



D7.2 – BioLinX Website

WP 7 Communication, Dissemination and Exploitation

Description and screenshots of the website of the BioLinX Project.



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1. Introduction

The dissemination plan for the BioLinX project (deliverable number D7.1) outlines the dissemination activities to communicate the projects objectives, approaches and results to relevant communities and the broader public.

The online activities are based around the project website and through social platforms (e.g. twitter and LinkedIn).

2. The Project Website

2.1 Launch of the project website

The project website is available at <http://www.biolinx-project.eu> and will be used as one of the key instruments for communicating the project. The site is implemented at the beginning of the project (November 2015) and will be permanently updated with results or project activities. Also the layout of the website can be adjusted if deemed required. Google Analytics is used to measure the performance and activities of the visitors so impact can easily assessed.

2.2 Structure

The website is structured into the following pages: Home, BioLinX, Meet the team, News and events, Contact us. A calendar to find events organized and suggested by BioLinX partners will also be available.

2.3 Social media

BioLinX social media accounts (Twitter and LinkedIn) will be embedded in the website in order to enable a two way communication.

2.4 Partnering & Intelligence platform

Alongside the project website, the BioLinX consortium will also built a partnering platform and an intelligence platform (WP3). The partners decided the project website and platforms should be integrated into one single website in order to streamline communication. In addition, it makes it more user-friendly. The partnering and the intelligence platform will be set up and managed by WP3.

2.5 Links

The BioLinX site will be embedded in the CEFTIC ad EUROPABIO web portals to benefit from the European and international visibility. Hyperlinks to Horizon 2020 and other related websites will be included in the website.

3. Content

The next paragraphs represent some of the main BioLinX webpages. Both content as screenshots will be shown.

3.1 Homepage - content

What is the aim of BioLinX?

BioLinX is a H2020 project, with the goal to support FP7 projects (including your project) to commercialize their innovative ideas, and to connect them to new regional networks and markets.

What is our focus?

We focus on projects that 1) use agro, agrowaste or lignocellulose-based as a feedstock for their biobased / circular processes, 2) that develop processes that deal with these kind of feedstocks or 3) that have a product-to-market focus based on the mentioned feedstocks. Your FP7 project links to two or more of the mentioned focal points. Our aim is to bring such projects together and link them to the regional networks and markets that offer the potential of adopting and further developing the projects' innovative outcomes.

Why do we contact you?

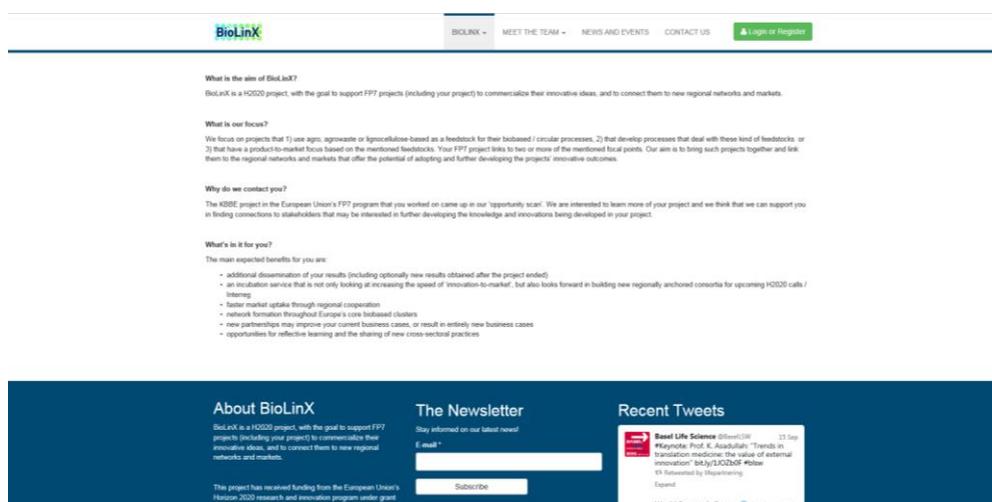
The KBBE project in the European Union's FP7 program that you worked on came up in our 'opportunity scan'. We are interested to learn more of your project and we think that we can support you in finding connections to stakeholders that may be interested in further developing the knowledge and innovations being developed in your project.

What's in it for you?

