



MSCA Doctorate Network

# CONTRABASS

zero-CO<sub>2</sub> cement ThRough cArBonation of cAlcium Silicates and aluminates

## Deliverable D 7.4 CONTRABASS website



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<b>Grant Agreement N°:</b>	101119715
<b>Project name:</b>	Zero-CO2 cemeNt ThRough cArBonation of cAlcium Silicates and aluminateS
<b>Project acronym:</b>	CONTRABASS
<b>Topic:</b>	HORIZON-MSCA-2022-DN-01-01
<b>Call (part) identifier:</b>	HORIZON-MSCA-2022-DN-01
<b>Starting date:</b>	01/01/2024
<b>Type of action:</b>	HORIZON TMA MSCA Doctoral Networks
<b>Granting authority:</b>	European Research Executive Agency
<b>Start date of the project:</b>	01 January 2024
<b>Project duration:</b>	48 months
<b>Project coordinator:</b>	Hegoi Manzano (UPV/EHU)

<b>Deliverable N°:</b>	7.4		
<b>Deliverable name:</b>	CONTRABASS website		
<b>WP N°:</b>	7	<b>WP Leader:</b>	UPV/EHU
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<b>Due date:</b>	Month 02	<b>Actual submission date:</b>	June 05, 2024
<b>Dissemination level:</b>	PU		



*This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101119715.*



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Document history		
Revision	Date	Description
1	03/26/2024	First draft
2	04/26/2024	Second draft
3	05/13/2024	Third draft
4	06/05/2024	Final version

Report contributors		
Name	Beneficiary Short Name	Details of contribution
Universidad del País Vasco/Euskal Herriko Unibertsitatea	UPV/EHU	First draft preparation
Universidad del País Vasco/Euskal Herriko Unibertsitatea	UPV/EHU	Revision first draft: second draft
Universidad del País Vasco/Euskal Herriko Unibertsitatea	UPV/EHU	Revision second draft: third draft
Universidad del País Vasco/Euskal Herriko Unibertsitatea	UPV/EHU	Revision of third draft: final version

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## 1. Executive Summary

This deliverable, “D.7.4: CONTRABASS website”, is the fourth deliverable of the WP7: Management.

The aim of this deliverable is to explain the development of the website for the CONTRABASS project within the Phase I: Provide a wide visibility to the project, of the Plan for the dissemination and exploitation activities, including communication activities.

The development of the website has been performed by an external company (IDALA GLOBAL S.L.) with the input given by all the members of the Consortium through the coordinator.

This deliverable was due M2 but as the development process was not dependent on the Consortium, it was delayed until M5.

## 2. Abbreviations and acronyms

Abbreviation / Acronym	Description
D.	Deliverable
WP	Work package
M	Month
DC	Doctoral candidate

## 3. Background

The present document constitutes the Deliverable D7.1 “CONTRABASS website” in the framework of the Marie Skłodowska-Curie Actions Doctoral Network Project 101119715 – CONTRABASS as described in the HORIZON-MSCA-2022-DN-01.

## 4. Objective/Aim

This document has been prepared to provide information about CONTRABASS’s website development.

The development of the website is stipulated in the **Plan for the dissemination and exploitation activities, including communication activities** where it is established that

*“communication measures for promoting CONTRABASS and its findings will be tailored to the needs of different target audiences and will follow a two-phase process.”*

In phase I, which starts at the beginning of the project and lasts the first year (M1-12), the objective is to **provide a wide visibility to the project**. Once CONTRABASS visual identity has been defined (logo, graphic chart), the website and social media profiles have also been created as a core tool for communication activities. Analyzing the statistics provided by these platforms will support the Consortium in developing an optimal social media strategy for specific target audiences by adapting the messages.

In phase II, which starts at month 12 and lasts until the end of the project (M12-M48), targeted communication of the main results and events of the project will be announced on the website and will be promoted using appropriate social media with messages adapted to the targeted audience.

## 5. Content and features

The CONTRABASS website has been developed as follow:

- **Home tab**

The webpage’s home tab shows the logo of the project and a brief introduction about what is the framework in which the CONTRABASS project will be developed and what is the final aim of the project.

Some numbers are displayed regarding the number of Doctorate Candidates, Beneficiaries and Associated Partners together with the logo of each party of the Consortium.

At the bottom of this tab, the lasts news is shown, such as the one announcing the Kick-off meeting.

