



FBD_BMODEL
FASHION BIG DATA BUSINESS MODEL

D8.2

Project Website and Social Networks



"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No761122".

Project Information

Grant Agreement Number	761122
Project Full Title	A Knowledge-based business model for small series fashion products by integrating customized innovative services in big data environment (<i>Fashion Big Data Business Model</i>)
Project Acronym	FBD_BModel
Funding scheme	RIA
Start date of the project	December 1 st , 2017
Duration	36 months
Project Coordinator	Xianyi Zeng (ENSAIT)
Project Website	http://www.fbd-bmodel.eu

Deliverable Information

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Deliverable title	Project Website and Social Networks
WP no.	8
WP Leader	BEWARRANT
Contributing Partners	ALL PARTNERS
Nature	DEC: Websites, patents filing, press & media actions, videos, etc.
Authors	Sara Attanà (BEWARRANT)
Contributors	Cinzia Iacono (BEWARRANT)
Reviewers	Isella Vicini (BEWARRANT), Xianyi Zeng (ENSAIT)
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Delivery date to EC	M3

Dissemination Level

PU	Public	✓
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	

Document Log

Version	Date	Author	Description of Change
1.0	20/02/2018	Sara Attanà (BEWARRANT)	Project Website first version
1.1	27/02/2018	Sara Attanà (BEWARRANT)	Revisions
1.2	28/02/2018	Cinzia Iacono (BEWARRANT)	Deliverable accompanying report completed

Table of Contents

1	Executive Summary.....	5
2	Approach.....	6
3	Project Website	6
3.1	Home	7
3.2	Project.....	8
3.3	Partners.....	10
3.4	News&Events.....	10
3.5	Contacts.....	10
4	Social Networks.....	11

1 Executive Summary

This report accompanies the FBD_BModel Website and Social Networks, created to communicate the project main concepts and support raising awareness on the project at a wide audience, not only for technical and business experts in the field, but also for interested users from general public.

The website can be found in the following URL: <http://www.fbd-bmodel.eu>

This is the first version of the Project Website, that might be subject to adjustments or updates during the project deployment.

This report describes the background approach in creating the Website and its composition.

2 Approach

Project websites and Social Media are among the main communication tools of projects funded under the EU H2020 Programme. To ensure maximum visibility to the FBD_BModel project objectives and results a website has been registered in the “eu” domain and with intuitive URL, to increase hit rates: <http://www.fbd-bmodel.eu>

The design of the website and social media pages build upon the following criteria and taking into account suggestions given in the EU Project Websites – Best Practice Guidelines (EC, 2010):

- Visual communication: use of colours and/or photos, web pages are easy to browse, information is kept short and links are included to websites, publications and so forth.
- Verbal communication: the website uses simple phrasing, no jargon is used in order to attract the widest possible audience, e-devices are user friendly.
- Visibility: maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of the project site and other sites, adding keywords to the web page metadata; selecting frequently used keyword search phrases both in the metadata and in the contents pages.
- Regular update of contents: the website and social medias are regularly maintained by BEWARRANT Webmaster upon inputs of the Dissemination Manager, the Project Coordinator and the partners.
- Monitoring and feedback tools: the website specifically is monitored through *Google Analytics* functionalities to measure number of visits and other significant indicators.

3 Project Website

The public section of FBD_BModel website provides:

- access to the project Social Networks profiles (LinkedIn, Facebook, Twitter)
- access to the sections of the website (Home, Project, Partners, News&Events, Contacts)
- the “Search” functionality
- access to the Private Area of the project, a collaborative space used by the project partners to organise and report work and exchange documents and information
- access to the Download area, where the project public deliverables and communication kit will be uploaded
- the acknowledgement of the EU co-funding, also by the inclusion of the relevant logo claiming that “ This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n. 761122”;
- the FBD_BModel project details

