
**SECOND GENERATION
METHYLMETHACRYLATE**

Deliverable

WP7 – Communication, Dissemination and Academic Outreach

D7.1 Project Website and LinkedIn profile

Project Information

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Document Status

Document Information

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Document approval

Name	Position in project	Organisation	Date	Visa
Dagmar D'hooge	WP Leader	UGENT	18/01/2019	OK
Maud Bossard	Management Support Team	AYMING	17/01/2019	OK
Simon van der Heijden	Coordinator	HEATHLAND	17/01/2019	OK

Document history

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V1.1	31/12/2018	Check	JL Dubois / Arkema
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Executive Summary

1 Description of the deliverable content and objective

The deliverable presents the public project website as well as its LinkedIn profile.

1.1. Website

The MMAtwo project website is the main communication tool developed in MMAtwo and will be implemented and updated all along the project duration. With open access to the general public, it contains useful - but non confidential - information about the project.

The website will publish on a regular basis the current status of the project and main results obtained - in a popularized format. The MMAtwo project website will be used to provide general information about the project, its participants and aims & objectives. The website will be also used to announce events and workshops organized through the project.

1.2. LinkedIn page

1.2.1. Deviation from objectives

At the Kick-Off meeting (October 25th, 2018, Brussels), all partners agreed to replace the Facebook page, to be initially created for the project, by a LinkedIn page (see certified document: D6.2 - First minutes of official project meetings).

This choice is relevant as LinkedIn is dedicated to professional networking. The use of this profile will offer better chance to be found and contacted by potential partners. Already the very first press release has received a lot of attention through the LinkedIn network of the partners.

1.2.2. Uses of the network

As for the website, regular posts will be shared on the status of the project, main results obtained as well as events and workshops organized through the project.

The LinkedIn profile of MMAtwo will firstly use a basic (free) account. It offers the possibility to:

- Grow the MMAtwo project network
- Follow relevant organizations
- Share update and articles
- Send and receive message

2 Maintenance

The website was created by a communication agency. Ayming created the LinkedIn page.

Ayming will maintain the website and the LinkedIn page up to date. It will also be up to the beneficiaries and particularly **the Dissemination Officer (Dagmar D'hooge), the Project coordinator (Simon van der Heijden)**

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and **the Executive board chairman (Jean-Luc Dubois)** to feed them by providing relevant information and news to Ayming to gradually improve their content as the project work progresses. All project partners will also help by providing information on achievements and progress.

[Traffic on the website and on the Linked in page will be monitored for periodic reporting.](#)

3 *Addresses*

The MMAtwo project website is operational since 21/12/2018 at <https://www.mmatwo.eu/>

