Demonstrative process for the production and enzymatic recycling of environmentally safe, superior and versatile PHA-based rigid packaging solutions by plasma integration in the value chain

D7.3 Project External Website

This project has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101023685. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio-based Industries Consortium.

Grant Agreement No:	101023685	**Project Acronym:**	BioSupPack
Project Title:	**Demonstrative process for the production and enzymatic recycling of environmentally safe, superior and versatile PHA-based rigid packaging solutions by plasma integration in the value chain**		
Funding scheme:	BBI-JU-Horizon 2020 – Innovation action - Demonstration		
Project Coordinator:	**AIMPLAS - ASOCIACION DE INVESTIGACION DE MATERIALES PLASTICOS Y CONEXAS**		
Lead Beneficiary	ENCO		
Start date of the project:	01.06.2021	**Duration of the project:**	42 months
Deliverable:	**D.7.3 Project External Website**		
Contractual delivery date:	**31.08.2021 (deadline as stated in the DoA)**		
Actual delivery date:	**31.08.2021**		
Type of Deliverable	DEC (Websites, patent fillings, videos, etc...)		
Dissemination level:	PU (Public)		
Authors:	ENCO		
Contributors:	EUBP		
Version:	**1**		

History of changes

Version	Author	Date	Comments
0.1	ENCO	<17.08.21>	Data Collection
0.2	ENCO	<23.08.21>	First Draft
0.3	ENCO	<30.08.21>	Final Version for the Coordinator's Approval
1.0	AIMPLAS	<31.08.21>	Final Version

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Acronyms

WP	Work Package
D	Deliverable
EU	European Union
EC	European Commission
BBI-JU	Bio-Based Industries Joint Undertaking
H2020	Horizon 2020

Executive summary

This describes the activity of Task 7.1, by illustrating the website created for external communication about the project. The website has been developed as part of the Communication strategy, to connect people and to increase awareness among stakeholders around the project.
It presents the project brand and circulate relevant information about BioSupPack, easy to understand infographics, links to other relevant websites, project news, educational materials, video clips, etc. It serves to follow up the development of the project and to spread the non-confidential science results leveraging emotion and passion of public.

The website has been designed in modern and easily accessible version, for all the potential users and all the digital platforms, and to provide an intuitive way of navigating for the most popular mobile Internet browsers.

The website is made up by two parts: the public area, open to all users and visitors, and the private area, exclusive and restricted to the consortium members. The website is structured in eight sections that provide relevant information of the project, all of them are detailed below.

Finally, each section includes the project's logo in the heading, as well as the EU and BBI JU's logo in the footer.

Introduction

This document is about the Project External Website due by August 2021 (M3). Alongside with the actual creation of the website and with making it available to the general public, this document is meant to provide a general overview of its structure, interface and functions.

The website constitutes one of the main dissemination channels of the project. It will be continuously updated throughout the project duration. The responsible partner for the creation and maintenance of the website is ENCO, with the contribution of all the partners. This ensures that the website runs smoothly and that it efficiently drives selected information to the end-users.

1. Website Structure

The project website is accessible through the URL www.biosuppack.eu. The Homepage contains both a header with drop-down menu that direct to the other sections and it includes links to other sections of the website throughout its text.

BioSupPack's website is available in English and it displays the project logo that, together with the colours used, aims to evoke the graphical identity established for BioSupPack.

There is a total of 8 main sections in the website (Home, Project, Partners, Project Management Structure, News and Events, Downloads, Contact Us and Private Area) and some of them, in turn, also contain sub-sections. The following paragraphs introduce each section in detail.

Figure 1 graphically sums up the structure tree with all sections and sub-sections of the website at the time of writing.

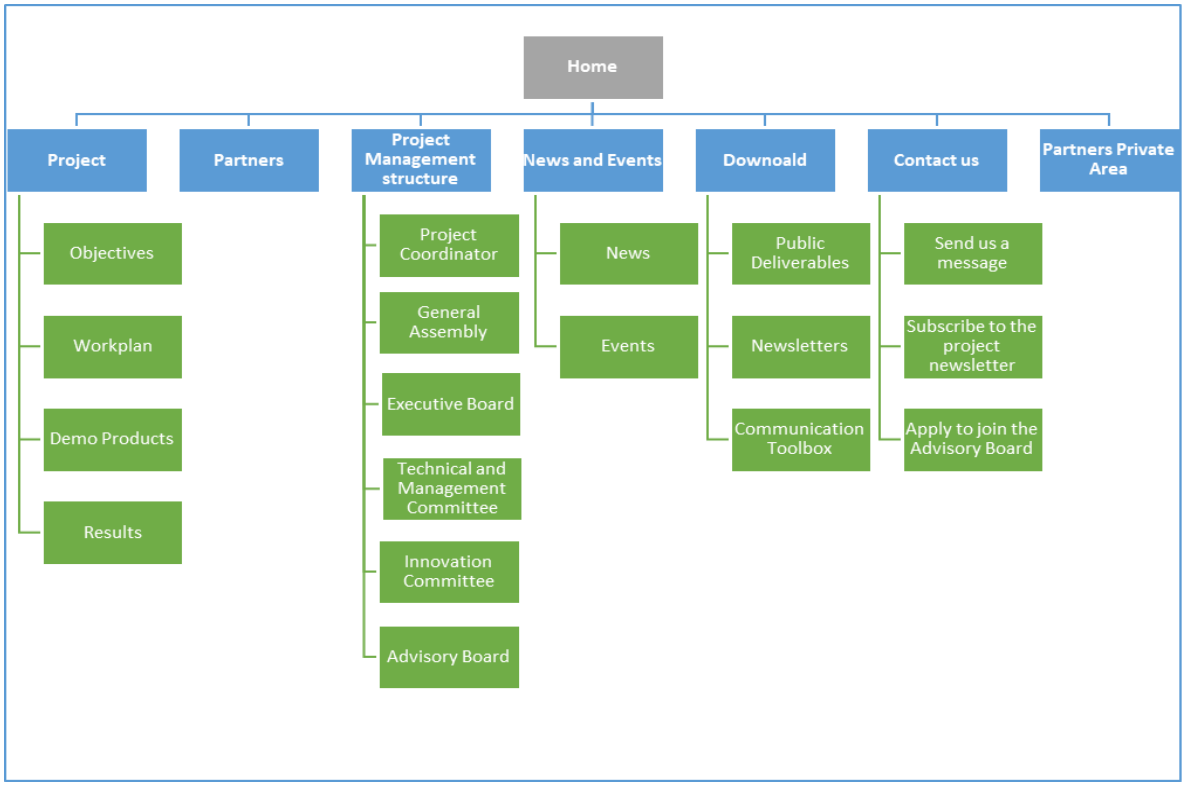

Figure 1 - BioSupPack Website Structure

1.1 Homepage

The homepage is the section Home (Figure 2 and Figure 3), which provides a summary of the project and a connection with the other pages. The header is fixed on top of the page. In the top-centre section, we

can find BioSupPack's logo, and on the right side the drop-down menu leading to several sections of the website. Right under the header there is a slider.

