D7.1 REACT4MED Website

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Technical References			
Project Acronym	REACT4MED		
Project title	Inclusive Outscaling ofAgro-ecosystem REstoration ACTions for the MEDiterranean		
Project coordinator	HMU		
Project Duration	36 months		
Deliverable No.	D7.1		
Deliverable title	REACT4MED Website		
Lead partner			
Contributing partners			
Author(s)	Ioannis N. Daliakopoulos, Thrassyvoulos Manios		
Editor(s)	Thrassyvoulos Manios		
Type	Text		
Format	MS-Word		
Language	EN-GB		
Creation date	2022.07.31		
Version number			
Version date			
Last modified by			
Due date			
Actual delivery date			
Rights	Copyright © 2022, REACT4MED Consortium		
Dissemination level		CO (confidential, only for members of the consortium)	
	X	PU (public)	
		PP (restricted to other programme participants)	
		RE (restricted to a group specified by the consortium)	
	When restricted, access granted to:		
Nature		R (report)	
		P (prototype)	
	X	D (demonstrator)	
		O (other)	

Revision history			
Version	Date	Modified by	Comments
1.0	2022.07.31	ID_HMU	

Table of Contents

Executive Summary

This document describes REACT4MED project publicity and provides links to its website and social media presence.

1   Introduction

For the project's publicity needs, the project's corporate identity was designed and based on it, the website and relevant social media accounts were developed:

• Website: https://react4med.eu/

• Facebook page: https://www.facebook.com/react4med/

• Twitter account: https://twitter.com/REACT4MED

Moreover, a profile was created on the business and employment-focused social media platform LinkedIn https://www.linkedin.com/company/react4med/

1.1   REACT4MED Project Identity

The identity of REACT4MED is shown in Figure 1, along with the main colors that will be used in all communication material. All aspects of the logo, from the concept to the fonts used are original and unique. For applications which require limited space (e.g., webpage fav icon), a minimal version was also created (Figure 2)

Figure 1: The REACT4MED logo and identity colours.

Figure 2: Minimal REACT4MED logo.

The logo and colours of REACT4MED are adapted to various products that are made available in the REACT4MED Dissemination Toolkit. The REACT4MED visual identity secures a strong and unique brand including a project logo and templates for written communications to be used by all project partners in their communication activities.

2 REACT4MED Project Website

The REACT4MED website (https://react4med.eu/, Figure 3) is based on a dynamic content management system (CMS) and is accessible from all popular web browsers, both desktop and mobile, without the need to install any other software. The design obeys the principles of Responsive Web Design for display on desktop PCs, mobile smartphones and tablets without limitation in screen resolution. In addition, the website is registered in all popular search engines (e.g. Google, Yahoo, Bing) and the guidelines of the General Data Protection Regulation (GDPR) and search engine optimization (SEO-friendly) are followed.
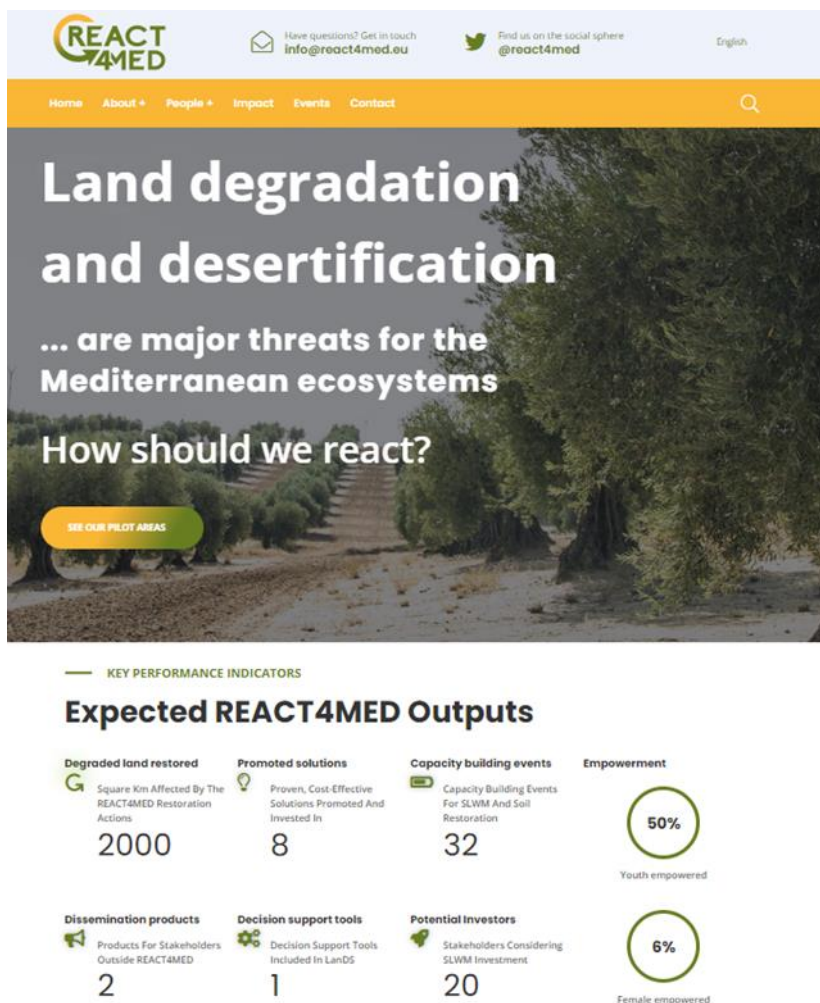

Figure 3: Frontpage of the REACT4MED website at https://react4med.eu/.

