



Deliverable 8.1 (D8.1)

Project branding (logo, flyer, PowerPoint and policy briefs templates), website, online libraries

M08

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 Project name: EU BON: Building the European Biodiversity Observation Network
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 Co-ordinator: MfN, Museum für Naturkunde - Leibniz Institute for Research on Evolution and Biodiversity, Germany

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Lead beneficiary: Pensoft

Authors: Iliyana Kuzmova, Pavel Stoev, Margarita Grudova, Lyubomir Penev (Pensoft, Pensoft Publishers Ltd, Bulgaria)

Anke Hoffmann, Christoph Häuser (MfN, Museum für Naturkunde - Leibniz Institute for Research on Evolution and Biodiversity, Germany)

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Dissemination Level

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

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1. Introduction

Dissemination and communication activities will play a vital role within the EU BON project branding out mainly in two directions:

- Promotion: popularization and visibility to the wider public
- Dissemination: rising awareness of the project results and development within the various target groups

WP8 with the WP leader Pensoft is responsible for the communication and dissemination activities within the EU BON project. This work package will publish, communicate, and broadly disseminate the project results to a wide range of stakeholders at the maximum possible extend, as well as focus on the development of best practices and tools for scientific data publishing.

As a foundation of the future effective communication activities, a sound set of working dissemination tools and materials is crucial to be established within the first months of the project start up. Accordingly, a project logo and a web platform comprising an external website and Internal Communication Platform (ICP) were developed in the first 7 months to form the backbone of both, the project internal communication and the public visibility.

In addition, various dissemination materials such as the EU BON flyer, a brochure and posters for all the individual partners were produced in high quality print version for rising awareness at events as well as uploaded in the Media Centre of the website to be available to anyone interested. Templates were also produced in cooperation with the coordination team (WP9) and uploaded on the ICP to be available to the consortium to facilitate future dissemination and reporting activities, such as letters, milestone and deliverable reports, Power point presentations, policy briefs etc.

Accounts have been also set in 4 social media channels (Twitter, Facebook, Google +, and LinkedIn) to ensure the widest possible impact and outreach of EU BON related results, news and events and to engage the interested parties in a virtual community.

The longer term impact of the project's results will be secured by maintaining the website for a minimum of 5 years after the closure of the project.

2. Project Logo

Developing the EU BON logo (Figure 1) was one of the first steps taken by the EU BON Consortium as a steppingstone for the project's branding and easy recognition.

The logo is designed to help the external audience to easily identify EU BON and contributes to the project visibility by providing a corporate identity since the very beginning of the project. The image is designed with the main signifiers being the stars of the European Union and the satellite circles to symbolize the core of the project philosophy and aims: mobilization, interlinking and dissemination of biodiversity data, and cross-linking of existing biodiversity observation networks.

The project logo along with the European Commission and FP7 logos will be placed prominently in all dissemination relevant documents.



Fig. 1 EU BON logo.

3. EU BON website

The EU BON website platform has been created to meet two major needs of the EU BON project: internal communication within the consortium and external communication and dissemination of the projects objectives and results. The components developed by Pensoft to facilitate this are the public website (www.eubon.eu), and an Internal Communication Platform, ICP, accessible only by authorised users and designed specifically to support the communication within the EU BON consortium.

3.1 EU BON public platform

The EU BON website (Figure 2) was developed by the Pensoft team in close cooperation with the coordination team (WP9). It is designed to act as information hub about EU BON objectives, activities and results. The website serves as a prime public dissemination tool making available the project deliverables and the published materials. The events organized by EU BON are also announced through the website.

The EU BON website comprises separate information pages with project background information, news, events, products, publications, contact details, etc. It is regularly updated to keep the audience informed and ensure continued interest of already attracted visitors. The website main pages are:

- Homepage
- The Project: introducing the rationale and the aim of the project
- Main Outcomes: introducing the project objectives and expected results
- Partners: presenting the different project partners; EU BON consortium, and
 - Advisory Board
 - Associate Partners
- Work Packages: describing the different work packages and related tasks
- Online Library: dedicated to all EU BON deliverables and publications, as well as to EU BON relevant documents.
- Media Center: a place where all outreach materials are made available and can be freely downloaded
 - Partner posters
 - Posters
 - Flyers (leaflet)
 - Brochures
 - Press releases
 - Logo
- Links: URL links to useful websites of interest
- News: introducing the project news and the biodiversity research news
- Events: specific section to display the upcoming project events and other biodiversity events
- Contacts: listing all WP leaders with their contact details
- Feedback: enabling visitors to express their feedbacks through a simple and convenient online form

The website, through its homepage, also provides direct links to the EU BON social networks profiles in Facebook, Twitter, Google+, LinkedIn.

RSS feeds and newsletter subscription form enable visitors to subscribe and receive project news, project events announcements and project results released directly in their mailbox.