In *Figure 1. Home tab of the CONTRABASS website*, a screenshot of the content can be seen.



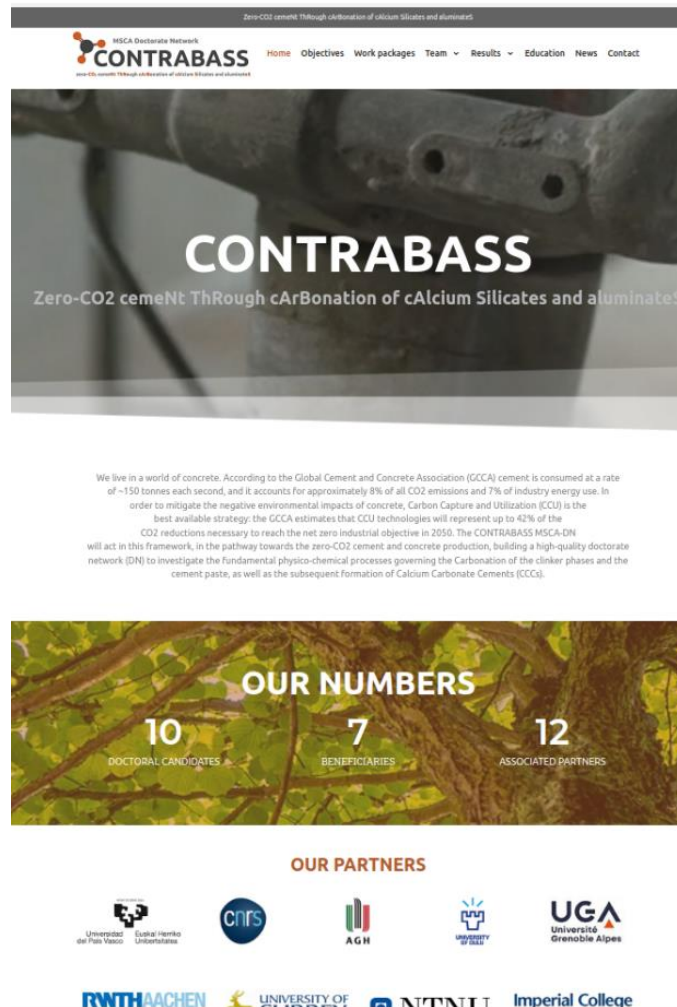


Figure 1. Home tab of the CONTRABASS website.

- **Objectives tab**

In this tab, the 5 main objectives of the project are presented and their relationship with the work packages and projects of each doctorate are showed as a diagram for better understanding (see *Figure 2. Objectives tab of the CONTRABASS website.*)



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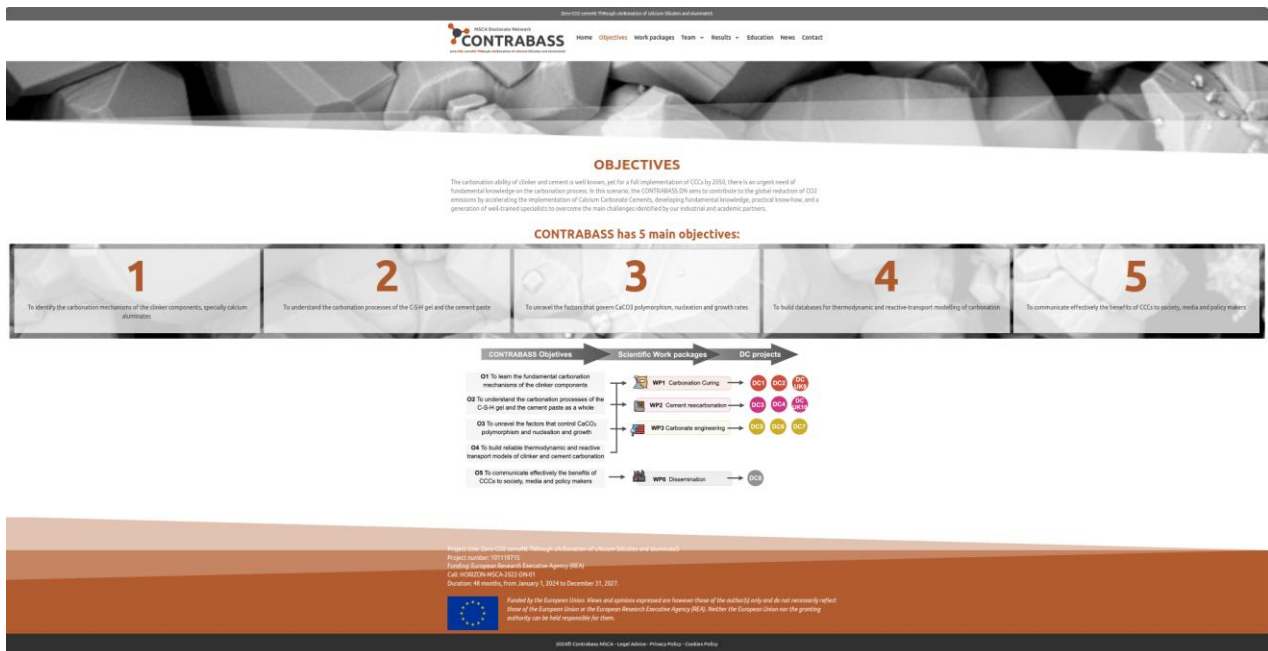