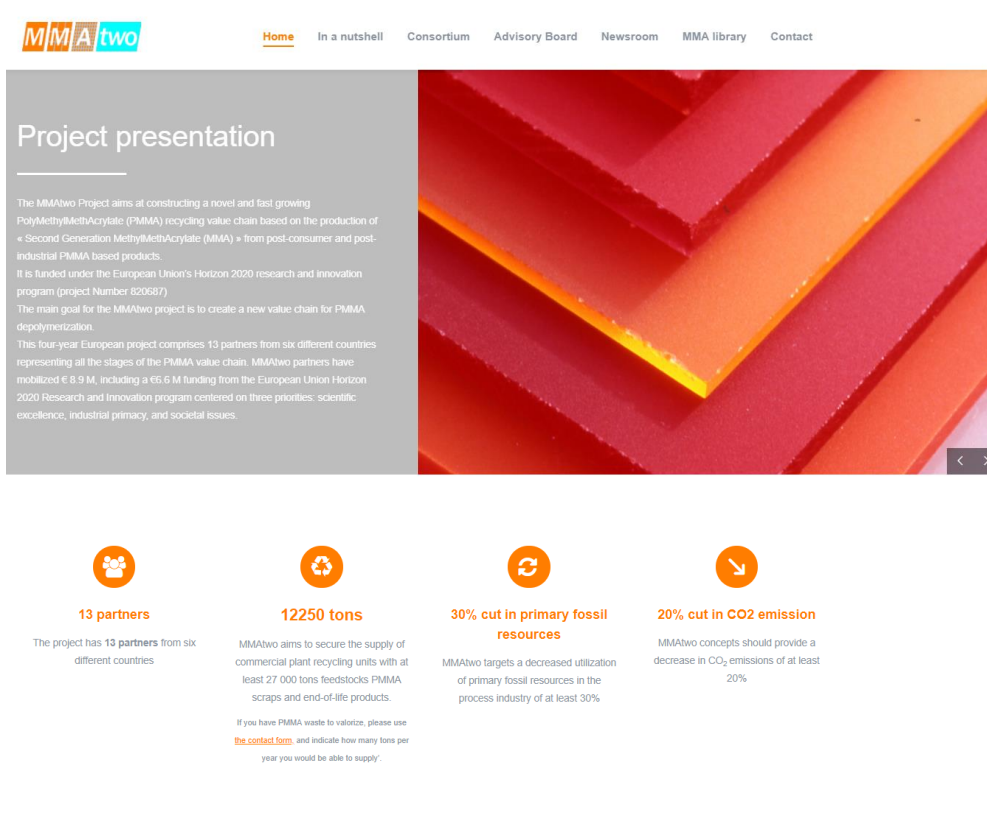
The MMAtwo project profile is operational since 14/01/2019 at <https://www.linkedin.com/in/mmatwo-eu-project/>

Deliverable report

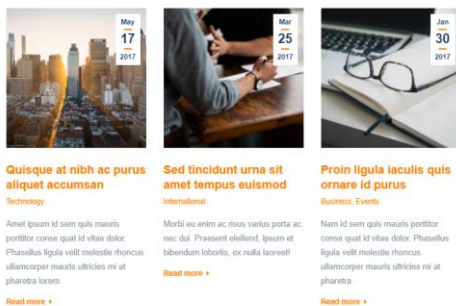
1 Website Appearance

The graphical content of the website was developed from the colors, illustrations and visual theme of the existing logo. This graphic charter has been used in each section of the website. Photos have been provided by Arkema.

Homepage



RECENT NEWS & EVENTS



2 Website Structure

The website is divided into several sections:

- Home In a nutshell Consortium Advisory Board Newsroom MMA library Contact

- Home:

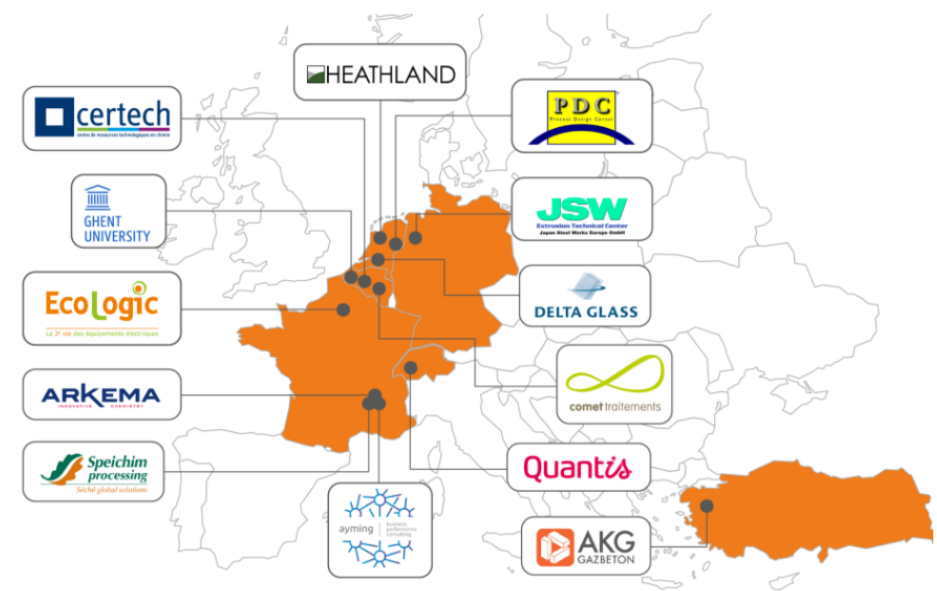
This main page briefly introduces the project, shows pictures illustrating PMMA numerous applications and provides 4 key facts on the project.

