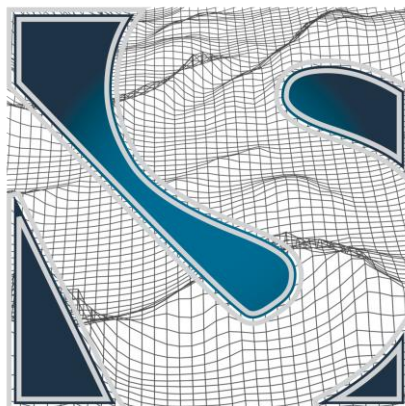
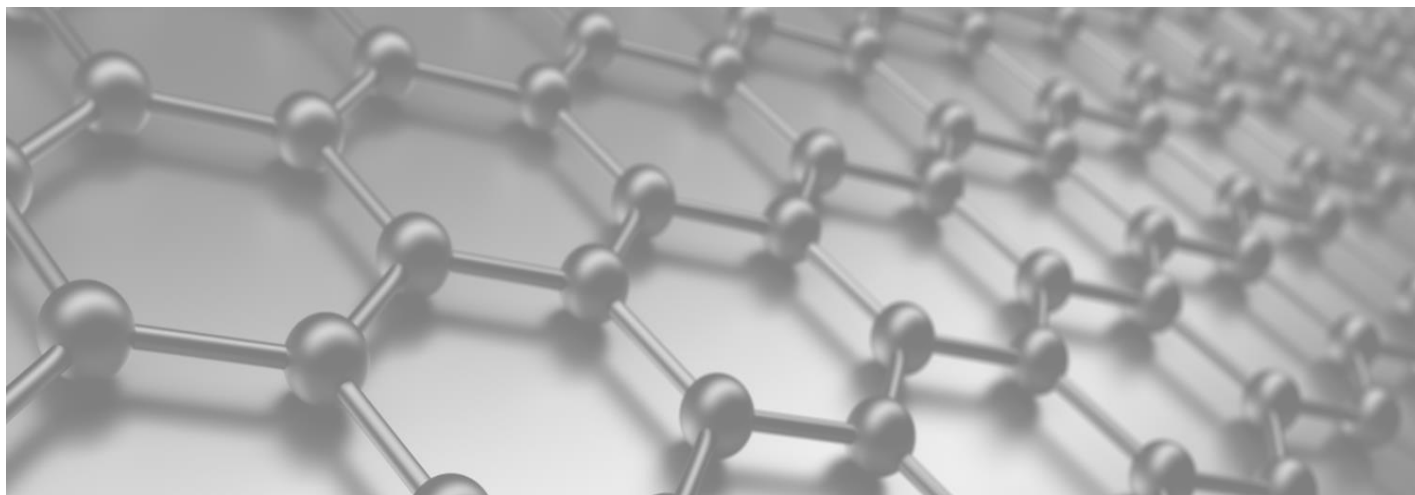




SAFARI

WP 18: Deliverable D18.1 “Website and social media pages”

Responsible Partner	AXIA Innovation GmbH
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Dissemination Level	Public
Type	DEC —Websites, patent filings, videos, etc
Due Date	M03- 29.02.2024
Submission Date	29.02.2024



Project Profile

Programme	Horizon Europe
Call	“Sustainable safe-by-design 2D materials technology”
Topic	HORIZON-CL4-2023-DIGITAL-EMERGING-01-32
Number	101135965
Acronym	SAFARI
Title	SAFE AND SUSTAINABLE BY DESIGN GRAPHENE/MXENES HYBRIDS
Start Date	01.12.2023
Duration	42 months

Document History

Version	Date	Author	Remarks
1	05.12.2023	Myrto Pelopida, Georgios Maris	Social media pages
2	16.01.2024	Myrto Pelopida, Georgios Maris	Website structure
3	05.02.2024	Myrto Pelopida, Georgios Maris, Ioanna Deligkiozi	First version
4	19.02.2024	Myrto Pelopida, Georgios Maris	Updated version
5	27.02.2024	Myrto Pelopida, Georgios Maris, Ioanna Deligkiozi	Final version



Executive Summary

This deliverable presents the work undertaken for the construction and design of the official [SAFARI project website](#) and social media profiles as part of the Task 18.1 “Dissemination and Communication activities” of the Work Package 18 “Communication, Dissemination and Exploitation A”. The SAFARI website is one of the most important communication tools of the project given its capability to reach out to a wide range of audiences (in terms of geography and group diversity) allowing at the same time the project members to centralise the communication of the project advances. Therefore, careful actions took place in order to be in line with the EU recommendations on usability and accessibility but also with the overall project visual identity.

The project website is publicly accessible since M3 (February 2024) and contains basic information about SAFARI, such as the objectives, the technologies developed, the end- user applications, the work plan, and the expected impact that will be created throughout the project lifetime. Additionally, the consortium is presented along with the role of each partner within SAFARI. Our collaboration with the EU Graphen Flagship initiative is also highlighted demonstrating our efforts for collaboration, connection, and knowledge- exchange in order to explore the potential of 2D materials in the European market. Furthermore, viewers have the option to read about the latest news of the project, download public deliverables, publications and other dissemination material while also subscribe to newsletters. Finally, the contact section allows viewers to get in contact with our coordinator and express their interest in getting involved in the frame of SAFARI.

Finally, another very important tool to communicate SAFARI’s mission and progress to a wide audience are social media. Therefore, three social media platforms have been established for SAFARI since M01 (December 2023): Facebook, LinkedIn, and Twitter (X). The social media profiles are presenting interesting news, results and other dissemination and communication activities implemented in the frame of SAFARI and are connected to the project website.

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Table of Abbreviations

Abbreviation	Explanation
M	Month
EU	European Union
2D	two-dimensional
D&C	Dissemination and Communication



1 Introduction

Dissemination and communication (D&C) activities have the aim to transfer knowledge and results to selected audiences, maximizing, thus, the impact of the research implemented. At this stage of the project (M03), the dissemination and communication activities of focus were the launch of the SAFARI website and the establishment and maintenance of the SAFARI social media profiles.