The illustration captured in the screenshot is the first out of two that continuously rotate by fading one into another. The respective images have been selected from the BioSupPack's project and objectives descriptions to establish a quick visual link and evoke the goals of the project. The design is meant to be coherent and dynamic.

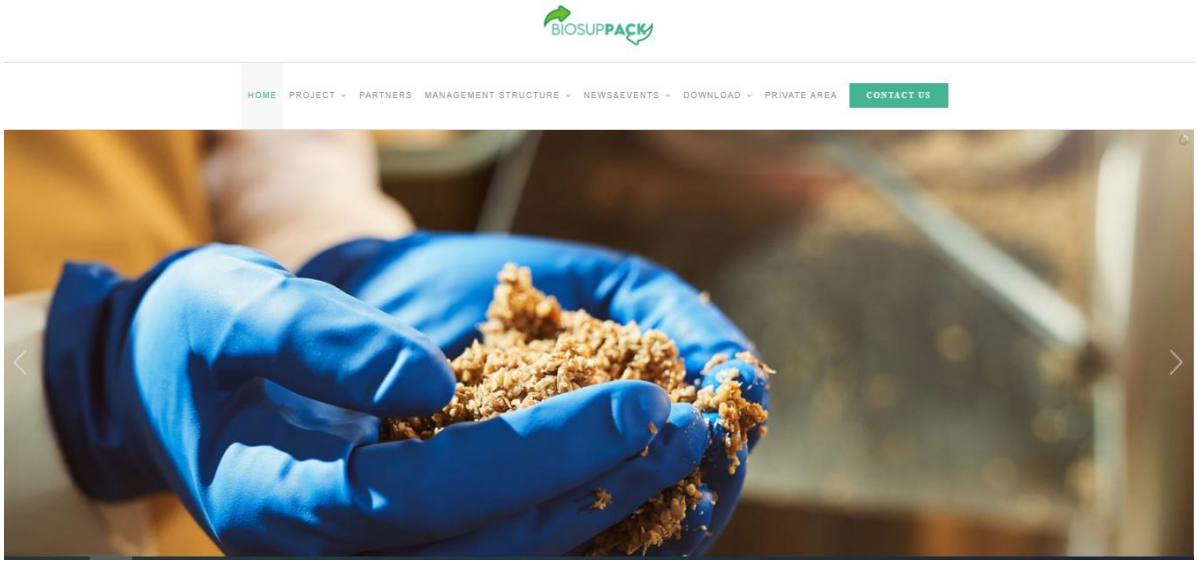

Figure2 - BioSupPack Website Homepage (Version 1)

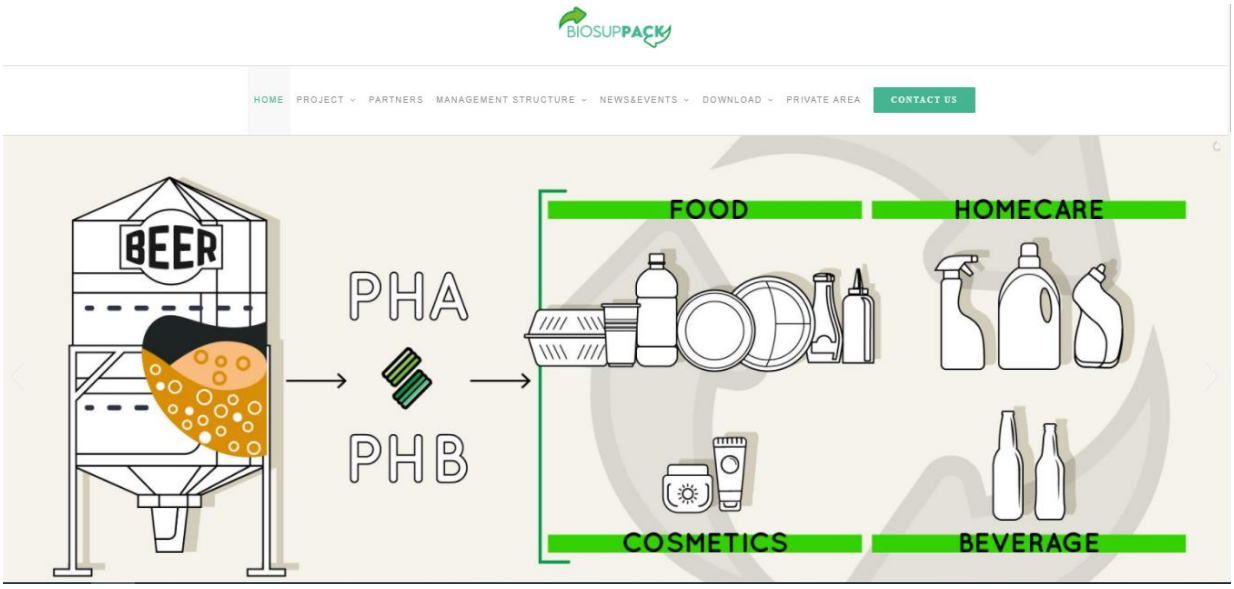

Figure 2 - BioSupPack Website Homepage (Version 2)

By scrolling down, it is possible to visualize a banner stating BioSupPack's mission. After the displayed banner, it will appear the preview of several sections of the website (Project, Objectives and Subscription to the Newsletter).

