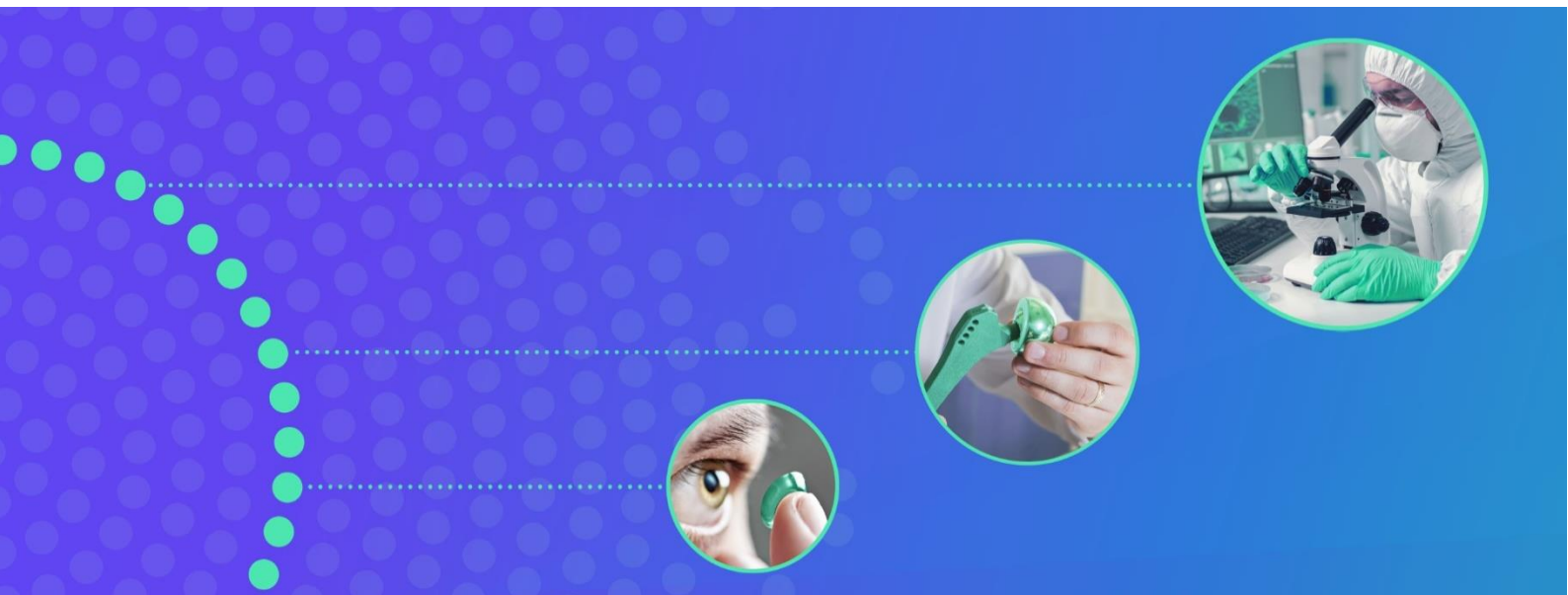




MINDS & SPARKS



# BIOMATDB

ADVANCED DATABASE FOR BIOMATERIALS WITH DATA ANALYSIS AND VISUALISATION TOOLS EXTENDED BY A MARKETPLACE WITH DIGITAL ADVISORS

**Grant Agreement: 101058779**

## D6.1 Project website with social media channels and communication plugins

Additional Report



This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101058779.



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0.2	10.08.2022	M&S	Updated version
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1.0	23.08.2022	SYNYO	Final review and submission

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**Disclaimer:** The content of this publication is the sole responsibility of the authors, and in no way represents the view of the European Commission or its services.

## Executive Summary

This document provides information on the main digital resources and channels, which were implemented as part of the BIOMATDB project. First, the structure of the project website is explained, and its content is highlighted. Design, various sections and functions of the website are demonstrated by the means of screenshots. Second, the social media channels and the newsletter are presented, which were set up as the project's digital distribution and dissemination tools. Finally, the document provides a summary of the main facts in the conclusion. Both the project website and the social media channels represent a vital step for the project's communication and dissemination activities aimed at presenting up-to-date insights to relevant stakeholders. All of the project consortium partners will contribute to the growth of the set-up communication channels by either sharing, liking, subscribing, following, engaging or posting regularly.

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## Acronyms & Abbreviations

Term	Description
CMS	Content Management System
D	Deliverable
DEC	Dissemination, Exploitation, and Communication
EU	European Union
GDPR	General Data Protection Regulation
M	Month
PC	Personal Computer
PHP	PHP (recursive acronym for PHP: Hypertext Preprocessor)
PWS	Project Website
SEO	Search Engine Optimisation
T	Task
WP	Work Package

# 1 Introduction

## 1.1 Overview

The BIOMATDB project is funded by the European Commission as part of the Horizon Europe framework programme and the call “*A digitised, resource-efficient and resilient industry 2021 (HORIZON-CL4-2021-RESILIENCE-01)*”. Within a period of 30 months, BIOMATDB aims to establish a biomaterials database, an informational marketplace and a label of biocompatibility to support the biomaterials and medical device market. Visualisation tools, flexible data analysis, intelligent matching tools and step-by-step decision support through digital advisors, will ensure that suppliers and demanders of biomaterials can derive the greatest possible benefit from these platforms.

The scope of this deliverable is to describe the established communication channels, to ensure that the BIOMATDB project will have the greatest possible impact. These activities were initiated in the course of WP6, and the related T6.1 and will be continuously carried out throughout the project duration.

The first tool that has been set up in T6.1 and that will be used to raise awareness about the BIOMATDB project among the potential stakeholders, is the BIOMATDB project website. The website represents the main communication tool for promoting the project and its results. As such, the website provides an overview of the background, the objectives, the consortium and the overall structure of the project. In addition, the website provides information about the project methodology and the expected impact of the project.

Besides the project website, the social media channels are an essential part of the DEC activities. They are crucial for the continuous communication activities to provide potential stakeholders with regular updates about the progress of the BIOMATDB project, to raise awareness about the project globally and to mobilize stakeholders in the exploitation phase.

Twitter allows easy access to current information and will be used to inform and connect to companies, researchers, physicians, procurement groups and other relevant entities in the field of biomaterials and medical devices. LinkedIn, as a professionally focused social media platform, will provide networking value to the project. The YouTube channel will be used to spread various audio-visual materials that are produced in the context of the BIOMATDB project.

Both the project website and the social media channels are essential for the communication and dissemination activities of the BIOMATDB project aimed at presenting up-to-date insights to relevant stakeholders. The project website will be regularly updated and, whenever appropriate or necessary, new sections or subsections will be included. All of the project consortium partners will contribute to the growth of the communication channels by either sharing, liking, subscribing, following, engaging or posting regularly.

## 1.2 Relation to other tasks and deliverables

This additional report is closely related to the tasks and deliverables within WP6 “DISSEMINATE: Communication, Dissemination, Business Models, Strategy Creation, and Exploitation”.



This additional report is directly dependent on the completion of Task 6.1 of the BIOMATDB project. Namely, the development and set-up of the project website ([www.biomatdb.eu](http://www.biomatdb.eu)) and the social media channels (Twitter, LinkedIn, YouTube) as well as the continuous communication and awareness raising activities on these channels. Furthermore, this additional report received inputs from and is connected to the tasks leading up to D2.2 and D2.5 in months 6 and 28 of the BIOMATDB project. D2.2 is focused on the results of the quantitative survey and the in-depth interviews carried out with relevant stakeholders in the field of biomaterials and medical devices on requirements, workflows and use cases. D2.5 will portray the European and global biomaterial landscape matrix and the collection of data about biomaterials, suppliers, products, categories, use cases, solutions, scenarios, demanders and other entities. Therefore, the tasks leading up to both deliverables will inform the communication and dissemination activities on the BIOMATDB project website and the social media channels relevant for D6.1.