Regarding the development of the SAFARI website, the structure consists of the following items:

1. Home, providing a quick overview of the project
2. Why SAFARI?; presenting the objectives of the project and impact of the research
3. SAFARI Technologies, including SAFARI's main innovations, tools used and methodologies
4. End-user applications presenting our 3 test cases about Conductive Inks – DTI, Biosensors fabrication – MDSMETRO, EMI Shielding – IAI
5. Partners and workplan
6. News
7. Graphene EU, explaining our collaboration framework.
8. E-library including public deliverables, open publications, dissemination & communication material
9. Contact
10. Search Bar

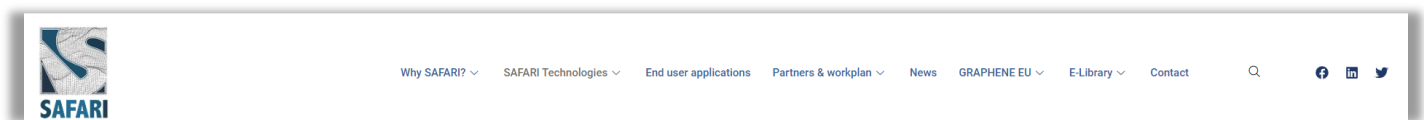


FIGURE 1 SAFARI WEBSITE SLIDEBAR

In the next sections each of these items will be analysed in detail providing a comprehensive overview of the website development process.

Regarding the setup of the social media, three accounts have been established, each serving a different scope and targeting different target groups. Facebook addresses mainly the general public, LinkedIn engages with professionals of the field (scientists, researchers, industry representatives) while Titter is more oriented towards policymakers. By setting up profiles in all three platforms we can assure to reach out across all target groups of SAFARI.

Overall, special attention has been given to ensure a high usability for the visitors of the SAFARI website and social media profiles, respecting the visual identity of the project and displaying the required EU funding acknowledgements where appropriate.

2 Project Website

The website has been launched under <https://www.safari-project.eu/> while the web hosting info mail info@safari-project.eu serves as a contact point for management and dissemination aspects as well as for the creation of the social media profiles and registration to newsletters.

The character of the SAFARI website is information-centric and has as a main purpose to convey specific, helpful information to a broad audience so that the visitors learn something new or understand the research topic of SAFARI better. Therefore, the SAFARI mission and the methodology is explained in detail along with the impact expected to be created through the research efforts of the consortium.

The website provides easy and public access to all kind of material produced during the project's implementation. In particular, it presents information regarding the project, its objectives, the work packages, the impact, the team, the end user applications, the technologies to be developed as well as the latest news. In addition, all projects' social media profiles on [Facebook](#), [LinkedIn](#) and [Twitter](#) are included, as well as a dedicated contact section, enabling the immediate and direct communication with the main project actors. The website will be updated on a monthly basis.

The target is to engage individuals through an attractive environment with relative and helpful material, as well as functional navigation.

Graphical Aspects:

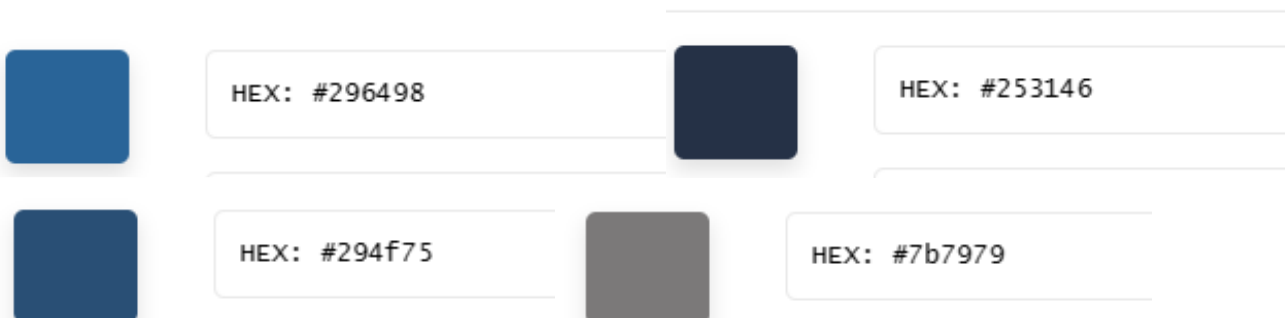


FIGURE 2 COLOUR GUIDELINES OF THE SAFARI VISUAL IDENTITY

EU-funding Acknowledgements

In the footer of the website the EU-funding acknowledgement is displayed

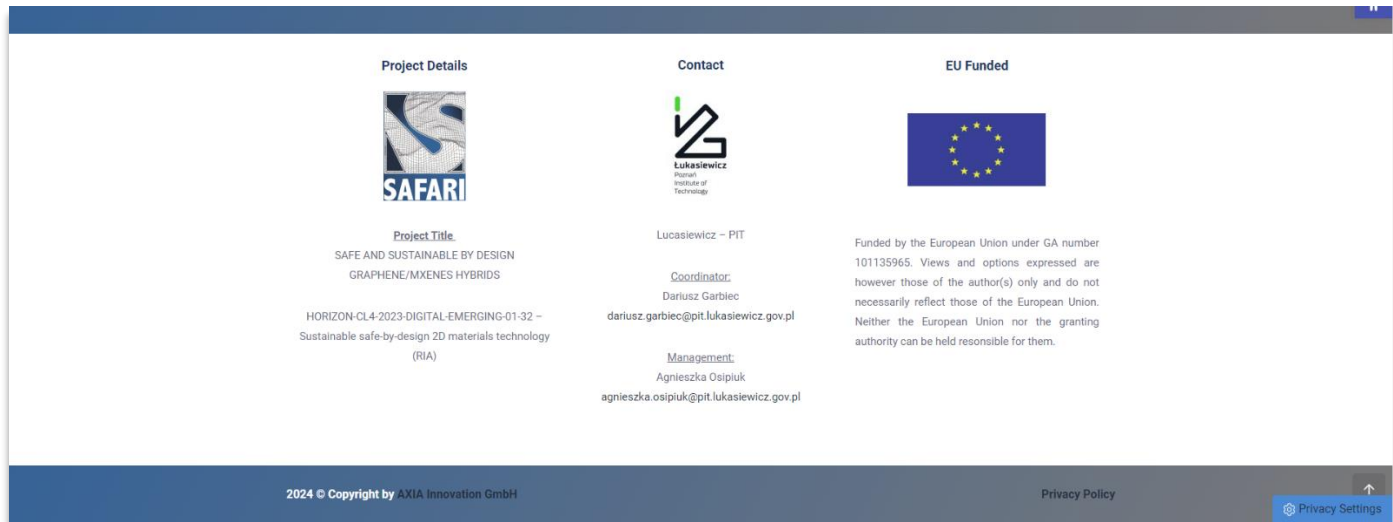


FIGURE 3 SAFARI WEBSITE- FOOTER

2.1 Home

The home page presents, in an efficient and simple way, the most important information regarding the SAFARI project. In the upper part of the screen, the navigation bar and project logo are presented. The project title along with its official tagline, a brief summary of the project and the main contact points of the coordination team are depicted. Additionally, the concept, the impact, and the latest news of SAFARI are presented in an interactive way. Furthermore, a newsletter subscription form is available and the social media links of SAFARI (Facebook, LinkedIn, and Twitter) are included. Finally, on the footer bar, the funding from the European Union's Horizon Europe research and innovation programme is acknowledged, and the project coordination's contact details are presented.



Why SAFARI? ▾

SAFARI Technologies ▾

End user applications

Partners & workplan ▾

GRAPHENE EU ▾

E-Library ▾

Contact

News

Q



SAFE AND SUSTAINABLE BY DESIGN GRAPHENE/MXENES HYBRIDS

Continuing the Graphene EU Mission

The SAFARI project builds on the collaborative work of the Graphene Flagship, which aims to advance Europe's strategic autonomy in technologies based on graphene and other 2D materials. SAFARI is participating on the Graphene EU Mission by developing new 2D materials that address the challenges of sustainability and safety, while also expanding and exploring a range of applications developing new materials and processes.



IN GENERAL

A general overview of the SAFARI Project

42 Months
duration

11 Partners



8 countries



20 work packages

Concept

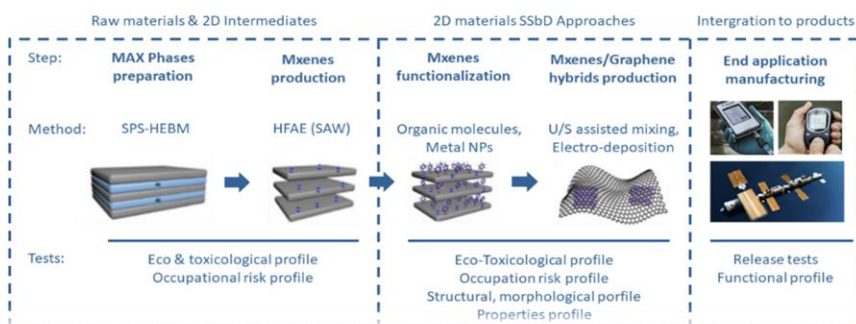


FIGURE 4 SCREENSHOTS OF THE SAFARI WEBSITE-HOME



Funded by
the European Union

Funded by the European Union under GA number 101135965. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them

2.2 Why SAFARI?

In the “Why SAFARI” section of the website we present an overview of our research objectives in regard to the technological and scientific challenges SAFARI tackles as well as the impact that is expected to be created through our safe and sustainable production processes, our improved methodologies in material quality and controllability and, finally, our safety assessment for human health and the environment of MXenes.