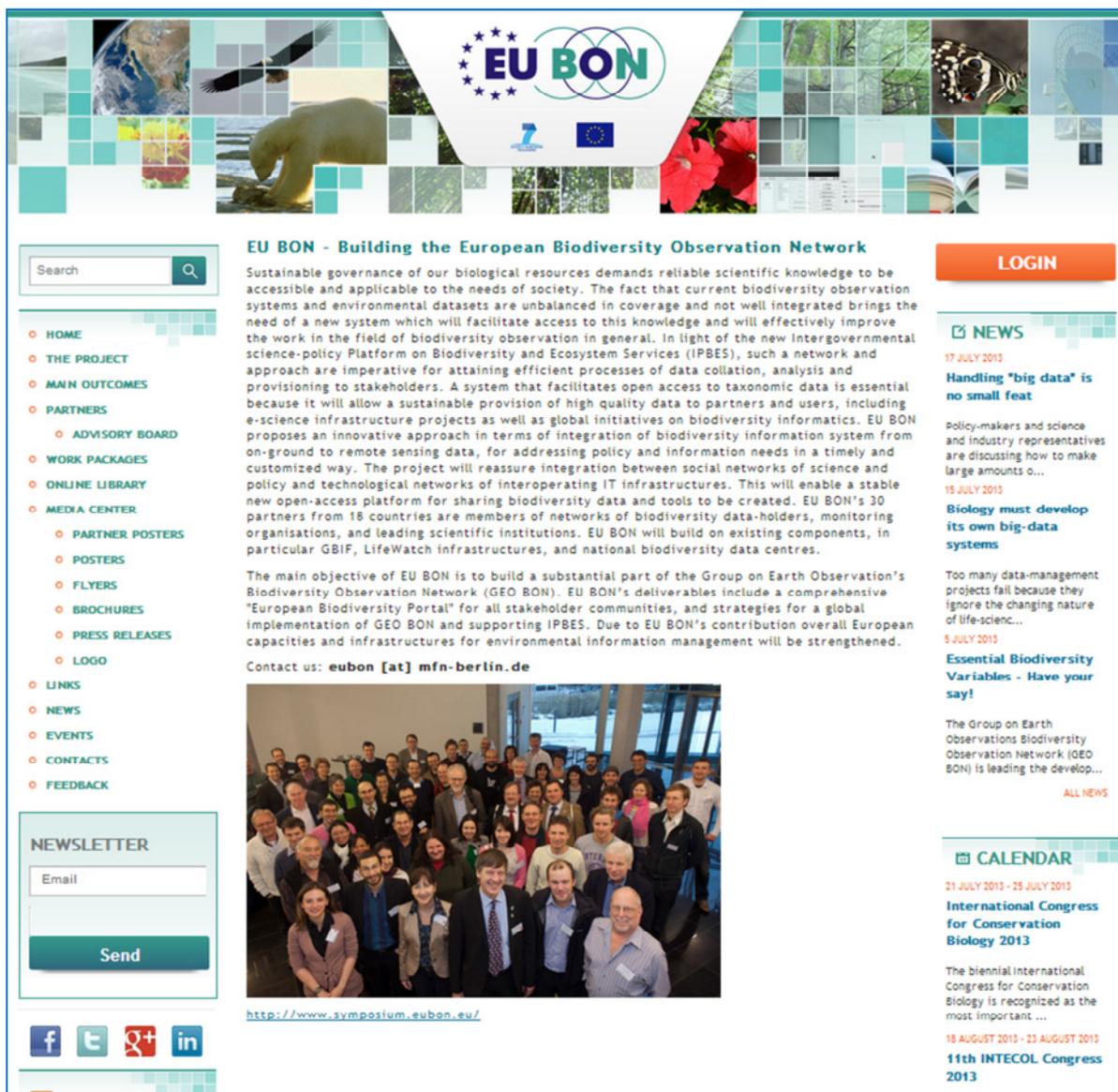


Fig. 2 Screen shot of the EU BON homepage.

External Online Library – the document storage

Publications (project-derived scientific publications and publications that are not project-derived but of interest to the EU BON participants) and other information (deliverables with public access) that are open to public will be available on the External Online Library section of the website. Every member of the consortium can upload information on the library by filling in a simple form (Figure 3), which is available via the ICP library.

Fig. 3 Screen shot of the EU BON external library form.

While uploading external documents, the following basic information needs to be completed: Author(s) (of the publication / deliverable), year of publication, Title / Subtitle, and standard bibliographic information (journal's name, volume, pages, if it is a journal paper) or web link to the document, if stored on an external web platform.

It should be kept in mind that uploading copyright protected articles is allowed only after an explicit agreement by the copyright owner. Internal document Library is developed for documentation intended for use only within the consortium. More details in the next section.

3.2 EU BON Internal Communication Platform

The Internal Communication Platform (ICP) of EU BON was developed to serve as a communication hub of the EU BON consortium. A login button allows easy access to the restricted area for all registered users. The ICP serves for exchange of various types of information such as: documents related to the project management, datasets, results, coordination decisions, timetables, presentations, and materials, and as an internal emailing platform for communication among partners.

„Guidelines for use of the Internal Communication Platform (ICP)“ have been created to facilitate the use of the ICP by the EU BON consortium members and to describe its main functionalities. The document is available through the Internal Online Library in the *General Documents* folder.

The ICP provides convenient and appropriate mechanisms to facilitate the free flow of all sorts of information. At a glance, it has the following main features:

- **Mailing module:** Users can send emails to one or more project participant after logging in to the system. Users are assigned to one or more mailing groups depending on their role in the project and, hence, collective emails can be sent to one/more mailing group and individual users. All emails sent via the ICP are properly archived.
- All registered users can upload files in the internal library and all internal documents related to the activities of the project are stored. Files that are placed in the **Internal Online Library** can be used only by the project members and are inaccessible to external visitors of the website.
- **Users:** this section contains the profiles of all project members that are granted access to the ICP, with their portrait photo, the affiliation, contact details and additional information.
- **Internal events:** a regularly updated time schedule for the work within work packages is placed on a prominent location of the Intranet pages. It contains information on the events (deliverables and milestones) to be delivered during the whole project lifetime - type and title of event, due date, description, participants and contact information.
- **Calendar:** the purpose of this section is to enable ICP users to easily spot and access the latest project information.