Figure 4 – BioSupPack Mission Statement Homepage

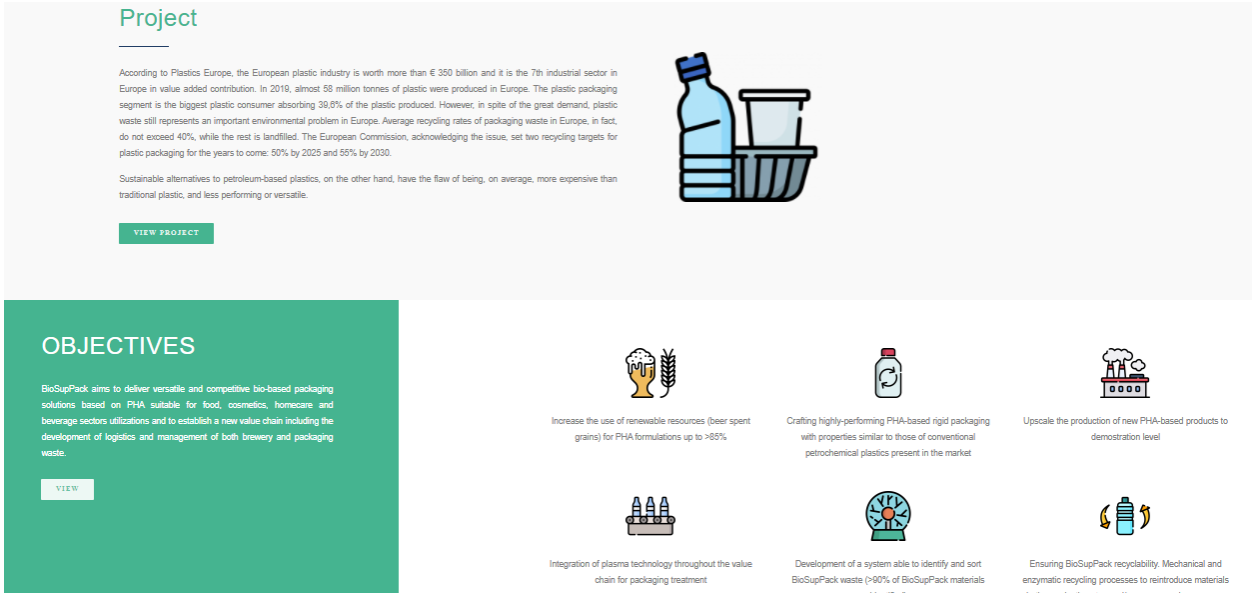

Figure 5 – BioSupPack Website Homepage (Version 3)

The last section of the website homepage invites visitors to subscribe to the project e-newsletters. This box is present in all the sections of the website.

Figure 6 – BioSupPack Website Homepage (Version 4)

The footer is present in all the sections of the website and it includes on the left side all the relevant information on the project and the statement containing the number of the Grant Agreement. On the right side the logos and emblems of the funding agencies, and the links to the social media channels of the project. Below the footer there is the hyperlink to the privacy policy and the cookie policy.

Figure 3 – BioSupPack Website Footer

1.2 Project Section

The project's page presents itself as in Figure 8. It includes a text description of the main issue behind BioSupPack's action and it includes several subsections. It is possible to access any of them both from the sidebar on the right and from the drop-down menu in the header.

Figure 8 – BioSupPack Website Project Section

1.3 Objectives Section

The Section 'Objectives' contain text descriptions of the project objectives.

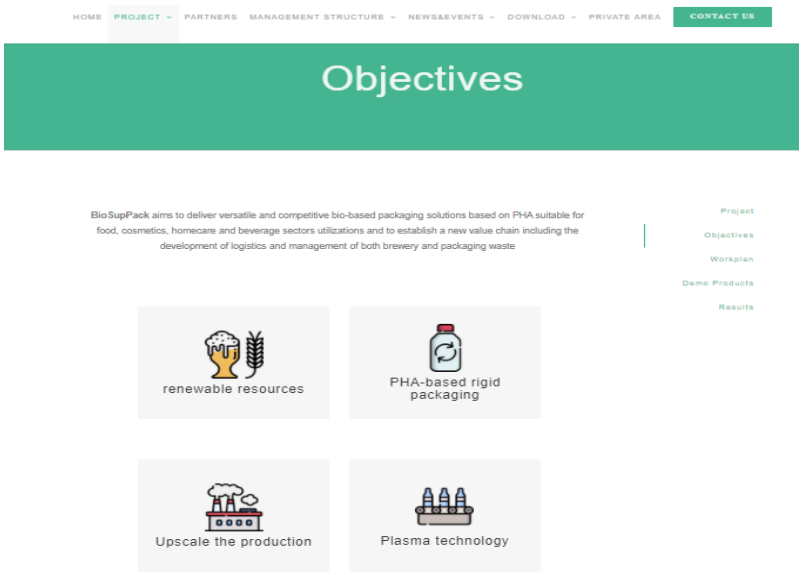

Figure 9 – BioSupPack Objectives Section

1.4 Workplan Section

The Section 'Workplan' contain written and graphical descriptions of the project's workplan.

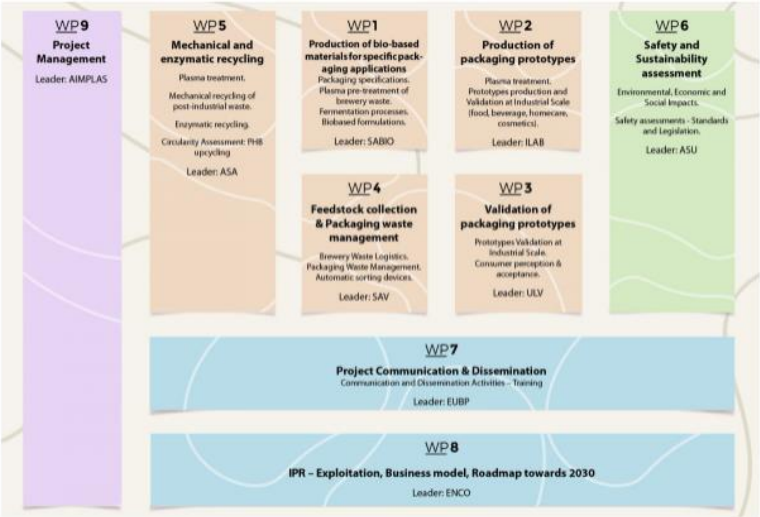

Figure 10 – BioSupPack Workplan Section

1.5 Demo Products Section

The Section 'Demo Products' contain graphical descriptions of the project's pilots.

Figure 11 – BioSupPack Demo Products Section

1.6 Results Section

The Section 'Results' will contain description of the project's results.