REACT4MED features an attractive website (react4med.eu), which describes the project and its objectives to a broad audience. It includes Home, About, People, Impact, Events, and Contact. The website also provides access to project deliverables and results, including policy briefs, factsheets etc (see Impact section https://react4med.eu/impact/). The data will be easily accessible and visible on the website in a format that is user-friendly.

Beside the official website, REACT4MED is active on social media (e.g., LinkedIn, Facebook, and Twitter) to facilitate the direct communication of the project-related activities to a wide external audience. The social media strategy of the REACT4MED project is focused on Twitter, Facebook, and LinkedIn, identified as the

optimal channels for direct and immediate scientific communication and dissemination activities. Incorporating social media (Facebook, Twitter, and LinkedIn) into the project will help to reach a wider audience and drive traffic to the website and other publications.

3   REACT4MED Social Media

The social media Facebook (Figure 4) and Twitter (Figure 5) have been selected as the most accessible and suitable for the dissemination of scientific and technical knowledge.
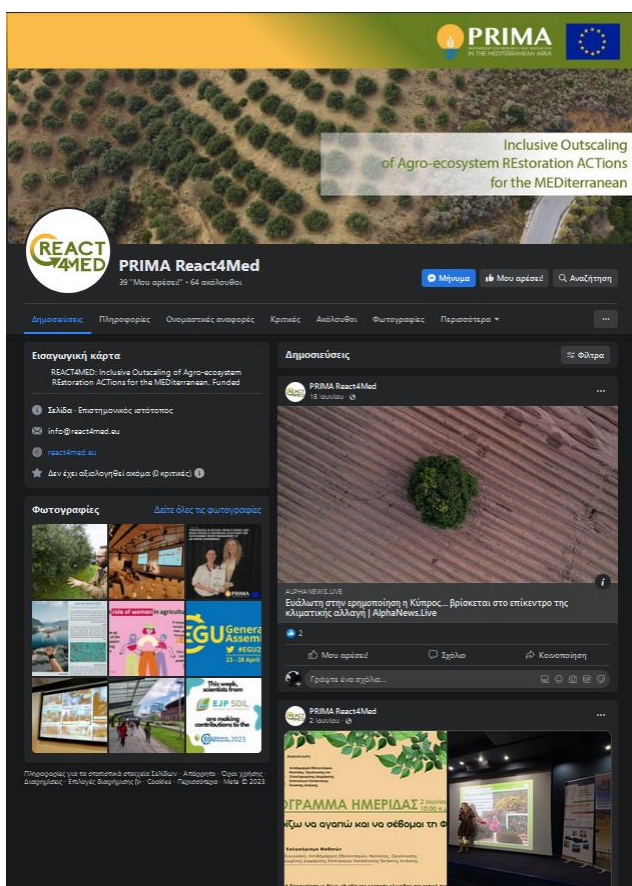

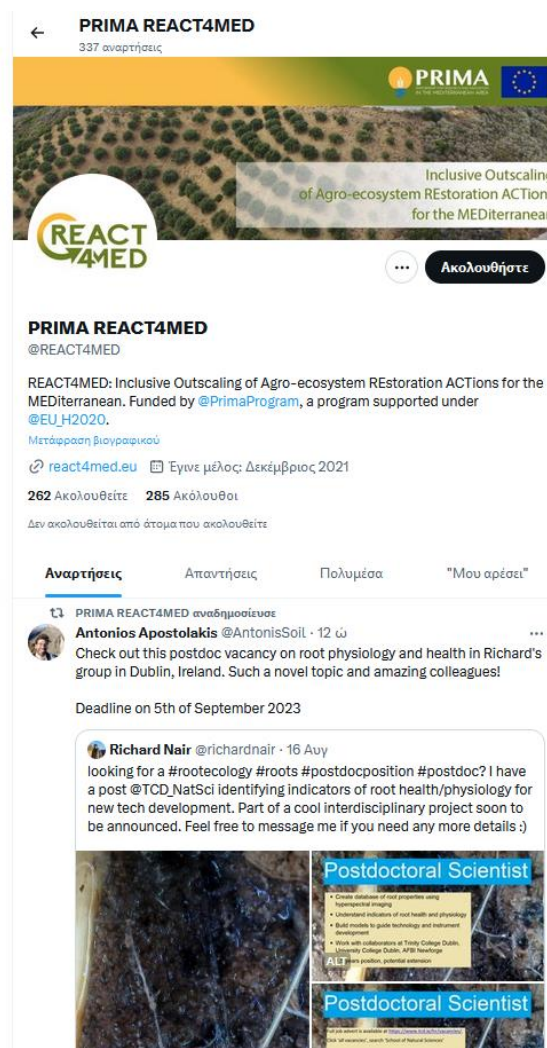*Figure 4: REACT4MED social media account on Facebook*

Figure 5: REACT4MED social media account on Twitter

LinkedIn is a business and employment-focused social media platform that works through websites and mobile apps. LinkedIn allows businesses to list products, services, and content, and allows users to interact with and re-post this content. The REACT4MED Linkedin page can be found at: https://www.linkedin.com/company/react4med/. The Facebook account is managed by HMU and REACT4MED Partners are regularly asked to contribute with content and interact with the account posts.

4   Conclusion

HMU deployed a publicly accessible website that timely showcases REACT4MED activities and achievements. The aforementioned website and social media will be updated during the project.