesproject.eu

Useful Information for KDT JU Projects (18th July 2023) <https://www.kdt-ju.europa.eu/useful-information>

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