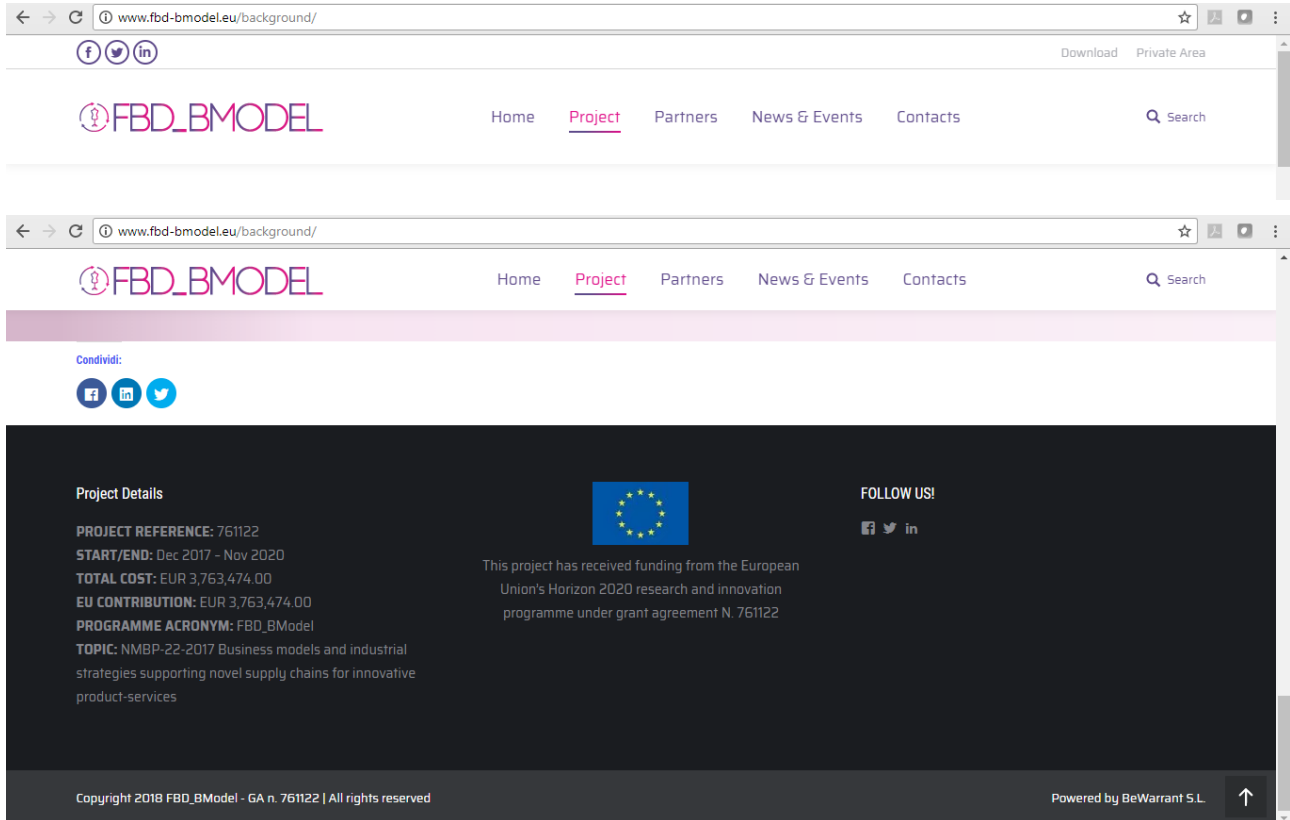


Figure 1 FBD_BModel Website – screenshots of the Public Area fixed menus and contents

3.1 Home

The Home page welcomes the user, specifically with:

- a brief overview of the project and further details about its objectives, background contents and structure
- information about project events, such as meetings and workshops, conferences and external events where the project will have an active role
- an overview of the project consortium displaying the partners logos