On the other hand, D6.1 will support the creation of the DEC plan, and the dissemination of digital promotional materials within Task 6.2 and Task 6.3 and, subsequently the reports in D6.2 and D6.3, due in month 5 and 29 of the project. D6.2 and D6.3 will consist of the DEC plan and the DEC materials and will inform the public and relevant stakeholders about the project outcomes, the project progress, research findings, concepts and test and validation outcomes. Finally, the D6.1 will provide outputs relevant to D6.5, which will summarize all networking, dissemination, partnership building, and communication efforts performed during the project.

Deliverable 6.1 is related to the following other BIOMATDB deliverables:

**Receives inputs from:**

**Table 1.** D6.1 Input from other tasks and deliverables

Deliverable	Due Date	Input for D6.1
D2.2	M6	Stakeholder Survey
D2.5	M28	Data collection (biomaterials, suppliers, categories, solutions, scenarios, demanders etc.)

**Provides outputs to:**

**Table 2.** D6.1 Output for other tasks and deliverables

Deliverable	Due Date	Output from D6.1
D6.2	M5	DEC plan and DEC materials (Package 1)
D6.3	M29	DEC plan update and DEC materials (Package 2)
D6.5	M30	Networking, dissemination and partnership building report

### 1.3 Structure of the deliverable

The additional report for deliverable 6.1 includes the following sections:

**Section 1** provides an introduction and an overview of the additional report, as well as its relation to other tasks in the project.

**Section 2** presents the content and structure of the project website. Design, sections and functions of the website are demonstrated using screenshots.

**Section 3** presents the social media channels and the newsletter tool, which were set up as the digital distribution and dissemination tools.

**Section 4** provides the conclusion of this deliverable presenting the future potential and challenges of using the channels that were presented in this additional report.

## 2 Project website

The BIOMATDB project website is available via <http://biomatdb.eu/> and is the main communication tool used to promote the project and its results. Main aim of the website is to inform relevant stakeholders globally and from the EU, including companies, researchers, universities & research organisations, suppliers and demanders of medical devices or biomaterials and the general public about the BIOMATDB project and provide relevant material on a project level (such as publications, deliverables, news etc.).

### 2.1 Structure

The BIOMATDB website is built using WordPress, a free and open-source Content Management System (CMS) platform based on PHP, MySQL, and JavaScript, which allows to quickly deploy modern, easily accessed and web browser compatible websites [1]. As such, the website template utilises a dynamic web layout, which enables automatic and responsive size adjustments according to the screen display of the device in use; either it is a PC, a tablet or a smartphone. Moreover, the website uses the appropriate logo for the favicon, which further strengthens the BIOMATDB project visual identity.

The BIOMATDB project website is structured into five main areas. [Figure 1](#) shows the high-level sitemap of the website. In the following sections, each page and (sub)page on the website is briefly described. The main menu of the website allows to navigate through the different items, i.e., “Home”, “About”, “News”, “Consortium” and “Contact”. Furthermore, the main menu items are sub-levelled into (sub)pages which give further context to these items.

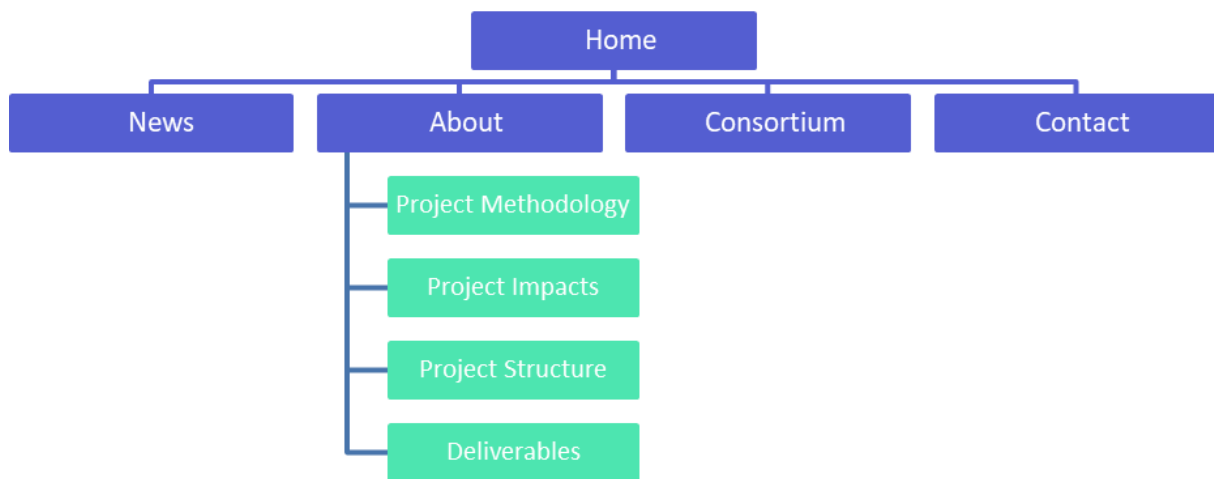


Figure 1. BIOMATDB project website structure

#### 2.1.1 Home page

[Figure 2](#) shows the home page of the PWS. The home page offers a brief explanation of the BIOMATDB project, an overview of the main objectives of the project and it presents the project consortium. The home page also includes the navigation menu which allows the user to switch between the different pages and (sub)pages. This bar is pinned to the top of the website and always remains visible, even when scrolling or switching between different topics and pages of the website. Additionally, the home page displays a banner that refers to the link to the newsletter registration form ([Figure 16](#)).