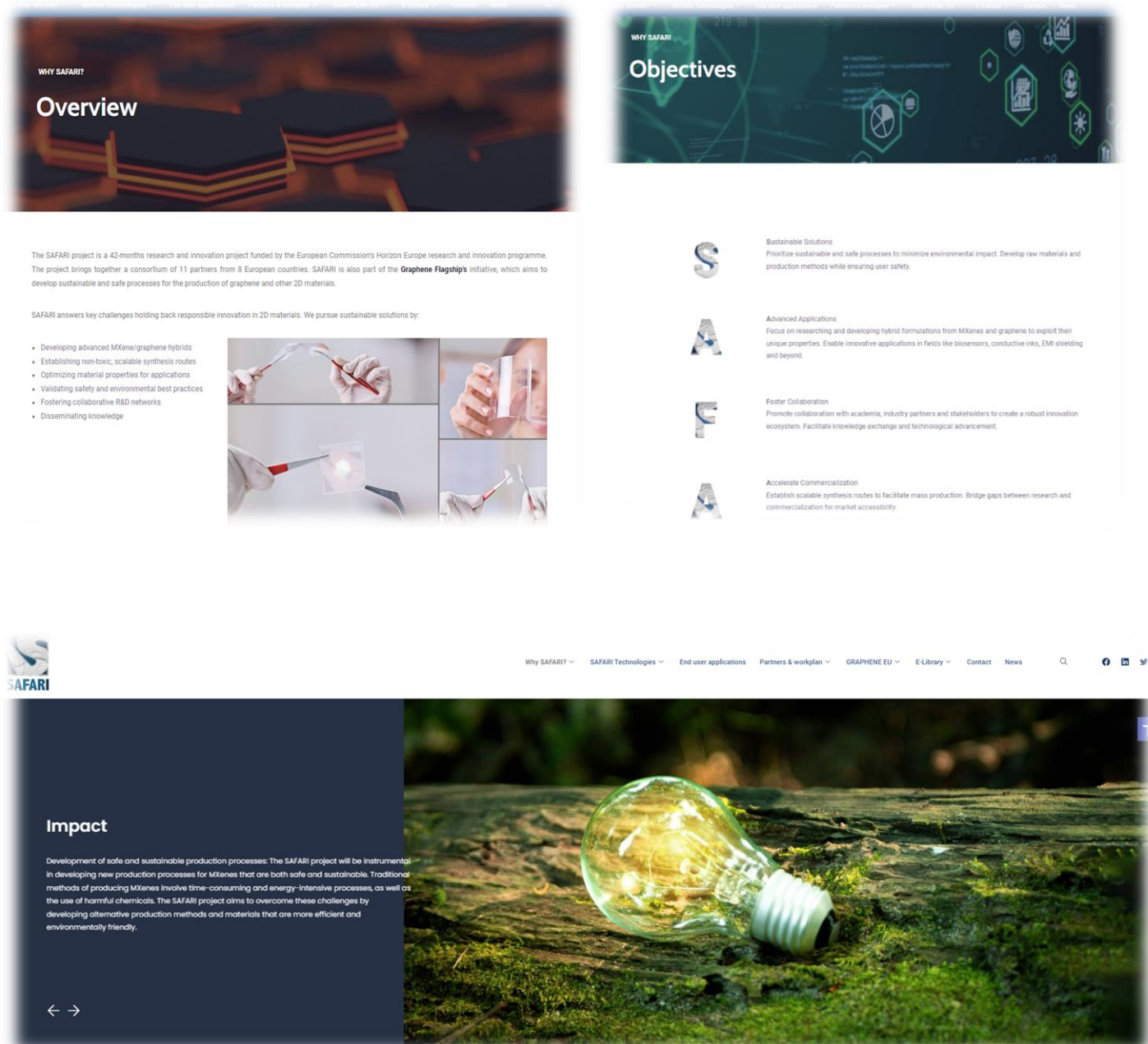


FIGURE 5 SAFARI WEBSITE- WHY SAFARI?

2.3 SAFARI Technologies

Under “SAFARI Technologies” users can find out more details about our innovations that set us apart from other research project, as well as information about the preparation and production of MXenes.

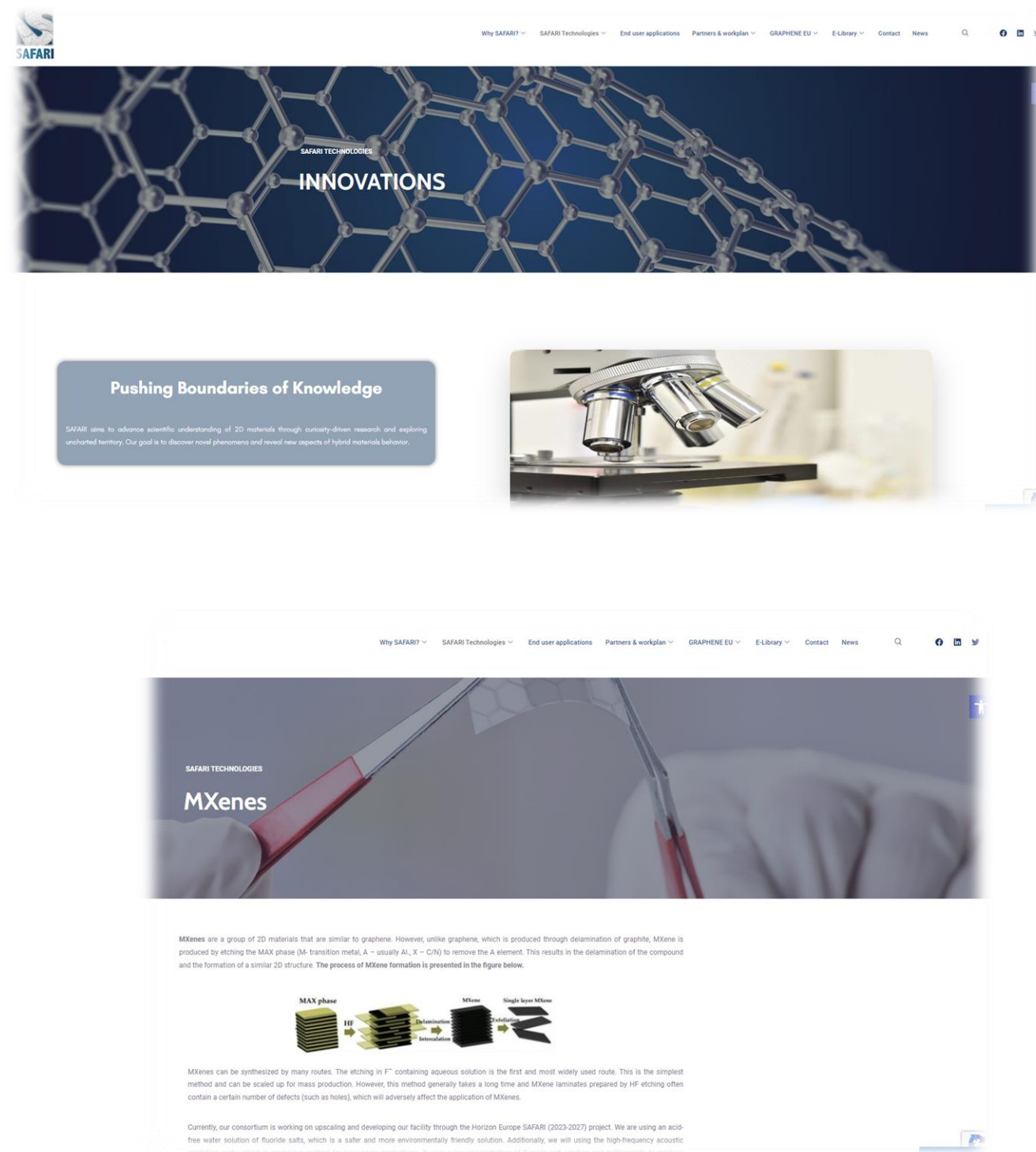


FIGURE 6 SAFARI WEBSITE- SAFARI TECHNOLOGIES

2.4 End-user applications

In this section, the end-user applications planned within the frame of SAFARI are explained. In particular, in order to integrate/demonstrate the MXenes/Graphene hybrids three end are envisaged and presented under this section:

- Biosensors for Glucose & Lactate: Biosensing sensitivity reaching a detection (low) limit of 10 nM for glucose and 100 nM for lactate.
- Conductive Printable Inks: Conductivity up to 4.000 S/cm for MXenes and 400 S/cm for Mxenes based inks after curing.
- Electromagnetic shielding coatings: Electromagnetic interference (EMI) Shielding Efficiency of the MXene paints ranging from 48 to 70 dB over a thickness range of 1.5–45 μm .