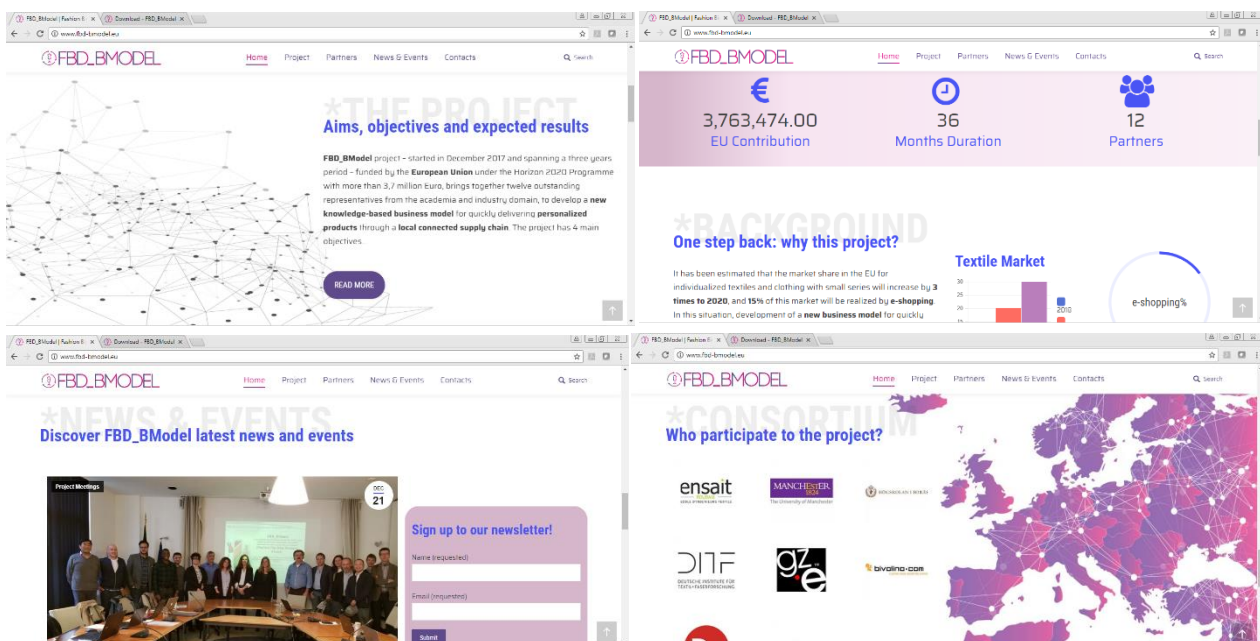
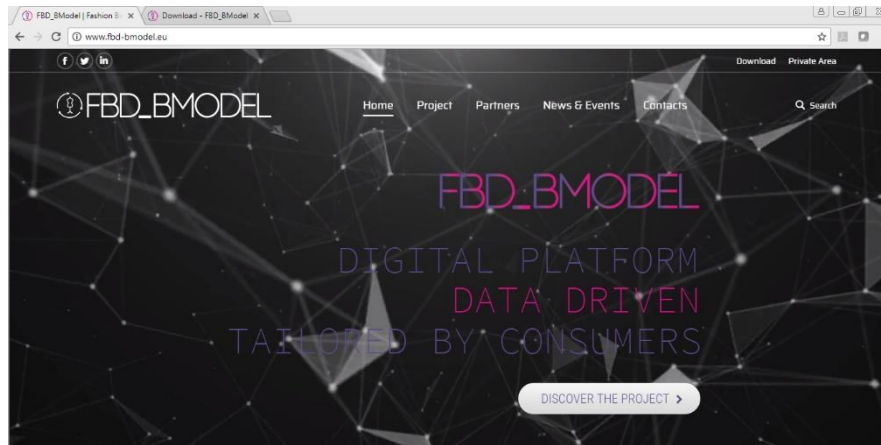


Figure 2 FBD_BModel Website - screenshots for the Home page

3.2 Project

The Project Section illustrates the Background the project stems from, the main Objectives to be achieved, including Business Cases to be studied, the Expected Impacts, as well as the Status of the project against its milestones.

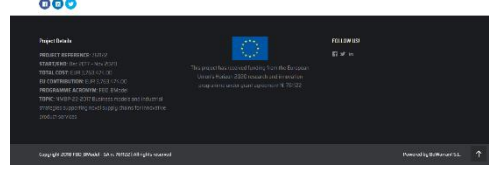
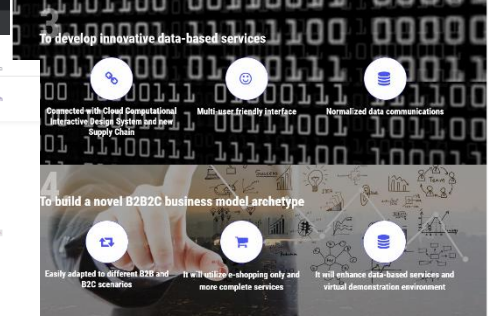
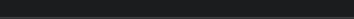
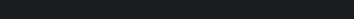
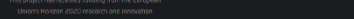
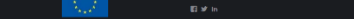
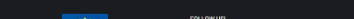
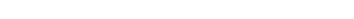
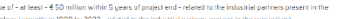
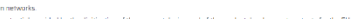
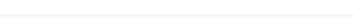
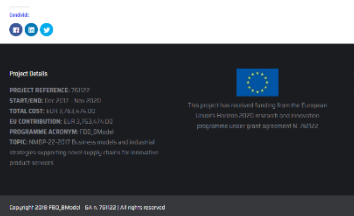
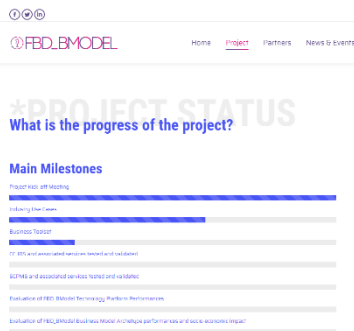
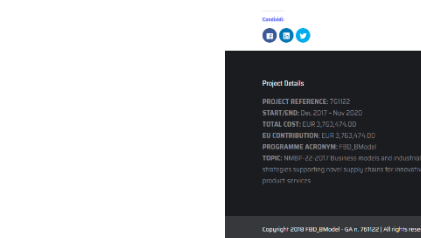
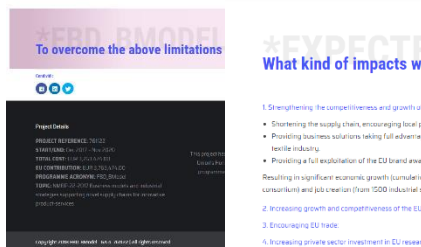