1.7 Partners Section

The 'Partners' section of the website includes a map (Figure 12) and a list of all the beneficiaries' logos with a brief text clarifying their name and acronym (Figure 13). The logos are clickable and they redirect to the partners' official websites pages.

Figure 12 – BioSupPack Partners' Map

Figure 13 – BioSupPack Partners' Logos

1.8 Management Structure

The 'Management Structure' section of the website includes a graphic puzzle chart (Figure 14) which lists all the actors playing a specific managing role in the project. The 'Management Structure' includes several subsections. It is possible to access any of them both from the sidebar on the right and from the drop-down menu in the header.

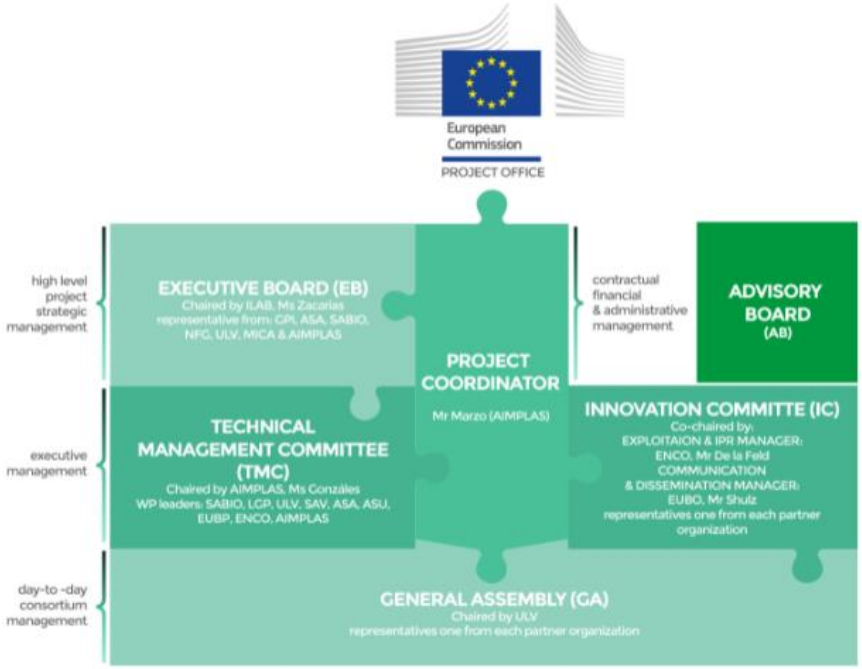

Figure 14 – BioSupPack Management Structure

1.9 Project Coordinator

The 'Project Coordinator' section of the website includes a brief text and a logo (Figure 15) which inform the reader about the role and identity of the project coordinator.

Figure 15 – BioSupPack Project Coordinator

1.10 General Assembly

The 'General Assembly' section of the website includes a brief text and a logo (Figure 16) which inform the reader about the role and identity of the General Assembly and its Chair.

Figure 16– BioSupPack General Assembly

1.11 Executive Board

The 'Executive Board' section of the website includes a brief text and a few logos (Figure 17) which inform the reader about the role and identity of the Executive Board and its Chair.

Figure 17– BioSupPack Executive Board

1.12 Technical and Management Structure

The 'Technical and Management Structure' section of the website includes a brief text and a few logos (Figure 18) which inform the reader about the Technical and Management Structure of the project and its Chair.

Figure 18– BioSupPack Technical and Management Structure

1.13 Innovation Committee

The 'Innovation Committee' section of the website includes a brief text and a few logos (Figure 19) which inform the reader about the Innovation Committee's structure and its Co-chairs.

Figure 19– BioSupPack Innovation Committee

1.14 Advisory Board

The 'Advisory Board' section of the website includes a brief text and a few logos (Figure 20) which inform the reader about the Advisory Board's identities. It also includes an interactive subscription bar that allow the audience to apply to the Advisory Board.

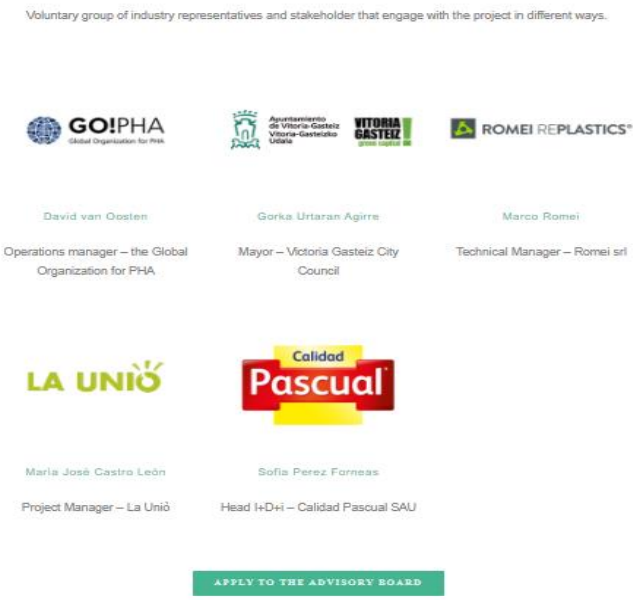

Figure 20– BioSupPack Advisory Board

1.15 News & Events

The ‘News and Events’ section (Figure 21) includes the sub- sections ‘News’ and ‘Events’. Here we will share press releases and project updates as well as announce events we are going to hold or attend. They are accessible both from the header and from the sidebar.

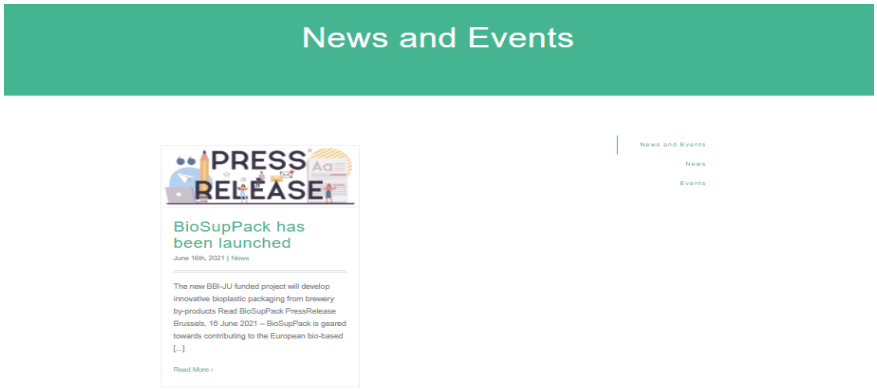

Figure 21– BioSupPack News & Events

1.16 News

In the ‘News’ section (Figure 22) will be shared press releases and project updates. This section is accessible both from the header and from the sidebar.