Log in

All project members have been registered in the ICP of EU BON and were provided with their username and password. New members can be registered by the system administrators upon request from the team and WP leaders or the coordination team. It is the responsibility of the team leaders to regularly inform the administrators about changes in their team contact details and keep the list updated. To login to the ICP register, users have to simply click on the Login button (Figure 4) in the upper right corner of the website www.eubon.eu. EU BON has also maintained the domains www.eubon.org, www.eubon.net.

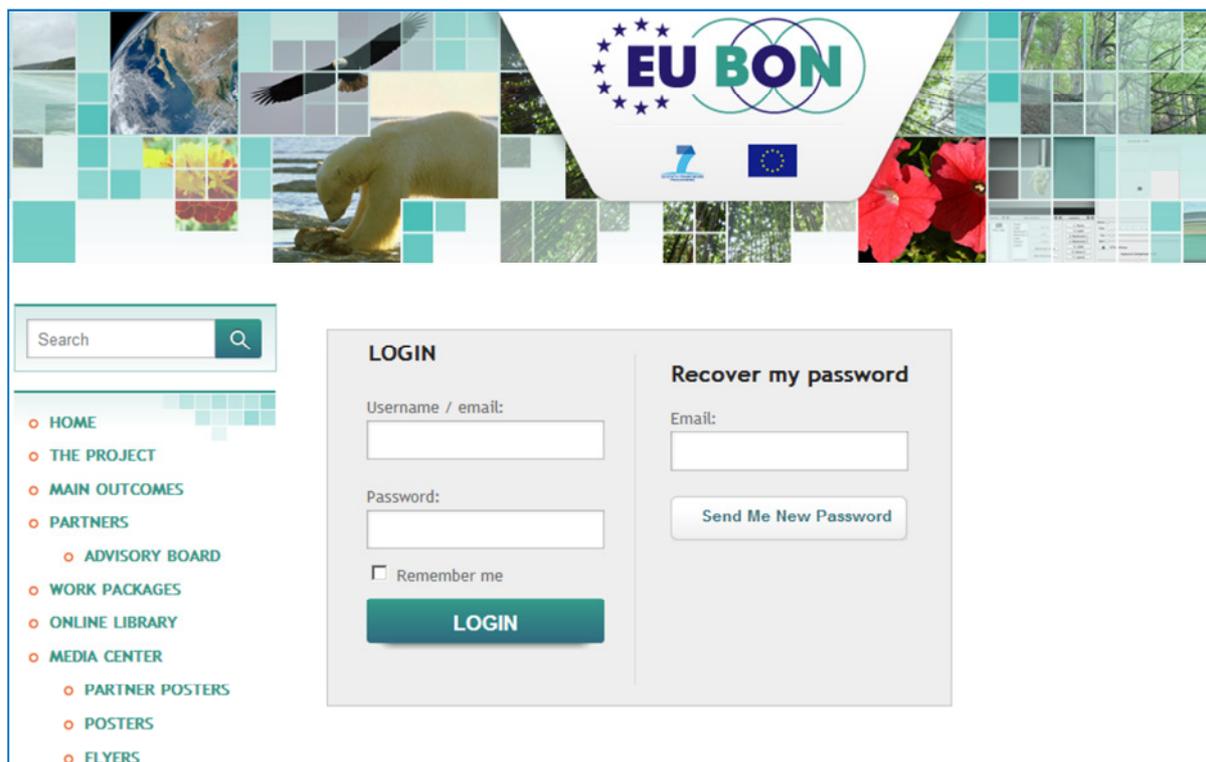


Fig. 4 Screen shot of the access page to the EU BON ICP.

Mailing Module

An email can be sent via the ICP by simply clicking on the “Mail” button. Users can send emails to one or more project participants after logging in the system. There is no limit to the length of an email. One may attach up to 5 files to a message but the maximum size of all attachments should not exceed 20 MB. There is a list of all participants arranged alphabetically. Mailing groups have been created for each work package, as well as for WP Leaders, Advisory board, Financial officers, Press offices and EUBON-all (Figure 5).

The ICP Mail will be used mainly for announcements, reminders and other important messages throughout the project lifetime. All messages sent through the ICP will be stored. The ICP mailing system is not expected to be used for regular day-to day communication.

Compose new message **Email archive**

Groups

<input type="checkbox"/> Advisoryboard	<input type="checkbox"/> GEOBON	<input type="checkbox"/> WP3	<input type="checkbox"/> WP7
<input type="checkbox"/> EU BON all	<input type="checkbox"/> Pressoffices	<input type="checkbox"/> WP4	<input type="checkbox"/> WP8
<input type="checkbox"/> Financialofficers	<input type="checkbox"/> WP1	<input type="checkbox"/> WP5	<input type="checkbox"/> WP9
<input type="checkbox"/> General Assembly	<input type="checkbox"/> WP2	<input type="checkbox"/> WP6	<input type="checkbox"/> WP Leaders

Individuals

Priority:
 High Normal Low

Subject:

Attachment 1:

Attachment 2:

Attachment 3:

Attachment 4:

Attachment 5:

Message:

B I U [List] [Text] [Link] [Image] [Table] [Code] [Quote] [Undo] [Redo]

Fig. 5 ICP mailing module.

Internal Online Library

The Internal Online Library (Figure 6) is reserved for documents with restricted access, intended only to the consortium members (for example administrative documents, documents related to the project implementation, various sorts of documents from the project meetings, deliverables intended only for internal use, presentation, etc.). There are no limitations to the format of the file for upload. Every user can upload files in the internal library. This can be done by pressing the button "ADD INTERNAL DOCUMENT" (Figures 6 and 7).