Figure 3 FBD_BModel Website - screenshots from the Project section

3.3 Partners

The Project Consortium is presented, and partners are grouped in the related country of origin. Each partner profile is described and the role in the project briefly illustrated.

3.4 News&Events

In this section the project will communicate relevant news and list events of interest. The gallery will be dedicated to project meetings and events participated to present the project to a specific or general audience (conferences, fairs, workshops). The users have the possibility to register to the Project newsletter to be issued periodically during the project deployment.

3.5 Contacts

The Contacts page gives access to the project management contacts (Project Coordinator, Dissemination Manager, Exploitation Manager and Innovation Manager), as well as to a contact form.

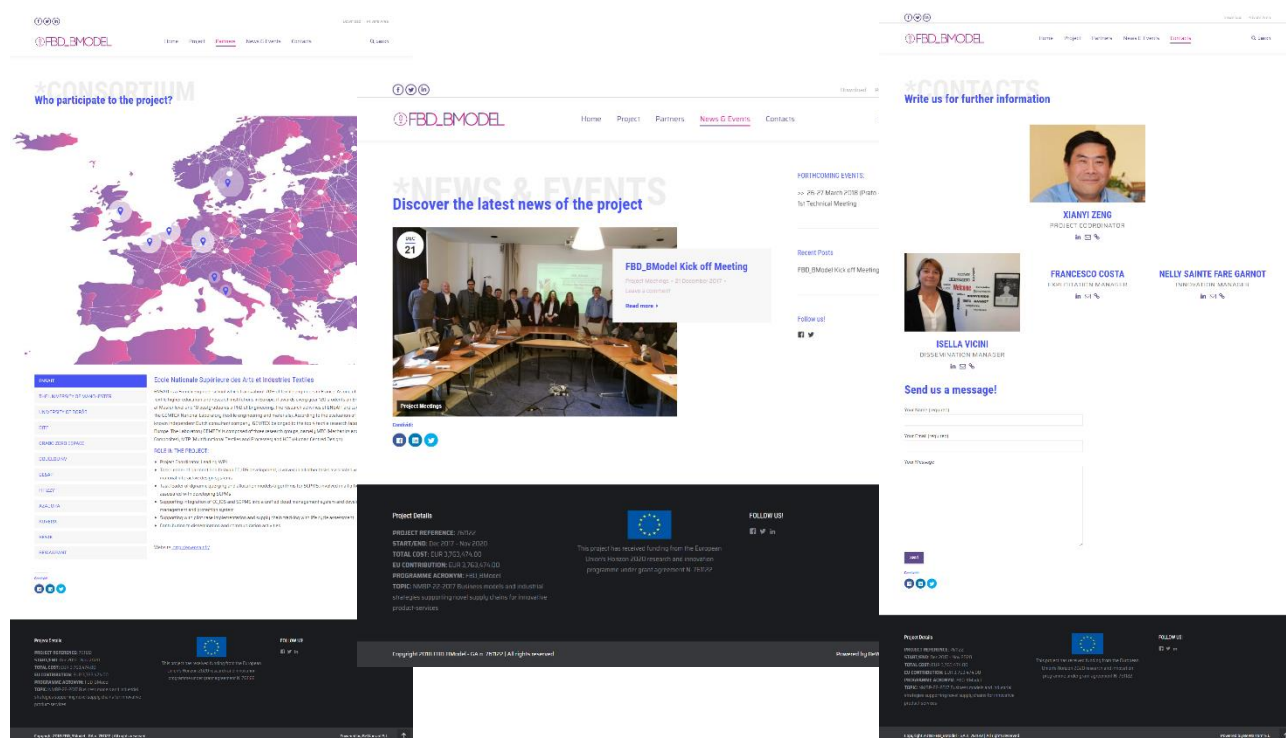


Figure 4 FBD_BModel Website - screenshots from the Partners, News&Events and Contacts pages



4 Social Networks

The FBD_BModel project communication will be multiplied with the use of Social Networks, with the aim to reach a viral dissemination across different target audiences.