Figure 2. Objectives tab of the CONTRABASS website.

- **Work packages tab**

The CONTRABASS project is structured in 7 work packages, which are well explained in this tab. There are 3 WPs that are scientific (WP1, WP2, and WP3), WP4 is focused on the recruitment of the DCs, WP5 encompasses the training to be performed by the DCs, WP6 aims to understand the interaction between society and CCCs and WP7 deals with the management of the project.

The relation between the WPs and the DCs' projects is also shown in an image, as can be seen in *Figure 3. Work packages tab of the CONTRABASS website.*



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## WORK PACKAGES

### CONTRABASS work plan comprises 7 work packages (WP)

Three WPs are devoted to research (WP1, WP2, WP3). Three WP are operational: WP4 DC recruitment; WP5 DC training; and WP7 project management. Finally, the Dissemination & Impact (WP6) combines operational activities from all the partners.

▲ WP1- Carbonation curing

The O1 associated to WP1 aims to learn the fundamental carbonation mechanisms of the clinker components, specially calcium aluminates. For that, DC1, DC2 and DC3 projects will be combined.



▼ WP2- Cement recarbonation

▼ WP3- Calcium Carbonate engineering

▼ WP4- Recruitment

▼ WP5- Training

▼ WP6 - Dissemination

▼ WP7- Project management and coordination

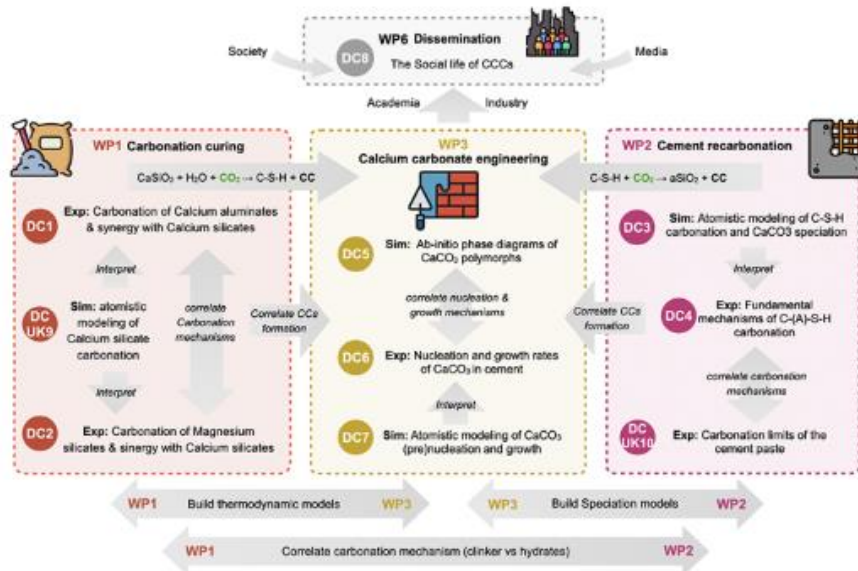


Figure 3. Work packages tab of the CONTRABASS website.



- **Team tab**

This tab is subdivided in 4 groups: Beneficiaries, Doctoral candidates, Associated partners and Industrial partners, as shown *Figure 4. Team tab - beneficiaries of the CONTRABASS website*. This subdivision has been made for an easy understanding of the network participants.