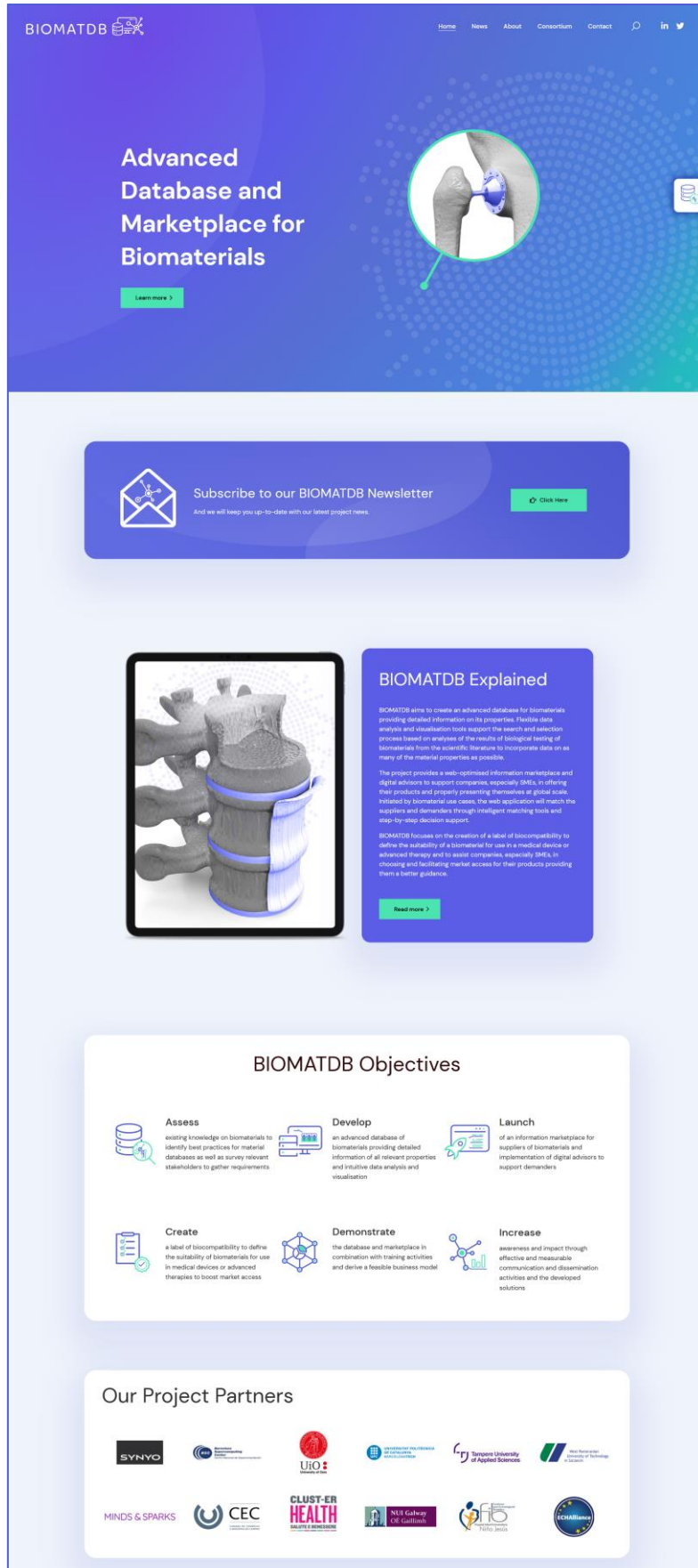


Figure 2. Home page

The footer of the website permanently shows the BIOMATDB logo, the Horizon Europe funding acknowledgement, the contact of the project coordinator as well as links to all of the social media channels (Figure 3). In addition, the footer includes a “Quick Menu” that provides quick links to the main sections of the website. A line at the bottom of the footer provides the copyright disclaimer, as well as links to the website of SYNNO, the project coordinator, and to the “Imprint/Legal Statements” webpage (described in section 2.1.6).

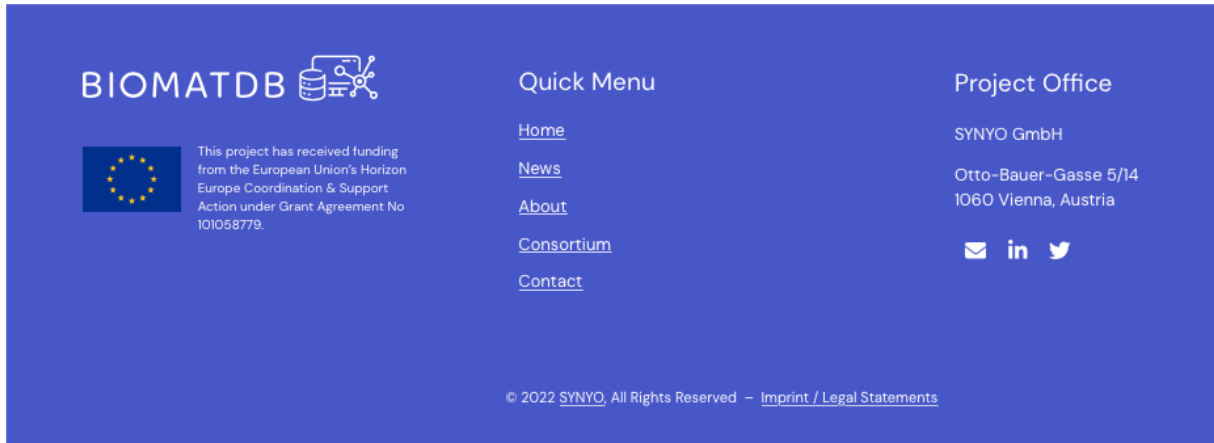


Figure 3. Footer section

### 2.1.2 News

The “News” section (Figure 4), contains articles that, on the one hand, provide readers with interesting project-relevant information from the fields of biomaterials or medical devices, and on the other hand, they provide stakeholders with constant briefings and updates on the project, its progress, activities and events, complemented with relevant photos, images or links. All consortium partners are committed to provide relevant content for this section, as well as to sharing it.

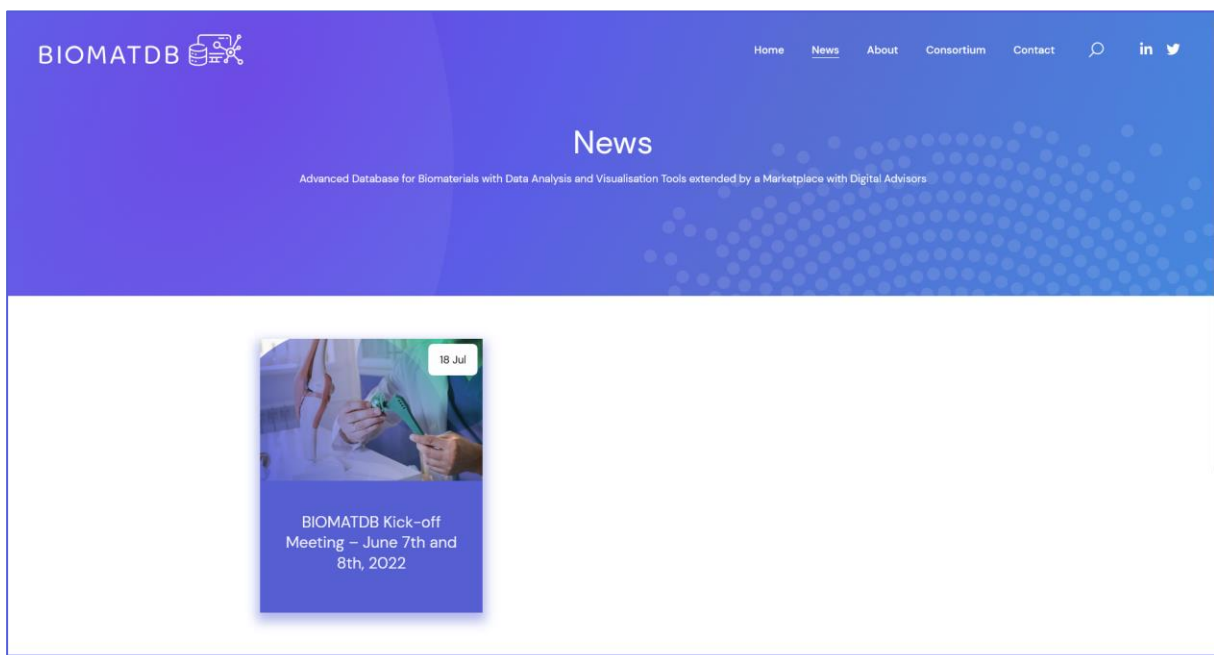


Figure 4. News section

### 2.1.3 About

The “About” section (Figure 5) provides information about the project background, project objectives and the main project facts, including the project duration, the reference number and the funding programme. In addition, the section describes the project methodology regarding the *Advanced Database & Data Analysis and Visualisation Tools*, the *Information Marketplace & Digital Advisors*, and the *Label of Biocompatibility for Biomaterials*.

**BIOMATDB** Home News About Consortium Contact

## About

Advanced Database and Marketplace for Biomaterials

**Project Background** **Project Objectives** **Project Facts**

Biomaterials are usually defined as synthetic or natural materials that are used for artificial organs, prostheses or for replacing tissue. Research and development in the field of material science, and in particular synthetic polymers and ceramics, has led to the production of thousands of novel biomaterials, which might revolutionise medical devices and advanced therapies.