Linked-in

A Linked-in company page has been created to reach target audience in the business, research and policies domain, for targeted communication with a professional register. Relevant Linked-in groups will be identified and approached for communication and networking purposes.

<https://www.linkedin.com/company/fbd-bmodel/>

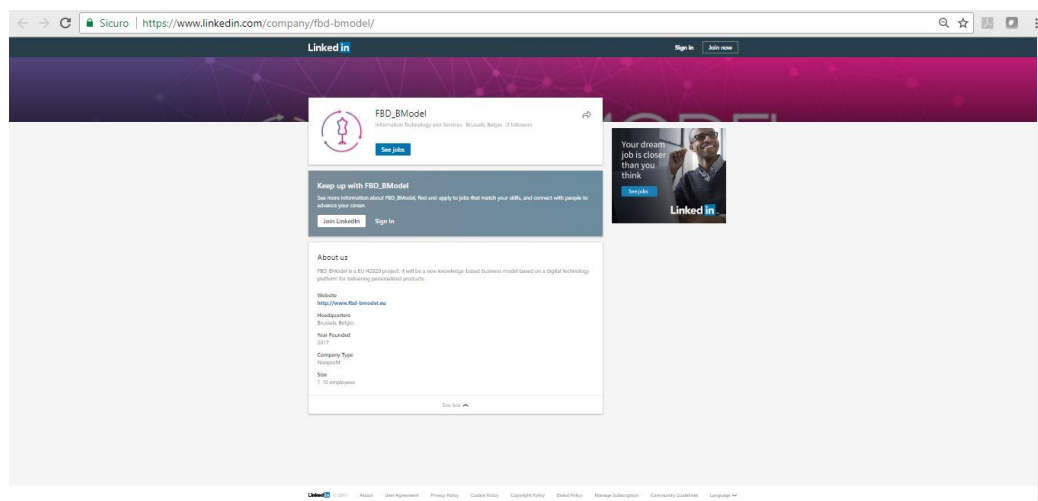


Figure 5 FBD_BModel on Linked-in

Facebook

A Facebook page has been created as one dissemination instrument for reaching the general public, researchers, students and young professionals especially. Relevant Facebook groups will be identified and approached for communication and networking purposes.

<https://www.facebook.com/FashionBigDataBusinessModel/>

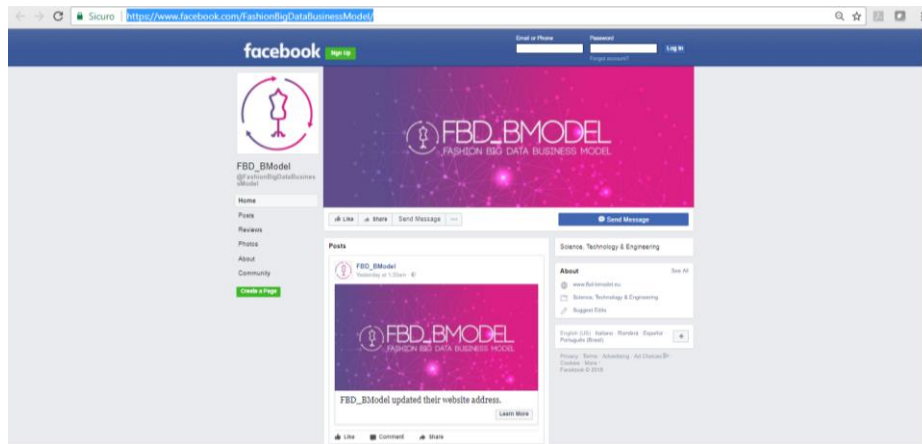


Figure 6 FBD_BModel on Facebook

Twitter

A Twitter account has been created as further and more instant dissemination instrument for reaching the general public but also other relevant stakeholders and EC related initiatives. Relevant Twitter groups will be identified and approached for communication and networking purposes.

https://twitter.com/fbd_bmodel



Figure 7 FBD_BModel on Twitter