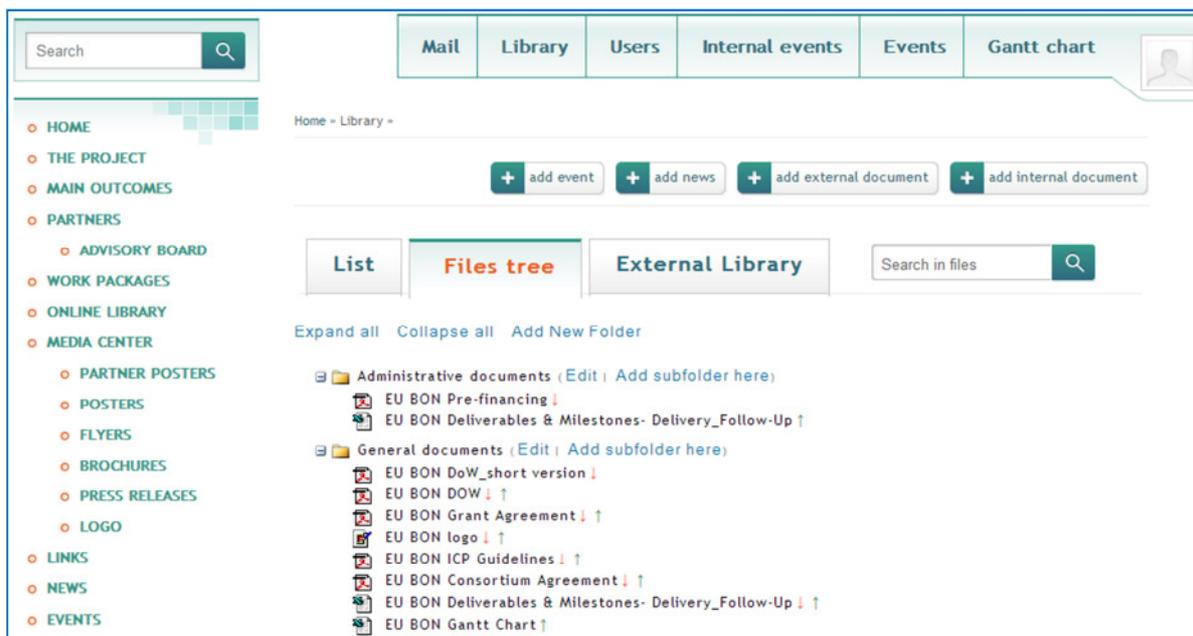


Fig. 6 This image shows the file tree of the internal online library.