The EU has continuously funded biomaterial research projects in the last 25 years, resulting in increased output in the form of publications, patents and clinical trials. One of the main challenges is to provide accessible and well-structured data of biomaterials for researchers, companies, and laboratories. Besides the metadata of biomaterials and its properties, data on its biocompatibility, performance and safety are very important as well.

### Project Methodology

**ADVANCED DATABASE & DATA ANALYSIS AND VISUALISATION TOOLS**

BIOMATDB focuses on the creation of an advanced Biomaterial Database, providing detailed information on the chemical-physical, biological and toxicological properties accessible to a wide variety of end-users such as researchers, companies, clinicians, etc. The database accessible via [www.biomaterialdatabase.com](http://www.biomaterialdatabase.com) will be built with a modern online user frontend (web platform) and will also include several data analysis and visualisation tools making use of enhanced data processing technologies.

**INFORMATION MARKETPLACE & DIGITAL ADVISORS**

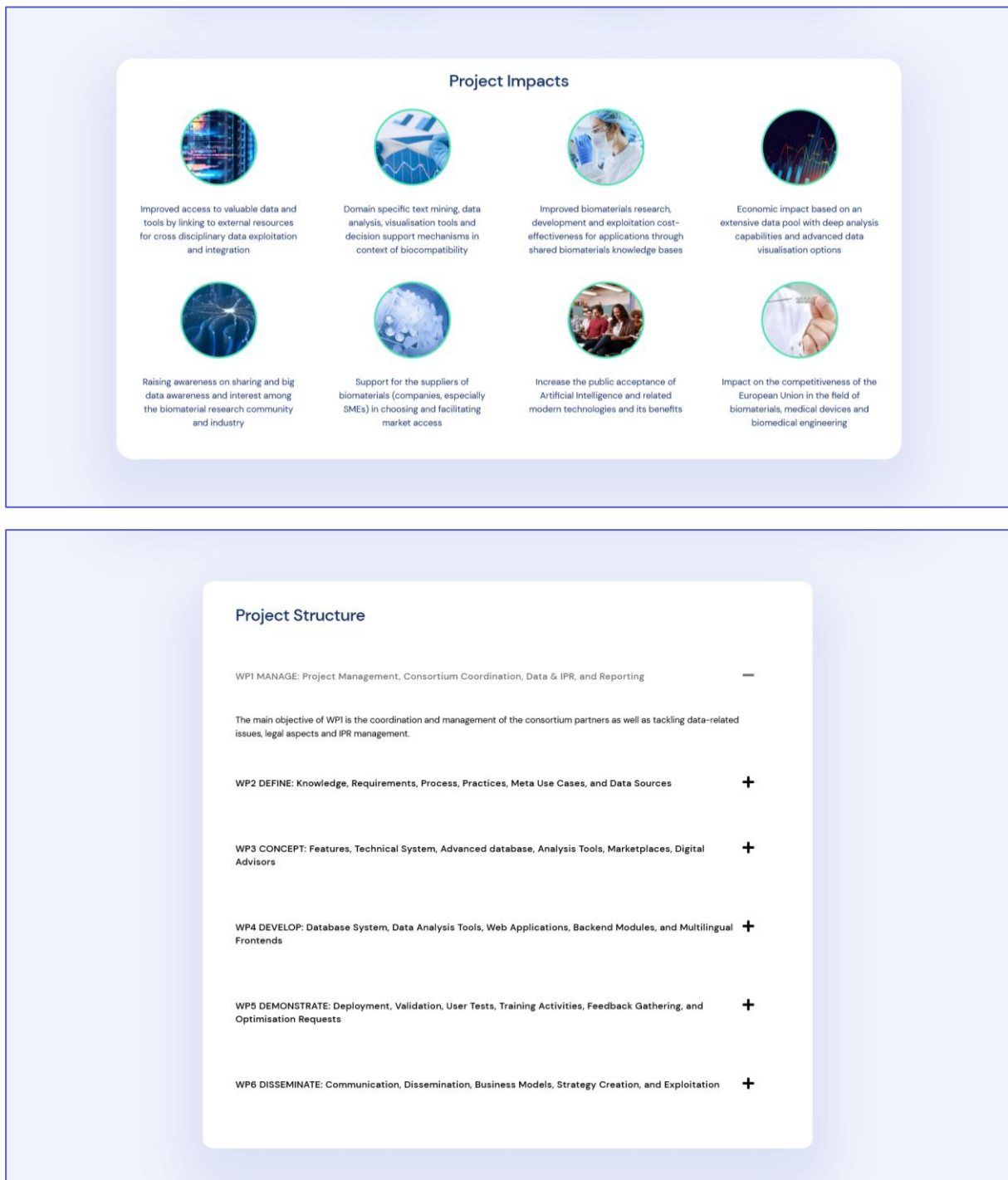
BIOMATDB additionally assists companies, especially SMEs, in facilitating market access for their products. Thus, the Biomaterial Database will be extended by an information-oriented Biomaterial Marketplace accessible via [www.biomaterialmarketplace.com](http://www.biomaterialmarketplace.com). The marketplace connects the suppliers and demanders on a user-friendly and informative online web application instance. Integrated Digital Advisors support a step-by-step guided search.

**LABEL OF BIOCOMPATIBILITY FOR BIOMATERIALS**

BIOMATDB focuses on the creation of a label of biocompatibility to define the suitability of a biomaterial for use in a medical device or advanced therapy and to assist companies, especially SMEs, in choosing and facilitating market access for their products. The label of biocompatibility will be based on the main steps foreseen in the ISO 10993, which provides a framework for evaluation the biological safety of medical devices based on pre-clinical studies, and on clinical data.

Figure 5. About: Background, objectives, facts and methodology

As shown in [Figure 6](#), the second part of the webpage presents the expected project impacts and the overall project structure divided within the 6 work packages. When the “+” symbol is clicked, the WP-specific objective is displayed.



**Figure 6.** About: Impacts and structure

Finally, the subsection “Deliverables” ([Figure 7](#)) lists all public project deliverables, which will be available for download as the project progresses.