The main expected benefits for you are:

- additional dissemination of your results (including optionally new results obtained after the project ended)
- an incubation service that is not only looking at increasing the speed of 'innovation-to-market', but also looks forward in building new regionally anchored consortia for upcoming H2020 calls / Interreg
- faster market uptake through regional cooperation
- network formation throughout Europe's core biobased clusters
- new partnerships may improve your current business cases, or result in entirely new business cases
- opportunities for reflective learning and the sharing of new cross-sectoral practices

3.2 Homepage – screenshot



3.3 About BioLinX – content

About BioLinX

BioLinX: Connecting EU projects

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How will we achieve that?

Starting from 3 strong regions (Sweden, Netherlands and Italy) BioLinX wants to build large clusters in Europe in which powerful links and innovation processes are formed:

- We scout and analyze high potential projects (which includes your project), find relevant stakeholders
- Set up an online platform where partnering can be arranged (business-to-business)
- Organize events in which participants will have face-to-face meetings with stakeholders from regions matching their thematic focus and innovation requirements
- Well-organized incubation service that allows you to build new partnerships, networks and potential H2020 consortia.
- Reflective learning makes sure to learn from each others experiences and focus on what works.

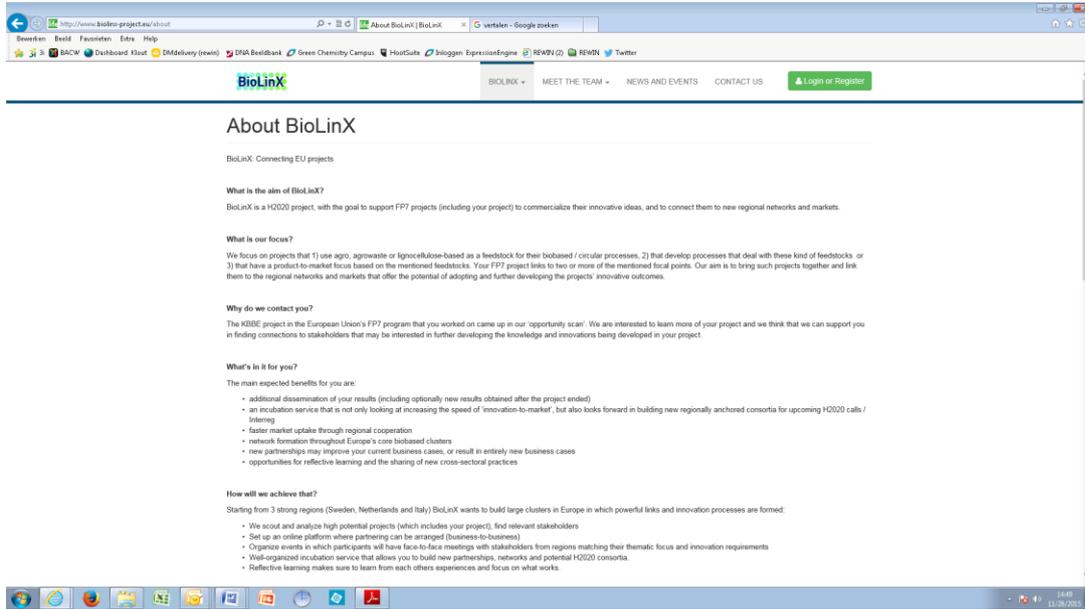
What's in it for us?

All parties involved in BioLinX are pioneers of systemic innovation management and cluster acceleration practices. Essentially, this type of project is the core-business for many of the parties involved.