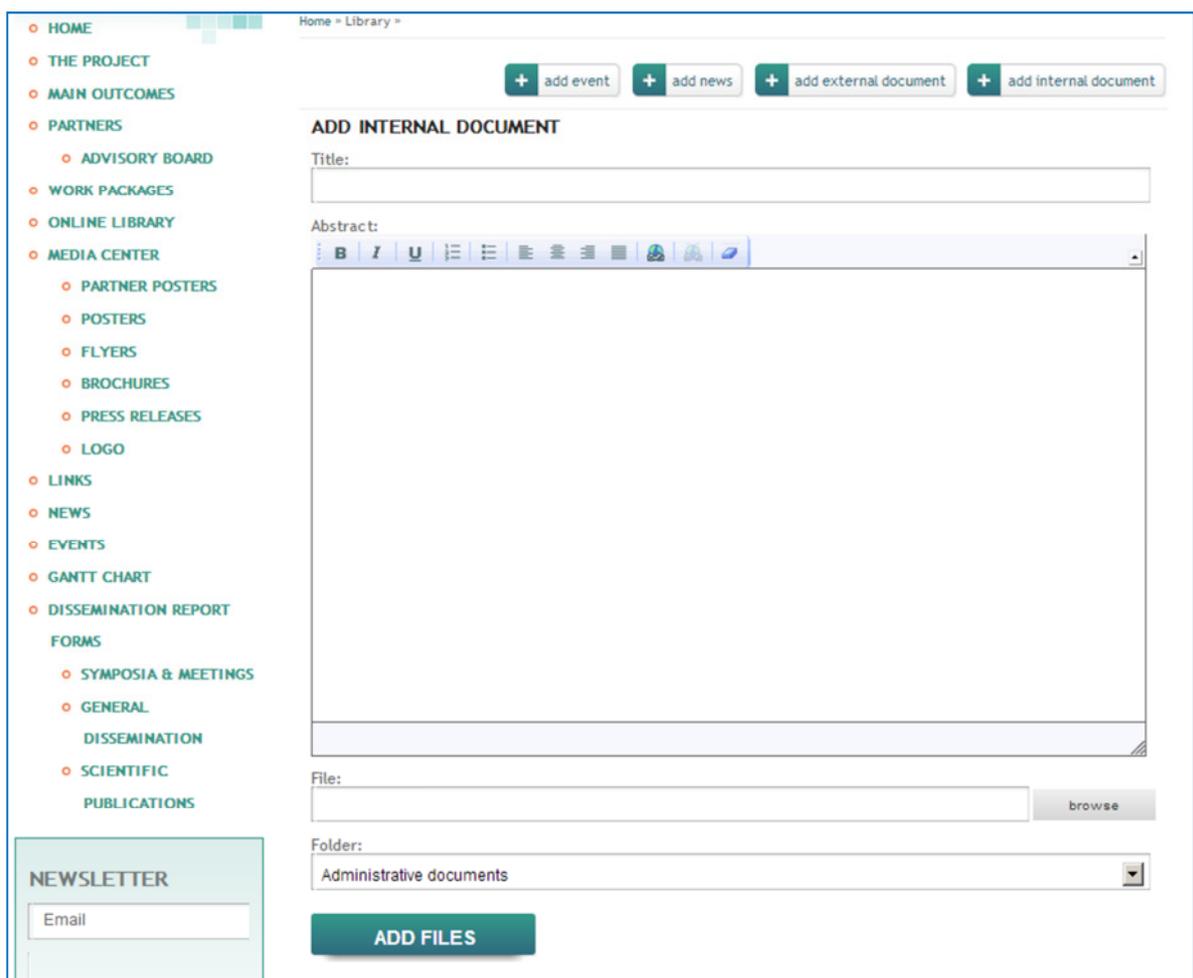


Fig. 7 This image shows the file submission form, part of the internal library.

News & events

All project members are encouraged to post information that would be of interest for the general public and the consortium in particular. This could be article alerts, forthcoming meetings, and other issues relevant to EU BON activities and events. News and events can be added through the ICP by going to the Library tab and selecting the +add news or the +add events button (Figure 8).

There is an option to attach up to three files and one image. Outdated news can be deleted by the person who uploaded them or by the administrator of the website. All posted news goes automatically to the Facebook and Twitter profiles of EU BON (and to their followers) and to all RSS feed subscribers.

Fig. 8 This image shows the NEWS submission form.

Internal Events

The Internal Events module is designed to help users keep track of every main activity in the project. It provides a calendar and a list view displaying the following concise information: title, due date, nature, description, participants and contact information (responsible person and email address).

Dissemination report form

With the aim to facilitate the reporting of the EU BON dissemination activities and make the intermediate results progressively available an online Dissemination report form was created and made available for internal use through the ICP (Figure 9 A, B, C):

- **Symposia & meetings** – for any scientific event where EU BON presentation is given;
- **General dissemination** – for publications other than the scientific ones (e.g. publications in newspapers, magazines, web publications, etc.), TV and radio broadcasts, various outreach materials, press releases, policy briefs, PhD and master theses, etc.;
- **Scientific publications** – for reporting of EU BON derived scientific publications.

The figure displays three side-by-side screenshots of the EU BON dissemination report forms, labeled A, B, and C. Each form is titled 'EU BON [Category] form' and includes a navigation bar at the top with links for 'Symposia & Meeting', 'General Dissemination', and 'Scientific Publications'.
Form A (Symposia & Meetings): Includes fields for 'E-mail Address *', 'Affiliation *', 'Presentation at scientific symposia' (with checkboxes for Conference, Meeting, Workshop, and Other), 'Organisation of scientific symposia' (with checkboxes for Conference, Meeting, Workshop, and Other), 'Other type of activity' (with checkboxes for Organisation of training course, Direct interactions with stakeholders, and Other), 'EU BON partner/s involved', and 'Title of event'.
Form B (General Dissemination): Includes fields for 'Name *', 'E-mail Address *', 'Affiliation *', 'Type of activity' (with radio buttons for Publication in newspaper, Magazine, Web publication, TV broadcast, Radio broadcast, Press release, Policy brief, Teaching, PhD thesis, Master thesis, Website article, and Other), and 'Partner/s involved'.
Form C (Scientific Publications): Includes fields for 'Name *', 'E-mail Address *', 'Affiliation *', 'EU BON partner/s involved', 'Publication Title', and 'Author(s)'.

Fig. 9 A EU BON Symposia and meetings report form
 B EU BON General dissemination report form
 C EU BON Scientific publications report form

4. Project print materials: flyers and posters

Various outreach materials have been produced, such as flyers and posters, with the aim to be used as a means to announce the project and give relevant information. All EU BON print materials have specially customized corporate design and the EC and FP7 logo is prominently placed. All print materials are also available through the Media Center on the website.

4.1 Flyers

The EU BON flyer is designed in a way to capture the attention of the different target groups and increase awareness of the project. It explains the rationale behind the project - its objectives, the activities and main tasks planned, the expected results as well as the organisations involved (Figure 10). During the project lifetime a modified version will be issued to reflect the project progress.

4.2 Posters

The EU BON poster

The EU BON poster was produced at the beginning of the project implementation with its eye-catching design, introducing the EU BON project and communicating the EU BON message (Figure 11).

Partner posters

An individual poster for each partner in the EU BON project has been produced (example Figure 12), which contains information about the partner, their involvement and role in the EU BON project. The posters also provide contact information about the involved staff from the partner institution.

Project partners

- Museum für Naturkunde - Leibniz Institute for Research on Evolution and Biodiversity (MfN), Berlin
- University of Tartu, Natural History Museum (UTARTU), Tartu
- University of Eastern Finland, Digitisation Centre (UEF), Joensuu
- Global Biodiversity Information Facility (GBIF), Copenhagen
- University of Leeds, School of Biology, Leeds
- Helmholtz Centre for Environmental Research - UFZ, Leipzig - Halle
- Spanish Council for Scientific Research (CSIC), Doñana Biological Station, Seville
- University of Cambridge, Centre for Science and Policy, Cambridge
- National Center for Scientific Research (CNRS), Aix-en-Provence
- Pensoft Publishers Ltd, Sofia
- Senckenberg Gesellschaft für Naturforschung (SGN), Frankfurt/Main
- Vizuality S.L., Madrid
- FishBase Information and Research Group, Inc. (FIN), Lagana
- Hellenic Center for Marine Research (HCMR), Heraklion
- The Natural History Museum (NHM), London
- Free University Berlin, Botanic Garden and Botanical Museum Berlin-Dahlem (BGBM), Berlin
- University of Copenhagen: Natural History Museum of Denmark (NHMD), Copenhagen
- Royal Museum of Central Africa (RMCA), Tervuren
- Plazi GmbH, Bern
- GlueCAD Ltd - Engineering IT Solutions, Halifax
- Institute for European Environmental Policy (IEEP), London
- National Institute for Amazonian Research (INPA), Manaus
- Swedish Museum of Natural History (NRM), Stockholm
- Slovak Academy of Sciences, Institute of Botany (IB SAS), Bratislava
- European Bird Census Council, Forest Technology Centre of Catalonia (EBCC-CTFC), Solsona
- Norwegian Biodiversity Information Centre (NBIC), Trondheim
- Fondazione Edmund Mach, San Michele all'Adige, Trento
- TerraData environmentics, Monterotondo Marittimo
- European Academy of Bozen/Bolzano (EURAC), Bolzano
- UNEP World Conservation Monitoring Centre (WCMC), Cambridge