- In a nutshell:

This section describes the current challenge associated with the industrial recycling of the PMMA, MMAtwo objectives and the MMAtwo project organization.

- Consortium

This section contains an interactive map of the consortium.



MMAtwo involves 13 partners across Europe. Each partner is briefly described, their role in the project is explained and the key contact persons and people involved are also listed in this section.

- Advisory Board

This section presents the MMAtwo Advisory Board, which might evolve during the project.

- Newsroom

This section will provide all relevant information and news regarding MMAtwo (also available on the Homepage). It will contain the MMAtwo newsletters.

- MMA library

This section will provide information and links on the EU projects on Plastic Recycling, information on MMA and PMMA life cycle and information related to MMA in a popularized format. It will also contain information on safe handling of MMA.

- **Contact**

This section contains MMAtwo key contacts and a contact form.

<p>Your first name*</p> <input type="text"/>	<p>You are</p> <ul style="list-style-type: none"><input type="checkbox"/> A recycled MMA end user<input type="checkbox"/> Looking for recycled MMA<input type="checkbox"/> Potential PMMA user when it is recycled<input type="checkbox"/> Part of the Academic community<input type="checkbox"/> Journalist / Member of the press<input type="checkbox"/> Other, please precise :
<p>Your last name*</p> <input type="text"/>	<p>Participation</p> <p>Would you like to contribute to the project as Advisory Board Member (give an input to the project)?</p> <ul style="list-style-type: none"><input type="checkbox"/> Yes<input type="checkbox"/> No
<p>Your organisation*</p> <input type="text"/>	<p>Would you like to contribute to the project as Stakeholder group member (receive information from the project)?</p> <ul style="list-style-type: none"><input type="checkbox"/> Yes<input type="checkbox"/> No
<p>Country*</p> <input type="text"/>	<p>Your Message</p> <div style="border: 1px solid #ccc; height: 150px; width: 100%;"></div>
<p>Your Email*</p> <input type="text"/>	<p><input type="checkbox"/> * We inform you about the electronic storage of your contact data by our consortium. Your data will not be passed on to third parties. By filling in this form, you allow us to list you and your organization as a MMAtwo stakeholder on our website.</p>
<p>Phone number*</p> <input type="text"/>	<p style="text-align: center;"><input type="button" value="Send"/></p>
<p>Subject</p> <input type="text"/>	
<p>Are you part of PMMA industry?</p> <ul style="list-style-type: none"><input type="checkbox"/> no<input type="checkbox"/> yes, please precise below	

Contact Form

3 LinkedIn page Appearance

The screenshot shows a LinkedIn profile for the 'MMAtwo EU project'. The profile header includes the MMAtwo logo, the project name, and the location 'Netherlands'. It is associated with the 'European Commission'. The main bio text states: 'The main goal for the MMAtwo project is to create a new value chain for PMMA depolymerization. Its ambition is to construct a novel and fast growing PolyMethylMethAcrylate (PMMA) recycling value chain based on the production of « Second Generation MethylMethAcrylate (MMA) » from post-consumer an...'. A 'Profile Strength: Intermediate' progress bar is visible. On the right, there are suggestions for courses like 'Where to Focus: Weaknesses or Strengths?' and 'Strategic Thinking'.

This section is titled 'Strengthen your profile' and contains two main prompts. The first prompt asks the user to 'Add a past position so others can easily find and connect with you' and offers an 'Add past position' button. The second prompt is for 'Experience' and features a card for the user's role as 'Laureate of H2020 call [Efficient recycling processes for plastic containing materials]' at the 'European Commission' from 'Oct 2018 - Present - 4 mos' in the 'Utrecht Area, Netherlands'. The card includes a detailed description of PMMA and a 'See more' link. A 'CORDIS | European Commission | Project...' badge is also present at the bottom of the experience card.