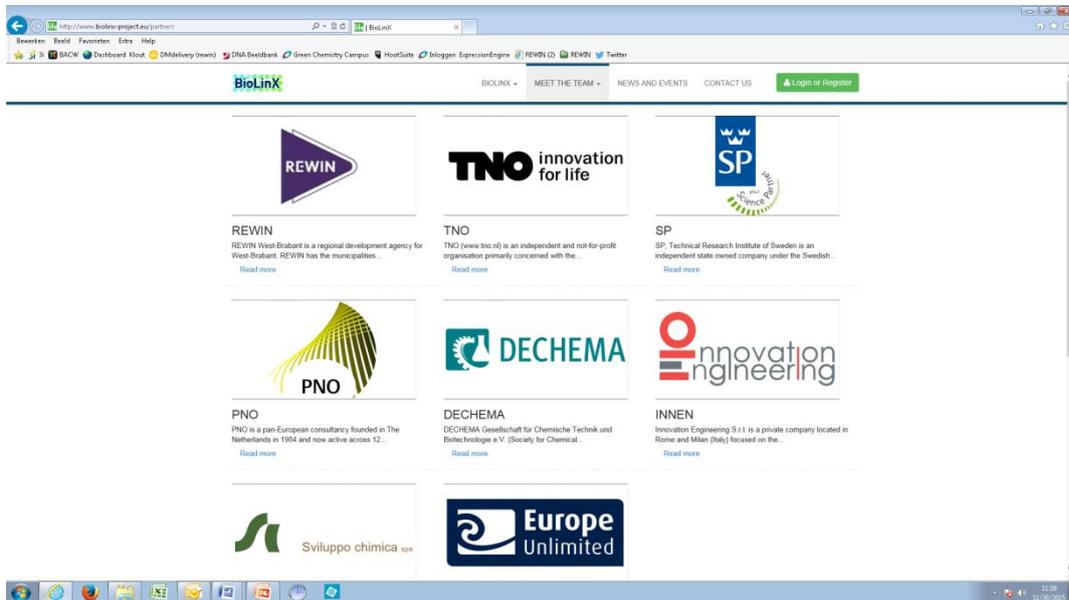
What do we want from you?

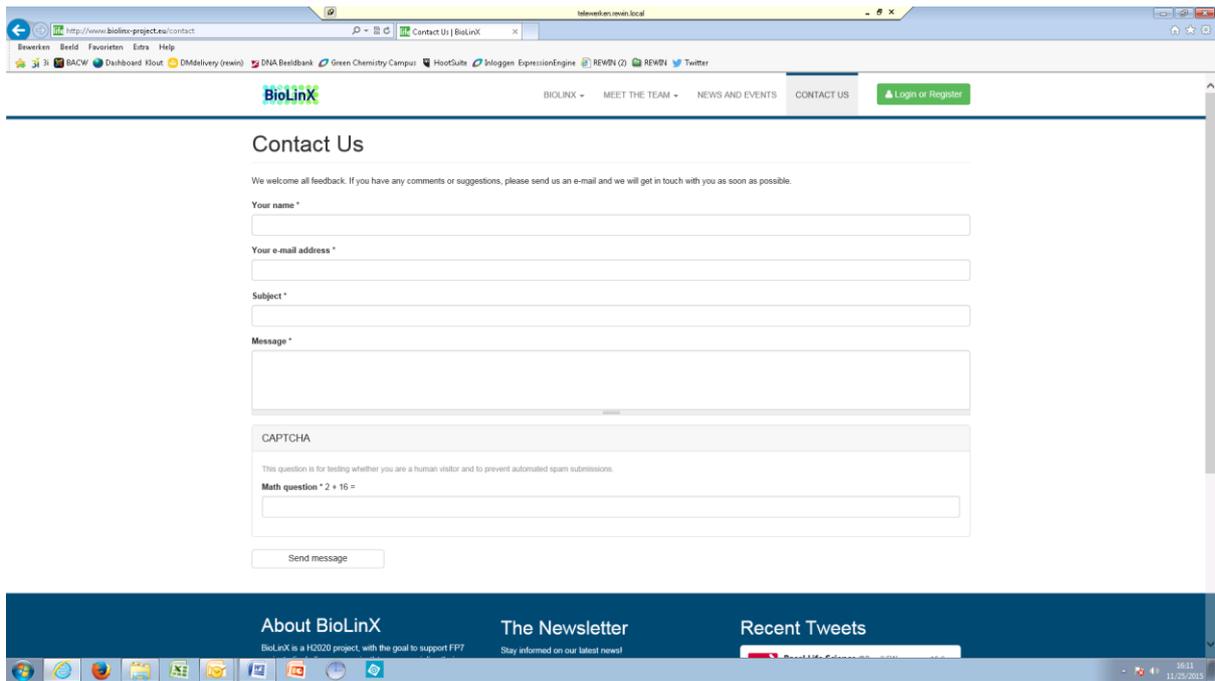
At this stage, we want very little: we would like to know if you are interested to participate. In this early stage, this will cost you only a little time. If you are interested we would like to further investigate your project, have a meeting with you (and/or partners from the consortium) and see where we can be of help / how we can best engage you in BioLinX.

3.4 About BioLinX – screenshot



3.5 Meet the team / contact us – screenshot





4. Project closure

In 2018 the BioLinX project will come to its closure. That doesn't mean all communications efforts stop. The BioLinX website and partnering platform will continue until 2022.