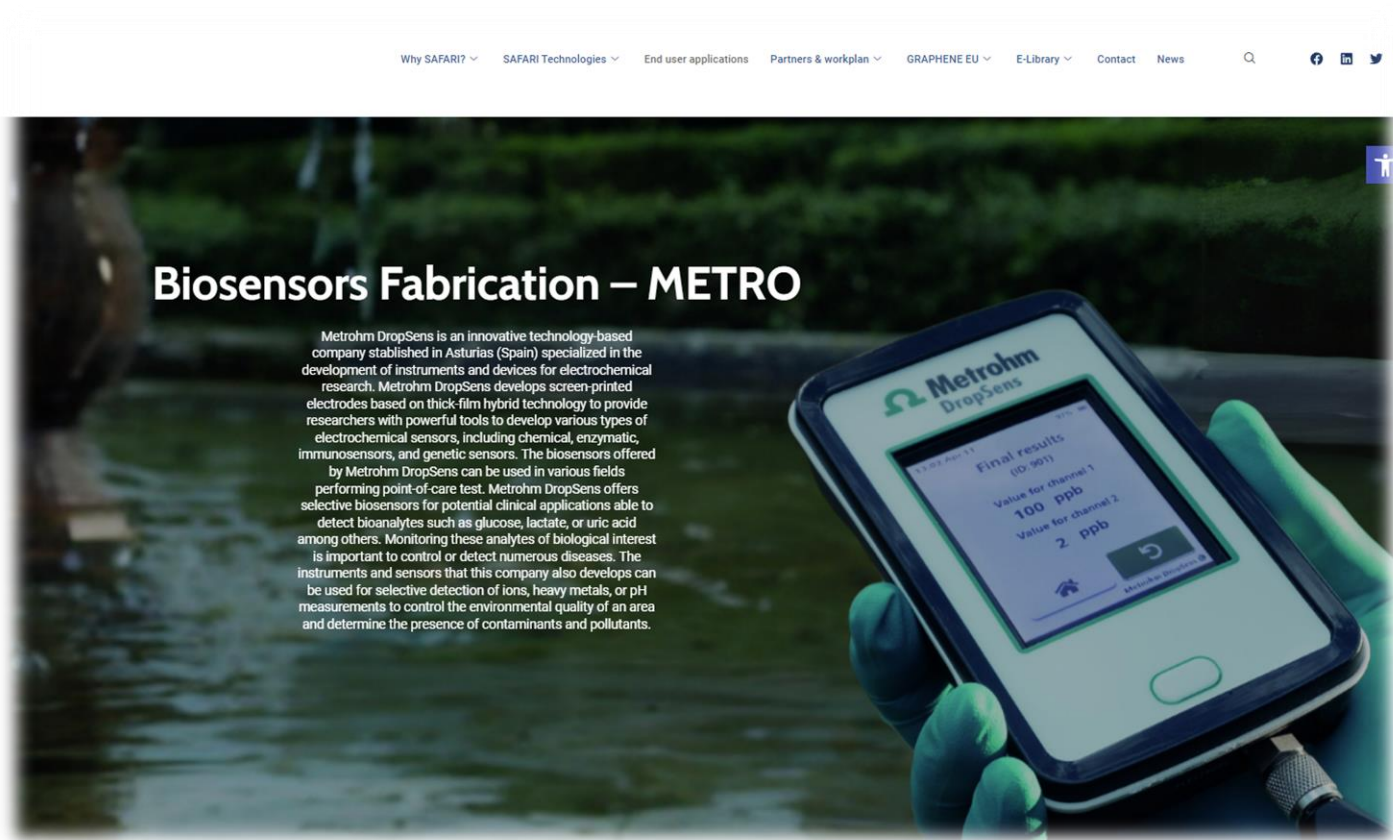


FIGURE 7 SAFARI WEBSITE- END USER APPLICATIONS

2.5 Partners and workplan

This section includes a presentation of each partner of the SAFARI consortium. This includes the field of expertise of each partner, along with their logo and website link, as well as a description of their role within the project.

