D4.2 BioUPGRADE public website created

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Grant Agreement Number	964764
Action Acronym	BioUPGRADE
Action Title	Biocatalytic upgrading of natural biopolymers for reassembly as multipurpose materials (BioUPGRADE)
Funding Scheme	H2020-FETOPEN-2018-2019-2020-01
Version date of the Annex I against which the assessment will be made	21/12/2020
Start date of the project	1/5/2021
Due date of the deliverable	30/6/2021
Actual date of submission	31/8/2021
Responsible	Aalto
Contributors	Aalto, KTH, UPM
Dissemination level	Public

This document has been produced by the BioUPGRADE project, funded by the Horizon 2020 Programme of the European Community. The content presented in this document represents the views of the authors, and the European Commission has no liability in respect of the content.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 964764

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Change History

Version	Date	Status	Author (Company)	Description
1.0	27.8.2021	Final	Aalto	First final version

Executive Summary

This deliverable describes the design and implementation of the BioUPGRADE project public website. The BioUPGRADE website includes an outline our network mission and vision, and contain research information (e.g., project results, data repositories, published papers, invention disclosures, news items) for community building across the project while creating visibility within the research community, industry, and government.

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1. Introduction

1.1 About BioUPGRADE

The BioUPGRADE action unites functional genomics and material sciences to galvanize the sustainable transformation of nature's major structural polymers into a cascade of high volume and specialized bioproducts.

The BioUPGRADE action is differentiated by its focus on:

1) upgrading nature's main structural biopolymers (cellulose, hemicelluloses, chitin) for use in high-value and performance advantaged products;

2) developing surface-acting enzymes and non-catalytic proteins that fine-tune the chemical, physical and morphological properties of natural polymers for customized applications;

3) creating fully bio-based materials through controlled assembly of tailored biopolymers.

Technology ready results (TRL 4-6) are anticipated, serving as an innovation launchpad that tackles climate change while revolutionizing the sustainability of materials used in our daily lives.

1.2 Partners

BioUPGRADE assembles expertise in functional genomics, protein engineering, material science, and bioproduct scale-up and deployment to deliver biocatalysts that tailor structural biopolymers for use in high-value biomaterials. For example, the biochemical engineering and biophysical expertise at **Aalto**, together with robotics platforms and bioreactor facilities for protein production, are critical to producing targeted biocatalysts and establishing novel functional screens that incorporate relevant substrates (e.g., from industry partner) and scalable/predictive measures of product performance. The computational expertise at **nGUNE**, together with their expertise in single molecule biophysics and enzymatic production of bio-based materials, offer unique capabilities to integrate existing protein sequence and structure information to inform protein designs for bio-based material applications. The material science expertise and instrumentation at **KTH** and **UPM**, as well as scale-up capacity at these partner locations, is critical to moving tailored bio-fibers to specific demonstrator applications. Because our industry partner (UPM) also represents an end-user of BioUPGRADE research and innovations, our team brings proven expertise in exploiting breakthrough technologies for social and economic benefits.

2. Website design

2.1 General description

The BioUPGRADE website (www.bioupgrade.eu) functions as the main information hub gathering details about the project's background and main goals, partners involved, past and present activities, research information (e.g. project results, published papers, invention disclosures etc.) and future plans for community building across the project while creating visibility within the research community, industry and government. To make sure the site is engaging and up to date, it also involves a blog that will be populated with news from project activities. The website will also include updated feeds from selected BioUPGRADE social media platforms (e.g. LinkedIn and Twitter) to maximize the visibility of BioUPGRADE research. The web page was designed to be browsed both on traditional computer displays and on smartphones and tablets.

Future iterations of the website will include updates on publications, events, awards, and other news etc.

The current version of the project website was launched at the end of August 2021.

2.1.1 Roles and background

The website design, domain name and implementations plans were discussed and initiated at joint project meetings during spring 2021. The lead beneficiary for creating the website is Aalto, and website was developed by Unigrafia, Finland and website server services provided by Seravo, Finland. Website servers are located in Finland within the EU borders and website uses Matomo open source website analytics platform to meet EU's data management regulations.

2.2 Sitemap

Based on initial meeting and conversations with WP leaders the following website sitemap was agreed to be used (see Table 1). The website is being developed in collaboration with appointed developer and project partners. The BioUPGRADE logo was designed and created by partners at nanoGUNE and the visual elements for the website by project partners and Unigrafia. Figure 1 shows a screenshot of the BioUPGRADE project website.

Table 1 – BioUPGRADE website sitemap

	Website drop-down menus	Description of the content
	Home	• BioUPGRADE logo, visuals and beneficiary logos • A short BioUPGRADE project introduction "Welcome" message • Updated list of "Upcoming events" • Updated list of "Latest news" • Logo links to the Project LinkedIn and Twitter accounts
	Project Overview	• "Scope and Targets": short project content description • "Work Packages": description of the project work packages with their anticipated outcomes
	Partners	• Lead beneficiary (partners) descriptions with their lead investigator biographies, a short organization information and a location map
	Publications	• List of project publications
	Deliverables	• List and a download link to public project deliverables published
	News & Events	• "News": News feeds and short reports with the newest updates • "Events": Events and conferences
	Contact	• BioUPGRADE Aalto Coordination Unit contact details

Figure 1 – An example screenshot of the BioUPGRADE website layout.

2.3 Social media feeds

The BioUPGRADE website will be linked tightly with various social media feeds to keep the content dynamic. The BioUPGRADE project has already Twitter and LinkedIn accounts. Social media posting will be started, for instance in the form of reporting from the project plenary meetings and re-posted activities of partners (events, seminars, publications etc.). The BioUPGRADE "trainee committee" has the main responsibility for maintaining and updating the social media channels, but all the partner members are expected to contribute.

2.4 Visibility of the EU funding: Use of EU emblem

The EU emblem to be used on the BioUPGRADE website was downloaded from the site:

https://europa.eu/european-union/about-eu/symbols/flag_en

EU emblem is accompanied with the following statement as required by the Grant Agreement:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 649351"

According to the Grant Agreement any publicity made by the beneficiaries in respect of the project must specify that it reflects only author's view and that the European Union is not liable for any use that may be made of the information contained therein. For this purpose the following statement has been added to any to the BioUPGRADE website:

"The content presented in this website/presentation/document/video represents the views of the authors, and the European Commission has no liability in respect of the content."

3. Summary and Website Updates

The BioUPGRADE website will be regularly updated during the project lifetime as the project practices and status evolves and requires adaptation procedures. The website updates are carried out by designated project trainees (on a rotating responsibility). The hosting of the website is secured for 5 years (2021-2025) through an external service provider (Seravo, Finland). After 2025, the website will be migrated and archived as-is, on the Aalto University server.