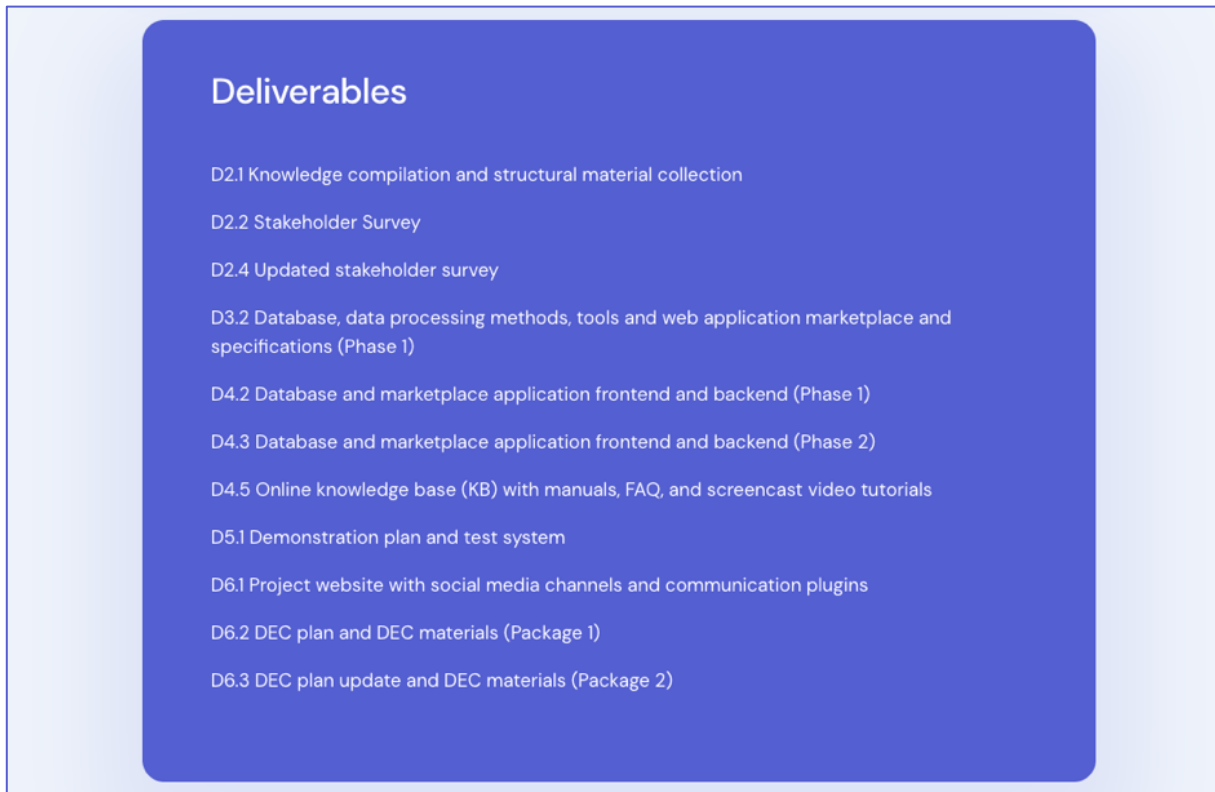


Figure 7. About: Deliverables

### 2.1.4 Consortium

The “Consortium” section introduces the project partners to the visitors of the website (Figure 8). Each partner is presented with their logo, a short description and a link to the website of the institution or company.

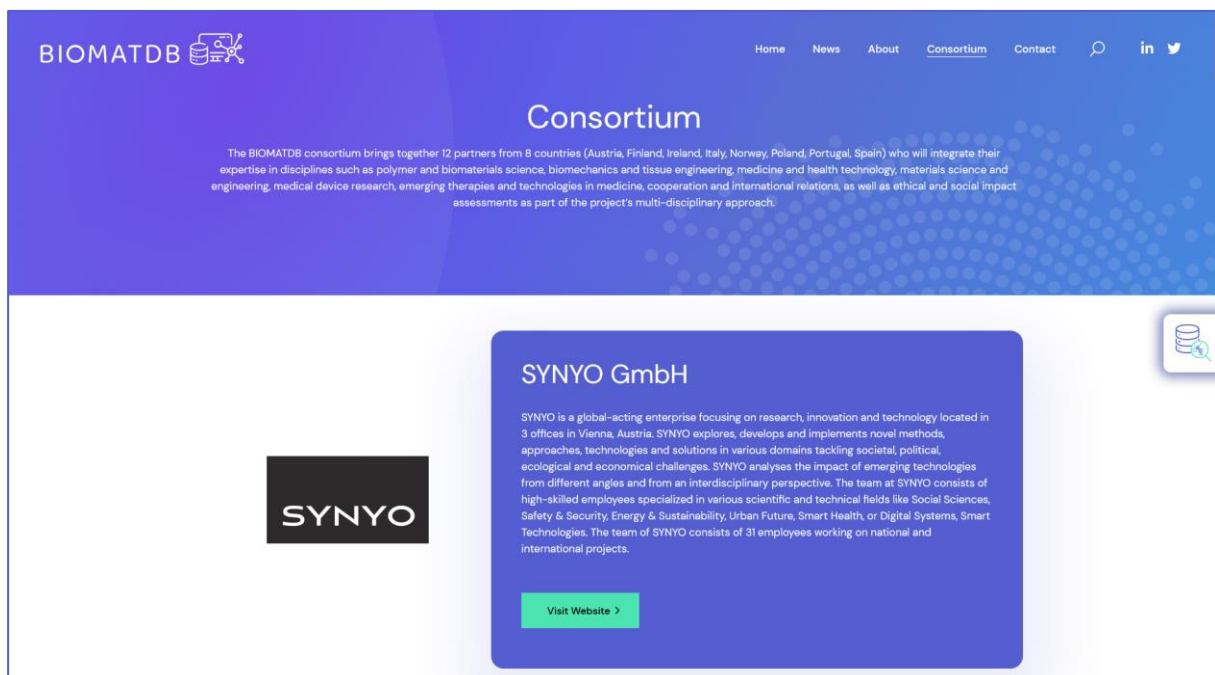


Figure 8. Consortium



### 2.1.5 Contact

The “Contact” section (Figure 9) shows the contact details and the location of the coordinator (SYNO GmbH) of this project via an embedded “Google Maps” view. It provides a contact form for getting in touch with the project team. For more information about the project or specific enquiries, a single point of access email is provided ([office@biomatdb.eu](mailto:office@biomatdb.eu)). The contact form requires a name, email address, subject and main body to be filled out. Based on the specific inquiry and the topic, the responsible consortium partner will be notified in order to provide the appropriate response in time.

**Project Office**

SYNO GmbH  
 Otto-Bauer-Gasse 5/14  
 1060 Vienna, Austria  
 Email: [office@biomatdb.eu](mailto:office@biomatdb.eu)  
 Website: [www.biomatdb.eu](http://www.biomatdb.eu)  
 Twitter: @biomatdb

Your name

Your email

Subject

Your message (optional)

**Submit**

**Map Location:** Otto-Bauer-Gasse 5/14, 1060 Wien, Niederösterreich, Österreich. The map shows the surrounding area of Vienna, including districts like Floridsdorf, Leopoldsdorf, and Margareten.

Figure 9. Contact form

### 2.1.6 Imprint/Legal Statements

In accordance with the General Data Protection Regulation (GDPR), the website also contains an “Imprint/Legal Statements” subpage (Figure 10), containing information about the handling of personal data, the transfer of data to third parties, data security and a “Disclaimer of liability”. In addition, the imprint, restrictions regarding the use of the website, the GDPR and information about the ownership of the website are provided. The “Imprint/Legal Statements” page is linked from the footer section of the webpage, providing contact details of the project coordinator SYNNO GmbH.

**BIOMATDB** Home News About Consortium Contact

## Imprint / Legal Statements

Advanced Database for Biomaterials with Data Analysis and Visualisation Tools extended by a Marketplace with Digital Advisors

### Personal Data

While using our project website, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you (“Personal Data”). Personal identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Cookies and Usage Data
- Technical information associated with the device you use, such as your IP-address, browser type, geographical location and operating system;
- Information concerning your browsing behaviour, such as how long you visit, what links you click on, what pages you visit and how many times you visit a page.

When you fill out a contact form on our website, register for our newsletter or contact us in another way, we collect:

- Basic identity information you provide to us (such as your name, your e-mail address);
- The content of your communication and the technical details of the communication itself (with whom you correspond at our end, date, time, etc.);
- Your choice to receive our newsletter;
- Any other personal data you choose to provide to us.

We receive all personal data mentioned above directly from you. It may happen that we receive additional information about your surfing behaviour from partners such as Google. If you require more information about the personal data these parties process about you and make available to others, you are kindly requested to consult their respective privacy policies.

### Location and Transfer

We process your personal data within the European Economic Area (EEA). However, in order to process your personal data for the purposes outlined above, we may also transfer your personal data to third parties who process on our behalf outside the EEA.