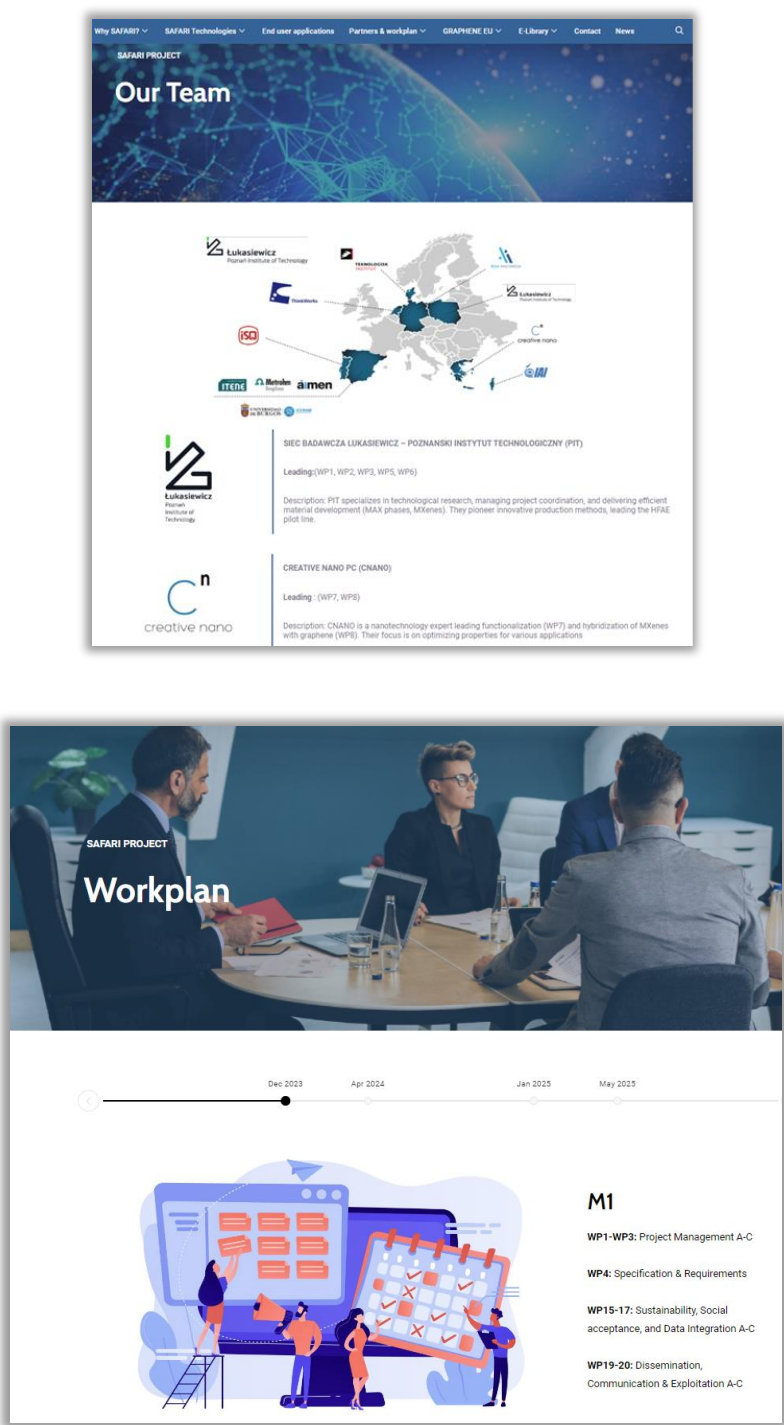


FIGURE 8 SAFARI WEBSITE- TEAM & WORKPLAN

2.6 Graphene EU

Under the “Graphene EU” section we present our collaboration framework with the Graphene Flagship initiative. Users can find information and details about the scope of Graphene EU, a link to their website and the latest outcomes of our collaborations such as events and workshops.



FIGURE 9 SAFARI WEBSITE- GRAPHENE EU FLAGSHIP

2.7 E-library

All public documents related to the SAFARI project, and the dissemination of its results are available in the E-library. Particularly, three different sub-pages are included:

- The Public deliverables of SAFARI.
- Publications from the partners of the SAFARI consortium.
- Dissemination material produced such as newsletters, flyers, brochures, press releases, roll-ups, etc. Until now we have uploaded the SAFARI logo, our Flyer and Roll-up as well as our PowerPoint template.

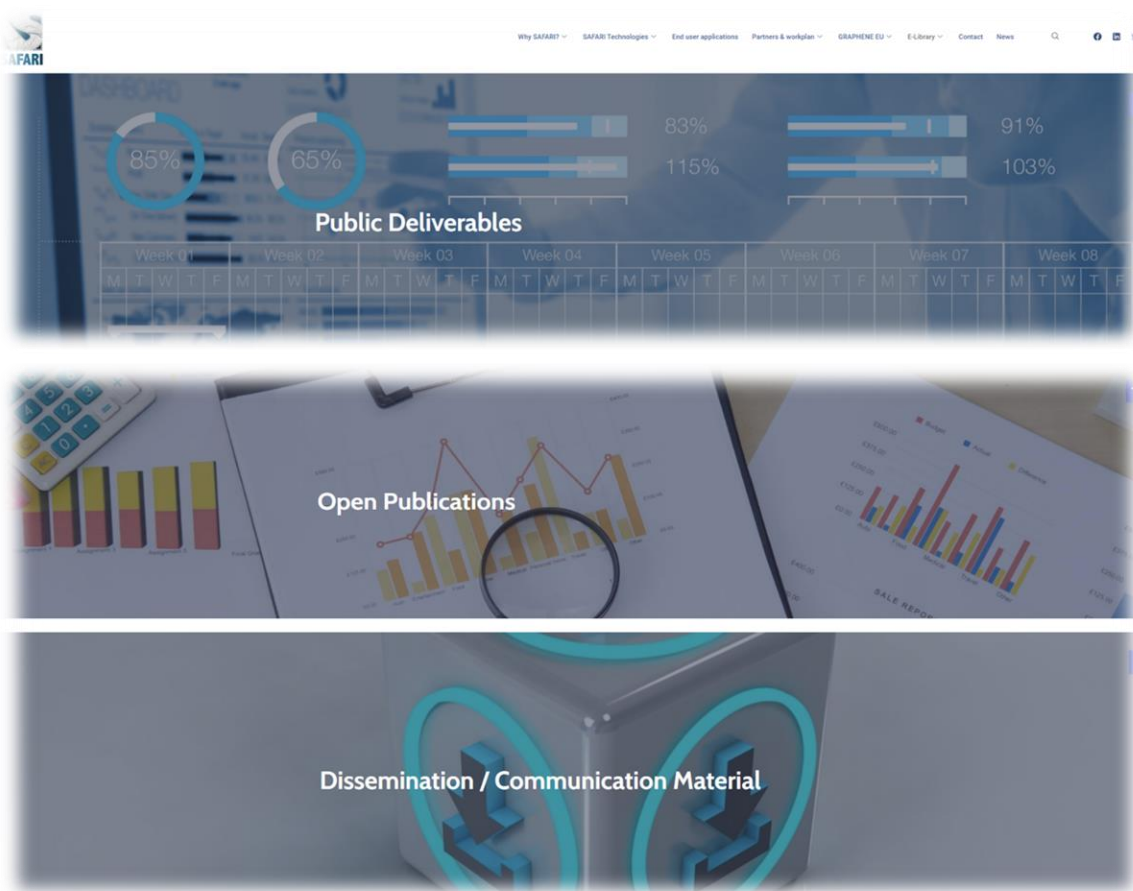


FIGURE 10 SAFARI WEBSITE- E-LIBRARY

2.8 Contact

The contact details of the project coordinator are provided on this page. Visitors can address questions and remarks either through the online contact form or directly through email to the project coordinator.