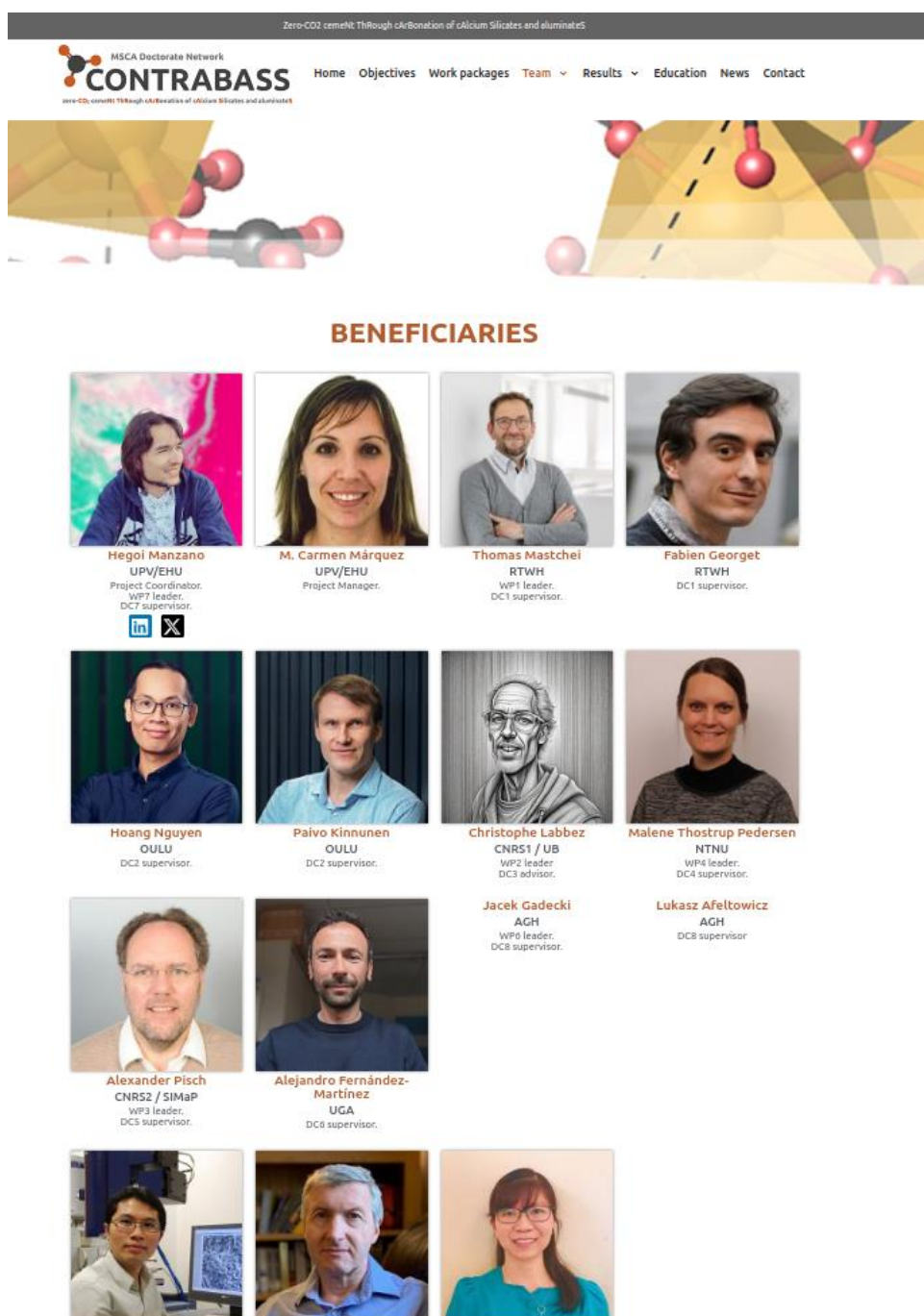


Figure 4. Team tab - beneficiaries of the CONTRABASS website.

- **Results tab**

In this tab there will be uploaded the different results achieved during the progress of the project. There are also 2 subdivisions made, one for Deliverables & Milestones that must be prepared throughout the project; and the other one for Publications that the DCs will make in their research.

- **Education tab**

In this tab the strategy regarding the DCs training is explained, which will be developed in Residential schools. Within the CONTRABASS project 4 Residential school will be celebrated and each of one is well explained. *Figure 5. Education tab of the CONTRABASS website* shows the content of this tab with the explanation of the 1<sup>st</sup> Residential school.