Designed by Pondor
Image: NASA/GSFC-SVS

Project acronym: EU BON

Funding scheme: FP7, collaborative project

Duration: 54 months (4.5 years)

Start date: 1 December 2012

Consortium: 30 partners (18 countries); 9 work packages

Project leader: Dr. Christoph Häuser

Scientific coordinator: Dr. Anke Hoffmann

E-mail: eubon@mfn-berlin.de

Project website: www.eubon.eu

Key words: biodiversity, information infrastructure, earth observation, monitoring, science policy, remote sensing, data integration, ecosystem services, biological resources, nature conservation

Building the European Biodiversity Observation Network

- ★ Enabling greater integration of biodiversity data
- ★ Increasing open data mobilization and publishing
- ★ Improving analytical tools and services
- ★ Harmonizing biodiversity monitoring
- ★ Supporting biodiversity science-policy dialogue
- ★ Strengthening European information management

EU BON will

- ★ Advance technological platforms for GEO BON to achieve interoperability through the GEOSS Common Infrastructure
- ★ Improve the methods and tools for assessment, analysis, visualization and publishing of biodiversity information
- ★ Improve knowledge and methods for linking of biodiversity and environmental data
- ★ Provide mechanisms for delivering integrated biodiversity information needed to meet specific tasks
- ★ Develop frameworks and strategies for next generation management and use of biodiversity information at national and regional levels
- ★ Design concepts for sustaining integrated environmental information systems with active participation of citizens, business and industry

Main outcomes

- ★ European Biodiversity Portal to enable fast access to integrated data and products
- ★ Strategy roadmap for EU citizen science gateway for biodiversity data
- ★ EU BON services and data provision for the European taxonomic backbone
- ★ Prototype of integrated, scalable, global biodiversity monitoring schemes
- ★ Open Data Publishing and Dissemination Framework and Tool
- ★ Policy paper on strategies for data mobilization and use in conservation
- ★ Strategies for EU-integrated national and regional biodiversity information infrastructures
- ★ Sustainability plan for regional and global biodiversity information network

Fig. 10 The EU BON flyer.