Contact Us

Book an appointment
Please complete the details below and then click on 'Submit' and we'll be in contact

Name*

Email*

Subject*

Message*

Send

CONTACT

Get in touch

Contact

Łukasiewicz – PIT
Poznański Instytut
Technologiczny
ul. Ewarysta Estkowskiego
6, 61-755 Poznań

Coordinator
Dariusz Garbiec

Management
Agnieszka Osipiuk

Follow Us

Email

info@safari-project.eu

Coordinator
Dariusz Garbiec
dariusz.garbiec@pit.lukasiewicz.gov.pl

Management
Agnieszka Osipiuk
agnieszka.osipiuk@pit.lukasiewicz.gov.pl

FIGURE 11 SAFARI WEBSITE- CONTACT

2.9 News

All news and updates regarding the project and the consortium are presented on this page. Specifically, the project progress, meetings, and partners' achievements such as upcoming events organized by the partners of the consortium or events that partners participated in are included. In addition, the news page will host all the announcements for the release of communication and dissemination material.

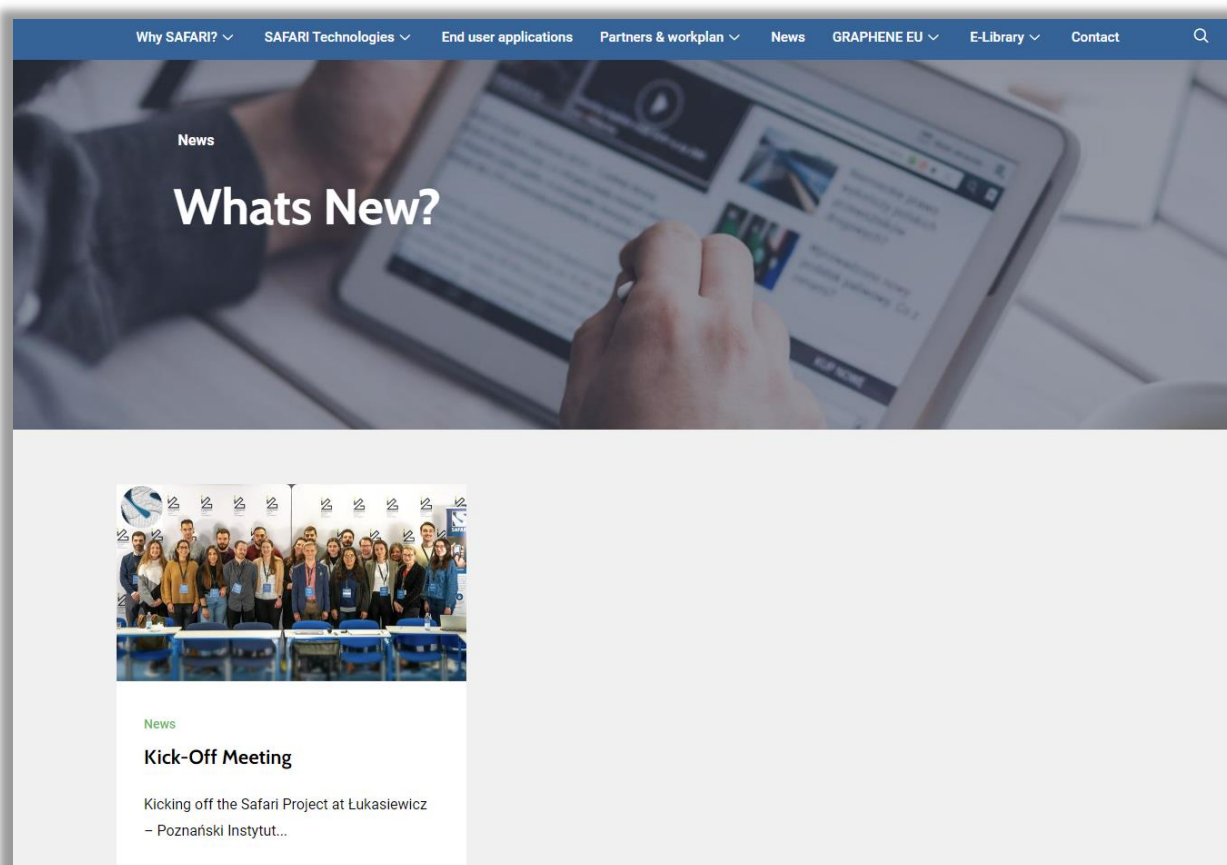


FIGURE 12 SAFARI WEBSITE- NEWS

3 Social Media profiles

Nowadays, social media evolved into one of the strongest communications platforms. Indeed, in Europe alone, in 2023 Facebook registered 408 million monthly active users [¹] while LinkedIn marked 227 million users in Europe [²] and Twitter reported for 448.9 million active users in Europe [³]. It is evident that social media provide a great opportunity for direct engagement with any target audience taking advantage of their enormous user base. Accordingly, and as already mentioned, three social media accounts have been set up for the SAFARI project.

3.1 LinkedIn

<https://www.linkedin.com/company/101333171/admin/feed/posts/>

LinkedIn is widely known as a professional network platform. The SAFARI LinkedIn profile has been created to disseminate the project results to professionals through creating a network of connections within the industry such as 2D material developers as well as potential end users such as companies related to printing electronics, aeronautics and communication or sensing technologies. LinkedIn is also suitable for engaging with academia, the media, and the general public. During the first three months the SAFARI LinkedIn page gathered 62 followers.

¹ <https://www.statista.com/statistics/745400/facebook-europe-mau-by-quarter/#:~:text=In%20the%20third%20quarter%20of,returned%20to%20early%202020%20numbers.>

² <https://blog.hootsuite.com/linkedin-statistics-business/#:~:text=LinkedIn%20has%20members%20in%20200,136%20million%20in%20Latin%20America.>

³ <https://www.linkedin.com/pulse/how-many-x-ex-twitter-users-left-france-netherlands-germany-degraux-qnp5e/>