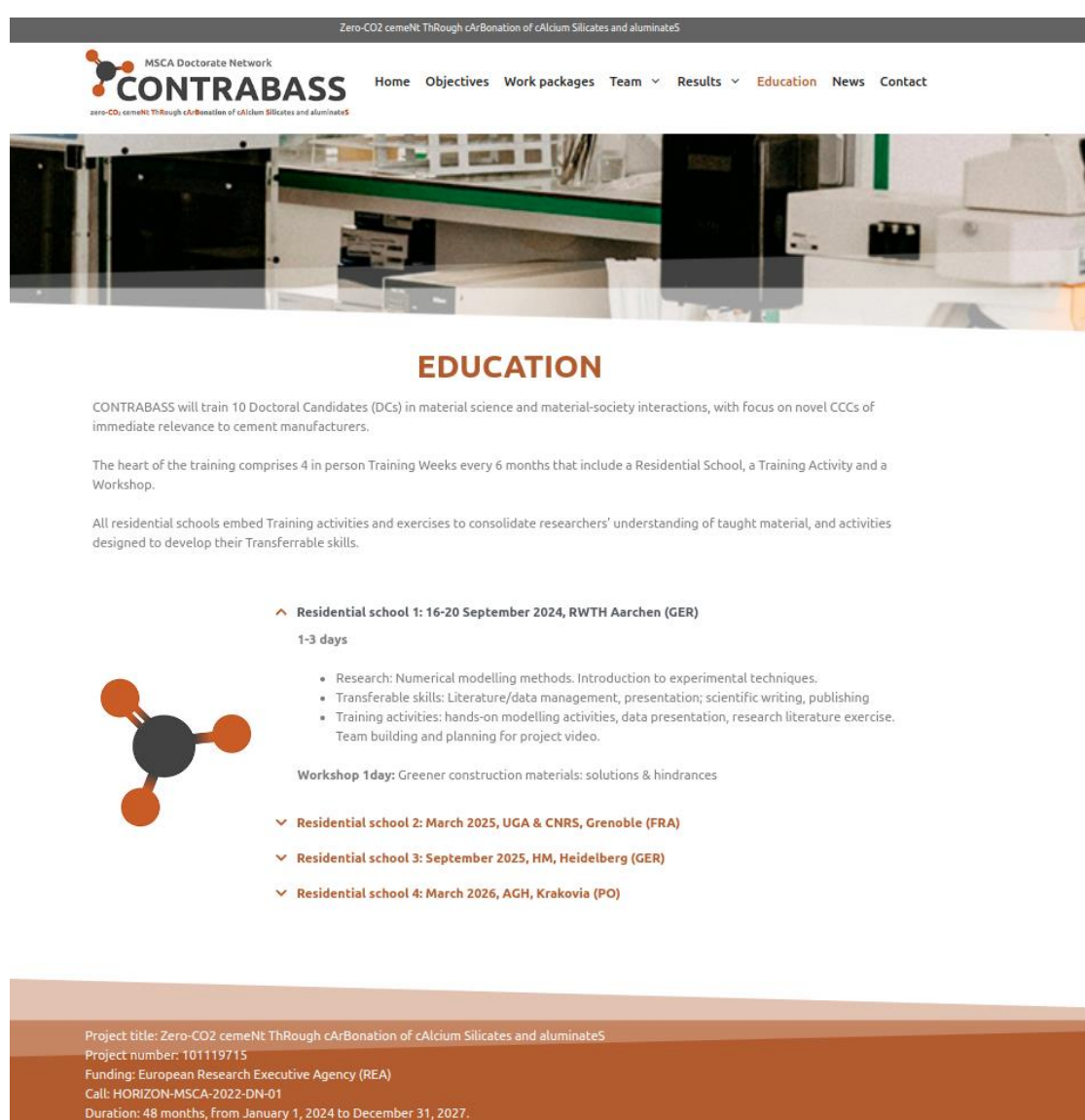


Figure 5. Education tab of the CONTRABASS website

- **News tab**

This tab will contain the news published on the website, that will be also advertised in the social media of the project (LinkedIn and X). *Figure 6. CONTRABASS Kick-off meeting news*, shows the first news published on the website that is the advertisement of the celebration of the Kick-off meeting of the project.



Figure 6. CONTRABASS Kick-off meeting news.