Each such partner outside the EEA that processes your personal data will be bound to observe adequate safeguards with regard to the processing of your personal data. Such safeguards will be the consequence of:

- The recipient country having legislation in place which may be considered equivalent to the protection offered within the EEA; or
- A contractual arrangement between the BIOMATDB project coordinator and that entity

### Data Security

Whilst making every attempt to secure personal data, BIOMATDB cannot accept responsibility for any unauthorised access or loss of personal information that is beyond the control of BIOMATDB. The organisational and private information that you share will be published on the project website with your consent. The project website shares knowledge and materials between all kinds of stakeholders, therefore BIOMATDB recommends you to not submit any information on the project website that you consider confidential. The BIOMATDB project website infrastructure, including Customer Data and regular back-ups of Customer Data, is located in a secure environment.

The BIOMATDB project website systems are behind a stateful firewall. The data in transit is encrypted using the most current version of HTTPS/TLS. In addition, we encrypt all backups of our customers’ data using secure Bcrypt hashing and Message Digest Algorithm 5 (MD5) encryption. Whilst precautions are taken to detect computer viruses and ensure security, BIOMATDB cannot guarantee that the project website is virus-free and secure. BIOMATDB shall not be liable for any loss or damage which may occur as a result of any virus or breach of security.

### Disclaimer of liability

The material and information contained on this project website is for general information purposes only. You should not rely upon the material or information on the project website as a basis for making any business, legal or any other decisions. Whilst we endeavour to keep the information up to date and correct, BIOMATDB makes no representations or warranties of any kind, express or implied about the completeness, accuracy, reliability, suitability or availability with respect to the project website or the information, products, services or related graphics contained on the project website for any purpose. Any reliance you place on such material is therefore strictly at your own risk.

Although every effort is made to keep the project website up and running smoothly, due to the nature of the Internet and the technology involved, BIOMATDB takes no responsibility for and will not be liable for the project website being temporarily unavailable due to technical issues (or otherwise) beyond its control or for any loss or damage suffered as a result of the use of or access to, or inability to use or access this project website whatsoever.

To the extent not prohibited by law, in no circumstances shall BIOMATDB be liable to you or any other third parties for any loss or

Figure 10. Imprint / Legal Statements

## 2.2 Search engine optimisation

The website has installed an SEO plugin which will increase the visibility of the site. In addition, the website is connected with Google Search Central (formerly Webmasters) tools to increase the project index in search engines (Figure 11). The plugin itself provides several tools used to optimize the website for search engines and to help analyse and understand the overall readability. Furthermore, it makes it possible to establish a connection with the project's social media, allowing to control the preview card image, title and text for each project website URL posted on Twitter.

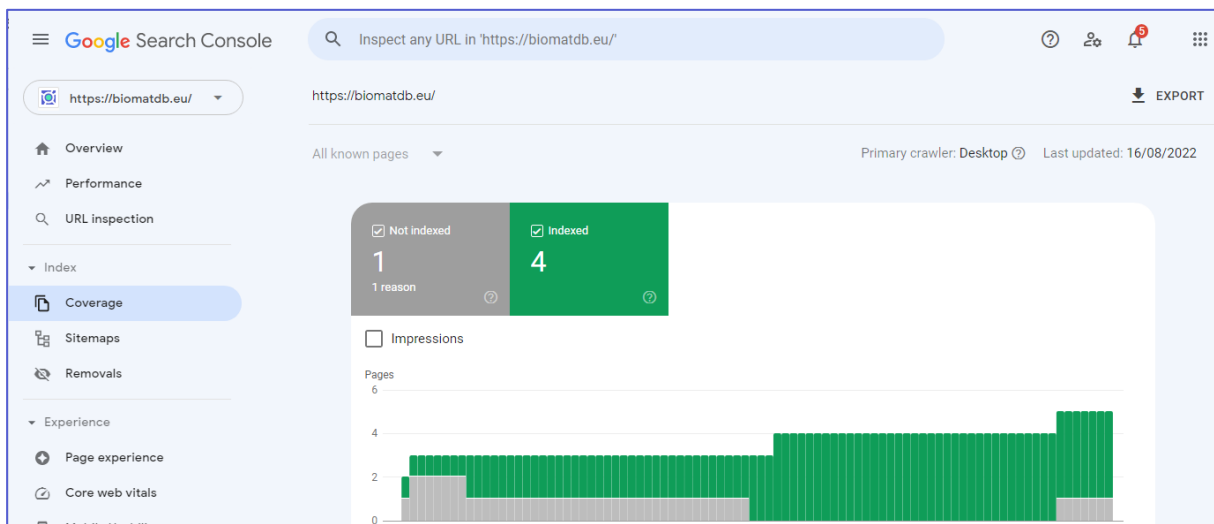


Figure 11. Google Search Central

## 2.3 Google analytics

The project website is connected also with Google analytics (Figure 12) which will help to survey the usage of the site from end users in different dimensions like location, language, device, technology, demographics, browser and more. These useful insights will be used for any potentially necessary adjustment of the website in order to continuously attract relevant project stakeholders and general public. The use of this plugin is in accordance with GDPR.

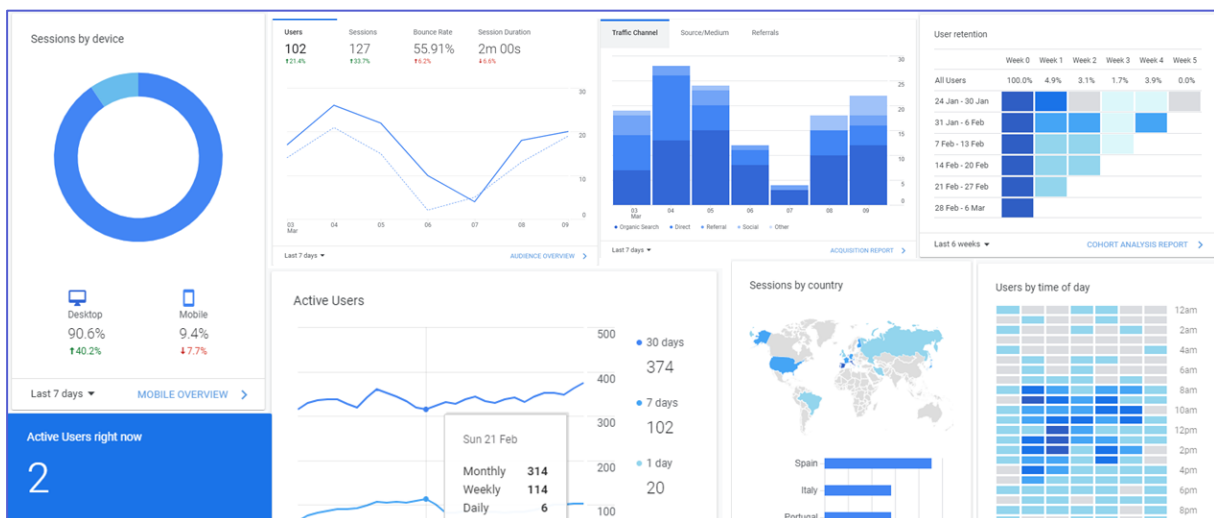


Figure 12. Google Analytics

### 3 Social media channels and communication activities

In order to attract maximum attention to the BIOMATDB project, accounts on the most relevant social media platforms were created to distribute content. The social media channels will provide communication and updates throughout the duration of the project, in order to reach the desired dissemination and communication impact. The BIOMATDB project utilises a Twitter account, a LinkedIn page and a YouTube channel, all created, operated and maintained by MINDS & SPARKS GmbH (M&S). All the consortium partners are contributing to the growth of the social media channels by sharing, liking, subscribing, following, engaging or posting regularly.