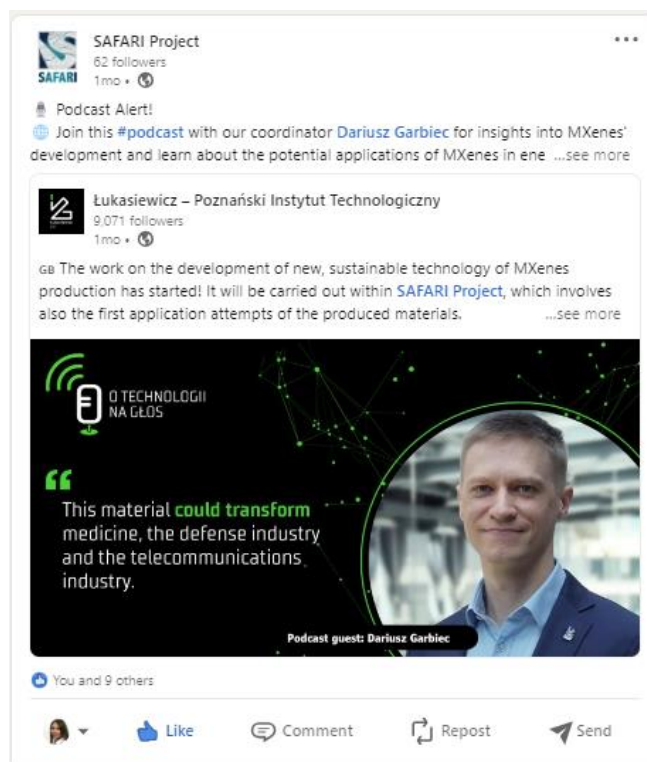
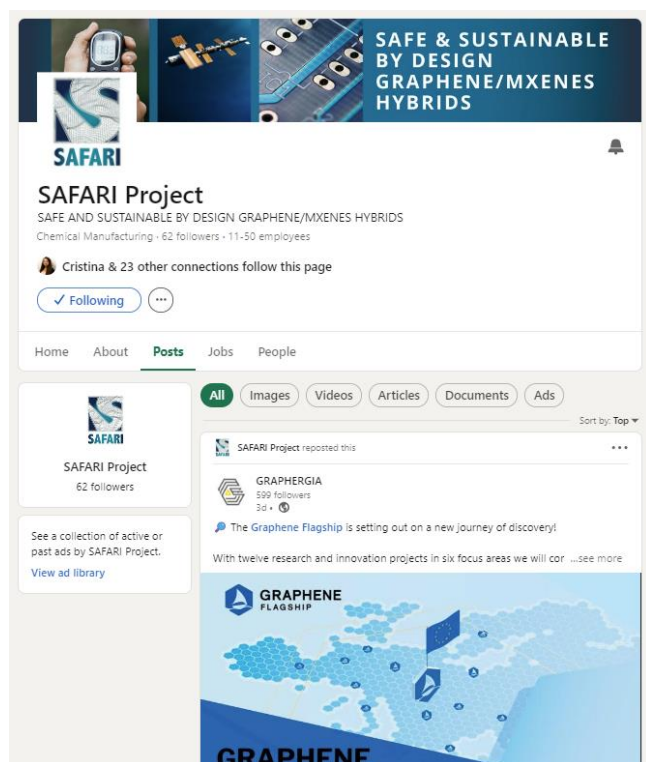


FIGURE 13 SAFARI'S LINKEDIN PAGE

3.2 Twitter (X)

https://twitter.com/Safari_EU

Twitter (X) is an online news and social networking service, where short news about current affairs is made public to a wide range of subscribers and from a variety of backgrounds. Followers of the SAFARI Twitter account will be able read posts of SAFARI activities and interact with tweets. During the first three months, the SAFARI Twitter page gathered 9 followers.



FIGURE 14 SAFARI'S TWITTER (X) PAGE

3.3 Facebook

Facebook has been developed for creating personal networks. The SAFARI profile on Facebook targets the wider public that is interested in recent research matters in the field of 2D materials technology and safe and sustainable by design concepts. During the first three months the SAFARI Facebook page gathered 3 followers.

**SAFE & SUSTAINABLE BY DESIGN
GRAPHENE/MXENES HYBRIDS**

Safari Project
2 likes • 3 followers

Liked Message Search

Posts About Mentions Reviews Followers Photos More

Switch into Safari Project's Page to start managing it. **Switch Now**

Intro
The SAFARI project aims to develop new 2D materials using sustainable and safe processes.

Page • Chemical company
Not yet rated (0 reviews)

Photos See All Photos

Posts Filters

Safari Project
7 February at 16:51

On 5th and 6th February 2024 our representatives of SAFARI: Dariusz Garbiec, Maria Wisniewska and Agnieszka Osipiuk from Łukasiewicz - Poznański Instytut Technologiczny, attended the The Graphene Flagship Common Kick Off Meeting and Science and Technology Forum in Gothenburg's Lindholmen Science Park, Sweden. The Graphene Flagship initiative aims at advancing Europe's strategic autonomy in technologies that rely on #graphene and other #2D materials and sustaining the first-mo... See more

CONTRIBUTION TO THE GF INITIATIVE

- GrapheneEU ensures a strong and coherent initiative by providing key support functions such as the working group, roadmapping and standardisation activities, the networking/organisation mechanism, the common website, shared organisation of events (including international workshops), innovation support activities, and the common governance.
- These functions are aimed at enabling the projects to identify and utilise synergies in their work, share best practices, and promote interactions with relevant national and regional initiatives.
- GrapheneEU capitalises on the investments in the GF from previous phases, backing and facilitating the work to be continued during Horizon Europe.

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FIGURE 15 SAFARI'S FACEBOOK PAGE

4 Future Work

The main future duties in regard to the SAFARI website and social media profiles is to continuously update and enrich the content according to the project's progress. This is under the responsibility of AXIA Innovation with the support of all partners. In particular, the website will be continuously formed and further developed as the project proceeds. Furthermore, the valuable information regarding the project and all the public documents on the website will remain accessible to the wider public for 4-years after the project completion. The performance of the website and social media as dissemination channels will be monitored to ensure their proper use for this matter.

5 Conclusions

The official SAFARI website and social media profiles have been created to serve as the project's dissemination channels. In month 3 of SAFARI, the website has been designed and developed, allowing visitors to get informed about the project, its objectives, workplan, impact, results, the participating partners, news, events, and dissemination material. The website will be updated monthly by AXIA Innovation with the support of all partners and will remain active for at least 2 years after the project's completion.

Additionally, social media accounts in Facebook, LinkedIn and Twitter (X) were created in month 1 aiming to communicate the SAFARI project to a wide and targeted audience. Users can find information regarding the project's progress, news, events (fairs, conferences, and workshops), as well as publications and dissemination material in all three social media profiles.