- **Contact tab**

The Contact tab give the contact information for whom want to contact with the Coordinator or Project manager who oversees the management of the project as *Figure 7. Contact tab of the CONTRABASS website*, shows.



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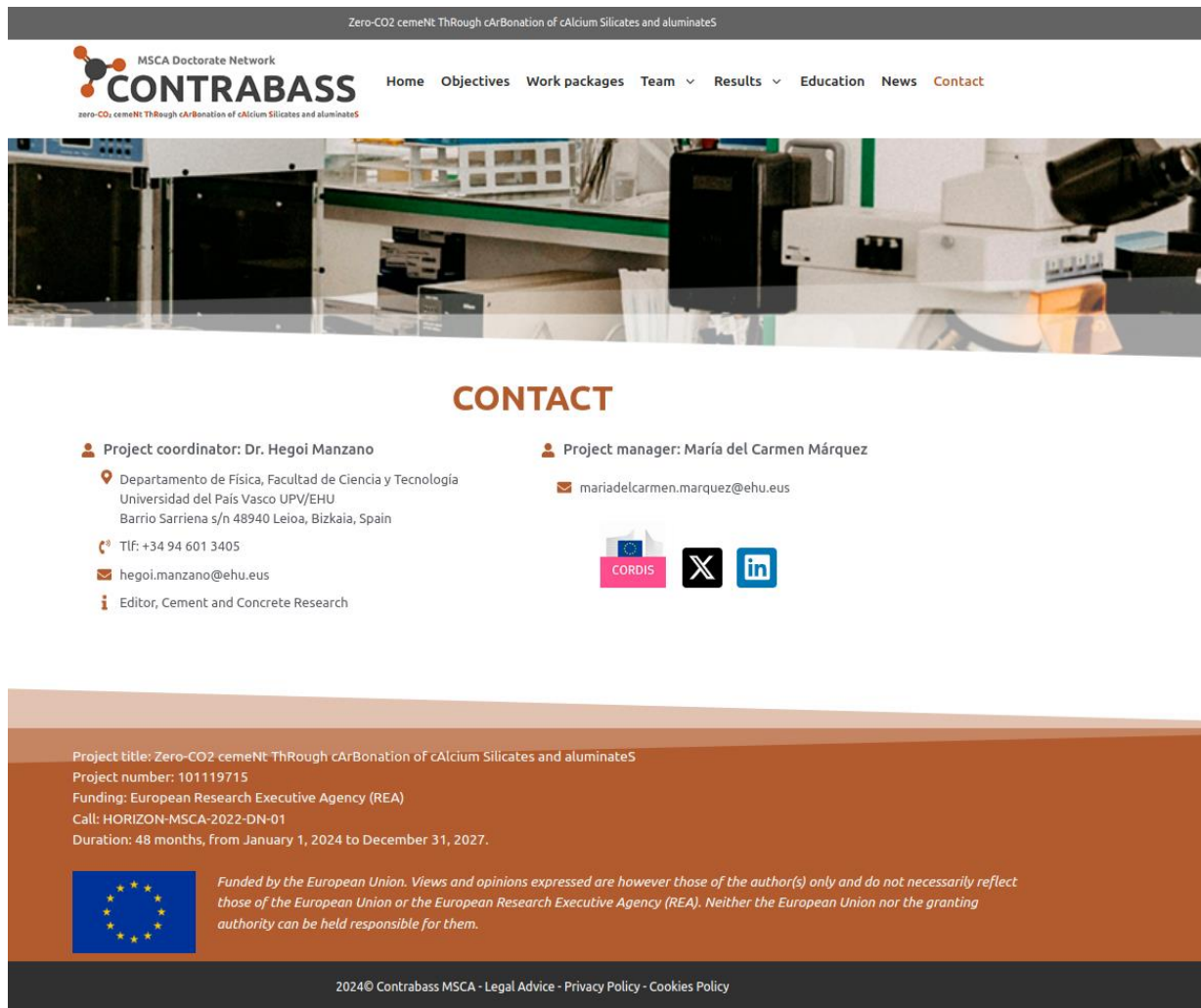


Figure 7. Contact tab of the CONTRABASS website.

The links to the social media and the CORDIS fact sheet of the CONTRABASS project are shown in this tab, too.

## 6. Website analytics

The analytics of the webpage is a very important tool for improving the content and the ways the webpage is advertised in social media and other means of communication.

The page views, unique visitors, session duration, bounce rate, and any other relevant metrics will be checked and analysed as the objective is that these numbers will increase during the period the project is running. For this analysis a statistics program has been installed in the website.