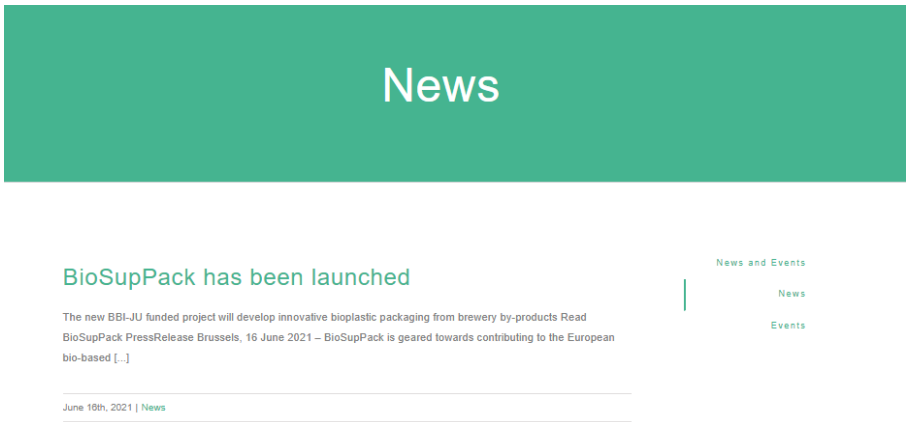

Figure 22– BioSupPack News

1.17 Events

In the ‘Events’ section (Figure 23) will be announced events that will be held or attended. This section is accessible both from the header and from the sidebar.

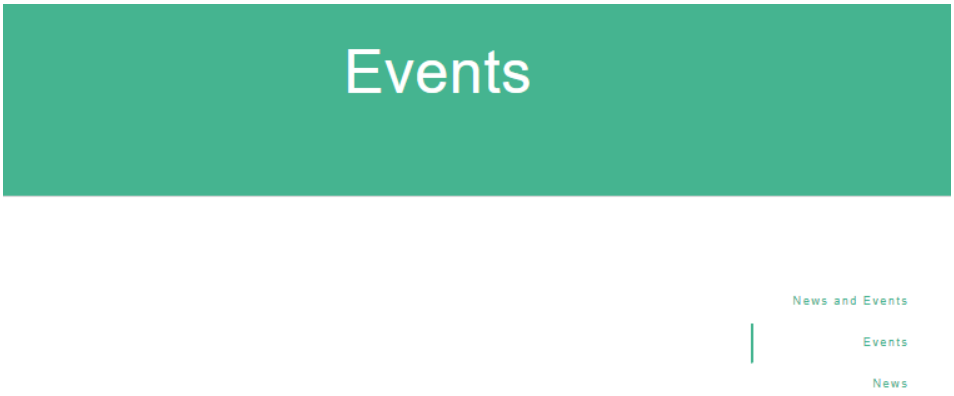

Figure 23– BioSupPack Events

1.18 Download

The 'Download' section (Figure 24) is an important dissemination channel. It contains three sub-sections: 'Public Deliverables + Summary of Non-public Deliverables', 'Newsletter' and 'Communication Toolbox'.

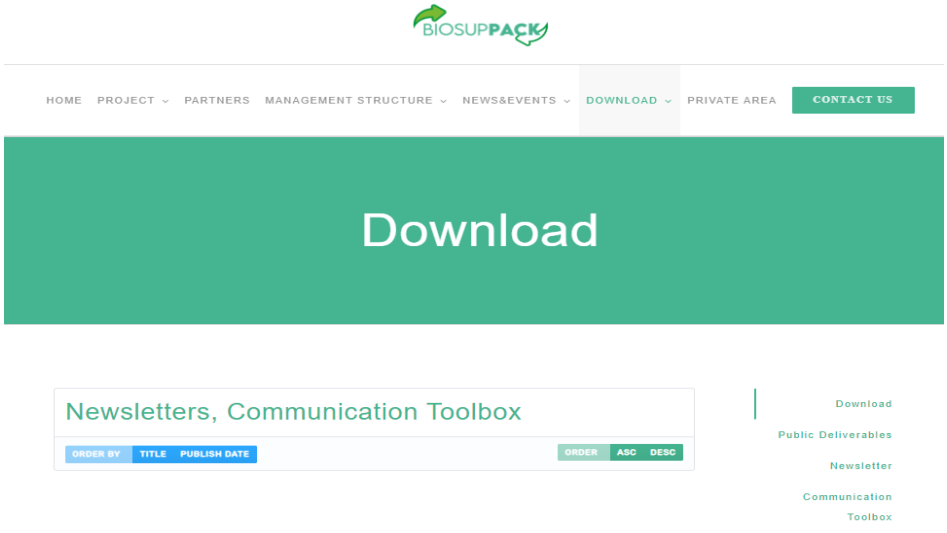

Figure 24– BioSupPack Download

1.19 Public Deliverables

The 'Public Deliverables' section (Figure 25) will allow visitors to download both Public Deliverables and Summary of Non-Public Deliverables.

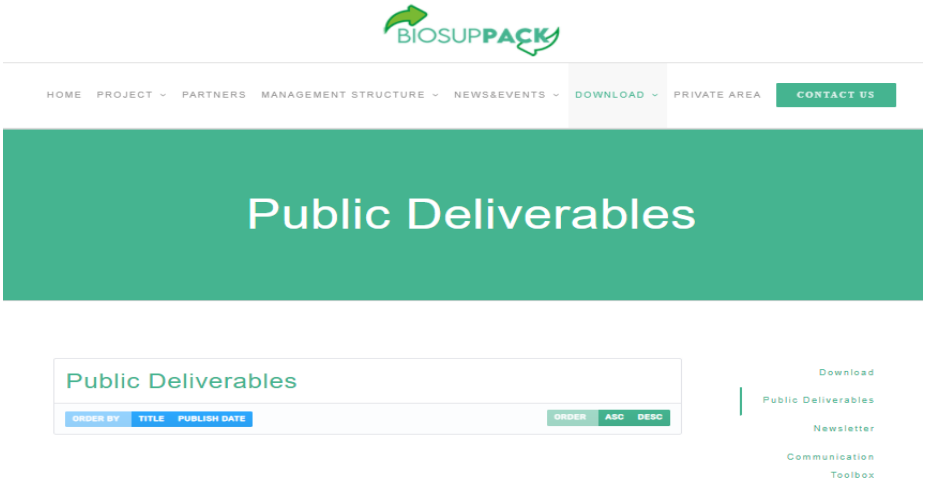

Figure 25– BioSupPack Public Deliverables

1.20 Newsletter

The 'Newsletter' section (Figure 26) will allow visitors to download and to subscribe to the project newsletters.