#### 3.1 Twitter

As an initial communication channel aiming to increase the presence and visibility of BIOMATDB, a Twitter page has been created, available via <https://twitter.com/BIOMATDB>. Information about project outcomes, relevant events, publications and similar information, will be shared whenever appropriate.

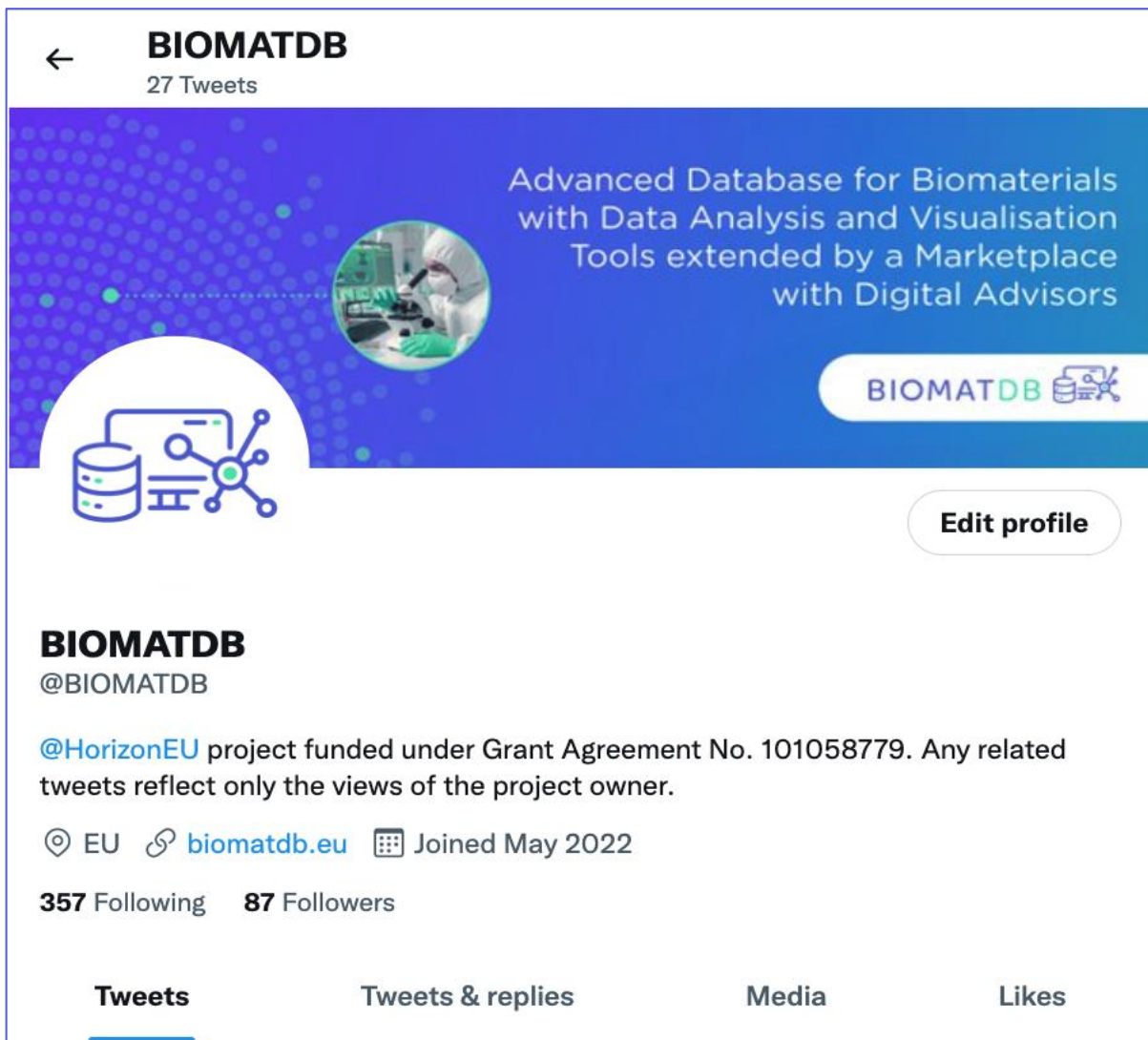


Figure 13. BIOMATDB Twitter page

Twitter, as an open platform that allows access to the contained information without restricting the end-user (e.g., by requiring to register and log-in into the platform to access content), will be used to disseminate current information about the project scope, as open feedback channels and to establish two-way dialogues with the wider public. Initially, information will be provided about project activities, as well as relevant information related to the BIOMATDB project

When posting on Twitter, it is recommended to use the project's Twitter handle @BIOMATDB, along with @HorizonEU and the #HorizonEU as well as with further relevant hashtags to give tweets more visibility. These can include #biomaterials, #cooperation, #database, #biocompatibility, etc. Furthermore, the hashtag #BIOMATDB will be used in the project communication.

The project's Twitter account is shown in Figure 13. According to Article 17.3 of the Grant Agreement "Quality of information — Disclaimer", and since Twitter has a 160-character limit for profile information, the following sentence is pinned as the profile bio:

"@HorizonEU project funded under Grant Agreement No. 101058779. Any related tweets reflect only the views of the project owner. "

### 3.2 LinkedIn

LinkedIn is, on the other side, a professionally focused social media platform which provides networking value to the project. Therefore, as shown in Figure 14, the BIOMATDB LinkedIn page has been created and is available via <https://www.linkedin.com/in/biomatdb/>.

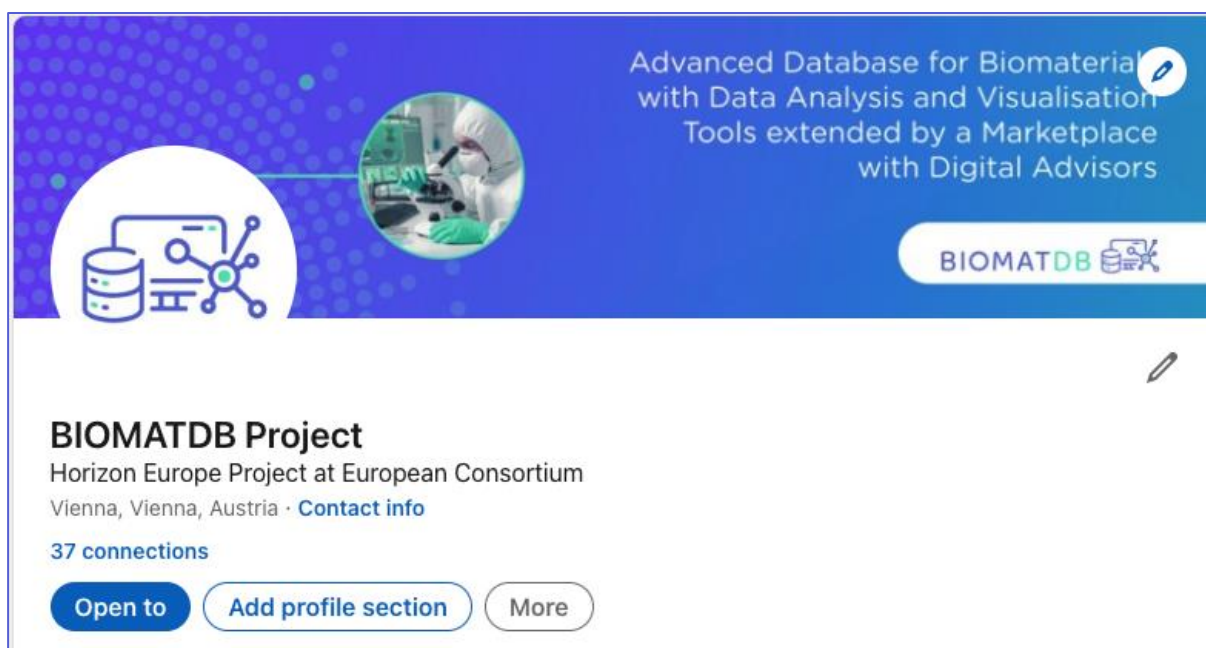


Figure 14. BIOMATDB LinkedIn page

LinkedIn will enable the BIOMATDB project to take full advantage of the consortium network partners and business contacts globally and from the EU. The main aim is to provide concise information about the main ongoing activities, outcomes, goals, future plans, and to connect with related projects and initiatives, and with various stakeholders and professionals in the fields of biomaterials and medical devices. These contacts can in turn help to identify the latest information, events and opportunities, and emerging important topics.