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## 7. Future plans

The webpage has just be launched and will be updated periodically with the latest content generated by the project network until the end of the project.

The launch of the website has been published in the CONTRABASS social media so that followers of the project can check the content of the website and follow the project throughout this site as well. (see *Figure 8. CONTRABASS website launch post in LinkedIn* and *Figure 9. CONTRABASS website launch tweet in X.*)

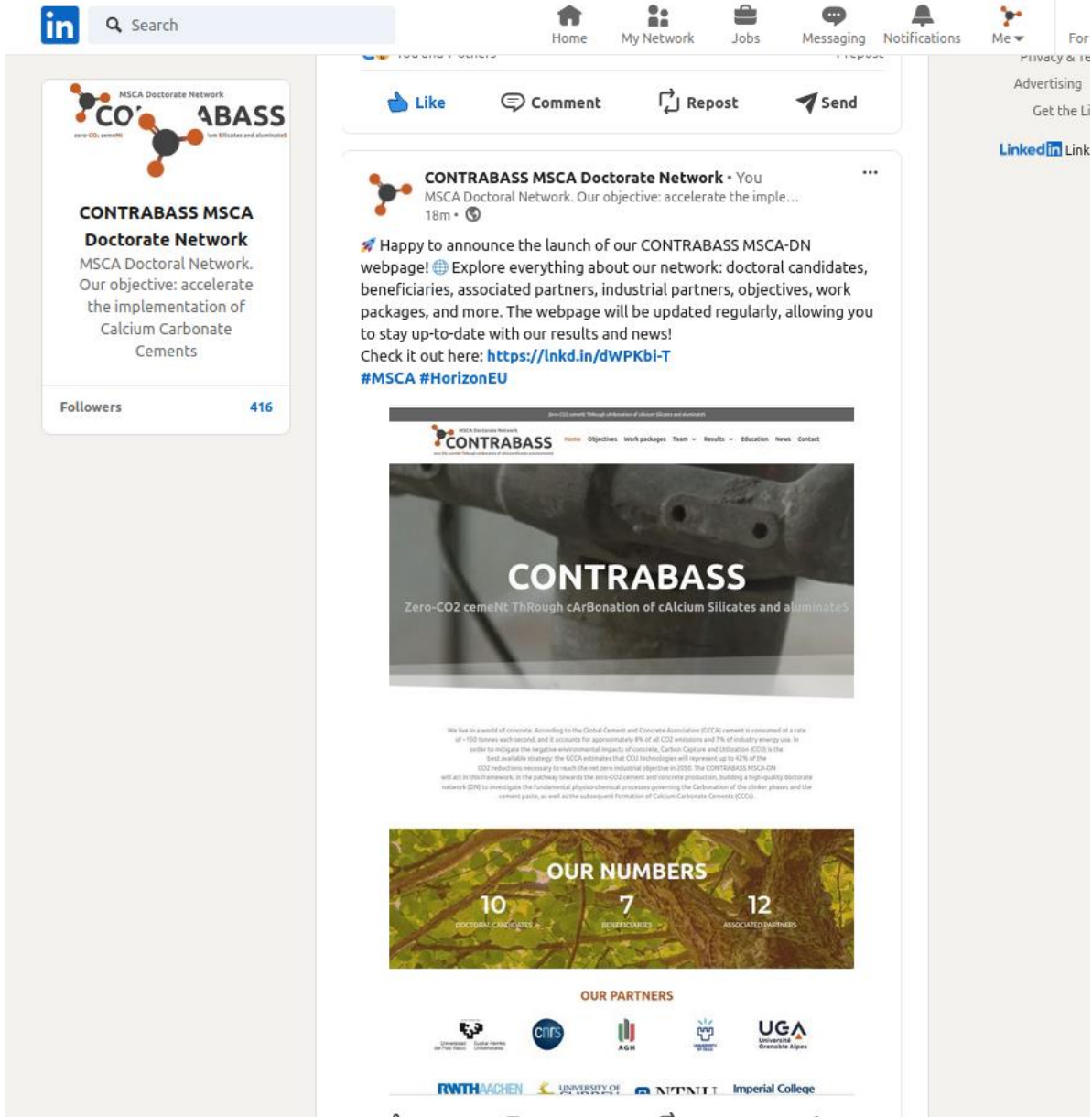


Figure 8. CONTRABASS website launch post in LinkedIn



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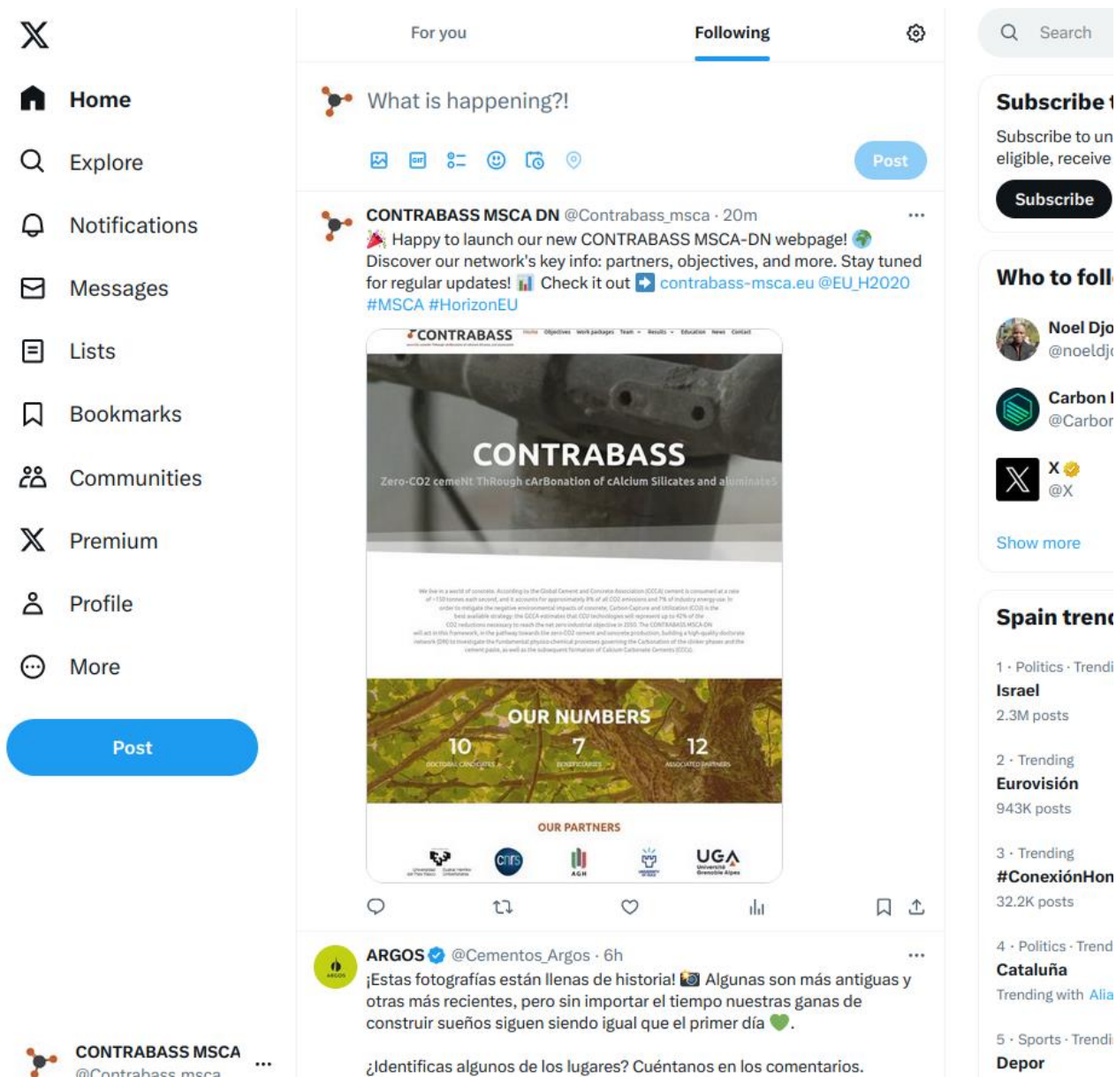


Figure 9. CONTRABASS website launch tweet in X

## 8. Conclusions

The CONTRABASS website has been developed to give the relevant information and results related to the project. The objectives, work packages, team and training that comprises the CONTRABASS network are well presented, and results and education contents will be published during the project's progress.



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The CONTRABASS website together with CONTRABASS social media are the principal means for communicating all the achievements of the project and will be an active tool for the network.

## 9. Appendices

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