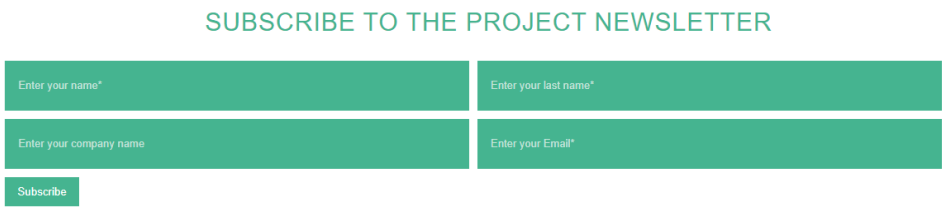

Figure 26– BioSupPack Newsletter

1.21 Communication Toolbox

In the section, 'Communication Toolbox' (Figure 27) visitors will find all the dissemination and communication materials related to the project, for examples infographics, brochures, leaflets, etc.

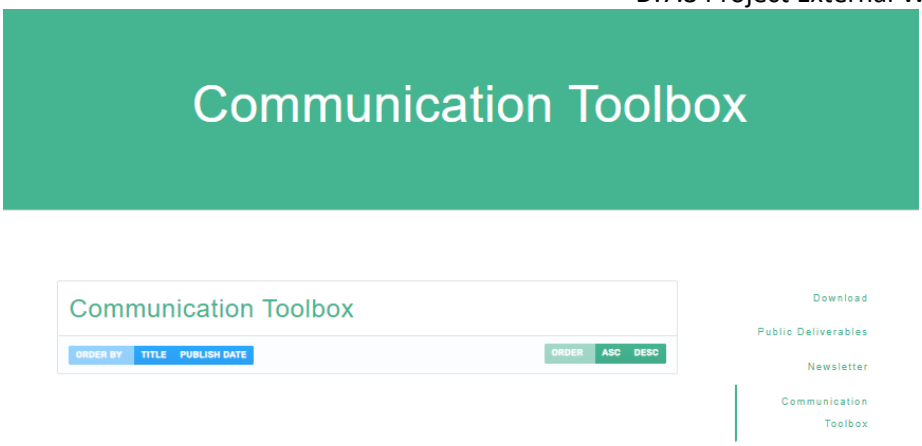

Figure 27– BioSupPack Communication Toolbox

1.22 Private Area

The 'Private Area' links to a SharePoint space where only partners have been granted access. This section has been made available as of end of July. Users who click on this section will be redirected to the SharePoint log-in page, as shown in Figure 28.

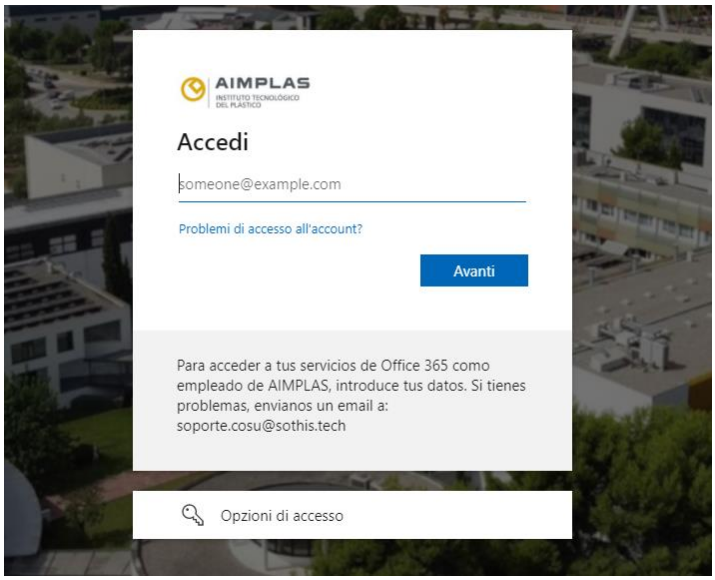

Figure 28– BioSupPack Private Area

1.23 Contact Us

The last section of the website, 'Contact Us' (Figure 29); is an important communication channel. It contains two sub-sections: 'Send Us a Message' and 'Apply to the Advisory Board'. It is a contact form

where visitors interested in the project can leave their contact information (name, surname, company, phone, e-mail) and insert a message for BioSupPack. After the form, there are two tick boxes. By ticking the first, it is possible to subscribe to the project's newsletter. By ticking the second, visitors agree with the website privacy and GDPR policy (Annex I).