### 3.3 YouTube

The YouTube channel has been created to share and document important information or recordings of public workshops or meetings in the context of the BIOMATDB project (Figure 15). The channel is accessible via the link <https://www.youtube.com/channel/UCPXWUT-btEtLHH3BBVpRwJg/featured>. YouTube is a popular medium and the BIOMATDB Consortium will take full advantage of the communication impact that this medium can add up to the project's public profile.

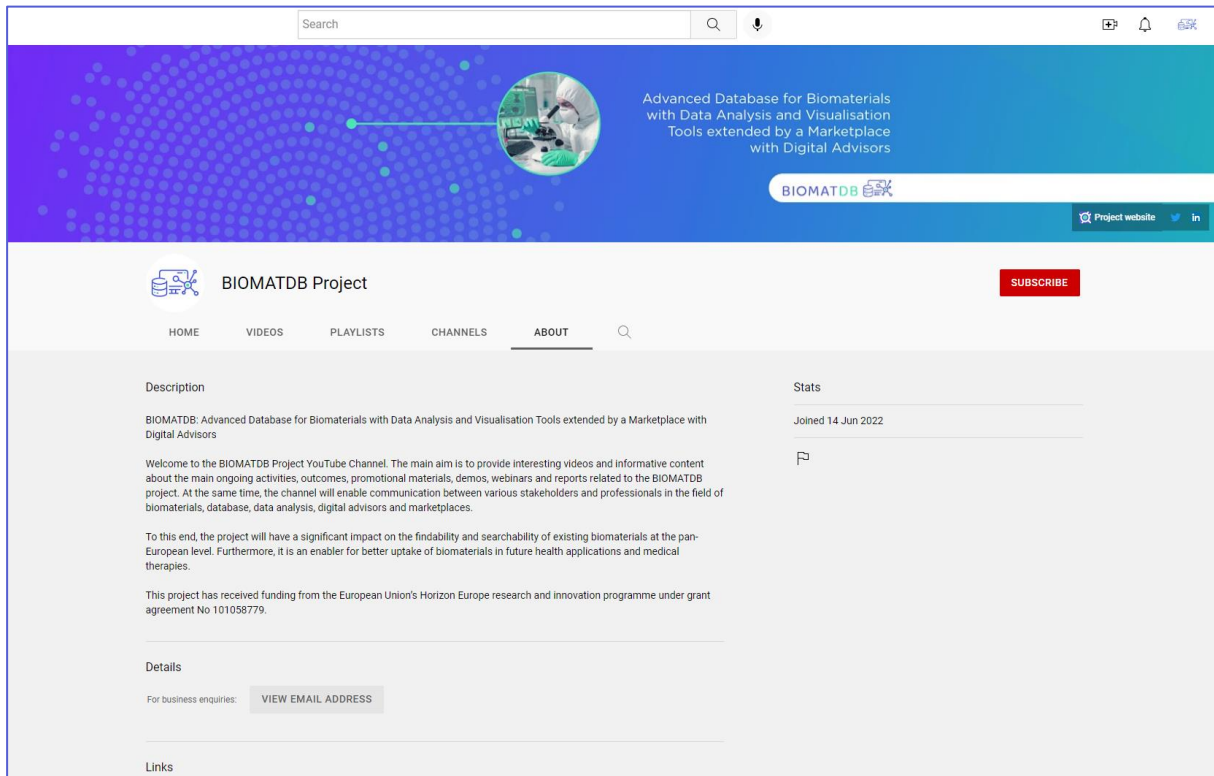



Figure 15. BIOMATDB YouTube channel

### 3.4 Newsletter

A newsletter will be created and will be accessible via the BIOMATDB project website. As shown in Figure 16, a signup form has already been implemented. The newsletter will be sent out regularly throughout the project. This is a continuous action as part of Task 6.1: *Develop a project info website (biomatdb.eu), relevant social media channels and run continuous communication activities*. The newsletter will be sent to all relevant stakeholders in the field. A stakeholder collection is carried out as part of Task 2.2: *Collect stakeholder and testbed contacts and run quantitative surveys and qualitative interviews with practitioners on experiences and expectations* and of Task 2.5: *Collection of relevant data like biomaterial manufactures, solutions, categories, and demanders as well as existing open ontologies and databases* of the project.

The newsletters will be mainly used as a tool for communicating project updates, project outcomes or for events announcements. The newsletter signup form, which has been implemented on the project website, is designed in accordance with the GDPR. Users thus have to give their explicit consent to sign up for the newsletter. All newsletters will be designed in a GDPR-friendly way and only be sent out to contacts who signed up to the form themselves.

# BIOMATDB



The BIOMATDB newsletter provides periodical updates and event announcements for the Horizon Europe BIOMATDB project, funded under Grant Agreement No. 101058779. Find out more about the project: <http://biomatdb.eu/>

\* indicates required

**First Name \***

  
**Last Name \***

  
**Email Address \*** Email

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Figure 16. BIOMATDB Newsletter signup form

## 4 Conclusions

This additional report presents information on the main digital resources and channels which were set up as part of the BIOMATDB communication and dissemination strategy. The project website will serve as an important resource and as a main communication tool for promoting the project and its results to researchers, experts, companies, SMEs, demanders, suppliers, many other stakeholders, and the interested public. Next to presenting static information (e.g., project facts), the website will also present dynamic content which will be updated on a regular basis (news, public deliverables, publications, promotional materials, etc.).

Additionally, the social media channels are used as further distribution and dissemination tools. A Twitter account, a LinkedIn page and a YouTube channel for BIOMATDB have already been set-up, posts are being made on a regular basis and the number of followers is steadily increasing. As the project progresses, it is foreseen to expand the project website with further content and subpages. Furthermore, during the course of the project, the website and the social media channels will be continuously filled with updates and materials from the BIOMATDB project. Additionally, a newsletter will provide regular updates on project outcomes or events.

All of the project consortium partners will contribute to the growth of the communication channels by either sharing, liking, subscribing, following, engaging or posting regularly. Likewise, the BIOMATDB consortium will commit to identify any potential emerging communication challenges, so they can be properly addressed in a timely manner in case they occur.



## References

[1] Blog Tool, Publishing Platform, and CMS," WordPress. <https://wordpress.org/> (accessed July 06, 2022).

## Websites

BIOMATDB project website: <http://BIOMATDB.eu>

BIOMATDB Twitter account: <https://twitter.com/BIOMATDB>

BIOMATDB LinkedIn page: <https://www.linkedin.com/in/BIOMATDB>

BIOMATDB YouTube channel: <https://www.youtube.com/channel/UCPXWUT-btEtLHH3BBVpRwJg>