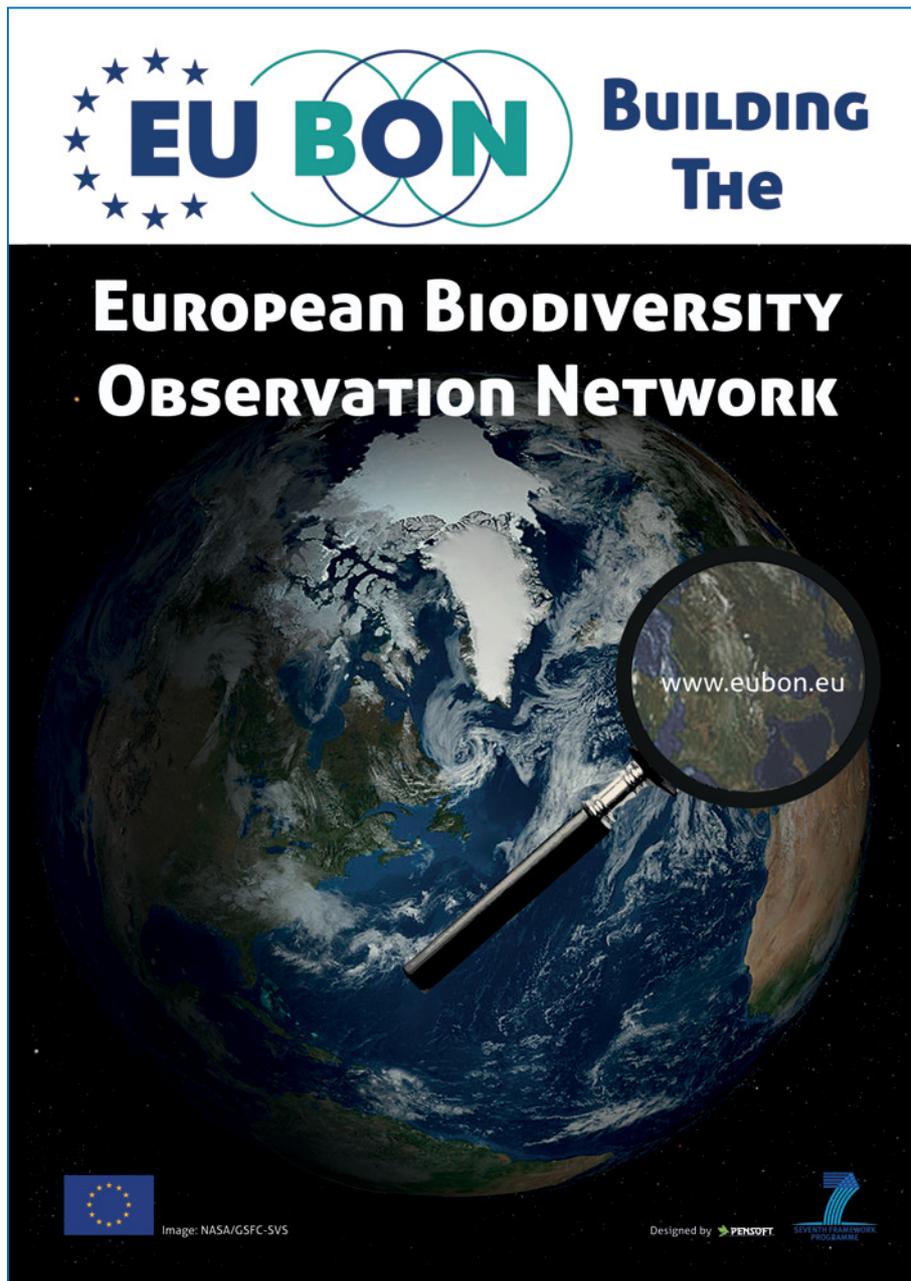


Fig. 11 The EU BON poster.





Museum für Naturkunde (MfN)
Leibniz Institute for Research on Evolution and Biodiversity
www.naturkundemuseum-berlin.de



WHO WE ARE
The Museum für Naturkunde (MfN) is an independent foundation a member of the Leibniz Association, and remains affiliated with the Humboldt University Berlin. The research museum devotes itself to basic research and education in all fields of natural history focussing on biodiversity, evolution, and earth sciences. Facilities at the MfN comprise a variety of general and high-end laboratories (SEM, TEM, isotope analysis, 3D-CAD/visualization, etc.), a large scientific library (over 175,000 titles and 1,000 journals), and a recently upgraded ICT-infrastructure. It employs around 70 permanent scientific staff, houses collections with more than 30 million scientific specimens, and the museum exhibitions are seen by more than 500,000 visitors each year.

WHAT OUR EXPERIENCE IS
The MfN has considerable research experience and capacities in the areas of biodiversity discovery, recording, monitoring, assessment, and information management, as well as in providing policy advice and support. The MfN is involved in and taking up active roles in relevant national and international political processes, such as the Convention on Biological Diversity (CBD), GBIF, DIVERSITAS, and IPBES.



WHAT WE DO IN EU BON

- » Administration and management of the consortium, target oriented implementation of the project goals
- » Facilitating collaboration between the coordinator, the individual consortium members, and the EC scientific and administrative units; communication within the consortium
- » Integration of taxonomic backbone data
- » Analysis and modelling the status and trends of biodiversity
- » Support the overall EU BON strategy and policy links

IN EU BON WE MAINLY CONTRIBUTE TO

- WP 1** Data sources: requirements, gap analysis and data mobilization
- WP 4** Link environment to biodiversity: analyses of patterns, processes and trends
- WP 7** Implementation of GEO BON: strategies and solutions at European and global levels
- WP 9 (Lead)** Consortium management and organization

WE ARE ALSO INVOLVED IN

- » CETAF
- » OpenUp!
- » SYNTHESYS
- » Fauna Europaea
- » ViBRANT
- » GBIF-D

<p>Dr. Christoph Häuser</p>  <ul style="list-style-type: none"> » Coordinator of the EU BON Project » Leading the Office for International Cooperation and Project Coordination at the MfN Directorate. » Research interests: applications of information technology to taxonomy, biodiversity characterization and assessment; systematic entomology (Lepidoptera), evolutionary biology 	<p>Dr. Anke Hoffmann</p>  <ul style="list-style-type: none"> » Scientific coordinator for the EU BON project » Experienced in project management of several biodiversity projects » Research interests: Biodiversity of arid and rainforest ecosystems; Population ecology of small mammals 	<p>Dr. Katrin Vohland</p>  <ul style="list-style-type: none"> » Working at the science-policy interface » Involved in coordinating the national platform and forum for biodiversity research (NeFo) » Research interests: climate change and biodiversity, public engagement with science 	<p>Johannes Penner</p>  <ul style="list-style-type: none"> » Freelance consultant and research staff » Research interests: mainly interested in African amphibians and reptiles and macro-ecological questions, using a variety of statistical tools and environmental niche modelling
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Fig. 12 Example of one EU BON partner poster – Museum für Naturkunde.

5. EU BON corporate identity template

EU BON corporate identity templates – templates for letter, milestone, deliverable, policy and technical briefs, presentation (Figure 13), meeting agenda, and minutes were designed in the very beginning of the project implementation. Each template is specifically tailored to the information the document is required to contain. The templates incorporate several important elements in common:

- EU BON project logo
- FP7 programme logo as a compulsory element

All templates are available through the Internal Online Library in the ICP and easy to access and use for all partners.



Fig. 13 EU BON minutes template.

6. EU BON social network accounts

To increase the project visibility and to promote EU BON related news and results Pensoft has also created EU BON accounts for 4 major social networks, namely Facebook, Twitter, Google +, and LinkedIn (Figures 14, 15, 16, 17). The EU BON accounts have been created to reflect the general project branding in an engaging, interactive way. Each account aims at different group of users reflecting the specificities of the network itself.



The EU BON social media groups are fully operational and in process of increasing popularity and member participation. All news and events are posted through RSS feeds on the Twitter and Facebook account, while posts and discussions are specifically tailored for Google + and LinkedIn.