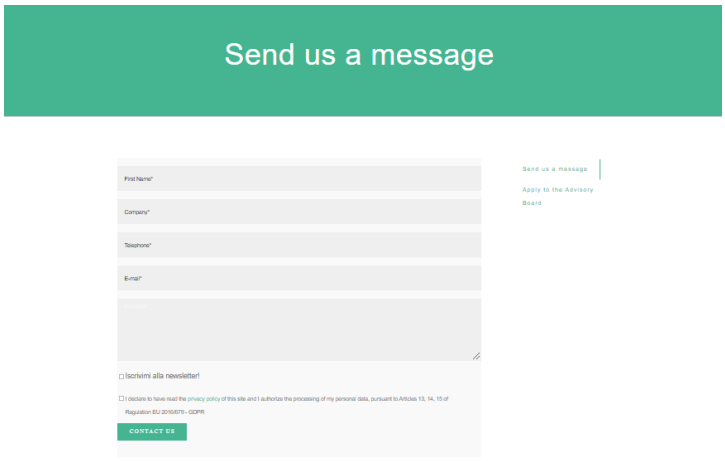

Figure 29– BioSupPack Send Us a Message

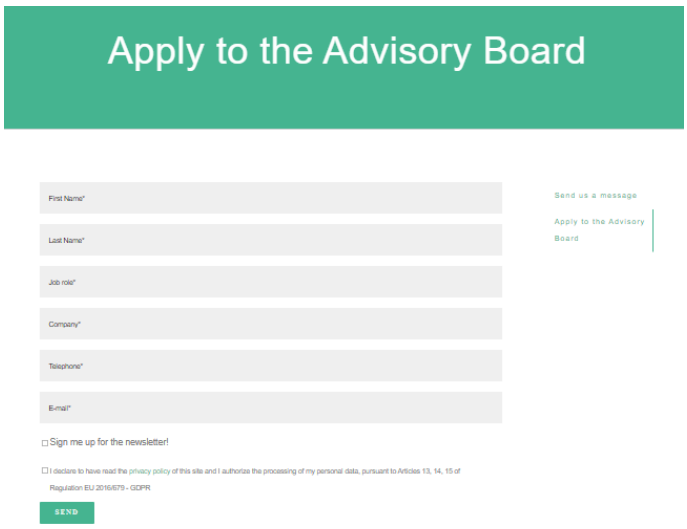

Figure 30– BioSupPack Apply to the Advisory Board

Conclusions

This document presented an overview of BioSupPack's website (D7.3). All the sections have been presented as status quo of M3 of the project. The website will be continuously updated and improved also thanks to the partners' and stakeholders' feedback.

Statistics obtained from our traffic monitoring activity will be taken into account to ensure that the website is attractive and functional to its visitors.

Annex I

Privacy Policy

is regulated by Italian law and in particular by Legislative Decree no. 196 of 30 June 2003 (Personal data protection code, the "Code"), as well as the European Regulation 2016/679 "GDPR" (the "Regulation") in force since 25th May 2018.

1. PERSONAL DATA CONTROLLER

Enco Srl with registered office 80122 Naples – Via Michelangelo Schipa 115 (hereinafter Enco) is the data controller for the data processing related ("Controller") to the Sites, including therein browsing data, as well as all the data connected and related to online sales.

For any questions on this Privacy Policy, to have a whole list of the appointed Data Processors and to send a request for exercising the data subject's rights, you can contact the Data Controller by writing to the following email address info@bioeconomyventures.eu or send a request to the address of the registered office noted above.

2. PERSONAL DATA COLLECTED

a) Sign up for the newsletter

By subscribing to the newsletter, the user provides the following personal data: name, surname, email. These data are necessary, therefore, in the absence of such data, it will not be possible to register for the newsletter or to create an account.

b) Assistance / request for information

To obtain a support service or to request information, the User can send a request to the email address info@bioeconomyventures.eu or to the other email addresses indicated on the Website, or use one of the electronic forms present in the Website, and must provide the following personal data: name, surname, mail, message. These data are necessary: failure to provide such data could prevent Enco from providing the requested assistance.

c) Browsing data

During the browsing of the Site by the user, the information systems and software procedures relied upon to operate these Sites acquire personal data as part of their standard functioning, the transmission of such data is an inherent feature of Internet communication protocols.

This data category includes the IP addresses and/or the domain names of the computers and terminal equipment used by any user, the URI/URL (Uniform Resource Identifier/Locator) addresses of the requested resources, the time of such requests, the method used for submitting a given request to the server, returned file size, a numerical code relating to server response status (successfully performed, error, etc.), and other parameters related to the user's operating system and computer environment.

d) Cookies

Regarding the use of cookies, please refer to the Cookie Policy published on the Website.

If the user provides personal data of third parties (for example, family members, other customers or potential customers), the user should make sure that such third parties are informed and authorized the use of their data as described in this Privacy Policy. The user will remain the only responsible for the communication of information and data relating to third parties without the latter having given their consent or for their possible incorrect use or against the law.

3. PURPOSE OF THE PROCESSING, LEGAL BASIS AND DATA STORAGE PERIOD

3.1 Newsletter subscription and request for information via web form

The personal data provided by the user or collected when the user subscribes to the newsletter on the Website or requests information via web form, will be used:

-to provide the services requested (for example, assist and manage any complaints and respond to a request or contact request that may be submitted by the user, also through customer service);

-to manage newsletter subscription

Personal data must be provided for the aforementioned purposes and the refusal would prevent to complete the request.

The processing of data for the afore mentioned purposes is carried out to follow up the request to receive newsletters and manage the request of information / assistance.

The personal data processed for newsletter subscription will be kept until the user requests cancellation from the newsletter.

The personal data processed for the assistance / request for information will be kept for the time necessary to manage the request, and then they will be eliminated

Without prejudice to the foregoing, the user's personal data will be kept only for any legal and regulatory obligations (such as, for example, accounting and tax obligations).

3.2 Use of web services

The browsing data, which are acquired by the Controller during the browsing of the Website by the Customer, are necessary for the use of web-based services and are also processed in order to:

– extract statistical information on service usage (most visited pages, visitors by time/date, geographical areas of origin, etc.);

– check functioning of the services.

Browsing data are kept for no longer than seven days and are erased immediately after being aggregated (except where judicial authorities need such data for establishing the commission of criminal offences).

3.3 Marketing

Personal data collected on the Website will be used, after obtaining consent, to offer promotions and send newsletters, other communications, surveys and researches, market analysis, promotions and

other initiatives for customers ("marketing"). The Controller may use traditional (postal mail and telephone) and/or digital and automated (e-mail, SMS) contact means.

The use of data for marketing purposes is optional and free, being based on the consent that the user can choose to lend. The user can revoke his consent at any time. In any case, the refusal to provide personal data for marketing purposes does not prevent the user from using the services of the Sites or making purchases, but the same will not be informed of marketing initiatives promoted by the Controller.

Personal data processed for marketing purposes will be kept, in accordance with the provisions of the Italian data protection authority's (hereinafter the Garante), for a period not exceeding 24 months, unless the user renews his consent and except for further measures issued by the Garante.

Passed the retention period indicated above, personal data will be permanently deleted or anonymised. Without prejudice to the foregoing, the user's personal data will be kept only for any legal and regulatory obligations (such as, for example, accounting and tax obligations).

4. COMMUNICATION OF PERSONAL DATA

The personal data of the user will be processed by authorised persons of the Controller and, if appointed, the Processor.

Personal data may also be processed by third parties who perform, for example, services for sending communications via e-mail or SMS, computer system maintenance services, computer assistance services and Content management application.