Buttons are displayed on the project homepage which are linked directly to the relevant social network.

6.1 Twitter

Twitter provides a short, fast, easy communication. This social network is popular and with high number of users. Twitter is increasingly used professionally as a means of fast communication of organization specific news and events.



Fig. 14 Screenshot of EU BON twitter account.

6.2 Facebook

Facebook remains one of the most popular social networks, despite the fact it is less often used for professional purposes. Facebook has the advantage of providing a community-like space, where news, links, photos and videos are easily shared.



Fig. 15 EU BON Facebook webpage.

6.3 Google+

Although still comparatively small in size, Google + is a growing network, which statistically displays growing popularity among the technical fields. Among the advantages of Google + are easiness and convenience in sharing media, as well as its resemblance with a blog space, though with limited capabilities.

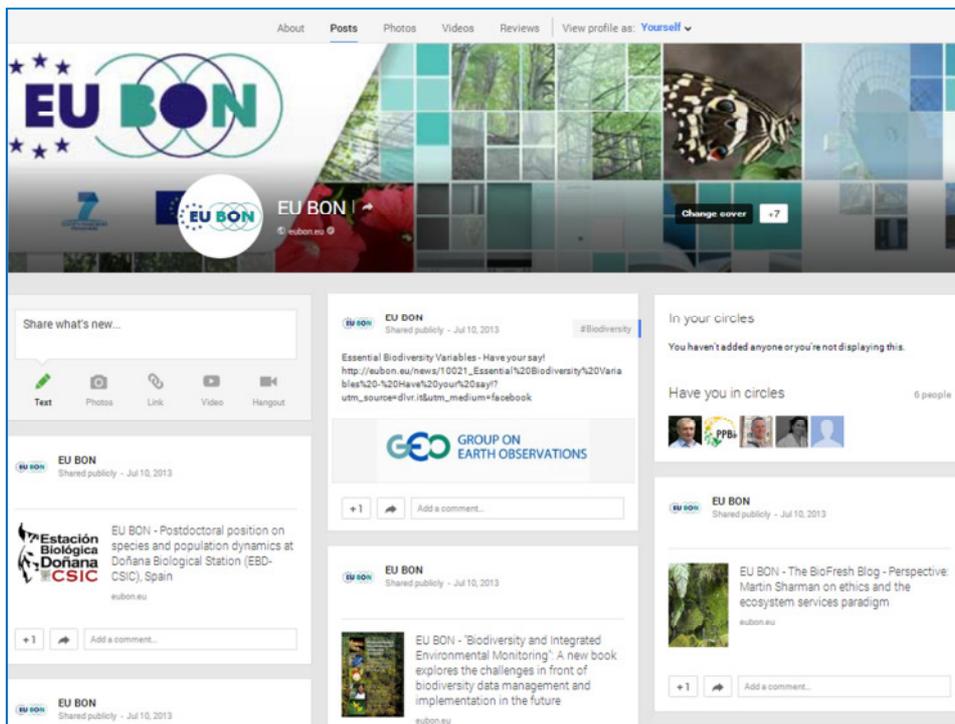


Fig. 16 EU BON Google+ account.

6.4 LinkedIn

LinkedIn provides a predominantly professional network, creating potential for networking across EU BON members. LinkedIn gives the opportunity for starting and participation in professional and fruitful group discussions on important EU BON related topics.

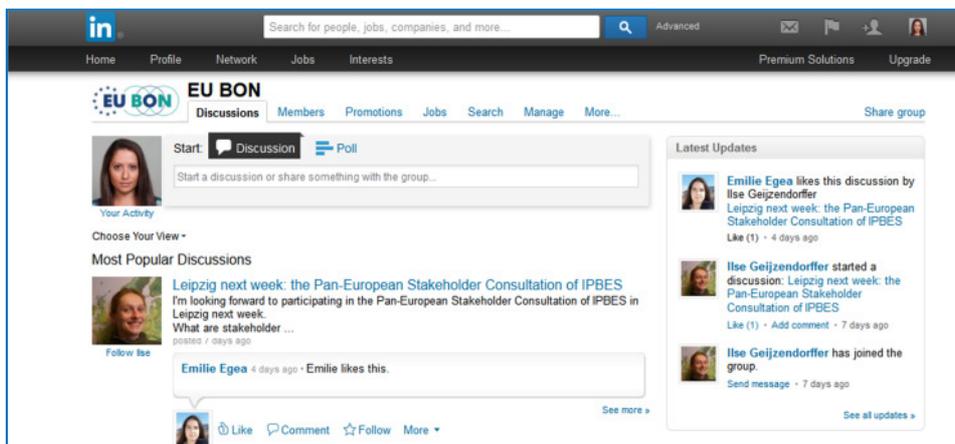


Fig. 17 EU BON LinkedIn account.

7. Concluding remarks

The main objective of EU BON's dissemination and outreach work package (WP8) is the effective promotion and dissemination of EU BON's research across stakeholders and the general public. To ensure effective communication, both external and internal, Pensoft (Lead WP8) has produced a number of promotional tools and materials as a part of the project branding. This report describes these tools and their current and future implementation within the project communication strategy (see Deliverable 8.2). As a matter of course, the website, social media groups and all templates are a subject to timely improvements throughout and in accordance with the needs of the project. Additional promotional materials will be developed and produced in accordance with the EU BON General Communication and Dissemination Strategy (Deliverable 8.2). The website and the social media groups will be regularly used and updated during the project lifetime for promotion purposes and adapted to the needs of EU BON dissemination.