The above-mentioned persons will only process the personal data necessary for the performance of the related services and will not be authorized to process them for different purposes.

The user's personal data may also be communicated to other persons, such as law enforcement agencies, administrative or judicial authorities and public administrations for the fulfilment of legal obligations, regulations or community provisions.

5. PROTECTION OF THE PRIVACY OF MINOR

The processing of personal data of the minor is lawful where the child is at least 16 years old. If the child is under the age of 16, such treatment is lawful only if the consent is given or authorized by the holder of parental responsibility.

The Data Controller will, in any reasonable way and in consideration of the available technologies, make sure that the consent is given or authorized by the holder of parental responsibility on the child.

If the Data Controller or the Processor come to know that a minor's data have been collected, they will immediately cancel them.

In the event that the user is not of the required age, please do not register or proceed with the online purchase and ask an adult (or their parents or legal guardian) to perform the necessary procedures.

6. METHOD OF PROCESSING

The personal data collected through the Sites is processed mainly using computerized and telematic methods and tools, adopting the necessary security measures in order to minimize the risk of destruction or loss, even accidental, of the data, unauthorized access or of treatment not allowed or not in accordance with the collection purposes indicated in this statement. However, these measures, due to the nature of the online transmission medium, cannot limit and exclude absolutely any risk of unauthorized access or data loss. To this end, the user is advised to: periodically check that the computer is equipped with appropriate software devices for the protection of data transmission in the network, both incoming and outgoing (as updated antivirus systems); verify that the internet service provider has taken appropriate measures for the security of data transmission over the network (such as, for example, firewalls and antispam filters). In the event that the Controller believes that the security of the personal data of the user in his possession or under his control has been or may have been compromised, the same will inform the user of the incident according to the procedures established by the law in force, using the methods prescribed by it (providing his/her email address to the Controller, the user consents to receive such communications in electronic format through this email address).

7. TRANSFERS TO THIRD COUNTRIES OR INTERNATIONAL ORGANIZATIONS

Should the Controller transfer personal data to third countries or international organizations, in order to pursue the purposes, set out in this Privacy Policy, the Controller will take measures to ensure that such communications are carried out in accordance with European data protection standards (for example, use of standard contractual clauses or Privacy Shield).

8. USER RIGHTS

To exercise the rights indicated below, the user can send a request by contacting the Controller and by sending an email to info@bioeconomyventures.eu or a letter by postal mail to the address of the Controller. When contacting the Controller, the user must include his name, email address, postal address and/or telephone number(s) to be sure that the Controller can correctly handle his/her request.

8.1 Right of access

The user shall have the right to obtain confirmation as to whether or not personal data concerning him or her are being processed, and, where that is the case, access to the personal data and the following information: the purposes of the processing; the categories of personal data; the recipients or categories of recipient; where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period; the existence of the right to request from the controller rectification or erasure of personal data or restriction of processing of personal data concerning the data subject or to object to such processing; the right to lodge a complaint with a supervisory authority; where the personal data are not collected from the user, any available information as to their source; the existence of automated decision-making, including profiling, and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the user; Where personal data are transferred to a third country or to an international organisation, the user shall have the right to be informed of the appropriate safeguards relating to the transfer.

The user has the right to obtain a copy of the personal data undergoing processing.

8.2 Right of rectification

The user shall have the right to obtain from the Controller without undue delay the rectification of inaccurate personal data concerning him or her. Taking into account the purposes of the processing, the user shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

8.3 Right to erasure

The user shall have the right to obtain from the controller the erasure of personal data concerning him or her without undue delay and the controller shall have the obligation to erase personal data without undue delay where one of the following grounds applies:

– the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;

– the user withdraws consent on which the processing is based, with an email or postal communication;

– the user objects to the processing and there are no overriding legitimate grounds for the processing, or the user objects to the processing for direct marketing purposes, which includes profiling;

– the personal data have been unlawfully processed;

– the personal data have to be erased for compliance with a legal obligation in Union or Member State law to which the Controller is subject;

– the personal data have been collected in relation to the offer of information society services directly to a child.

8.4 Right of restriction

The user shall have the right to obtain from the controller restriction of processing where one of the following applies:

a) the accuracy of the personal data is contested by the user, for a period enabling the controller to verify the accuracy of the personal data;

b) the processing is unlawful and the user opposes the erasure of the personal data and requests the restriction of their use instead;

c) the Controller no longer needs the personal data for the purposes of the processing, but they are required by the user for the establishment, exercise or defence of legal claims;

d) the user has objected to processing pursuant to Article 21(1) pending the verification whether the legitimate grounds of the Controller override those of the data subject.

8.5 Right to data portability

The user shall have the right to receive the personal data concerning him/her, which he/she has provided to a controller, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where:

a) the processing is based on consent pursuant to point (a) of Article 6(1) or point (a) of Article 9 (2) of Regulation or on a contract pursuant to point (b) of Article 6(1) of Regulation;

b) the processing is carried out by automated means.

In exercising his/her right to data portability pursuant to paragraph 1, the user shall have the right to have the personal data transmitted directly from one controller to another, where technically feasible.

8.6 Right to object

The user shall have the right to object, on grounds relating to his/her particular situation, at any time to processing of personal data concerning him/her which is based on point (e) or (f) of Article 6(1), including profiling based on those provisions.

8.7 Further rights

The user shall have the right not to be subjected to a decision based only on automated processing, including profiling, which produces legal effects that affect him/her or that significantly affects his person.

The user shall have the right to lodge a complaint with a supervisory authority (in Italy, the Italian data protection authority's, Garante).

9. UPDATE OF PERSONAL DATA

The user is invited to check and update their personal data on a regular basis. To this end, in case of changes, the user is invited to write to the email address info@bioeconomyventures.eu or to directly modify the data online using the settings of the user account on the Website, where registered.

10. UPDATES OF THIS INFORMATION – COMMUNICATIONS

The Controller reserves the right to modify, add or delete parts of this Privacy Policy at any time by publishing the revised version on this page of the Website and updating the date of the "last modification" indicated below.

It is the responsibility of the user to read, from time to time, the Information to be aware of any changes made.

In some cases, the Controller may provide further communications regarding significant changes to this Information by posting a notice on the home page of this Website or, in the case of registered users, by sending a notification email or by posting a notice on their account page.